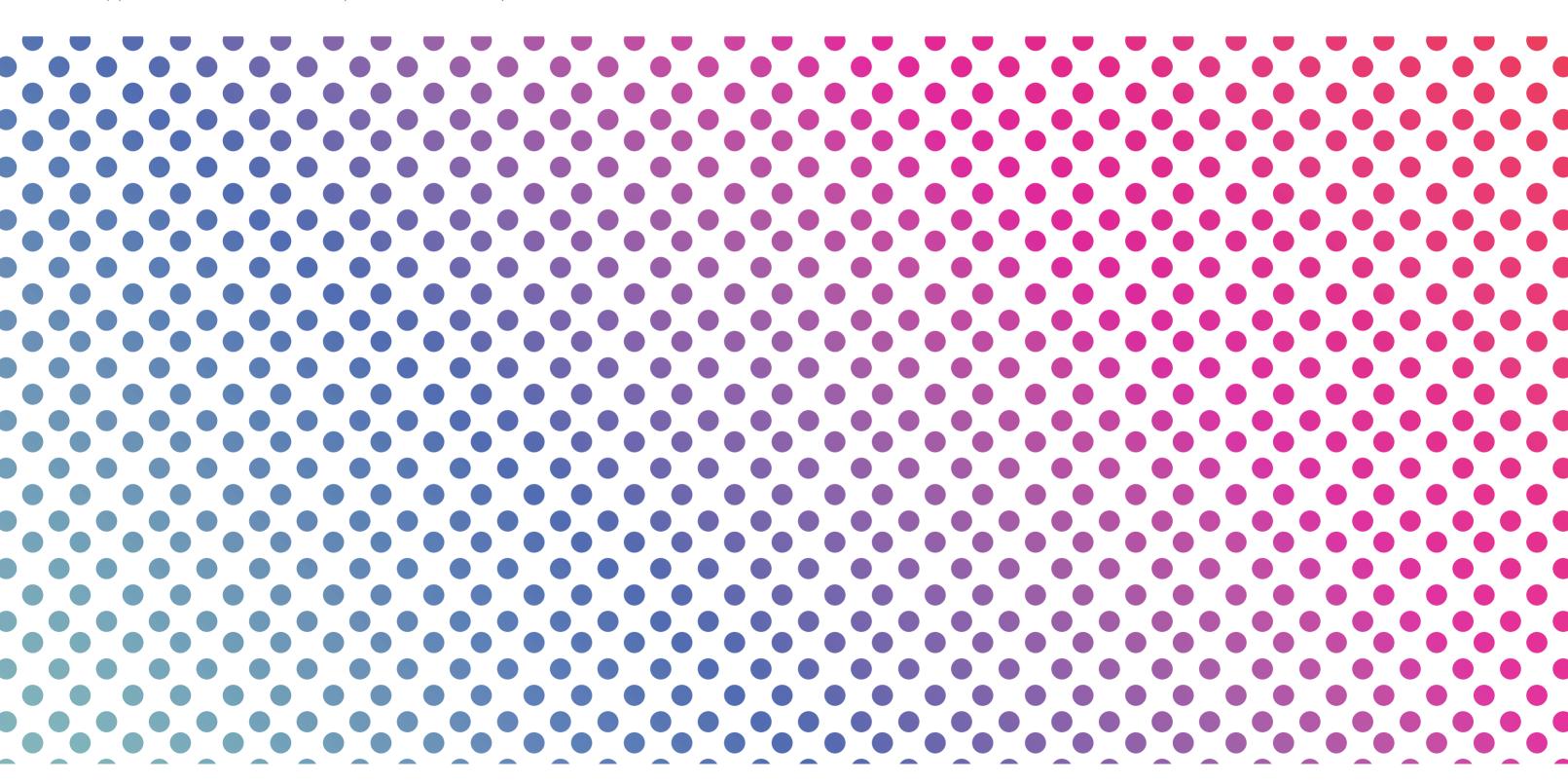
The arts are a source of delight, invention and provocation. They help define us as human beings and shape our view of the world.

At Maribyrnong City Council, we also strive to ensure art is a mechanism for building social cohesion and a vehicle for social justice.

Participation in the arts is a source of community wellbeing and a driver of economic vitality. Put simply, our investment in the arts is a catalyst for a better community.

ARTS AND CULTURE STRATEGY 2018-23 SNAPSHOT



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ARTS AND CULTURE STRATEGY 18-23

TYPES OF ART IN OUR CITY

TRADITIONAL!

LITERATURE MUSI PERFORMANCE VISUAL ART CONTEMPORARY

ARCHITECTURE • CRAFTS • FASHION FILM • GAMING + SOFTWARE DESIGN **GRAPHIC + PRODUCTION DESIGN** RADIO•PHOTOGRAPHY PUBLISHING • TV

PARTICIPATION

People aged 15+ from Melbourne's west attended an arts or cultural event

Victorians attended live performance events



LIVE MUSIC	57%
VISUAL ART	49%
THEATRE	45%
FESTIVALS	45%
DANCE	33%
LITERATURE EVENTS	23%

LIVE PERFORMANCE vs SPORT

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Australians attended live performance events

*2016 National Live Performance Industry figures.



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SOCIAL IMPACTS

Believe arts are an important way to gain different perspectives

Art allows us to connect with others and helps us understand other people and different cultures

*2017 Australia Council report - Victoria outer metro survey results

SOCIAL BENEFITS



Reaching at risk or excluded communities



Revitalising neighbourhood + cultural pride



Reducing anti-social behaviour + crime Promoting perceptions of safety

Job opportunities and self-fulfillment



Value of knowing art + culture exists Living in a community with an animated environment

HEALTH + WELLBEING IMPACTS

Believe art makes for a richer, more meaningful life

Believe art impacts their ability to express themselves

Believe art positively impacts childhood development

*2017 Australia Council report - Victoria outer metro survey results

ECONOMIC IMPACTS

ARTS JOBS IN OUR CITY

*Geografia, 2017

LARGEST SECTOR BY **GROSS REGIONAL PRODUCT**

ECOLOGY

PLACE MAKING

Creation of spaces to

celebrate local identity

COUNCIL'S ROLE IN SUPPORTING ARTS AND CULTURE

FUNDING

Artists, projects, arts organisations, public art, Festival City Neighbourhood activation

SPACES FOR ART

Provision/ownership and/or management of venues including subsidised leases



ARTISTS ORGANISATIONS

COUNCIL **DYNAMIC CITY**

More competitive Increased economic dynamism through creative industries

LIBRARIES + COMMUNITY CENTRES

Services, programs and facilities to inspire and transform lives

COMMUNITY HEALTH WELLBEING

Opportunities for whole of community participation Supporting a creative community Building community pride

STRATEGY THEMES

FIRST PEOPLE'S FIRST



ACCESS ALL AREAS



CELEBRATING DIVERSITY









