

“We are Fairfield Living Museum” Fairfield City Cultural Plan 2011-16

Everyday across our city, when we share, learn and celebrate our creative community cultures, we are Fairfield living museum.

FINAL

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Contents

Contents	2
Foreword	3
Relationship of the Cultural Plan to the City Plan	4
State-of-Play of arts and culture in Fairfield City	8
Cultural policy context	14
Developing the Cultural Plan	17
Fairfield City Cultural Plan 2011-15 “We are Fairfield Living Museum”	25
Vision	25
Goal 1 - Celebrate diversity	27
Goal 2 - Cultivate creativity and curiosity	31
Goal 3 - Culture every day in the streets	35
Goal 4 - Realise our enterprising potential	37
Tracking our progress	40
Indicators of cultural vitality	40
Reporting and evaluation	41
References and readings	42

Foreword

“We are Fairfield Living Museum” is the Fairfield City Cultural Plan 2011-2015.

The curious title of the plan, proclaims our cultural Vision which sees the whole of Fairfield City as a unique museum-without-walls. Everyday across our city when we share, learn and celebrate our creative community cultures, we are Fairfield Living Museum.

This is the second cultural plan for the City. In 2005, Council adopted the first cultural plan “Making the Most of Our Culture”, and it sought to maximise our cultural, artistic and creative assets in achieving the Vision of the City.

There were achievements of the first cultural plan. Among these achievements were accessibility upgrades to the Fairfield School of Arts and Westacott Cottage, touring the Rituals and Traditions exhibition, launching Tune In to Fairfield Multicultural Driving Tour – and winning three Local Government Cultural Awards.

This new cultural plan will take us on the journey of sharing, learning and celebrating together. It will demonstrate the powerful role of arts, culture and creativity in civic engagement, social cohesion, place revitalisation and in diversifying the local economy.

Fairfield City Council is a lead agency but the success of the cultural plan depends on partnerships with local communities, the non-government sector, cultural agencies, tourism, arts bodies, state government and other councils.

The living museum concept highlights the unique strengths of Fairfield City. It is an opportunity for communities to share their cultures, for people to learn and celebrate together and forge a deeper respect for the diversity of our City. It is from within this remarkable and colourful mosaic of cultures that we are Fairfield Living Museum.

Nick Lalich
Mayor of Fairfield City

Alan Young
City Manager

Relationship of the Cultural Plan to the City Plan

What is cultural planning?

The Cultural Planning Guidelines for Local Government¹ describe culture as having three dimensions:

- Our values
- The art we make
- Our interactions with others and our environment

Culture in its widest sense is about what matters to people and communities. It is about relationships, shared memories and experiences. It is about identity, history and a sense of place. It is about the different cultural and religious backgrounds found in most communities. It is about the things we consider valuable for passing on to future generations. It is our way of connecting the present with the past and the future.

Local cultural planning deals with our local community's unique values and experiences. It is a way of helping Council integrate and focus its efforts in all the areas that affect the quality of people's lives. It is a way of linking those efforts with our City Plan and other strategic documents to help tackle social exclusion, contribute to urban regeneration, create employment opportunities, build safer communities, improve community wellbeing and encourage healthier lifestyles.

Achieving goals in the City Plan

The Fairfield City Cultural Plan 2011-2015 will contribute to the delivery of the Fairfield City Plan 2010-2020.

The Fairfield City Plan 2010-2020 was developed, following an extensive community consultation process which included household surveys, business surveys and focus groups with residents and stakeholders. When asked to nominate the best things about living in Fairfield City, on balance, participants nominated "diversity and multiculturalism", "proximity and central location", "amenity and services" and "friendly people and family".

The community responses shaped the Shared Vision for Fairfield City:

"We are Fairfield City – a welcoming, safe and diverse community where we are proud to belong, invest and prosper."

¹ NSW Ministry for the Arts and Department of Local Government, Cultural Planning Guidelines for Local Government, 2004.

While the Fairfield City Cultural Plan 2011-2015 has relevance in achieving goals and outcomes across all five themes of the city plan, its greatest contribution will be towards 'Community Wellbeing' by developing strategies to enhance creative cultural participation, social cohesion and cross cultural interaction.

"Community Wellbeing relates to the quality of life we enjoy when we live, work, play, shop or visit the Fairfield City area. It's about a good relationship with our neighbours, the opportunities we have to meet our daily needs and achieve our ambitions, our sense of belonging, respect for the things we value, the support that's available when we need it, and the pride we feel in our diverse community and neighbourhoods."

Specifically, the Fairfield City Cultural Plan 2011-2015 will contribute to the delivery of the following goals and outcomes in the Fairfield City Plan 2010-2020:

Theme 1 - Community Wellbeing

Goal 1: Sharing values and respect for our diversity, culture and heritage

- 1.1 A feeling of inclusion, tolerance and respect
- 1.2 The changing needs of different groups within the community are met
- 1.3 All groups – Aboriginal and Torres Strait Islander, English speaking, migrant groups, refugees, new and emerging communities – feel included
- 1.4 A strong, caring and cohesive community
- 1.5 Community identity and pride

Goal 2: Being healthy and active

- 2.2 Active and creative leisure and recreational opportunities

Goal 3: Enjoying a good standard of living and enhanced quality of life

- 3.2 Life long learning and training opportunities

Goal 5: Having access to opportunities

- 5.1 Access to community facilities and services
- 5.3 A sense of optimism and progress

Theme 2 - Places and Infrastructure

Goal 1: Our City is a clean and attractive place where we take pride in our diverse character

- 1.4 There is respect for the cultural enrichment of our spaces eg: architecture, artworks etc

Goal 2: Buildings and infrastructure meet the changing standards, needs and growth of our community

- 2.4 Community facilities and assets including libraries, museums, community centres and meeting spaces are accessible and valued by the community

Goal 4: Our City has quality public spaces as well as entertainment, leisure and recreation opportunities

4.1 Towns and neighbourhood centres are social meeting places as well as places for business

4.2 Open space, public spaces, shopping centres and streetscapes are accessible, well connected and well designed places

4.3 Open space provides opportunities for passive, active, sporting opportunities and environmental uses

4.4 Local recreation, cultural, entertainment and leisure opportunities are enjoyed and promoted

Theme 3 - Environmental Sustainability

Goal 1: Protecting and improving our natural environment

1.5 The Western Sydney Parklands and the rural lands of the city are valued for their environmental and visual quality

Theme 4 - Local Economy and Employment

Goal 3: Prosperous businesses, industries and services

3.3 Local tourist/leisure attractions are successful destinations

3.5 Businesses receive support and information to establish and grow

Theme 5 - Good Governance and Leadership

Goal 2: All have a voice and the opportunity to participate

2.2 All people have the opportunity to have a say and be involved in decisions which affect them

Goal 3: Our City has a good reputation for equity and fairness

3.3 People are proud to belong to the Fairfield City community

The Fairfield City Cultural Plan 2011-2015 also interconnects with other strategic documents of Council, including:

Dyalgala – To Embrace, Aboriginal and Torres Strait Islander Reconciliation Plan for Fairfield City 2011-2016

- Develop and encourage the use of protocols and customs across Fairfield City
- Strengthen reconciliation and understanding of Aboriginal and Torres Strait Islander peoples and their culture through projects and partnerships

Strategy on Ageing 2007-2012

- Active living - Ensure that the design and development, of parks, streetscapes, town centres & other public spaces support and/or provide

intergenerational social interaction & recreation opportunities for ageing people

- Community participation - Strengthen links between ageing & young people utilising the skills & experience of ageing people

Disability Access Plan

- Community Wellbeing - Ensure Council's services, programs and practices are inclusive and accessible
- Places and Infrastructure - Ensure that the built environment is accessible to people with disabilities

Community Safety and Crime Prevention Plan

- Improving our Physical Environment - Reduce opportunities for crime and anti-social behaviour and improve perceptions of safety
- Safer Communities – Creative Solutions to local Crime

Fairfield Town Centre Strategic Plan

- Bringing the streets to life – through beautiful streetscapes and intriguing public art
- Nurture social and cultural development, and maximise education and training opportunities – nurture and support existing performance arts and services

Cabramatta, Canley Heights and Canley Vale Strategic Plan

- Cabramatta Moon Festival and Lunar New Year Festival
- Public domain enhancement project
- Sense of community pride – opportunities to develop community capacity
- Cabramatta tours

Bonnyrigg Vision project

- Place positioning is “Bonnyrigg, all the world in one place”
- Creating an intercultural Bonnyrigg
- People working and celebrating together
- Continue to tell the Indigenous story
- Supporting small businesses and entrepreneurs
- A cultural education and tourism precinct

State-of-Play of arts and culture in Fairfield City

Fairfield City Council, like many local government authorities, invests in both hard and soft infrastructure to support local arts and cultural development. Council believes that participating in creative cultural activity brings life enhancement to our residents and the communities they create and sustain. The provision of arts and cultural facilities and programs recognises the right of every individual and community to their own forms of expression.

Hard Infrastructure

Council recognises that the arts and cultural life of the City benefits from access to specialised venues. The Community Facilities in Fairfield City review in 2000 identified the need for more space to produce artwork. In response, Council completed refurbishments to the Fairfield School of Arts, Westacott Cottage and the machinery shed at Fairfield City Museum and Gallery (FCMG).

Art venues

The three key arts facilities in Fairfield City are owned and maintained by Council. The properties are heritage listed under the Fairfield Local Environment Plan (LEP):

- **Fairfield City Museum and Gallery**, Smithfield – social history museum, visual arts, education, public programs, workshops
- **Fairfield School of Arts**, Fairfield – performing arts and new media (theatre, music, film, movement)
- **Westacott Cottage**, Canley Vale – craft, spinning and weaving, art classes

Libraries

Council operates the Whitlam Library (central library) in Cabramatta, with branch libraries in Smithfield, Fairfield, Bonnyrigg and Wetherill Park. Libraries are the most frequented of our cultural facilities - the Fairfield branch library for example is used to capacity each day by members of the community². An expansion is currently being planned to better meet the needs of the community.

The Local Studies collection is located at Whitlam Library, with online access to the oral histories and historic photograph collection. The libraries also offer literacy classes and storytelling, homework support/ online tutorial support, IT seniors program and information sessions for tour and school groups.

² The population catchment for Fairfield Branch is 32,000. The recommended standard for a library serving a population of 32,000 is 1500 sq m - nearly three times larger than the existing building.

Multipurpose community centres

Arts and cultural activity also occurs in Councils community halls and neighbourhood centres. These spaces are frequently used by community groups and organisations for performances, workshops and classes, meetings and celebrations.

Fairfield Showground

The Fairfield Markets operate from the showground each Saturday, and hosts community cultural festivals almost every Sunday. The Nalawala Sustainability Hub, including a community nursery, community hall and bicycle recycling centre is located at the showground.

Open Space

Council's Parks Improvement Program (PIP) is a 13 year, \$13 million program to upgrade parks across Fairfield City. The program aims to provide unique, exciting and accessible environments for play, recreation and social interaction, promote community ownership and pride and achieve a sustainable balance between recreational use and the natural environment.

An upgrade generally involves the review of existing playground facilities, circulation and links to surrounding infrastructure, street trees, shade tree planting, circuit paths and seating. Many of the parks have also incorporated public artworks from local artists, which add to their vibrancy and interest.

In addition to public art, the design of the parks often include infrastructure to support arts and cultural activity, as well as physical activity. For example,

- **Fairfield District Park** – Council consulted with a local senior's health group and a youth performance group in the upgrade of this park, encouraging them to work together to develop concepts that suited the activity needs of both groups. As a result, a large softfall activity area was created which is used for capoeira, parkour and dance training as well as tai chi for elders. Embedded in the softfall is a parkour philosophy "The obstacle is the path".
- **Thorley Park and Smithfield Library** – The upgrade of the park included a Storytelling Terrace to connect the park and library. It functions as a mini performance spot for activities such as storytelling, as well as other incidental activities – eating, meeting and reading in the sun.

Cabravale Leisure Centre

The Centre has a health, wellness and fitness focus and aims to develop the body, mind and spirit, while creating a meeting point for the local community. There is also capacity for art displays at the Centre.

Places of Worship, Social and Sports Clubs

Providing professional cultural venues is only part of the story of arts and cultural life in Fairfield City. Over the years, many cultural communities have invested in the city by building places of worship, social and sports clubs. These venues are vital to our cultural life.

Characteristics of Fairfield City

Council seeks to support creative development in ways that best fit the unique culture of the Fairfield City community, which is characterised by:

- Fairfield is a uniquely vibrant and compassionate community. The City is home to many refugees and asylum seekers and continues to welcome new migrants.
- Fairfield could be considered the multicultural capital of Australia³. There are 230 nationalities represented in Australia today, 133 of which are in Fairfield LGA.
- Fairfield City is ranked the most disadvantaged LGA in the Sydney Statistical Division⁴. This indicates that the City has a significant number of residents who experience multiple social disadvantage.
- And yet, Fairfield City is also characterised by high levels of social capital. Residents solidly support and identify with their neighbourhood, and there is a strong sense of belonging, safety and trust among neighbours⁵.

With these characteristics in mind, Council began exploring opportunities for joint programs across our cultural spaces as part of the first cultural plan, to encourage residents to experience their *whole* City through creative activity. In this way, Council seeks to promote a complementary network of cultural facilities which supports the cultural life of the City.

The NSW Government's Sydney Metropolitan Strategy lists a 'hierarchy of centres'. In the Metropolitan Strategy, Fairfield City is located between the 'regional centres' of Liverpool, Parramatta and Penrith. These regional centres also have regional arts venues – Casula Powerhouse, Riverside Theatres, Joan Sutherland Performing Arts Centre and Penrith Regional Gallery and the Lewer's Bequest. The Metropolitan Strategy expects that these regional arts centres will cater for the regional population. And so in delivering the Metropolitan Strategy, the NSW Government expects that Fairfield residents will visit the regional centres to see a major exhibition or national touring show.

This regional picture set out by the State Government reinforces the importance of the Local in Fairfield City. By developing cultural programs inspired by our local culture, and which present creative responses to issues affecting the community, we forge our point of distinction. We consolidate a strategy to investigate our local culture.

³ Arts NSW and Australia Council for the Arts, *Beyond Region: Public Galleries in New South Wales*, 2007.

⁴ Australian Bureau of Statistics, *Socio-Economic Indexes for Areas (SEIFA)*, 2006

⁵ Heather Nesbitt Planning for Fairfield City Council, *Fairfield City Social Plan 2007-09*, 2007.

Soft Infrastructure

Cultural venues are just an empty shell without people and programs. It is vital to have qualified staff and relevant programming in order to activate the spaces and keep them lively and meaningful.

Council staff

Council's dedicated arts and cultural officers are positioned across the organisation in different departments and branches. The benefit of this model is that arts and cultural approaches become part of the problem solving process across a range of disciplines.

- Cultural Development team
Senior Policy Advisor – Cultural Planning
Community Projects Officer – Cultural Development (job share)
- Fairfield City Museum and Gallery
Museum Coordinator and Education Officer (P/T)
Social History and Exhibition Curator (P/T)

There are many other teams and officers who contribute to local arts and cultural development, as part of their role in Council. They include:

- Library Services - such as the Local Studies Librarian and Outreach & Marketing Librarian
- Engineering Services – Landscape Design Branch and Urban Design Branch
- Community Development – Community Project Officers for Youth, Aboriginal, Multicultural and Aged and Disability
- Strategy and Policy Branch – Senior/ Policy Advisors for Open Space and Recreation, Social, Health and Housing and Economic Development
- Place Strategy Branch – Place Managers for Bonnyrigg, Cabramatta, Fairfield and Smithfield/ Wetherill Park, Town Centre Coordinators and Marketing Coordinator.

Other Council staff contribute to cultural development by ensuring that public art is incorporated into major new infrastructure for example, Fisher Street carpark and Cabravale Leisure Centre.

Council Committees

Council's Arts Advisory Committee meets quarterly to provide input and direction for the cultural development program. Membership is open to local residents, and nominated Councillors also sit on the Committee.

There are other formal committees of Council which contribute to local arts and cultural development, including the Aboriginal Advisory Committee, Multicultural Advisory Committee and Youth Advisory Committee.

Festivals and events

Fairfield City buzzes each year with a myriad of cultural festivals and events. The City's annual calendar of festivals reflects the multicultural diversity of our community - from the Laos New Year celebrations in Bonnyrigg, to the Muslim Eid Festival at the Fairfield Showground, and the annual Moon Festival organised by Council in Cabramatta.

Each culture brings their community together to honour significant days, and also welcome the broader community to share in the celebrations and learn about their culture, art, customs and traditions, thereby forging stronger community and cross cultural connections. These festivals bring the City alive and are important markers of our living heritage and our shared identity.

The Fairfield Showground hosts cultural festivals every few weeks. Not only is it a time for celebration and sharing, the communities often fundraise at the events. For example, the Uruguayan Festival raises funds for institutions such as hospitals and rural schools in Australia and Uruguay. This is a traditional part of the Independence Day event and affirms the strong tradition of generosity in the community.

The festivals organised by Council encourage community building through celebration, skills development and place rejuvenation. Council's flagship festivals include the Cabramatta Moon Festival (September/ October) and Bring It On Youth Festival (April), both of which attract sponsorship from local businesses. A large number of local volunteers make these festivals possible and the gift of their time reflects the importance of these events to the local community.

Community Cultural Development (CCD) Grants program

This annual program was initiated by Council in 2003. The program focuses on arts and cultural activity with community development outcomes. Applicants can request up to \$4,000 from a total annual fund of \$40,000.

The grants program functions as an "entry point" for artists and groups to imagine, develop and implement a cultural project, and is supported by free workshops and one-on-one tutorials in grant writing, project design and small project management.

Projects which have been funded through the grants program are diverse and range from:

- using visual arts to address depression amongst older Spanish speaking men (a project by The Arts for Health and Research Centre).
- producing a martial arts action film "Maximum Choppage 2" with local young people to combat negative images of Western Sydney and Cabramatta (Rumble Pictures).
- theatre workshops for local residents with vision impairment, to build skills and confidence (Beyond Vision).

Key cultural organisations

- **Powerhouse Youth Theatre (PYT)** - is the leading youth theatre company in Western Sydney and is the tenant in the Fairfield School of Arts. By engaging with young people from across the region, PYT creates new and inclusive performing arts opportunities led by collaborative processes and participation:
 - Homebrand - mentoring programs
 - ShortCuts Film Festival
- **Fairfield City Arts Society** promotes the growth and appreciation of visual arts across Fairfield City. It holds monthly meetings, workshops and demonstrations and publishes a newsletter. Annual art exhibitions are organised at the Marconi Club and Fairfield City Museum and Gallery.
- **Fairfield Arts and Crafts Society** and the **Fairfield District Hand Spinners, Weavers and Dyers Guild** operate from Westacott Cottage where they are the main tenants. They offer classes and exhibitions and manage a craft shop.
- A number of NGO's also coordinate arts projects and/or convene groups for their clients eg: Cabramatta Community Centre, Fairfield Migrant Resource Centre, Community First Step, Parks Community Network, Immigrant Women's Health Service, STARTTS. Until 2008, Arts NSW funded arts workers in key NGO's to build capacity in those organisations to effectively integrate arts-based community development approaches into their core business (for example, to assist with settlement work).
- Council also partners with leading arts organisations to deliver specialised programs, particularly in digital media which generates plenty of local strong interest:
 - Information and Cultural Exchange (Parramatta)
 - CuriousWorks (Casula)

Local artists and cultural groups

Fairfield City is home to a diverse range of artists, spanning the visual arts (painting, illustrators, graphic design, photography), crafts (textiles, ceramics, woodwork), performance (theatre, dance, movement), music, writing/ literature and film and screen media. There are particular sector strengths in the art forms of film and screen media, music and dance (particularly folkloric), and parkour.

Artists and groups from Fairfield LGA exhibit and perform across the region, and have developed profiles at the national and international level.

Cultural policy context

Policy and legislation related to cultural development, the arts, multiculturalism and Aboriginal arts has been developed at an international level, and at federal and state levels of government. The key policies which are relevant to arts and cultural development in Fairfield LGA and were considered in the development of the Fairfield City Cultural Plan 2011-2015 are:

International Cultural Policies

UNESCO Conventions and Declarations

At the international level the United Nations Educational, Scientific and Cultural Organisation (UNESCO) is in charge of cultural policy.

UNESCO was created in 1945. UNESCO works to create the conditions for dialogue among civilizations, cultures and peoples based on respect for commonly shared values. UNESCO argues that it is through this dialogue that a global vision can be achieved, of sustainable development encompassing observance of human rights, mutual respect and the alleviation of poverty.

UNESCO has established a set of conventions to ensure the protection and safeguarding of humanity's shared heritage in both its tangible and intangible forms:

- The **Convention Concerning the Protection of the World Cultural and Natural Heritage**, 1972 led to the establishment of the World Heritage List which includes 890 outstanding cultural and natural sites.
- The **International Convention for the Safeguarding of the Intangible Cultural Heritage**, 2003 addresses cultural expressions transmitted within communities. The exemplars of intangible heritage, including traditional culture and folklore, provide a sense of identity and continuity.
- The **Universal Declaration on Cultural Diversity**, 2001 recognises diversity as the common heritage of humanity.
- The **Convention on the Protection and Promotion of the Diversity of Cultural Expressions**, 2005 aims to preserve the specificities of cultures while promoting their development on a global scale through interaction and in the marketplace.

Agenda 21 for Culture

United Cities and Local Governments (UCLG), the largest association of local governments in the world, adopted the Agenda 21 for Culture as a reference document for its programs on culture. It is the first document with a worldwide mission to establish the groundwork for cities and local governments to undertake local cultural development. It was agreed by cities and local governments from all over the world that culture is a crucial dimension of local policy development.

“Local policies for development are usually based on the virtuous triangle of sustainability: economic growth, social inclusion, environmental balance. Today, this triangle is not sufficient. Culture is becoming, partly thanks to the impact of Agenda 21 for culture, the fourth pillar of sustainable development at a local level. Local cultural policies, based on the intrinsic values of culture (creativity, critical knowledge, diversity, memory, rituality...) are becoming more important for democracy and citizenship”.

The UCLG represents and defends the interests of local governments on the world stage, regardless of the size of the communities they serve. 112 Local Government Associations (LGAs) are members of UCLG, representing almost every existing LGA in the world.

The Local Government Association of NSW (LGA NSW), of which Fairfield City Council is a member, is a member of the UCLG.

Universal Declaration of Human Rights, 1948

The Universal Declaration of Human Rights (UDHR) is a declaration adopted by the United Nations in 1948. The Declaration arose directly from the experience of the Second World War and represents the first global expression of rights to which all human beings are entitled. It consists of 30 articles which have been elaborated in subsequent international treaties, regional human rights instruments, national constitutions and laws. In 1976 the International Bill of Human Rights (which includes the declaration) took on the force of international law.

National Cultural Policies

Australia’s Multicultural Policy, 2011

The policy proclaims that Multiculturalism is about all Australians. The policy embraces both shared values and cultural traditions. It recognises both rights and responsibilities as enshrined in the citizenship pledge and supports the rights of all Australians to celebrate, practise and maintain their cultural heritage, traditions and language within the law and free from discrimination.

Australia’s multicultural policy acknowledges that government services and programs must be responsive to the needs of culturally diverse communities. It commits to an access and equity framework to ensure that the onus is on government to provide equitable services to Australians from all backgrounds. It recognises that in an increasingly globalised world, Australia’s multicultural character is a competitive edge.

The Australia Council is the federal arts funding and advisory body which provides support to artists and organizations. It has developed a suite of policies for its priority areas. The following are relevant to Fairfield LGA:

- Arts in a multicultural Australia policy
- Creative Communities strategy
- Disability and the arts policy
- Education and the arts policy

- National Aboriginal and Torres Strait Islander policy
- Young people and the arts policy

National Conservation and Preservation Policy for Movable Cultural Heritage, 1995

Movable Cultural Heritage is evidence of the cultural richness and diversity of Australian people, past and present. It includes the intangible - what is felt, known and experienced. Increasingly these traditions, customs and habits are recorded and documented in photographs and films. It also includes the tangible, such as bark paintings and works of art, books and manuscripts, aircraft and steam engines, natural history specimens and all manner of large and small objects relating to great events as well as everyday lives.

The policy affirms the importance of Australia's movable cultural heritage to the life and well-being of the people of Australia; as well as acknowledging that Australia's diversity should be reflected in the definition and identification of movable cultural heritage.

This policy is relevant to Fairfield LGA, with regards to the social history collection held by the Fairfield City Museum and Gallery and the Local Studies collection.

State Cultural Policies

Principles of Multiculturalism, 2000

The Principles of Multiculturalism are defined in the Community Relations Commission and Principles of Multiculturalism Act 2000. Parliament recognises the different linguistic, religious and ethnic backgrounds of the people of New South Wales. It promotes the equal rights and responsibilities of all the people of the state within a cohesive and harmonious multicultural society in which diversity is regarded as a strength and an asset. Individuals share a commitment to Australia and English is the common language.

Arts NSW is the state arts policy and funding body. It develops strategy and policy that fosters a strong arts and cultural environment. Relevant to Fairfield LGA are:

- NSW Aboriginal Arts and Cultural Strategy, 2010
- Western Sydney Arts Strategy, 1999

Developing the Cultural Plan

From the global to the local scale, it seems that we are all debating the role that arts and culture plays in our lives. Internationally, UNESCO⁶ has been advocating that an arts-enriched education contributes to greater social cohesion; in Australia, following years of debate, a new National Multicultural Policy was adopted in 2011; and locally, our residents tell us that diversity and multiculturalism are the best thing about living in Fairfield City.

In this section, we look at national studies and statistics to understand broader cultural trends and attitudes towards arts and culture. Our community does not exist in isolation. Looking at national and regional cultural information gives us a bigger picture context from which to make sense of the Fairfield City data.

National and regional studies and statistics

Information was analysed from the Australian Bureau of Statistics (ABS) regarding leisure, arts and sporting activities; along with research from the Australia Council and Arts NSW. Studies by SBS and the Scanlon Foundation provided a framework for the discussion of issues of multiculturalism and social cohesion.

This data was then considered in the context of the international, national and regional cultural policies outlined in the previous section.

Gathering the Fairfield City data

The first Fairfield City Cultural Plan “Making the Most of Our Culture” was reviewed in 2009. All priorities were achieved. Several initiatives, such as the film sector development program, folkloric dance network and Interwoven community and public art project, demonstrated strong community interest and value and so have continued in this current plan, to enable deeper participation and learning.

Consultation for the Fairfield City Cultural Plan 2011-15 was conducted with residents and peak bodies. It linked to the Community Engagement process for the Fairfield City Plan 2010-20, and was supplemented by targeted consultation with arts and multicultural groups:

- Community Residents Survey to identify priorities for Fairfield City
- Targeted arts and multicultural consultation for the cultural plan
 - Fairfield Migrant Interagency
 - Arts and Cultural Development focus group
 - Multicultural Advisory Committee
 - Cultural Assets on-line survey

⁶ UNESCO’s Second World Conference on Arts Education held in Seoul, the Republic of Korea, on 25 – 28 May 2010 (UNESCO is the United Nations Educational, Scientific and Cultural Organization).

- Arts and Cultural Planning Day (internal Council)

The Community Residents Survey included both quantitative and qualitative questions, and asked residents to rank the importance of a variety of services and issues on the themes of community, infrastructure, environment, economy and governance. This provided a useful context in which to understand the issues raised in targeted consultations which focused on arts, culture and multiculturalism, and which provided qualitative data.

Data from the local arts and multicultural consultations are compared to national and regional cultural trends as follows:

What do people do in their free time?

When Australians have finished work and study for the day, eaten dinner and completed the housework and other daily obligations, what do they prefer to do in their free time? The ABS⁷ found that:

- On a daily basis 87% of Australians watched or listened to **TV** for an average of just under 3 hours.
- Other activities on which Australians spent a large amount of time included listening to the **radio** and **reading**.
- The total time spent by all Australians on visiting **entertainment and cultural venues** was similar to the time spent on **religious activities** and **listening to records, tapes and CDs**.

Which entertainment and cultural venues do Australians enjoy the most? According to the ABS⁸:

- **Cinema** is the most popular cultural venue, with 65% of Australians attending the cinema at least once in 2005-06.
- Other popular venues included **zoos and aquariums** (36%), **libraries** (34%) and **botanic gardens** (34%).

These two ABS surveys show that watching TV and films are the preferred ways that Australians spend their free time and engage in cultural activity. We also enjoy reading and listening to the radio and recorded music; and visiting the zoo, libraries and gardens.

These national survey results were reflected in the Fairfield LGA. When asked about ideas for a more creative Fairfield, respondents expressed continued strong interest in screen arts – digital media, film and television – as both creators and audiences:

“Outdoor theatre or cinemas. Free for public, with videos made by locals as well as commercial films”

⁷ Australian Bureau of Statistics (ABS), How Australians Use Their Time, 2006 (cat. no. 4153.0).

⁸ ABS, Attendance at Selected Cultural Venues and Events, 2005-06 (cat. no. 4114.0)

“Screen-based facilities and programs; digital media spaces”

“Showing films in a local swimming pool was a good and different use and a fun activity for families”

Participation in the Arts

In 2010, the Australia Council for the arts conducted research into how Australians participate in the arts today⁹. This study focused specifically on the art forms supported by the Australia Council (visual arts and crafts, music, dance, theatre, literature) and thus excluded ‘going to the movies’.

The research found that levels of engagement in the arts today are high. In the year leading up to the research, nine in ten adult Australians had creatively participated in the arts (by making something themselves), or receptively participated (by attending a live event, an exhibition or reading literature). Only a small group (7%) were not engaged in the arts.

- It found that **literature** is the most popular art form with 84% of Australians reading (mostly novels).
- Nearly all Australians intentionally listened to recorded **music** and over half attended live performances.
- More people created **visual arts and crafts** (22%) than any other form of art. Nearly one in ten engaged in crafts (like jewellery making, ceramics, sewing, woodcraft), photography or painting.

People enjoy both the arts and sport

Furthermore, the Australia Council research reveals that the arts-v-sports division no longer exists, with nearly universal agreement (96%) that ‘people can enjoy both the arts and sport’. The ABS results also show an enriched relationship between arts and sport. Interestingly, we see that the sport participation rate for those actively involved in an ‘Arts or Heritage social group’ is higher (77%) than the average participation rate of those involved in ‘other social groups’ (74%)¹⁰.

The ABS reports that over two thirds (64%) of adult Australians participated in sport or physical activity in the last 12 months before the survey¹¹. The three most popular physical recreational activities were **walking** for exercise (23%), aerobics and gym activities (14%) and swimming (7%).

At a local level, when asked ‘what activities or hobbies do you enjoy’, ‘what are your ideas for a more creative Fairfield’, residents responded:

⁹ Australia Council for the Arts, More than bums on seats: Australian participation in the arts, Sydney, Australia Council for the Arts, 2010.

¹⁰ *Ibid.*

¹¹ ABS, Participation in Sport and Physical Recreation, Australia 2009-10 (cat. no. 4177.0)

“Bike riding, sitting in the park, walking in the natural environment”

“the Lansvale river it is beautiful when it has been maintained, the wildlife is amazing... and Aboriginal Totemic poles along the walking track.”

“A creative and custom built park to promote exercise and creative movement for people of all ages. Structures designed to let people move freely at any time day or night.”

“Take the lead in enhancing our public spaces e.g. parkour park”

Fairfield residents agree that there is no longer a division between art and sport. Residents value our cycleways, parks and being outdoors to appreciate nature and culture alike. The practice of parkour – the physical and creative art of movement – encompasses the pursuit of excellence as both a sport and an art form. Parkour offers a compelling philosophy for a cultural plan because it emphasises physical and mental discipline and respect for self, community and the environment in order to overcome obstacles. The practice is not competitive, rather it encourages support and collaboration and fostering community to creatively solve problems and live well.

People recognise the benefits of arts engagement

Overall, according to the Australia Council research, Australians’ attitudes towards the arts are very positive. They widely believe that the arts should be an important part of every Australians’ education, make for a richer and more meaningful life and that there are plenty of opportunities to get involved.

Australians recognise a range of both individual and community benefits from the arts. They believe that the arts:

- “are an important part of helping people to express themselves” (92%)
- “expose us to new ideas and get us to question things” (89%)
- “help us to understand others whose lives are different from our own” (86%)
- “enable us to express and define what it means to be Australian” (71%)

Importantly, these attitudes towards the arts are supported and evidenced by studies all across the world. Enabling people to express themselves and to respect diversity are also goals in the Fairfield City Plan 2010-2020, “All have a voice and the opportunity to participate” (5.2) and “Sharing values and respect for our diversity, culture and heritage” (1.1). These studies demonstrate that the arts has a role in the delivery of the Fairfield City Plan 2010-2010, particularly in the area of Community Wellbeing and Good Governance and Leadership.

Australians' positive attitudes to the arts are mirrored at the regional level as evidenced by Arts NSW's research with potential audiences in Western Sydney¹². It found that respondents had positive attitudes to the arts, and were especially keen to see increased education about cultural activities at school, activities for children and young people, and more events and activities that relate to their cultural background.

Opportunities to increase participation in the arts

At the same time however, the level of arts participation is lower in Western Sydney than compared to the total Australian population. Arts NSW investigated why people did not attend cultural venues and events, and found that cost (32%), work (30%), family (28%), program (26%) are the main reasons for non-attendance.

When asked to weight factors that would affect the decision to attend a cultural venue or event, participants rated friendly staff (82%), variety and suitability of program and safe area to go at night (81%), information via newspapers, magazine or radio (75%) as the most important.

These regional findings were reflected at the local level. In the Fairfield City focus groups, arts education and activities for children and young people were frequently raised as priorities:

"More youth programs to engage them into proactive progressive pursuits"

"More investment in promoting arts and culture in schools"

"Kids going out, taking on hobbies"

"More art taught in local TAFE colleges"

There is also evidence of the increasing popularity of arts activities for children in the Fairfield LGA. In 2005, the Fairfield City Museum and Gallery (FCMG) offered one Saturday morning children's art workshop. Increased demand has seen this grow to three full classes per week in 2011. To complement the art classes, the FCMG also exhibits the children's work – paintings, drawings, sculpture, which contributes to a great sense of achievement and confidence. Art classes are also offered at Cabramatta art centre, Canley Heights RSL Club and the Marconi Club.

Fairfield City residents also thought that **programming that relates to their cultural background** was important. These events were seen as more than opportunities to be with their own cultural community rather, they are a good way to learn about and appreciate other cultures:

"(I recently attended) Lunar New Year at Fairfield Showground. It was good, and not only for Asian people or Australian with Asian background."

¹² Arts NSW, Who doesn't attend and why: A strategic study of non-attendees at cultural venues and events in Western Sydney, Sydney, Arts NSW, 2010.

“Moon Festival in Cabramatta. I enjoyed the celebration of culture in the community. The people coming together! The food ☺”

“I attended the Chilean Festival at Fairfield Showground and enjoyed the folklore and music from different country”

“learn about different cultures to show my children”

“I’m not sure what it was called but it was a Christian Indian event. I enjoyed the atmosphere and hospitality. I went just because I was curious”

The 2008 ABS National Aboriginal and Torres Strait Islander Social Survey¹³ looked at the participation of Indigenous persons in cultural activities in maintaining traditions, community sustainability, and spiritual and social well being.

It found that **arts and crafts** were the most popular cultural activity with 17% of Indigenous persons taking part, although **writing/ telling stories** was the most popular activity with those 35 years and over.

When it came to the ‘barriers and drivers’ for attending cultural venues and events, Fairfield residents responded similarly to the rest of the region, with ‘cost’ being a main barrier, and ‘friendly staff’ and ‘suitability of program’ cited as good reasons to participate in arts and cultural activities:

“I enjoy different cultures, meeting people, friends, keeping green for the earth, but some activities are so expensive”

“no opportunity to be involved in them. Sometimes too expensive”

“I really appreciated that the library found the book for me so quickly (through inter-library loan) and called me to let me know it had arrived”

“I remember the Diwali Indian Festival, it was a good way to meet your community”

These responses show that at the national, regional and local levels, people’s attitudes to the arts are positive, even amongst those who are not currently engaged in arts activities. This suggests that there are viable opportunities to better engage our community in the arts if we **address the barriers of cost** and programming and prioritise activities for **children, families and young people**, as well as **events and activities that relate to cultural background**.

With Fairfield City being one of the most culturally diverse cities in Australia, working with communities to program culturally meaningful activities opens up exciting

¹³ 2008 ABS National Aboriginal and Torres Strait Islander Social Survey (NATSISS)

possibilities for self determination, building intercultural dialogue, sharing and exchange and skills development.

Celebrating Diversity

“With my community, regardless of other divisions, the thing that enables people to talk to each other is that we are all Australians.”

Since 2007, the Scanlon Foundation has provided insight into Australian attitudes to population issues, using surveys of indicators of social cohesion.

The 2010 Scanlon report¹⁴ shows that Australia fares well in comparative international studies looking at attitudes to immigration and cultural diversity. It found that 62% of Australians agreed that ‘accepting immigrants from many different countries makes Australia stronger’. We can see that the majority of Australians see multiculturalism as a positive aspect of Australian life.

At the same time however, the report registered a drop in all five domains of social cohesion – worth, belonging, participation, acceptance and rejection, social justice and equity – compared to the positive high level results in 2007 and 2009. The domain of Acceptance of cultural groups is at the lowest level at 81.5%.

It also reports an increase in the level of **experience of discrimination**, 10% in 2009 and 14% in 2010; and when asked if ‘the level of racial prejudice in Australia now is more, less or about the same as it was 5 years ago’, 40% think it is the same, while there are over twice as many who think that the level of racial prejudice is higher (40%), than those who consider it is lower (16%).

This study reveals a disjunction between an individual’s experience and their thoughts about diversity in Australia. A SBS report¹⁵ has also examined the paradox that multiculturalism can be valued while simultaneously perceiving that some cultures are creating ‘ethnic ghettos’.

A similar dynamic was seen at the local level in consultations for the Fairfield City Plan. Residents highlighted **diversity and multiculturalism**¹⁶ as the best thing about living in Fairfield City.

“Feeling like home, ie different cultures but no difference”

“The world is here”

“Different taste of cultures e.g. different festivals”

¹⁴ Prof. Andrew Markus, Mapping Social Cohesion: The Scanlon Foundation Surveys Summary Report 2010, Scanlon Foundation, Australian Multicultural Foundation and Monash University, Victoria 2010.

¹⁵ Ien Ang, Jeffrey E. Brand, Greg Noble, and Jason Sternberg, Connecting Diversity: Paradoxes of Multicultural Australia, 2006. http://epublications.bond.edu.au/hss_pubs/20

¹⁶ Fairfield City Council, Community Consultation Report 2010, Table 8 Residents Survey and item 5.2 Focus groups

At the same time, when considering the theme of Community Wellbeing respondents named **cultural harmony and integration** as a major social issue facing the City over the next 10 years, second only to crime and safety.

“Growing disharmony between races”

“Racism and segregation between ethnic groups”

“Not enough integration of cultures, too many stick within their own culture”

The research indicates that attitudes and experiences of multiculturalism are complex and nuanced. Even when multiculturalism is viewed positively, this can simultaneously be met with concerns about perceived segregation. Managing diversity requires proactive action to fully realise multiculturalism as a valuable resource and asset in shaping Australia’s future.

When asked ‘what should be done about these issues’ a number of considered responses were received. They suggest that achieving cultural harmony requires openness and action from all community members:

“Barriers are mainly of our own making. If I make the effort to make connections I am made very welcome. In my case it can be shyness or too busy to make the effort.”

“Like that there is work done towards ensuring some new communities are welcomed when they arrive. But I think the cause needs more champions, people who stand tall in their community and can lead. Perhaps some sort of leadership program for those who have just arrived. And to help those people who may feel fear from our diverse culture to understand that there is nothing to fear.”

“Cultural program for different ethnic communities to share their culture”

“We have many cultures in Fairfield City which sometimes causes racism and leads to violence between people. A solution may be finding a way to tie the two differences together. Many fights have been started between teens based on the average teen things like relationships, popularity and such. A way to fix this is to give lessons and maybe advice during school time about these kinds of things.”

“Have a get to know your neighbour day.”

To address the issue of cultural harmony, residents propose more cross-cultural programs that bring different groups together, more opportunities to share and learn from each other, leadership, various education programs and more English language classes.

Fairfield City Cultural Plan 2011-15

“We are Fairfield Living Museum”

Vision

Everyday across our city, when we share, learn and celebrate our creative community cultures, we are Fairfield living museum.

Fairfield Living Museum is not a traditional museum. It is not a building that houses a collection of old objects in glass cabinets.

Rather Fairfield Living Museum is a fresh concept. Here we see the whole of Fairfield City as the museum; with a collection that stretches across the city in the places where people gather to celebrate, play, worship and exchange ideas. The great diversity of cultures, traditions and practices of our community contribute to a dynamic collection, in a unique museum-without-walls.

These places of worship, cultural venues, clubs, restaurants, parks and cycleways, town centre cultures, public art, leisure offerings, festivals and projects, already exist. The aim of the Fairfield Living Museum is to connect these places, people and activities, so that we can do more than tell the story of Fairfield City, we can share in it, experience it, be alive with it.

Fairfield City Museum and Gallery will curate shows and education programs, engage artists and help build the skills and capacity of community groups. As a professional hub, it is central to the Fairfield Living Museum. Learning circles will radiate from it, engaging ever more people in the process of enquiry - to research, document, interpret, care for and present their local heritage, culture and environments.

The living museum concept highlights the unique strengths of Fairfield City. It is an opportunity for communities to share their cultures, for people to learn and celebrate together and forge a deeper respect for the diversity of our city. It is from within this remarkable and colourful mosaic of cultures that we are Fairfield Living Museum.

There are four goals in the cultural plan:

1. Celebrate diversity
2. Cultivate creativity and curiosity
3. Culture every day in the streets
4. Realise our enterprising potential

Working across these four goals will enhance and connect the myriad cultural activity in the City, spark awareness, ideas, new links and projects to strengthen the

Fairfield living museum network of places, organisations, people, groups and activities. As we work to achieve the four goals, we move closer towards realising the vision of Fairfield living museum.

Goal 1 - Celebrate diversity

Fairfield City is one of the most multiculturally complex places in Australia. More than half of our residents were born overseas, from 130 mostly non-English speaking countries.

Fairfield City recognises the Cabrogal people of the Darug nation as the traditional custodians of the Fairfield City local government area.

In the city's motto 'Celebrating diversity', Fairfield City rejoices in our multicultural make-up. Celebrating though, is only part of the story. The motto is just as much about a diverse community accepting people for who they are, respecting cultures, and helping people to belong so that they can participate and contribute to society.

We acknowledge that people need to see that society accepts their culture as equal and valid, as a pre-requisite to being able to function as a part of it. In other words, that within Australia's legal framework, equality can be achieved by individuals, communities and cultures, without having to assimilate and relinquish their differences.

The strategies outlined below take us through the journey of being accepted, and expressing our identity through cultural maintenance activities, sharing our traditions, and just as importantly enabling culture to adapt to change. The strategies recognise that it is usually within families and our community groups that we find meaning and a sense of belonging (it's where we create social bonds). These bonds better equip us to participate in cultural life with people and cultures that are new to us.

It is in that space - once we are accepted and can belong, participate and contribute to society - that we can truly celebrate diversity as the community of Fairfield City.

Outcomes	Strategies	Lead/Partners
1.1 Respect for and understanding of Aboriginal and Torres Strait Islander peoples, culture and history, including honour for Fairfield City's Aboriginal heritage.	<ul style="list-style-type: none"> Develop and encourage the use of protocols and customs across Fairfield City. Strengthen reconciliation and understanding of Aboriginal and Torres Strait Islander peoples and their culture through projects and partnerships. 	CPO Aboriginal, Aboriginal Advisory Committee (AAC)
1.2 People can maintain community languages and culture, and belong and participate as Australians.	<ul style="list-style-type: none"> Advocate to increase access to English language classes, enabling speakers to achieve competency. Continue to provide books and other services in community languages at libraries. 	CPO Multicultural, Multicultural Advisory Committee (MAC), Libraries, Fairfield Migrant Interagency (FMI)

	<ul style="list-style-type: none"> Continue to provide information in community languages on Councils website and newsletters. 	
<p>1.3 Families and communities understand and appreciate the different struggles and achievements of each generation, and can support each other through change.</p> <p><i>(bonding social capital)</i></p>	<ul style="list-style-type: none"> Continue to develop and deliver creative cultural programs which bring different generations together, such as Storytime with Dad and See It My Way. Support organisations and community groups to develop intergenerational programs. Promote the CCD grants program to community groups to manage their own intergenerational projects. 	<p>Cultural Dev., Libraries, Powerhouse Youth Theatre (PYT), Fairfield Seniors network, FMI</p>
<p>1.4 We share, learn and celebrate community cultures, and better understand the experiences and beliefs of our neighbours.</p> <p><i>(bridging social capital)</i></p>	<ul style="list-style-type: none"> Continue to develop and deliver creative programs which bring different cultures together, such as the Cultural Performing Arts Network (CPAN) and Bibby's Place. Support organisations and community groups to develop cross cultural programs, such as cultural awareness workshops. Promote the CCD grants program to community groups to manage their own cross cultural projects. Investigate developing a Multicultural Strategy and Plan for Fairfield City. 	<p>Cultural Dev., CPO Multicultural, Fairfield City Museum and Gallery (FCMG), Libraries, FMI, Arts Advisory Committee (ArtsAC), MAC, AAC</p>
<p>1.5 We join together to eagerly prepare for the next festival, as a local tradition that is open to the whole Fairfield City community.</p>	<ul style="list-style-type: none"> Identify opportunities for increased and deeper participation of local community groups and artists at Council's regular festivals, so that people can learn the meaning and history of customs, such as the Chung cake workshops at the Moon Festival*. Continue to encourage the 	<p>Cultural Dev., CPO Multicultural, Moon Festival, Bring It On, Showground, Community festival organisers, PYT, FCMG.</p>

	<p>many festivals held annually at Fairfield Showground.</p> <ul style="list-style-type: none"> • Seek partnership opportunities to build cultural skills and knowledge in our community, such as masterclasses with visiting musicians*. • Investigate the viability of a new arts and cultural festival, including funding sources. • Recognise festivals as only one part of a broader strategy for cross cultural understanding and community development. 	
<p>1.6 Our heritage offers insights to present and future generations about the unique people and history of Fairfield City, and enhances our sense of belonging and shared community culture.</p>	<ul style="list-style-type: none"> • Continue to diversify heritage lists and collections to reflect the make-up of Fairfield City community, including local heritage lists, oral history and historic photographs and museum social history collection. • Actively create an enchantment with the past in the present, by engaging artists to interpret history and represent the relevance of the past to the issues of today*. • Build on the Tune In To Fairfield: A Multicultural Driving Tour, which was created from a community based heritage study*. 	<p>Heritage Advisor, Libraries, FCMG, Cultural Dev.</p>
<p>1.7 People with a disability have access to quality arts and cultural experiences, as both creators and audiences.</p>	<ul style="list-style-type: none"> • Promote our accessible venues (Fairfield School of Arts and Westacott Cottage) in a variety of accessible information formats. • Increase awareness of our programs that support the cultural participation of people with a disability, such as Visualabilities art workshops, Mixed Abilities Ensemble, Beyond Vision. 	<p>CPO Disability, Cultural Dev., FCMG, PYT, Accessible Arts</p>

	<ul style="list-style-type: none"> • Continue to support the artistic development of local artists and performers with a disability, through public presentations such as International Day for People with a Disability. • Promote the CCD grants program to encourage people with a disability to initiate their own projects. 	
1.8 Cultural expression enables communities to change and adapt to new information and challenges, as well as sustain traditions.	<ul style="list-style-type: none"> • Encourage innovative arts practice informed by cultural traditions, and which stimulates dialogue and transformation. • Promote the CCD grants program to community groups to manage their own innovative cultural projects. 	Cultural Dev., CPO Multicultural, CPO Aboriginal, ArtsAC, AAC, MAC, FMI

Most of these outcomes can be achieved with current budget allocations.

*Denotes that additional resources are required – funds would need to be sourced externally or considered through planning as part of the Operational Plan.

Goal 2 - Cultivate creativity and curiosity

Young children have a natural curiosity and eagerness to learn. As they explore, they learn about themselves, other people and the world around them. From UNESCO to the Australia Council, evidence shows that curiosity is a foundation for imagination and an inquisitive mind, it sparks a joy for learning and builds our capacity for problem solving and persistence.

The strategies below seek to increase and deepen arts-rich learning opportunities for people at all life stages. Participating in art-making has been proven to develop life skills such as confidence, empathy and communication. Furthermore, collaborative creative activities (from games in the playground, to singing in a choir or joining the local theatre group) foster cooperation, trust, respect for difference and the ability to think outside the box.

Why do we want to cultivate these capacities in the Fairfield City community? Because perhaps not surprisingly, these capacities are also proven to be preconditions for willingness to engage in civil society¹⁷ - confidence in the face of the unknown, confidence in the behaviour of others, confidence that one's contribution will be integrated into the whole, positive expectations, trust. In other words, a community that is creative and culturally engaged, is most likely to be civically engaged too.

Fulfilled participation in society contributes to our wellbeing - as individuals and as a community – and strengthens social cohesion. It follows that the strategies below encourage people to enjoy a range of creative learning pursuits, for the pure pleasure of creating, but also as the 'training ground' for civic engagement.

Outcomes	Strategies	Lead/Partners
2.1 An arts-rich education for children and young people develops life skills such as confidence, communication and teamwork.	<ul style="list-style-type: none"> Continue to promote Fairfield City Museum and Gallery as a learning space for students, through school programs, children's art classes, student exhibitions. Explore funding options to enable more creative partnerships between Fairfield City Museum and Gallery, Powerhouse Youth Theatre and schools (such as ConnectEd). 	FCMG, PYT, Cultural Dev., local schools.

¹⁷ Jon Hawkes, Challenges for local cultural development (abridged) in Cities, culture and developments: A report that marks the fifth anniversary of Agenda 21 for culture, United Cities and Local Government, 2009. Accessed 8-3-10. www.agenda21culture.net

<p>2.2 People find it easy to access information and participate in creative cultural activities.</p>	<ul style="list-style-type: none"> • Continue to develop the Fairfield Living Museum website as a ‘one-stop-shop’ for cultural information. • Increase awareness of the many free cultural activities available throughout Fairfield City. • Provide access to activities and facilities to enjoy hobbies and leisure pastimes. • Explore innovative options for hiring community facilities for cultural activity, including public liability insurance. • Identify the mutual benefits for schools and artists/ cultural groups, and promote community use of school facilities for cultural activity, in accordance with the policies of Dept of Education and Training. 	<p>Cultural Dev., FCMG, CPO Multicultural, ArtsAC, MAC, FMI, local media.</p> <p>Assets Branch, Risk Management.</p> <p>Dept of Education and Training.</p>
<p>2.3 People and communities are empowered to apply their skills and talents to creatively tackle challenges facing their community.</p>	<ul style="list-style-type: none"> • Increase awareness of the many opportunities for lifelong learning available throughout Fairfield City (workshops, talks, classes offered by community organisations, library etc) • Encourage learning circles to share and gain information from peers, and encourage inquiry, debate and action on issues of importance to the community. • Encourage the Assets-Based Community Development (ABCD) approach, which focuses on the tools that a community does have rather than what it does not. • Promote the CCD grants program to community groups to manage their own creative cultural projects. 	<p>Community Development team, Cultural Dev., local papers, libraries,</p>

<p>2.4 The people of Fairfield City participate in civic life, share an appreciation of local culture, and enjoy opportunities to come together.</p>	<ul style="list-style-type: none"> • Develop strategic, joint programming between the social history collection and other material at Fairfield City Museum and Gallery with the Local Studies Library*. • Support the role of Fairfield City Museum and Gallery and Powerhouse Youth Theatre in producing and presenting creative responses to issues affecting local communities, to encourage inquiry, debate and problem-solving. • Encourage involvement in collaborative creative activities – they are a fun way to develop capacities which enable fulfilled participation in civil society (confidence, trust, respect, expressiveness). 	<p>FCMG, Libraries, Cultural Dev., PYT</p>
<p>2.5 There is opportunity for new arts activities to emerge, as well as opportunity for creative cultural groups and programs to be nurtured and grow.</p>	<ul style="list-style-type: none"> • Establish the Fairfield Arts Interagency to support community workers who value the role of arts in settlement case work, to develop the skills to implement quality arts programs with cultural groups. • Encourage the use of Council’s online toolkit ‘Activate Art – How to develop community arts projects’. • Continue to analyse applications to Council’s CCD Grants program to identify emerging needs and cultural trends, and respond with strategic capacity-building programs, such as the Cultural Performing Arts Network (CPAN). 	<p>Cultural Dev., community organisations</p>

<p>2.6 Fairfield City Museum and Gallery continues to be a professionally-run learning and exhibition space for the whole community; and is central to the Fairfield Living Museum.</p>	<ul style="list-style-type: none"> • Continue to deliver a regular program of local history education, cultural learning and inquiry and exhibitions that stimulate the community. • Mentor community curators to care for, interpret and present community collections (towards achieving Cert II Museum Studies)*. 	<p>FCMG, Libraries, Cultural Dev.,</p>
<p>2.7 Working in partnership optimizes knowledge, resources and networks, to deliver successful and meaningful creative cultural programs.</p>	<ul style="list-style-type: none"> • Strengthen partnerships with organisations to use arts-based programs for a range of social and cultural benefits, such as schools, arts organisations and cultural venues, NGOs, community groups, peak bodies. • Develop the community arts skills of those organisations, to enable continuation of successful programs. 	<p>Cultural Dev., Libraries, FCMG, PYT, community organisations, FMI.</p>
<p>2.8 The arts are applied as an effective means of communicating and unpacking complex information with the community, such as urban planning issues, sustainability, domestic violence.</p>	<ul style="list-style-type: none"> • Evaluate the arts-based community consultation process used for Bibby’s Place and Cabramatta Station and develop a transferable model. • Include culture and creativity in Council’s definition of sustainability, because it is our value systems and lifestyle choices that determine our quality of life. • Develop a set of indicators to measure our progress with the cultural plan, so they can be included in community surveys. 	<p>Cultural Dev., WSROC, Sustainability team/ I Sustain website, Corporate planning</p>

Most of these outcomes can be achieved with current budget allocations.

*Denotes that additional resources are required – funds would need to be sourced externally or considered through planning as part of the Operational Plan.

Goal 3 - Culture every day in the streets

This goal was inspired by a comment from a local resident. His desire is that by 2020, “there is culture every day in the streets”. It’s a buoyant vision, in which our culture is vital, lively and nuanced; people are motivated and actively engaged. We see that culture is not just about a special occasion; we live and breathe it every day. And we relish creative culture in extraordinary and ordinary places - “in the streets”.

This goal seeks to transform some ordinary places into special ones. Here, public spaces are more than places for business exchange – they are community meeting places, interactive spaces to share and enjoy. In ‘People Make Places’, public spaces are like radio frequencies,

“Parks, streets, and other public spaces provide the necessary bandwidth for the flow of information between people; they are where we learn who we live with, what they look like and what they do¹⁸.”

‘Culture every day in the streets’ can also encompass the distinct character and personality of our town centres. Local distinctiveness is about places and our relationship to them. It not necessary that they be extraordinary, but they must be about truth. They are the places that inspire community ownership. Places where the community has not been invited to the design process, are inevitably uninviting themselves.

Public art can lift public spaces, parks and streets to another dimension of meaning and delight. Public art might be a sculpture, or achieving a beautiful pattern with the paving tiles or creating functional art such as street furniture, fencing and community noticeboards. Public art is best when it responds to the unique site and community, and can offer a refreshed viewpoint of local stories.

Outcomes	Strategies	Lead/Partners
3.1 Public spaces are well-shared social and cultural spaces that have a good ‘vibe’.	<ul style="list-style-type: none"> • Ensure there is a high standard of design, landscaping and public art. • Ensure public spaces and infrastructure enable cultural recognition and activities. • Explore options to hold the annual Shortcuts Film Festival outdoors*. • Review Outdoor Dining/ Goods on Footpaths policy to support 	Place Team, Cultural Dev., Urban Design team, Assets Branch, Planners, PYT.

¹⁸ Melissa Means and Charlie Tims, People Make Places: Growing the Public Life of Cities quoted in Chiara Camponeschi, The Enabling City: Place-based creative problem solving and the power of the everyday”, Toronto, 2010. Accessed 8-12-10 www.enablingcity.com

	safe, lively streetlife.	
3.2 People are motivated to criss-cross the City to shop, eat, recreate and explore because each centre has its own character and unique offering.	<ul style="list-style-type: none"> • Continue to develop promotions for day trips and trails to highlight the wonders of the city, such as dining and shopping guides, temple tours, festivals and events. • Update the Tune In To Fairfield: A Multicultural Driving Tour*. 	Place Team, Communications, Economic Dev., Cultural Dev., MAC.
3.3 Public art lifts a place to another dimension of enjoyment and meaning.	<ul style="list-style-type: none"> • Develop a public art policy. • Continue to grow the Faces of Fairfield public art trail, which honours local people who have made significant contributions to the community. • Continue the Interwoven: community and public art program. • Explore creative solutions to graffiti vandalism in the city. 	Place Team, Cultural Dev., Urban Design team, Assets Branch, Crime Prevention Officer.
3.4 People can access quality open space for creative, active and passive recreation.	<ul style="list-style-type: none"> • Plan our parks and public spaces to address priorities in the Fairfield City Plan, such as public health, climate change, Water Sensitive Urban Design, cultural enrichment and child friendly cities. • Ensure there is a diversity of open spaces, including some with specialty infrastructure which allows for active and creative recreation by people at different life stages. • Advocate for cultural spaces and events at Western Sydney Parklands which respond to our culturally diverse communities. 	Place Team, Open Space and Recreation team, Assets Branch, WSParklands Trust.

Most of these outcomes can be achieved with current budget allocations.

*Denotes that additional resources are required – funds would need to be sourced externally or considered through planning as part of the Operational Plan.

Goal 4 - Realise our enterprising potential

It is the joy of creating which inspires most of us to pursue cultural activities. The fact that creativity also develops our capacity for civic engagement is an added social bonus. For some of us, creativity, inquiry and honing artistic and cultural skills are the tools of our trade.

Refugees and migrants bring with them cultural knowledge and languages, business experience, life skills and resilience. Here we find entrepreneurs who can capitalise on traditional skills to offer the market new products or services.

Small businesses in Fairfield City which capitalise on cultural knowledge include restaurants, cafes and speciality food markets; clothing and jewellery designers, graphic designers; health services such as acupuncture, massage and herbal medicine; and funeral services.

When it comes to Fairfield artists, we have home-grown national stars in our midst. Fairfield artists find regular employment on projects across the region, have exhibited in state museums and galleries (Danny Huynh, photographer), performed in state theatres (Ali Kadhim, parkour, performer), acted in an award-winning television program (Maria Tran), been screened at the Australian Film Festival (Rumble Pictures), featured in esteemed trade journals (David Capra, named as a young artist to watch by Art & Australia magazine) and received national and international awards (Matt Huynh, NSW Travelling Scholarship, Powerhouse Museum, British Council, Arts NSW).

They have invigorated interest in their art form, so that today Fairfield City is strong in the areas of film and screen media, parkour and martial arts, and music and dance (including folkloric). All of these artist entrepreneurs – and there are many more – were nurtured in their arts career through opportunities here in Fairfield City. They received a cultural grant, were employed by Council or mentored through one of our cultural facilities. These artists continue to find inspiration in Fairfield City; and the whole community benefits from their generous ‘pay it forward’ philosophy, and having them represent us on the world stage.

Outcomes	Strategies	Lead/Partners
4.1 Whilst gaining recognition on regional, national and international stages, our artists also have local opportunities to develop their practice and work.	<ul style="list-style-type: none"> Identify opportunities for artists to participate at Council’s regular festivals, such as the Moon Festival. Encourage the engagement of local artists/ designers/ performers for public art projects, graphic and web design, photography and film documentation, creative workshops tutors, 	Cultural Dev., FCMG, PYT, Artfiles Directory, Bonnyrigg Place, Economic Dev., TAFE/ RTOs

	<p>entertainment, concerts etc.</p> <ul style="list-style-type: none"> • Build on the success of the Bonnyrigg World Exchange/Art and Craft Markets, and encourage more local artists and makers to take part. • Recognise the achievements of local artists, and the vigour of the local art form sectors of film, parkour, dance and music as cultural assets which represent our shared community culture and ensure there are opportunities to continue growing. • Continue to promote local artists and support professional development opportunities through Artfiles. • Evaluate and hone Council's pilot Small Business Training for Creatives program, and explore options for delivery. 	
<p>4.2 Small and family businesses which capitalise on cultural knowledge, traditional skills and offer new products or services, are flourishing in Fairfield City.</p>	<ul style="list-style-type: none"> • Continue to run the Bilingual Business Education Project and pilot Bilingual Business Start Up workshops that mentor participants through the process of establishing a business. • Recognise the achievements of local cultural entrepreneurs as cultural assets which represent our shared community culture and ensure there are opportunities to grow or consolidate, such as the promotional Signature Dish program. • Explore funding options for the Growing Fairfield as a Centre for Cross Cultural Training project*. 	<p>Economic Dev., FMI, MAC, CPO Multicultural, Cultural Dev.,</p>

<p>4.3 Vacant shops become temporary arts spaces, activating 'dead zones' and benefiting landlords, artists and the community.</p>	<ul style="list-style-type: none"> Identify clusters of shops which have been vacant for some time and liaise with landlords about transforming them into temporary arts spaces, using the 'Empty Spaces' toolkit at emptyspaces.culturemap.org.au 	<p>Place team, Cultural Dev., ArtsAC</p>
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Most of these outcomes can be achieved with current budget allocations.

*Denotes that additional resources are required – funds would need to be sourced externally or considered through planning as part of the Operational Plan.

Tracking our progress

Indicators of cultural vitality

Following is a selection of *possible* indicators to measure cultural vitality and track our performance and the effectiveness of the cultural plan¹⁹. The purpose of this set of indicators is to give a sense of what *could* be measured in terms of cultural vitality; but we must also consider how accessible it is to get this data.

The challenge with developing cultural indicators is collecting the data. Cultural statistics at the local level are not collected; and most cultural indicators are qualitative.

This set of cultural indicators will be refined (as a strategy under goal 2), to enable measurement through community surveys.

Input indicators: **Institutions, infrastructure, investment**

Eg: Number of cultural facilities

Input indicators: **Access and distribution**

Eg: Access – physical, sensory, intellectual, financial, attitudinal or cultural – of cultural facilities and organisations

Output indicators: **Activity and participation**

Eg: Number of performances, events, exhibition days, workshops etc

Output indicators: **Activity and participation – ‘entry point’ groups**

Eg: Number of participants at CCD grant information sessions and workshops

Output indicators: **Diversity**

Eg: Different kinds of cultural traditions active locally

Output indicators: **Education and training**

Eg: Number of arts teachers, lecturers and education workers

Output indicators: **Commercial creative activity**

Eg: Number of resident arts and crafts people

Outcome indicators: **Personal development**

Eg: Greater involvement in community activities

Outcome indicators: **Community development**

Eg: Participation in local consultations

¹⁹based on François Matarasso, *Towards a Local Culture Index: Measuring the Cultural Vitality of Communities*, Comedia, 1999.

Reporting and evaluation

Once the Fairfield City Cultural Plan 2011-2015 has been adopted by Council, an Action Plan will be developed. The Action Plan will provide more detail on projects and programs to achieve the outcomes listed in the Cultural Plan. It will include resources, key partners, performance measures and timelines; and will be reviewed annually. Progress will be reported in the Council's Annual Report.

In 2015 we will conduct a full evaluation of the Cultural Plan.

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