**MAKING A COMPELLING CASE FOR THE ARTS**

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| **WHAT?** | **WHY?** |
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| **COMMUNITY** | * Stronger communities: “Those that are diverse and creative tend to become more resilient, culturally richer and better able to deal with challenges”[[1]](#footnote-2) * Sense of belonging: Create networks and partnerships within local community[[2]](#footnote-3)   + 73% of residents participated Arts and Cultural activities within the City of Yarra, with the highest participation was for visiting the Abbotsford Convent (75%), art galleries or studios (62%), music, dance or theatre (43%), and multicultural activities (30%)[[3]](#footnote-4)   + Festival and local event patronage was 52% with the highest attendance at the Lunar/Chinese New Year Festival (28%), specific Street Festivals (21%), the Farmers‟ Markets and the Collingwood Children‟s Farm (19%) and the Spanish Festival (15%), Moon Lantern Festival (11%), Carols by Candlelight (8%), events in the gardens (8%) and Abbotsford Convent (8%)[[4]](#footnote-5) * Engagement:   + Development of new skills, networks and opportunities for inclusion impact on self esteem and pride[[5]](#footnote-6)   + Creates public space where people want to meet[[6]](#footnote-7) |
| **LIVEABILITY** | * Sense of place: Contributing to the area’s competitiveness to attract residents and investors, offering a better quality of life[[7]](#footnote-8) * Vibrancy: Important contribution to the liveliness and vitality of an urban environment[[8]](#footnote-9)   + Over 700 arts cultural practitioners[[9]](#footnote-10)   + Over 60 galleries[[10]](#footnote-11)   + Over 50 live venues[[11]](#footnote-12)   + 46 agencies providing arts and culture programs[[12]](#footnote-13)   + Over 20 festivals and events each year[[13]](#footnote-14) * Well designed public space: Makes local environment more attractive and accessible[[14]](#footnote-15) * Lifestyle:[[15]](#footnote-16)   + Yarra residents care about their outdoor and arts based lifestyle that allows them to view other cultures and participate in community life   + What matters is that the facilities, open space and cultural and musical events are maintained and continually developed in order to sustain their celebratory lifestyle |
| **CULTURE** | * Vibrancy and diversity: Attractive to new residents, business and tourism[[16]](#footnote-17) * Stories to tell: Bringing to life diverse histories, cultures and experiences of indigenous community members[[17]](#footnote-18) * Enrichment: Local community engagement and creating public spaces where people want to meet enriches urban regeneration projects[[18]](#footnote-19) * An outdoor, celebratory lifestyle:[[19]](#footnote-20)   + 95.9% of Yarra residents agreed/agree strongly that cultural diversity is a good thing for a society (CIV Study)   + The existence of these events for the community to participate in may contribute to the high acceptance of cultural diversity evident amongst the people of Yarra |
| **WELLBEING** | * Sustainable communities: Recognition and/or incorporation of the community’s culture within government policies and strategies[[20]](#footnote-21) * Critical thinking: Artistic and creative processes used as a way of exploring and expressing our cultures and the values underpinning these cultures and our society[[21]](#footnote-22) * Achieving full potential: When community cultural development is effectively integrated[[22]](#footnote-23) * Culturally rich and vibrant communities: Contribute to community wellbeing[[23]](#footnote-24)   + 57.1% of persons in Yarra had participated in at least one of the selected artistic and cultural activities in the previous month, compared to 46.5% in the Northern & Western Metro Region and the Victorian State average of 46.6%   + 95.9% of persons in Yarra agreed or strongly agreed that cultural diversity is a good thing for a society, compared to 90.8% in the Northern & Western Metro Region and the Victorian State average of 89.4%   + Approximately 50% of arts and cultural activity within the City of Yarra happens within cultural industries facilities[[24]](#footnote-25) * Visual arts facilities are the most predominant facility type within the city, and include galleries, foundries and some outdoor spaces. * There are 46 community sector agency facilities within the City, and these facilities are used for a diverse range of activities, such as exhibitions, classes/courses and performances. |
| **ECONOMIC** | * Diversified lifestyle and cultural choices: key drivers of high economic performance[[25]](#footnote-26) |
| * **Residential** | * Liveability: Sense of place contributes to the area’s competitiveness, offering a better quality of life[[26]](#footnote-27) * Distinct branding: Attracts new residents[[27]](#footnote-28)   + In 2001, the total population of the municipality was estimated at 68,947. It is expected to increase by 11,311 to 80,258 by 2016, an average annual growth rate of 1.01% based on an increase of more than 6,264 households during the period[[28]](#footnote-29)   + 2008 City of Yarra population 76,402[[29]](#footnote-30)   + Yarra now regarded as Victoria’s music epicentre, with the largest number of musician/singer/songwriter residents (1,241) registered with Australasian Performing Rights Association than any other Victorian municipality[[30]](#footnote-31)   + Top ten postcodes for practitioner location, Richmond and Fitzroy ranked the highest[[31]](#footnote-32)[[32]](#footnote-33) |
| * **Employment** | * Liveability: Sense of place contributes to the area’s competitiveness[[33]](#footnote-34) * Distinct branding: Attracts new business[[34]](#footnote-35) |
| * **Tourism** | * Distinct branding: Attracts tourists[[35]](#footnote-36)   + In 2007 there were 912,000 international cultural visitors to Victoria, representing 62% of all international visitors to the state, with an average length of stay of 24 nights [[36]](#footnote-37)   + In 2007, there were around 2.6 million domestic cultural visitors to Victoria, with an average length of 3.5 nights[[37]](#footnote-38) |

1. http://www.arts.vic.gov.au/content/Public/Arts\_in\_Victoria/Arts\_in\_the\_Community.aspx [↑](#footnote-ref-2)
2. http://www.arts.vic.gov.au/content/Public/Arts\_in\_Victoria/Arts\_in\_the\_Community.aspx [↑](#footnote-ref-3)
3. <http://intranet.yarra.int/ourdocs/Community%20Programs/Community%20Planning%20and%20Advocac/Consultation/Pages/default.aspx> [↑](#footnote-ref-4)
4. <http://intranet.yarra.int/ourdocs/Community%20Programs/Community%20Planning%20and%20Advocac/Consultation/Pages/default.aspx> [↑](#footnote-ref-5)
5. http://www.arts.vic.gov.au/content/Public/Arts\_in\_Victoria/Arts\_in\_the\_Community.aspx [↑](#footnote-ref-6)
6. http://www.arts.vic.gov.au/content/Public/Research\_and\_Resources/Research\_Projects/The\_Role\_of\_Arts\_and\_Culture\_in\_Liveability.aspx [↑](#footnote-ref-7)
7. http://www.arts.vic.gov.au/content/Public/Research\_and\_Resources/Research\_Projects/The\_Role\_of\_Arts\_and\_Culture\_in\_Liveability.aspx [↑](#footnote-ref-8)
8. http://www.arts.vic.gov.au/content/Public/Research\_and\_Resources/Research\_Projects/The\_Role\_of\_Arts\_and\_Culture\_in\_Liveability.aspx [↑](#footnote-ref-9)
9. [S:\Arts and Cultural Services\Program 2- Strategic Planning and Coordination\Policy\2010-14 Arts & Cultural Development Plan\acs 20090706 arts plan briefing.pptx](file:///S:\Arts%20and%20Cultural%20Services\Program%202-%20Strategic%20Planning%20and%20Coordination\Policy\2010-14%20Arts%20&%20Cultural%20Development%20Plan\acs%2020090706%20arts%20plan%20briefing.pptx) [↑](#footnote-ref-10)
10. [S:\Arts and Cultural Services\Program 2- Strategic Planning and Coordination\Policy\2010-14 Arts & Cultural Development Plan\acs 20090706 arts plan briefing.pptx](file:///S:\Arts%20and%20Cultural%20Services\Program%202-%20Strategic%20Planning%20and%20Coordination\Policy\2010-14%20Arts%20&%20Cultural%20Development%20Plan\acs%2020090706%20arts%20plan%20briefing.pptx) [↑](#footnote-ref-11)
11. [S:\Arts and Cultural Services\Program 2- Strategic Planning and Coordination\Policy\2010-14 Arts & Cultural Development Plan\acs 20090706 arts plan briefing.pptx](file:///S:\Arts%20and%20Cultural%20Services\Program%202-%20Strategic%20Planning%20and%20Coordination\Policy\2010-14%20Arts%20&%20Cultural%20Development%20Plan\acs%2020090706%20arts%20plan%20briefing.pptx) [↑](#footnote-ref-12)
12. [S:\Arts and Cultural Services\Program 2- Strategic Planning and Coordination\Policy\2010-14 Arts & Cultural Development Plan\acs 20090706 arts plan briefing.pptx](file:///S:\Arts%20and%20Cultural%20Services\Program%202-%20Strategic%20Planning%20and%20Coordination\Policy\2010-14%20Arts%20&%20Cultural%20Development%20Plan\acs%2020090706%20arts%20plan%20briefing.pptx) [↑](#footnote-ref-13)
13. [S:\Arts and Cultural Services\Program 2- Strategic Planning and Coordination\Policy\2010-14 Arts & Cultural Development Plan\acs 20090706 arts plan briefing.pptx](file:///S:\Arts%20and%20Cultural%20Services\Program%202-%20Strategic%20Planning%20and%20Coordination\Policy\2010-14%20Arts%20&%20Cultural%20Development%20Plan\acs%2020090706%20arts%20plan%20briefing.pptx) [↑](#footnote-ref-14)
14. http://www.arts.vic.gov.au/content/Public/Research\_and\_Resources/Research\_Projects/The\_Role\_of\_Arts\_and\_Culture\_in\_Liveability.aspx [↑](#footnote-ref-15)
15. A Picture of Yarra, December 2007, p4; http://intranet.yarra.int/SearchCenter/Pages/Results.aspx?k=a%20picture%20of%20yarra%202007 [↑](#footnote-ref-16)
16. http://www.arts.vic.gov.au/content/Public/Research\_and\_Resources/Research\_Projects/The\_Role\_of\_Arts\_and\_Culture\_in\_Liveability.aspx [↑](#footnote-ref-17)
17. http://www.arts.vic.gov.au/content/Public/Arts\_in\_Victoria/Indigenous\_Art\_in\_Victoria.aspx [↑](#footnote-ref-18)
18. http://www.arts.vic.gov.au/content/Public/Research\_and\_Resources/Research\_Projects/The\_Role\_of\_Arts\_and\_Culture\_in\_Liveability.aspx [↑](#footnote-ref-19)
19. A Picture of Yarra, December 2007, p12; http://intranet.yarra.int/SearchCenter/Pages/Results.aspx?k=a%20picture%20of%20yarra%202007 [↑](#footnote-ref-20)
20. http://www.australiacouncil.gov.au/research/community\_arts/reports\_and\_publications/art\_and\_wellbeing2 [↑](#footnote-ref-21)
21. http://www.australiacouncil.gov.au/research/community\_arts/reports\_and\_publications/art\_and\_wellbeing2 [↑](#footnote-ref-22)
22. http://www.australiacouncil.gov.au/research/community\_arts/reports\_and\_publications/art\_and\_wellbeing2 [↑](#footnote-ref-23)
23. http://www.communityindicators.net.au/wellbeing\_reports/yarra [↑](#footnote-ref-24)
24. Arts and Cultural Audit prepared for the City of Yarra December 2003, by Jackamena, p3 [↑](#footnote-ref-25)
25. http://www.arts.vic.gov.au/content/Public/Research\_and\_Resources/Research\_Projects/The\_Role\_of\_Arts\_and\_Culture\_in\_Liveability.aspx [↑](#footnote-ref-26)
26. http://www.arts.vic.gov.au/content/Public/Research\_and\_Resources/Research\_Projects/The\_Role\_of\_Arts\_and\_Culture\_in\_Liveability.aspx [↑](#footnote-ref-27)
27. http://www.arts.vic.gov.au/content/Public/Research\_and\_Resources/Research\_Projects/The\_Role\_of\_Arts\_and\_Culture\_in\_Liveability.aspx [↑](#footnote-ref-28)
28. A Picture of Yarra, December 2007, p21; http://intranet.yarra.int/SearchCenter/Pages/Results.aspx?k=a%20picture%20of%20yarra%202007 [↑](#footnote-ref-29)
29. http://www.id.com.au/profile/Default.aspx?id=151&pg=210&gid=10&type=enum [↑](#footnote-ref-30)
30. Irwin, Julia; “Darebin in artistic brain drain”, Preston Leader, 23 June 2009, p11 [↑](#footnote-ref-31)
31. [↑](#footnote-ref-32)
32. Arts and Cultural Audit prepared for the City of Yarra December 2003, by Jackamena, p3 [↑](#footnote-ref-33)
33. http://www.arts.vic.gov.au/content/Public/Research\_and\_Resources/Research\_Projects/The\_Role\_of\_Arts\_and\_Culture\_in\_Liveability.aspx [↑](#footnote-ref-34)
34. http://www.arts.vic.gov.au/content/Public/Research\_and\_Resources/Research\_Projects/The\_Role\_of\_Arts\_and\_Culture\_in\_Liveability.aspx [↑](#footnote-ref-35)
35. http://www.arts.vic.gov.au/content/Public/Research\_and\_Resources/Research\_Projects/The\_Role\_of\_Arts\_and\_Culture\_in\_Liveability.aspx [↑](#footnote-ref-36)
36. http://www.arts.vic.gov.au/content/Public/Research\_and\_Resources/Cultural\_Data/Snapshots/Cultural\_Tourism.aspx [↑](#footnote-ref-37)
37. http://www.arts.vic.gov.au/content/Public/Research\_and\_Resources/Cultural\_Data/Snapshots/Cultural\_Tourism.aspx [↑](#footnote-ref-38)