



11 September 2019

SUBMISSION FROM THE COMMITTEE FOR GEELONG TO: Creative State 2020+ consultation process

Introduction

The Committee for Geelong (CfG) is pleased to lodge a submission to Creative Victoria's Creative State 2020+ consultation process. Creative State is an important strategy to guide the future planning, growth and investment in Victoria's creative industries sector.

The CfG is an independent, member-based organisation that is guided by the following strategic objectives:

- To stimulate economic and social prosperity
- To drive creativity, capability and liveability
- To deliver collective voice and leadership

We work collaboratively with an authoritative group of stakeholders and influencers to deliver on our purpose of "Designing Our Best Future." The word "designing" reflects Geelong's designation as a UNESCO Creative City of Design and also informs CfG to take a 'design-thinking' approach to the development of strategy and taking action. "Our Best Future" promotes the vision for local ownership of our identity as a global city that is focused on strategic analysis and scenario planning for our long-term future.

Our members include local, national and international organisations and individuals who set aside commercial gain, sectoral interest and personal perspectives to provide a united voice on the issues facing the Geelong city-region. The CfG has a history of actively advocating to solve problems and confront challenges. We share one passion with our members – the vision of a Clever and Creative Geelong. As thought leaders, the CfG encourages innovation and debate around opportunities for Geelong. We welcome the opportunity to comment on Creative Victoria's Creative State 2020+. This submission is based on the views of the Committee, feedback from members and the consultation held at Geelong Arts Centre on Wednesday 14 August 2019.

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Background

Geelong as Victoria's largest regional city with a population of approximately 225,000 people and is growing at 2.7% per year – one of the fastest growing regions in the country. Geelong's economy is diverse – health, education and service sectors are key employers, with creative industries showing strong economic growth through the G21 Region.

According the Environmental Scan of the Creative Industries 2018 report (*Dr Jude Walker, Geelong Region Local Learning Employment Network & Creative Geelong Inc*), in 2017 the Creative Industries sectors in the G21 region contributed:

- \$2.085,393 billion, or 5.9% (compared to 5.0% in 2015) to the overall regional output;
- \$213,406 million or 2.7% (up from \$150.579 million or 1.7% in 2015) to the overall regional export estimate;
- 9,127 jobs (a 16.4% increase from 2015), or 7.3% of total employment;
- \$629,364 million or 7.5% (up from \$488.419 million) to overall regional wages and salaries.

Source: http://creativegeelong.com.au/CreativeGeelong_Enviroscan.pdf

Geelong is identified as Victoria's Second City in Plan Melbourne giving the city s special status in the planning scheme. Building on this recognition, CfG published the 'second city' policy framework in 2018 which included clear actions and outcomes aimed at improving the economic and social prosperity Geelong. In this Second City Policy Framework (Source: <https://committeeforgeelong.com.au/project/proposed-second-city-policy-framework/>) there is a call to develop a Geelong specific strategy for creative industries. It is referenced here below:

CREATIVE VICTORIA TO DEVELOP A GEELONG SPECIFIC STRATEGY

- *Action – Creative Victoria to develop a Geelong Creative Industries Strategy to assist the established and emerging cultural organisations in the city-region and support Geelong as a UNESCO City of Design*
- *Portfolio – Minister for Creative Industries, Minister for Planning, Minister for Local Government*

Creative Victoria is the state government body dedicated to championing, growing and supporting Victoria's creative industries. The government body invests in the ideas, talent, organisations,



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events and projects that make Victoria a creative state. The creative industries encompass disciplines as diverse as games development and graphic design; fashion and filmmaking; independent theatre and industrial design; and comedy and craft. Creative Victoria fosters new opportunities for innovation, collaboration, cross promotion and economic growth across the creative industries and in the broader community.

Geelong's appeal could be further enhanced through the continued investment in Central Geelong as an entertainment, arts, culture, leisure, sport, dining and retail precinct.

Geelong Performing Arts Centre (GPAC) is the performing arts hub for the city-region, and Creative Victoria oversees its extensive programs, functions, conferences and events. GPAC is the only state-owned asset in Geelong managed by Creative Victoria and was the first performance centre in regional Australia to run a theatre series with a mix of programs.

Geelong has recently been designated as a UNESCO City of Design and is recognised internationally as Australia's first and only City of Design, and member of the UNESCO Creative City Network. Geelong has committed to placing creativity at the core of development plans and to actively cooperate with inter-city partnerships at an international level. Geelong has historically been, and will continue to be, shaped and influenced by design.

To maximise the potential of Geelong's creative industries and support the future implementation plans for Geelong's designation as a UNESCO City of Design, Creative Victoria could undertake the development of a Geelong specific strategy.

Submission

CfG believes there is a need for the development of a Creative Industries Strategy to help support the long-term growth of Geelong and support the population pressures facing Melbourne by attracting and retaining people to the city-region. Having a strong, inclusive creative industries sector is a vital pillar for social and cultural experiences.

In 2019, CfG has endorsed a new Strategic Framework (2019- 2022). A key action area is the 'Future of Work' incorporating a focus on creative industries sector development.

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FUTURE OF WORK:

Agile work mind sets, impact of digital technology, and skills development needs for the future of work... These are the key areas to be explored in a piece of work to develop our workforce in partnership with key employers and industry.

“The 2018 Senate Select Committee on the Future of Work and Workers report found increasing evidence workplace laws designed to provide cooperative and productive workplace relations haven’t kept pace with emerging trends such as the rise in non-standard work. The report recommended Australia commit to a long-term plan to prepare worker, business and the economy for technological change.” Company Director, July 2019: Volume 35: Issue 06 p.17

As a creative industries hotspot, with a community vision to be “Clever and Creative” and the UNESCO Creative City of Design designation, the concept of the skills needed and future of work is linked to a range of occupations and businesses within the creative industries sector. Drawing on national and international exemplars, this sector-wide plan should:

- Identify what is required to develop the creative ecosystem in Geelong – investment opportunities, business development.*
- Determine how to leverage this creative ecosystem to build the profile of Geelong and provide associated opportunities for employment and economic development.*
- Outline the training and education-based pathways necessary to grow the next generation of creative individuals and organisations in Geelong so that the creative ecosystem can become self-sustaining.*

CfG is committed to working with its members, community, stakeholders and government to support the delivery of a creative industries strategy for the region. We welcome the opportunity to engage further with Creative Victoria.

CfG has a range of members with a keen interest in the development and support of the creative industries sector including Geelong Gallery, Geelong Arts Centre, the City of Greater Geelong, Back to Back Theatre, Renew Australia and Creative Geelong Inc.

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In 2018, Creative Geelong Inc released its *Geelong's Creative Potential - a Manifesto*. Creative Geelong Inc makes the following statement in its Manifesto *"We want a Geelong where everyone actively values and engages with creativity and innovation as a key part of our future social and economic well-being. We want a local creative industries community that is connected, collaborative and inspiring."* This Manifesto aims to share the experiences of Creative Geelong and

bring together the community to focus on supporting the creative industries sector through the lens of the following opportunities:

1. *Telling Our Story*
2. *Central Geelong*
3. *Including Everyone*
4. *Conversations & Collaborations*
5. *Measuring Impact*
6. *Future of Work*

This Manifesto for Geelong's Creative Potential aims to help show how Geelong can support its creative sector and build a sustainable creative community.

(Source: http://creativegeelong.com.au/CreativeGeelong_manifesto.pdf)

SUMMARY

In summary, the key issues to be addressed in the Creative State 2020+ strategy are:

- Support to develop a Creative Industries Strategy for the Geelong city-region including a focus on the learning and education pathways for the local creative industries ecosystem
- Engagement and collaboration to build and grow its creative industries sector and leverage the UNESCO Creative City of Design designation
- Ensure that grassroots creative industry practitioners are specifically supported and that there is an overarching policy and funding response to social equity (inclusiveness)
- Understand the important role of the regions in the creative industries
- Recognition of First Nations in creativity and sharing stories and cultural learning of Traditional Owners

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Thank you for the opportunity to make this submission to the Creative State 2020+.

If you have any questions please feel free to contact the CfG's CEO Jennifer Cromarty on Jennifer.cromarty@committeeforgeelong.com.au or T: 03 5227 8075.

Kind regards

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