

**ITEM-18 LMM 25/09/18 - ARTS AND CULTURAL FESTIVALS IN
NEWCASTLE**

MOTION

That City of Newcastle:

1. Notes that the iconic This Is Not Art (TiNA) Festival returns to Newcastle this Thursday, thanks to the \$100,000 grant and continued support from the City of Newcastle;
2. Notes that our Community Strategic Plan 2030 outlines Vibrant, Safe and Active Public Places, with City of Newcastle leading the support, planning and delivery of cultural and community programs, events and live music, as key to our vision of Newcastle as a smart, liveable and sustainable global city;
3. Recognises the growth in requests for support from the City of Newcastle to assist in the delivery of arts and cultural festivals and events throughout Newcastle;
4. Support the facilitation and co-ordination of arts and cultural festivals and events throughout Newcastle, including, but not limited to, the Newcastle Fringe Festival, and the proposed Newcastle City Festival; aimed at supporting such events in line with our strategic vision to foster a prosperous, diverse and resilient economy by facilitating events and festivals that attract visitors and support local economic development (City of Newcastle 2018/19 Budget);
5. Develops a strategic framework to facilitate the partnering of Novocastrian arts and cultural businesses with emerging and existing events throughout Newcastle;
6. Reports back to Council after engagement with current Arts and Cultural Festival organisers, including, but not limited to, Newcastle Fringe, Proposed Newcastle City Festival, TiNA, the Newcastle Writers Festival, Newcastle Comedy Festival, regarding the development of this strategic framework partnership model.

Background:

The City of Newcastle, through our Community Strategic Plan 2030, and successive annual budgets, acknowledges our role as a Provider, Leader, Collaborator and Planner of community and cultural events and live music.

Increasingly, community organisations are looking to the City of Newcastle to provide support for a growing number of arts and cultural festivals in Newcastle.

While the benefits of holding arts and cultural events throughout the city are obvious, a united approach to the strategic implementation of these events is required, as well as a plan to unite our vibrant arts and cultural businesses with planned or existing cultural events.

Event benefits:

The City of Newcastle *Events Plan 2016 – 2019*, events deliver a range of benefits in the community. These include:

- economic benefit through increased visitation, accommodation and other spending;
- promotion and advertising of the area through traditional and social media, attracting further flow-on visitation;
- social benefit through community participation and engagement;
- exposure to new experiences, skills and knowledge for residents and visitors, and for some, this becomes the inspiration for new sporting or cultural pursuits;
- build and raise cultural awareness;
- build local pride and identity;
- opportunities for local businesses and local entrepreneurs;
- creates employment particularly in the hospitality and retail sectors, along with artists and art providers;
- capacity building and practical experience for volunteers;
- service and infrastructure upgrades

References:

- City of Newcastle Community Strategic Plan 2030
- City of Newcastle 2018/19 Budget
- City of Newcastle Events Plan 2016 - 2019

City of Newcastle Community Strategic Plan 2030 (p. 19):

Where do we want to be?	How will we get there?	Council's role	Who are our partners?
3.1 Public places that provide for diverse activity and strengthen our social connections	3.1a Provide quality parkland and recreation facilities that are diverse, accessible and responsive to changing needs	Provider	Community, Office of Sport, Neighbouring Councils, Venues NSW (Broadmeadow Precinct), Department of Planning
	3.1b Enhance our beaches and coastal areas through upgraded facilities	Provider Collaborator	Community, NSW Government, Surf Life Saving NSW, Surfing Australia
	3.1c Support and deliver cultural and community programs, events and live music	Provider Leader Collaborator Planner	Community, Australian Government, NSW Government, Cultural Sector, NSW Live Music Office

City of Newcastle 2018/19 Budget (p.43):

Community Objective: 3.3 A thriving city that attracts people to live, work, invest and visit

Delivery Program Objective	Operational Plan Action 2018/19	Responsibility
6.3a Facilitate events and festivals that attract visitors and support the local economy		
Maintain a diverse program of events to appeal to a broad audience that build on Newcastle's assets	Deliver the annual Event Sponsorship program	Major Events and Corporate Affairs
Build cultural tourism by presenting events that celebrate the city and contribute to its identity	Expose local stories through cultural programming and build Newcastle's cultural identity	Art Gallery Museum Civic Services Major Events and Corporate Affairs

ATTACHMENTS

Nil