

# MEDIA RELEASE



## Historically renowned, infinite possibilities: Melbourne's art scene and where to next

13 November, 2013

What does a creative city look like? Why are the arts important? What is the City of Melbourne's role in contributing to and supporting the arts?

These are some of the questions the City of Melbourne is asking the community to help frame a new arts strategy for Melbourne.

The *Arts Strategy 2014 -17* will explore Melbourne's creative resources and challenges, define goals and establish recommendations so Melbourne's reputation as a city for the arts will be strengthened.

Lord Mayor Robert Doyle said one of council's priorities is to encourage participation in artistic expression.

"The City of Melbourne's current Arts Strategy has allowed us to support and promote artists and arts organisations and we would like to build on this in the development of our new strategy for 2014-2017," said the Lord Mayor.

Chair of the Arts and Culture portfolio Councillor Rohan Leppert said Council's vision is for Melbourne to be a place that inspires innovation.

"Melbourne's arts scene continues to attract artists, lovers of theatre, street art and music to the city. We want Melbourne to continue to flourish as the creative capital and we are encouraging those who are interested to have their say on what they love about the arts in Melbourne," said Cr Leppert.

The City of Melbourne is investing more than \$14 million in the arts this year, through arts grants, venues and facilities, studio spaces and offices, free public events, projects and programming, public art and more.

Those interested can register to attend the Arts Strategy Public Meeting at the Melbourne Town Hall (Swanston Room), 6 – 8pm on Wednesday 20 November. Register attendance through [www.trybooking.com/DVJT](http://www.trybooking.com/DVJT).

Alternatively, those interested can have their say online via Participate Melbourne <http://participate.melbourne.vic.gov.au/projects/arts-strategy> or get involved in the conversation on Facebook and Twitter using the hashtag #melbournearts

-ENDS-

**City of Melbourne Media Adviser:** Shelley Blake 0400 126 524  
(03) 9658 8683 / [shelley.blake@melbourne.vic.gov.au](mailto:shelley.blake@melbourne.vic.gov.au)

Visit the City of Melbourne's Online Media Centre: [www.melbourne.vic.gov.au/mediacentre](http://www.melbourne.vic.gov.au/mediacentre)