

MELBOURNE ARTS STRATEGY 2014 -17

ACHIEVING A CREATIVE CITY THROUGH THE ARTS

FACT SHEET

Melbourne is recognised and celebrated as a city for the arts. The City of Melbourne's 2010-13 Arts Strategy helped Melbourne to continue to support and promote a diverse range of artists and to provide opportunities for people to experience the arts.

Melbourne is growing rapidly in terms of resident population and daily visitation. The arts are essential to Melbourne's identity. A new Arts Strategy for the period 2014-17 is now being developed, and you are invited to share your views.

Why an Arts Strategy?

Being a creative city – one that encourages and enables participation in artistic expression and supports experimentation – is a key goal of the City of Melbourne.

The strategy will explore Melbourne's creative assets and challenges, define goals and establish recommendations for how we can continue to strengthen and expand Melbourne as a city for the arts.

What is an Arts Strategy?

The strategy will be the City of Melbourne's key strategic document to strengthen and elevate its profile as a city for the arts.

The development of the Arts Strategy 2014 – 17 will engage with Melbourne's citizens and the arts community. We will encourage a range of critical conversations that explore new ways to tackle the challenges, priorities and opportunities involved in the City of Melbourne's work to support the arts.

Strategic links to Council Plan

The Arts Strategy is a key part of the Council Plan 2013 – 17, specifically the goal for Melbourne to be a creative city. The Council Plan vision is for Melbourne to be a place that inspires experimentation, innovation and creativity, and fosters leaders of ideas and courage. It will build upon a long standing heritage and embrace Aboriginal and Torres Strait Islander history and culture.



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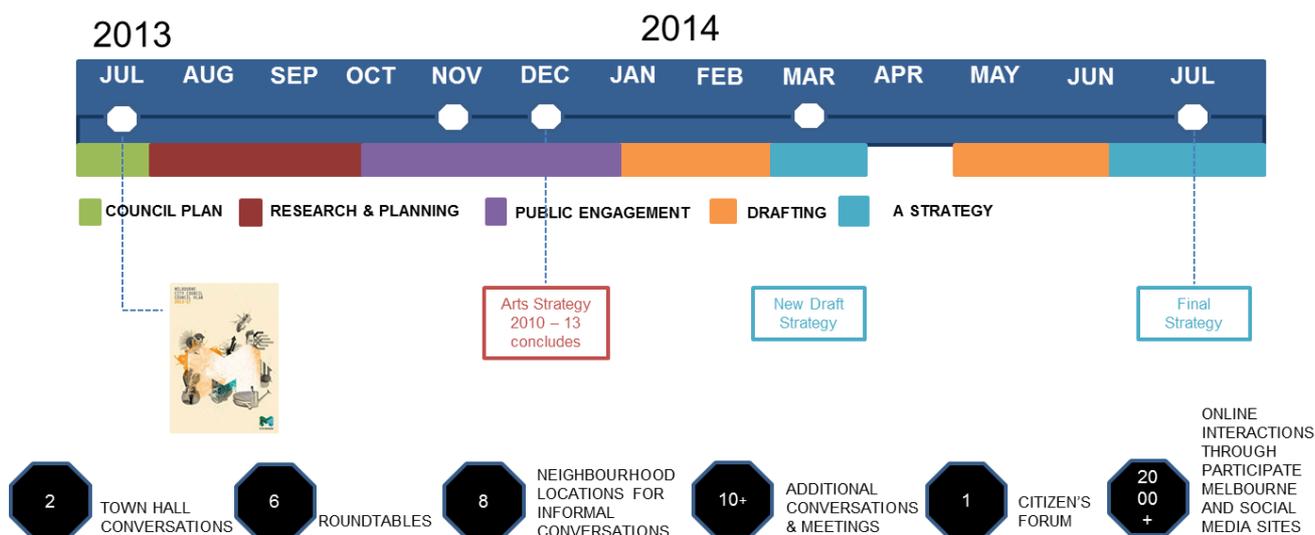
How will the strategy change the way the City of Melbourne does things?

The strategy will set out priorities and actions that support the City's vision of a creative, inspirational and sustainable city through the arts.

The strategy will articulate:

- the value of a creative city
- the City of Melbourne's role in contributing to Melbourne's reputation as a creative city
- investment and priorities for the arts
- alignment and relationship with the Melbourne arts landscape, and with State and Federal Government arts funding bodies
- approaches to deliver on the goal for Melbourne to be a creative city through the arts.

Key dates



Find out more

The Arts Strategy is led by the City of Melbourne's Arts and Culture branch. The branch aims to strengthen Melbourne by creating and facilitating new arts opportunities and innovations through investment, programming, infrastructure, support and planning.