

# LIVERPOOL CITY COUNCIL

## CULTURAL POLICY

Adopted: 28 June 2017

TRIM 014566.2017-003



## CULTURAL POLICY

### 1. PURPOSE OF THE CULTURAL POLICY

- 1.1 Liverpool City Council seeks to recognise and celebrate the rich cultural fabric of Liverpool's communities, and allocates significant resources to cultural activities, services and projects. This includes the Casula Powerhouse Arts Centre (CPAC), the Liverpool Regional Museum (LRM), libraries, major events, and public art. In addition, Council maintains policies which facilitate aspects of cultural development, including the Multicultural Strategy, Reconciliation Action Plan, Civic Events and Ceremonial Functions Policy, and the Grants and Donations Policy. Although Council's ongoing contributions to cultural development are apparent, it has lacked the policy framework to articulate and realise its vision for the cultural life of the city.
- 1.2 Council's Cultural Policy will outline Liverpool's ambitions towards a creative, innovative and inclusive city. This Policy acknowledges the role of culture in promoting social cohesion, civic pride, economic growth, environmental sustainability and individual wellbeing. As the region continues to grow and change, Liverpool's role in facilitating cultural development and growth within its geographical boundaries, and the wider region, becomes more critical.
- 1.3 Council aims to maximise the benefits that a vibrant cultural sector brings to its community by providing an effective framework for cultural planning and implementation within the Liverpool LGA over the next ten years, linking with Western Sydney Regional and State planning. This Policy will outline Council's role in actively building the cultural life of the city by presenting greater opportunities for cultural participation, and supporting artists and creatives to make and present work in Liverpool. As well, this Policy seeks to build on the reputation of Western Sydney arts and culture as a whole, positioning Liverpool at the forefront of this movement.

### 2. ACKNOWLEDGEMENT

Council acknowledges that we are meeting on the traditional country of the Darug and Tharawal people of Liverpool, and pays respect to Elders past and present. We recognise and celebrate Aboriginal cultural heritage, beliefs and relationship with the land.

Council acknowledges other Aboriginal and Torres Strait Island (ATSI) language groups and works closely with ATSI communities to advance reconciliation in the Liverpool LGA.

### 3. RELATED LEGISLATION

#### 3.1 International

UNESCO, *Universal Declaration on Cultural Diversity*, adopted 2 November 2001

#### 3.2 State

Arts NSW, *Create in NSW: NSW Arts and Cultural Policy Framework*, 2015

#### 3.3 Local

Liverpool City Council, *Our Home, Liverpool 2017 Community Strategic Plan, 2027*  
Local Government Act, 1993

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### 4. DEFINITIONS

**Council** Liverpool City Council

**LGA** Local Government Area

**Culture** According to UNESCO, 'Culture should be regarded as the set of distinctive spiritual, material, intellectual and emotional features of society or a social group, and that it encompasses, in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs.' (UNESCO, *Universal Declaration on Cultural Diversity*, 2 November 2001)

In this policy, 'culture' includes visual art, performing arts, theatre, music, exhibitions, museums and galleries, the representation and animation of history and heritage, libraries, craft, design, publishing, film, literature, digital and new media, television, interactive software, and activations of public space.

**Artists** Individuals who are professionally trained and whose profession is to practice one or more of the art forms outlined under 'culture'.

**Creatives** Individuals whose jobs involve creative or cultural work, as outlined under 'culture'.

**Participants** Members of the general public who consume cultural products, work with artists and creatives in the production of culture, and/or undertake their own creative or cultural production as a hobby.

### 5. POLICY STATEMENT

#### 5.1 Policy Principles

The following principles are adapted from the *UNESCO Universal Declaration on Cultural Diversity*, unanimously adopted by the 31<sup>st</sup> session of the General Conference of UNESCO in Paris on 2 November 2001. They provide a framework for the way in which Council will deliver its Cultural Policy.

##### 5.1.1 Inclusion

*Article 2 – From cultural diversity to cultural pluralism*

*In our increasingly diverse societies, it is essential to ensure harmonious interaction among people and groups with plural, varied and dynamic cultural identities as well as their willingness to live together. Policies for the inclusion and participation of all citizens are guarantees of social cohesion, the vitality of civil society and peace.*

Culture and creativity are underscored by the spirit of inclusion – giving anyone who needs it an outlet for self-expression and reflection on the world around them. Initiatives which are engaging, inclusive, accessible and responsive to participants, offering avenues for the determination of individual and community identity, will empower individuals, and engender connectivity and a sense of community pride.

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### 5.1.2 Diversity

#### *Article 3 – Cultural diversity as a factor in development*

*Cultural diversity widens the range of options open to everyone; it is one of the roots of development, understood not simply in terms of economic growth, but also as a means to achieve a more satisfactory intellectual, emotional, moral and spiritual existence.*

Diversity is a key strength of a thriving and vibrant city, indicative of the wealth of experiences, talents, knowledge and passions of its citizens. Artists, creatives and participants should be encouraged to embrace and explore the many facets of their city's diversity (social, cultural, environmental), and to articulate their findings through various modes of artistic and creative expression.

### 5.1.3 Cultural products are unique commodities

#### *Article 8 – Cultural goods and services: commodities of a unique kind*

*In the face of present-day economic and technological change, opening up vast prospects for creation and innovation, particular attention must be paid to the diversity of the supply of creative work, to due recognition of the rights of authors and artists and to the specificity of cultural goods and services which, as vectors of identity, values and meaning, must not be treated as mere commodities or consumer goods.*

While it is important to emphasise and quantify culture as a factor in the creation of wealth and economic development, it is even more important to understand that the primary roles of culture are not linked to economic imperatives. Rather, cultural and creative activities should be appreciated for their impact on individual and social wellbeing, and their capacity to stimulate conversations and advocate for social, economic, and environmental change.

### 5.1.4 Creativity and experimentation

#### *Article 9 – Cultural policies as catalysts of creativity*

*While ensuring the free circulation of ideas and works, cultural policies must create conditions conducive to the production and dissemination of diversified cultural goods through cultural industries that have the means to assert themselves at the local and global level.*

A vibrant cultural environment is shaped through the freedom to pursue unconventional ambitions, creative risk and experimentation. Artists and creatives should be supported through programs which are focused on the processes of art-making, rather than their outcomes. They should have access to spaces which encourage investigations into the built, natural and social environments, and are conducive to explorations of artistic expression. In turn, artists and creatives should endeavour to work in collaboration with policy-makers, and within policy frameworks where possible, to develop their artistic practice. Artists and creatives should embrace the opportunities and responsibilities afforded by such frameworks, with the aim to make meaningful contributions to the cultural life of the city, and to artistic, community, economic, social and environmental discourses.

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### 5.2 Policy Objectives

Central to Council's ambitions is our role in promoting a dynamic and inspiring environment for the creation and presentation of innovative, exciting and accessible cultural experiences. The Cultural Policy objectives are to firmly establish Liverpool as a centre for cultural activity by offering avenues for creative development and participation, enabling all members of the community to access and be part of the city's cultural life.

#### 5.2.1 Develop Liverpool's reputation as the cultural destination in South West Sydney.

Council's ambitions for *Our Home, Liverpool 2027* include creating a city that is vibrant, liveable and safe – a destination for both residents and visitors. Council will take the leadership role in cultural development, community building and placemaking for Liverpool, in order to establish the city's reputation as a cultural destination. Such initiatives help to build more socially and culturally engaged, and ultimately more fulfilled, local populations. In addition, a thriving, diverse and engaging cultural environment will help to boost Liverpool's visitor economy and commercial activity, thereby positioning the city as the cultural destination of South West Sydney.

#### 5.2.2 Create the conditions for engaging, diverse and accessible cultural experiences for residents and visitors of Liverpool.

The city's vibrancy is realised through considered and integrated cultural engagement with visitors, residents and communities in any space where shared cultural experiences can take place. These include institutional settings, community spaces, commercial environments, and the public domain. A thriving cultural environment is engaging and responsive to its users, and will engender connectivity and a sense of community pride. By setting the conditions for easily accessible, engaging, diverse and innovative cultural experiences, we create avenues for creative and inclusive participation. Council is committed to leading the provision of meaningful cultural experiences and opportunities for audience engagement through its existing facilities, the public domain, hallmark events, community events, support of local cultural and heritage groups, and collaboration and partnership building with institutions and businesses.

#### 5.2.3 Support artists and creatives to produce and present work in Liverpool.

Having an active and thriving population of artists and creatives contributes to the social wellbeing of a city and its citizens. Artists and creatives have the unique ability to interpret the conditions around them – social, cultural, economic, political, community, and personal – into compelling stories and moving representations. They are the heartbeat of a healthy, diverse and inclusive cultural environment. Council recognises the wealth of talented Australian artists, and opportunities abound for artists, performers, designers, writers and all creatives to situate their practice within the melting pot of South West Sydney in general, and Liverpool city in particular. Council is committed to promoting sector sustainability by providing platforms and opportunities for creative practice in Liverpool. This includes continuing to support artists and creatives through Council's existing facilities, advocating for arts practice and presentation outside institutional spaces, and supporting initiatives for artists to work with local communities.

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### 5.3 Roles of Liverpool City Council

Council will adopt a leadership role in promoting the Cultural Policy and related programs and projects in the Liverpool LGA in particular, and South West Sydney broadly.

#### 5.3.1 Strategy

Council will develop and implement strategic frameworks to realise its policy objectives. Recognising that all parts of the organisation can contribute to and influence the cultural life of the city, the strategies will present cross-Council approaches to imbed creative and cultural initiatives and outcomes throughout Council's operational and strategic practices. These include community development, planning, infrastructure, economic development, advocacy, direct services and programs, policy development and sector initiatives.

#### 5.3.2 Planning

Quality urban planning is focused on creating environments which promote economic growth, public health and wellbeing, and environmental sustainability. Council's strategic, precinct and infrastructure developments are underscored by considerations of how creative and cultural outcomes or activities can be integrated. Council will continue to develop and improve its urban planning processes in order to build a more holistic, creative and innovative city.

#### 5.3.3 Provide services

Council is committed to delivering opportunities for creative participation through the provision of a range of cultural facilities, programs, exhibitions, events and commissions. These services and initiatives will continue to grow and thrive under the direction of this policy and its strategic frameworks.

#### 5.3.4 Provide funding

Council seeks to enhance the use of public funds through effective and efficient grant processes, administered under the Grants and Donations Policy. Council's grants and sponsorship programs provide a coordinated and integrated approach to growing Liverpool socially, culturally, economically and environmentally. Council encourages innovative applications from community groups and individuals for creative and cultural projects that facilitate capacity building, collaboration, social inclusion and wellbeing.

#### 5.3.5 Seek funding

In addition to providing funding, Council actively seeks additional funding for creative activities and outcomes from philanthropic, State and Federal funding bodies. Such initiatives draw attention to, and recognition of, the wealth of cultural offerings and opportunities within the city, positioning Liverpool as a key player in the production and consumption of culture on regional, state and nation-wide platforms.

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### 5.3.6 Develop partnerships

Council fosters partnerships with a range of arts, government, community and business organisations to shape Liverpool's vibrant cultural landscape. Embracing the spirit of collaboration and knowledge-sharing better positions Council to deliver a diversity of quality cultural programs and outcomes. As well, such initiatives foster capacity building and yield mutual benefits for all involved.

### 5.3.7 Promotions

Council encourages audience participation by promoting its cultural programs and activities across a range of print and social media outlets. Active promotion allows residents and visitors to be informed of Council's cultural offerings, increasing participation at, and use of, Council's cultural products, and presents Liverpool as an active and lively cultural destination.

### 5.3.8 Consultation and feedback

Council is committed to engaging widely with community members including residents, workers, students and visitors to Liverpool to ensure people are able to have a say and contribute to decision-making and the building of our city. Mechanisms such as *Liverpool Listens*, District Forums and customer surveys allow Council to better understand the needs and desires of the community, and go toward shaping Council's cultural offerings.

### 5.3.9 Evaluation and reporting

Council implements qualitative and quantitative evaluation methodologies for its cultural programs and services. Such data is used to help inform Council of its programs and services and to work towards continuous improvement.

## 6. EVALUATION AND REVIEW

6.1 This policy will be reviewed every four years. The review should include the following:

- (a) Council's ongoing commitment to the purpose and objectives of this policy;
- (b) Mechanisms to collect feedback on Council's creative and cultural activities;
- (c) Whether the manner in which Council manages this policy and related activities is professional, transparent and accountable; and
- (d) Whether conflicts of interest are identified and activities terminated should a conflict of interest arise that cannot be resolved.

## CULTURAL POLICY

### AUTHORISED BY

Council resolution

### EFFECTIVE FROM

28 June 2017

### DIRECTORATE RESPONSIBLE

Community and Culture

### REVIEW DATE

The policy will be reviewed by Council four years after the adoption of this policy.

### VERSIONS

Version	Amended by	Changes made	Date	TRIM Number
1	NA	NA	28/06/2017	014566.2017

### THIS POLICY HAS BEEN DEVELOPED IN CONSULTATION WITH

Communications Team  
Community and Culture  
Corporate Services (Governance, Legal and Procurement)  
Economic Development

### REFERENCES

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