



CULTURE AND CREATIVITY

The
heart of our
community

Fairfield City Council
Cultural Plan 2023-2033


FairfieldCity
Celebrating diversity

Cover image:
Worlds Collide
performing at Crescent
Plaza during FLAME
Festival, 2018.



Gulbanga Ngurragu **Acknowledgement of Country**

Cabrogal gulbangadyu ngurrayin wadyimanwa Fairfield City Council
Ganunigang wagulra gulbangadyidyanyi miwanaba Dharugngai yura.

Fairfield City Council acknowledges the traditional country of
the Cabrogal of the Darug Nation and recognises their ongoing
relationship to land, place, culture and spiritual beliefs.

We pay our respects to Elders past, present and emerging and
acknowledge the importance that Aboriginal and Torres Strait
Islander people continue to play within the Fairfield community.

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*Illuminate NYE,
2021. Image
by Cassandra
Hanagan*

MESSAGE FROM THE MAYOR

Culture and creativity is fundamental in building a thriving and dynamic city. Fairfield City is home to a multiplicity of cultures making its creative output unique. Our people, cultural groups and creative practitioners inform our collective cultural identity by producing, developing and presenting exciting experiences for all.

The cultural stories in Fairfield City form the foundation of our civic life and creative pursuits. It is central to who we are, how we live and the ways we connect with each other.

Culture and Creativity remain inseparable; it is present in our built environment, our festivals, our food and our art production. It is at the heart of our community expressions, sense of belonging and pride. As the population of Fairfield grows and our community evolves, so too will our cultural needs, expectations and ambitions. Fairfield City Council acknowledges the significant role that creativity and culture has in facilitating social cohesion and fostering relationships between community and place.



The Fairfield City Culture and Creativity Plan 2023-2033 will guide Council in strengthening community connection and inclusion through culture, grow community capacity to deliver creative outcomes and embrace the role of local producers to increase the City's vibrancy, economy and wellbeing of its residents.

Frank Carbone
Mayor of Fairfield City

RAISING CULTURAL STRENGTH

The intersection between cultural and community life within Fairfield City continues to inform innovation in storytelling across artistic forms by giving agency to diverse perspectives. This is reflected in the number of small arts and cultural organisations producing work that is showcased regionally, interstate and internationally. Fairfield City is home to artists and cultural workers that work in film, visual arts, performance, writing, design, digital arts, craft and music. There are particular sector strengths in the art forms of music, dance (particularly folkloric) and film.

Fairfield City is placed within an increasingly visible Western Sydney arts and cultural sector. According to Create NSW, the state government's arts policy and funding body, this visibility is attracting new audiences with the potential for significant growth opportunities.

The Fairfield City Culture and Creativity Plan (2023-2033) provides a framework to build evidence, advocate and respond to opportunities that will cultivate greater pathways for our communities to experience, share and tell local stories. It also encompasses the need to elevate the significance and role of artists and cultural practitioners from our community to wider audiences, whilst fostering cultural programs unique to Fairfield City that can't be repeated in other spaces.

This ambition is punctuated by four key priority areas and series of actions that guide the long term vision of the plan. An emphasis on fostering strategic partnerships with community and other levels of government, aims to generate investment and create a platform that supports and sustains the growing creative, social and cultural needs of our community.

Who We Are – cultural, language and religious diversity

Fairfield City has a rich history of migrant and refugee settlement that continues today. Fairfield City is one of the most culturally diverse communities in Australia. According to the 2021 Census, 56% of residents were born overseas and almost 70% speak a language other than English at home. Religious affiliation significantly informs cultural expression within our City. In the 2021 Census, 78% of the population nominated a religion, which is, 15% above the Greater Sydney average.

The 2021 report on the Fairfield City Settlement Action Plan states that 11,836 humanitarian entrants came to Fairfield from 2016 to 2019. In 2020, more than a third of all humanitarian settlements into NSW settled in Fairfield City, the highest number for any Local Government Area (LGA). It is expected that Fairfield City will continue to be a destination for a large number of humanitarian settlements into the future. Fairfield City has a number of service providers to support humanitarian entrants and their families during their settlement. These services help new arrivals integrate into Australian life by building the skills and knowledge they need to prosper and become active members of the community.



52%

of residents came from countries where English is not the first language

70%



Speak a language other than English at home

These include:

Vietnamese, Assyrian, Arabic, Cantonese, Khmer and Spanish

9%

require day to day assistance due to disability



Top 5 religions:

Roman Catholic, Buddhism, Islam, Assyrian Apostolic & Christian



39

median age

People are aged:



11%

under 9 years old



14%

between 10-19 years old



14%

between 20-34 years old



39%

between 35-64 years old



17%

65 & over

0.7%



of people that identify as Torres Strait Islander



3.2

persons

Average household size per dwelling



1369

Median household weekly income



13.3%

have a university qualification



12.6%

have a trade qualification

WHERE WE ARE

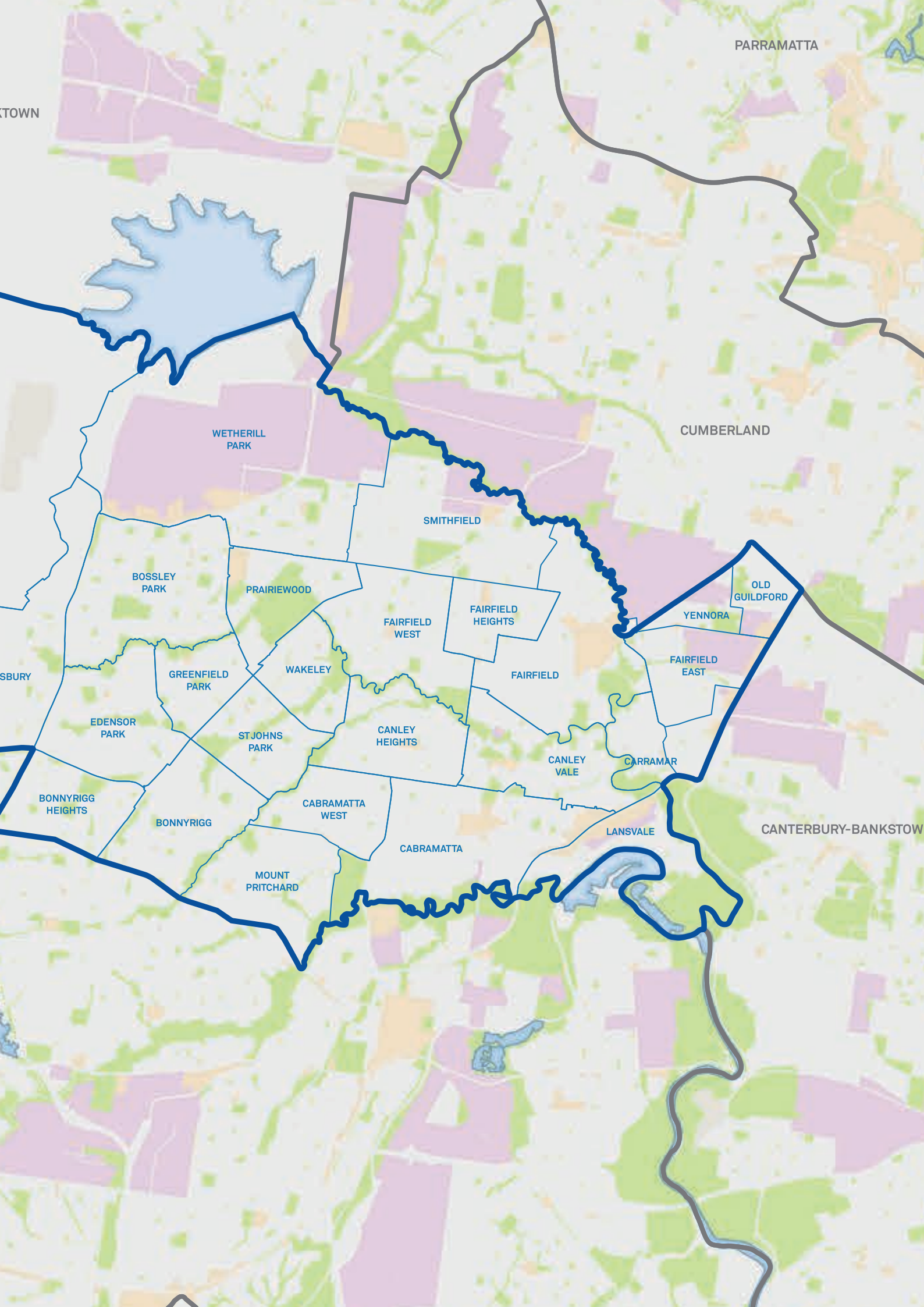
For more than 30,000 years, the land of this City has been home to Aboriginal people of the Darug Nation. The main clan is the Cabrogal that take its name from the 'cobra grub' a staple food for the clan, which can be found in local creeks and inlets in the area. Deerubbin and Gandangara are the Local Aboriginal Lands Council's (LALC's) within the Fairfield City Council LGA.

Fairfield City is located in South West Sydney, approximately 32 kilometres from the Sydney Central Business District, and covers an area of 101.6 square kilometres. Fairfield City incorporates 27 suburbs with a population of 209,030 in 2021. The City has more than 495 parks and reserves incorporating a diverse range of recreational settings, which include children's playgrounds, youth facilities, reserves and bush parks. Two of Fairfield City's largest parks are the Western Sydney Parklands and Chipping Norton Lakes, covering over 5,500ha of green space. The City has four major business and retail districts occupied by a large range of eateries and specialty shops that reflect the cultural diversity of the area.

Fairfield City is located between two of Sydney's Regional Cities - Parramatta and Liverpool. Western Sydney International (Nancy-Bird Walton) Airport is currently under construction in Badgerys Creek, located in the local government area of Liverpool City. To plan for the projected infrastructure and population growth of Greater Sydney the Greater Cities Commission (GCC) was established. The GCC oversees the Western City District Plan that covers the Blue Mountains, Camden, Campbelltown, Fairfield, Hawkesbury, Liverpool, Penrith and Wollondilly local government areas. The Western City District Plan assists councils to plan for and support growth and change, and align local planning strategies to place-based outcomes.



Fairfield
City Local
Government
Area



PARRAMATTA

KTOWN

CUMBERLAND

WETHERILL
PARK

SMITHFIELD

BOSSLEY
PARK

PRAIRIEWOOD

FAIRFIELD
WEST

FAIRFIELD
HEIGHTS

OLD
GUILDFORD

YENNORA

FAIRFIELD
EAST

GREENFIELD
PARK

WAKELEY

FAIRFIELD

EDENSOR
PARK

STJOHNS
PARK

CANLEY
HEIGHTS

CARRAMAR

CANLEY
VALE

CABRAMATTA
WEST

LANSVALE

CANTERBURY-BANKSTOW

BONNYRIGG
HEIGHTS

BONNYRIGG

CABRAMATTA

MOUNT
PRITCHARD

DEVELOPING THE FAIRFIELD CITY CULTURE AND CREATIVITY PLAN

In 2021 a Discussion Paper was developed proposing strategic priorities for the enrichment of community life through the expression of culture and creativity in Fairfield City. The paper outlined strengths, opportunities and focus areas for arts and cultural development. Key focus areas included the need to increase:

- Support for creative enterprises and practitioners to thrive locally
- Community well-being by fostering connections through cultural events and creative programs
- Community capacity and employment pathways in the arts and cultural sectors through partnerships and skills development

The discussion paper stimulated conversations with residents, creative practitioners, cultural groups, community organisations, residents and businesses. It posed key questions to attain practical steps for culture and creativity to thrive in Fairfield City. Community feedback and contribution to the Discussion Paper was open for three months and encompassed the period of strict lockdowns for the Fairfield LGA due to the 2021 COVID pandemic. Phone and online consultations were facilitated with a range of local interagency groups, community, arts and cultural organisations to extend the reach and depth of engagement.

The following activities informed the Discussion Paper:

- A review of local, state and federal policies, plans and reports
- A series of consultations with stakeholders including arts, community and cultural organisations and
- Council's Arts Advisory Committee
- A review of Council's Community Facilities and Open Space Needs Study
- An analysis of needs based on research and consultation to inform strengths, challenges and opportunities for growth

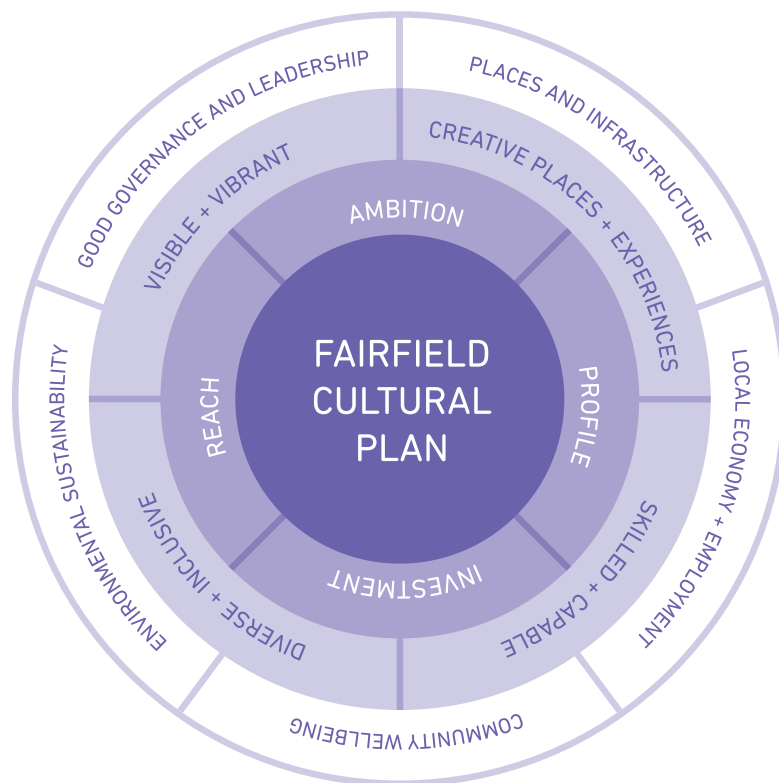


FCMG - *In the fibre of her being*, 2021. Image by Ali Mousawi

GUIDING PRINCIPLES

Guiding principles emerge from what residents and stakeholders collectively care about for their desired future. These are not operational values such as efficiency and responsibility, but rather a combination of cultural needs, aspiration and Council's goals. The following four guiding principles were defined in response to the Discussion Paper:

- Ambition,
- Investment
- Reach
- Profile.



AMBITION

Being inspired, engaged and empowered to achieve creative goals through embedding cultural outcomes across Council's planning, services and facilities

INVESTMENT

Building on existing arts and cultural assets to create a dynamic, creative and resilient local economy that sustains a vibrant local community

REACH

Undertaking collective action and impact with creative partners to connect with community and make creativity and culture apart of our everyday lives

PROFILE

Elevating arts and culture by celebrating our uniqueness and diversity as a community strength

FAIRFIELD
CULTURAL
PLAN

GUIDING
PRINCIPLES

PRIORITY
AREAS

COMMUNITY
STRATEGIC
PLAN

PRIORITY AREAS

The Discussion Paper identified four priority areas with recurring themes, opportunities and challenges. The themes aim to optimise our strengths, address community aspirations and build creative and cultural capacity for a vibrant and inclusive Fairfield City.

Diverse + Inclusive

The Cabrogal of the Darug Nation are the traditional owners/custodians of this area. Descendants of other Aboriginal Nations, Clans and Torres Strait Islander Groups have since moved into, or settled in, the area and have a living culture that is an essential part of the cultural identity of Fairfield City. Likewise our multicultural community is a significant part of our defining character, with migrants and refugees making immense contributions to the cultural and creative life in Fairfield City. By striving for equity and access to creative expression, we foster a community where people feel safe and included in the City's creative life.

Visible + Vibrant

The role of the arts in creating healthy and vibrant communities is embraced. The creative and cultural vitality of Fairfield is visible and accessible to all.

Skilled + Capable

Fairfield City has an innovative, skilled creative sector with the potential to contribute to a more prosperous local economy. By building the capacity of arts and cultural practitioners and organisations, we are supporting arts and culture as key drivers for our economy.

Creative Spaces + Experiences

Activation in public spaces play a role in shaping quality community life and driving cultural, social and economic development. The arts have a significant role to play in this activation throughout Fairfield City.

FCMG event- *Spinoff: A Safe Space for Dangerous Ideas*, 2022. Image by Alejandro Trejo.

HOW THE PLAN WILL WORK?

The Fairfield City Culture and Creativity Plan sets a ten year vision for how creative and cultural outcomes can be achieved collectively by Council in collaboration with community, industry and other government agencies. The plan is driven by the four priority areas that aim to leverage our cultural and community assets, while building greater capacity to support the creative life of our diverse and growing population. The ten year plan will operate in three key phases, consolidation (1-4 years), enhancement (5-8 years) and transformation (9+ years). This phased approach will provide the opportunity to review, refresh and respond to opportunities, ensuring ongoing relevance for the long-term plan.

1-4 Years:

Consolidation - a phase of enquiry and evaluation of current programs, infrastructure and service gaps to create informed strategies and identify partnerships and opportunities.

5-8 Years :

Enhancement - a phase of implementation of activities, frameworks and deliverables that build our city's creative capacity by strengthening community networks and creative and cultural infrastructure.

9 + Years:

Transformation - a phase that elevates community leadership and guides the sustainability of creative and cultural outcomes for people and places.





Culinary Carnival,
2022. Image by
Jason Nichol

ACHIEVING GOALS IN THE CITY PLAN

The Fairfield City Culture and Creativity Plan 2023-2033 will contribute to the delivery of the Fairfield City Plan 2022-2032.

The Fairfield City Plan identifies the community needs and aspirations through extensive community engagement, which are represented throughout the plan in the community's vision, goals, outcomes and community strategies.

Based on the Fairfield City community's feedback, the vision for the 2022-2032 Fairfield City Plan has matured from hoping that they 'prosper' in a new life, with investments in permanent foundations in our City being achieved. Instead, the community's

focus has expanded to providing future generations with an environment that is vibrant and safe, which is filled with opportunities to learn and grow, while still embracing their cultures. For 2032, the new aspiration and vision for our community is:

"Fairfield City is a vibrant, safe, connected and inclusive City, celebrating and embracing our diversity"

The Fairfield City Culture and Creativity Plan 2023-2033 will contribute directly to the following goals and outcomes in the Fairfield City Plan 2022-2032:

Theme 1 Community Wellbeing

Relates to the quality of life the community enjoys living, working, playing, shopping or visiting Fairfield City

| | |
|---|---|
| Goal b Outcome 1 | A proud diverse community of many cultures that is valued and celebrated A cohesive and supportive community that takes pride in its cultural diversity |
| Goal d Outcome 1 Outcome 2 | An inclusive city with access to opportunities and facilities for the community Range of affordable lifelong learning activities for members of the community Improved accessibility to educational programs, schools, universities, colleges and TAFE |
| Goal e Outcome 1 | Strengthen relationships and partnerships Community and Government organisations working together |

Theme 2 Places and Infrastructure

The buildings, facilities, open space, town centres, roads, footpaths, public transport and all other built structures that the community uses to meet their day to day and future needs.

| | |
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| Goal a | An accessible and liveable city |
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| Outcome 3 | Affordable high quality development that improves the local character of the City |
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| Goal b | Inviting and well used open space |
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| Outcome 1 | Open spaces are well utilised for entertainment, leisure and recreation opportunities for all |
| Outcome 2 | Improved park aesthetics through diverse landscaping and public art |

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| Goal c | Community assets and infrastructure are well managed into the future |
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| Outcome 1 | Facilities and assets well managed and developed for the future |
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Theme 4 Strong and Resilient Economy

The businesses and industries in Fairfield City and the surrounding areas provide goods and services as well as local employment opportunities.

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|---------------|--------------------------------------|
| Goal a | Range of resilient businesses |
|---------------|--------------------------------------|

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| Outcome 1 | Businesses are active, successful and involved in the community |
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| Goal b | Attractive and lively City |
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| Outcome 1 | A unique and energetic city as a destination for food and leisure activities |
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| Goal c | Diverse employment and job opportunities |
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| Outcome 1 | A variety of job and training opportunities available in the City |
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Theme 5 Good Governance and Leadership

In a democracy, the community wants their leaders to listen to them, represent their views with integrity and strive to achieve for the good of the community

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|---------------|--|
| Goal b | A well engaged and informed community |
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| Outcome 1 | Our community is connected and engaged innovatively |
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| Outcome 2 | Information is available and clearly communicated to the diverse community |
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ROLE OF LOCAL GOVERNMENT AND THE STRATEGIC FRAMEWORK

Council's core objective for this plan is to strengthen community connection and wellbeing by facilitating opportunities for our communities to actively engage in creative and cultural activity. This is done through a range of methods including long-term strategic planning, capacity building, advocacy, policy, place-making, tourism, programming and the development of infrastructure.

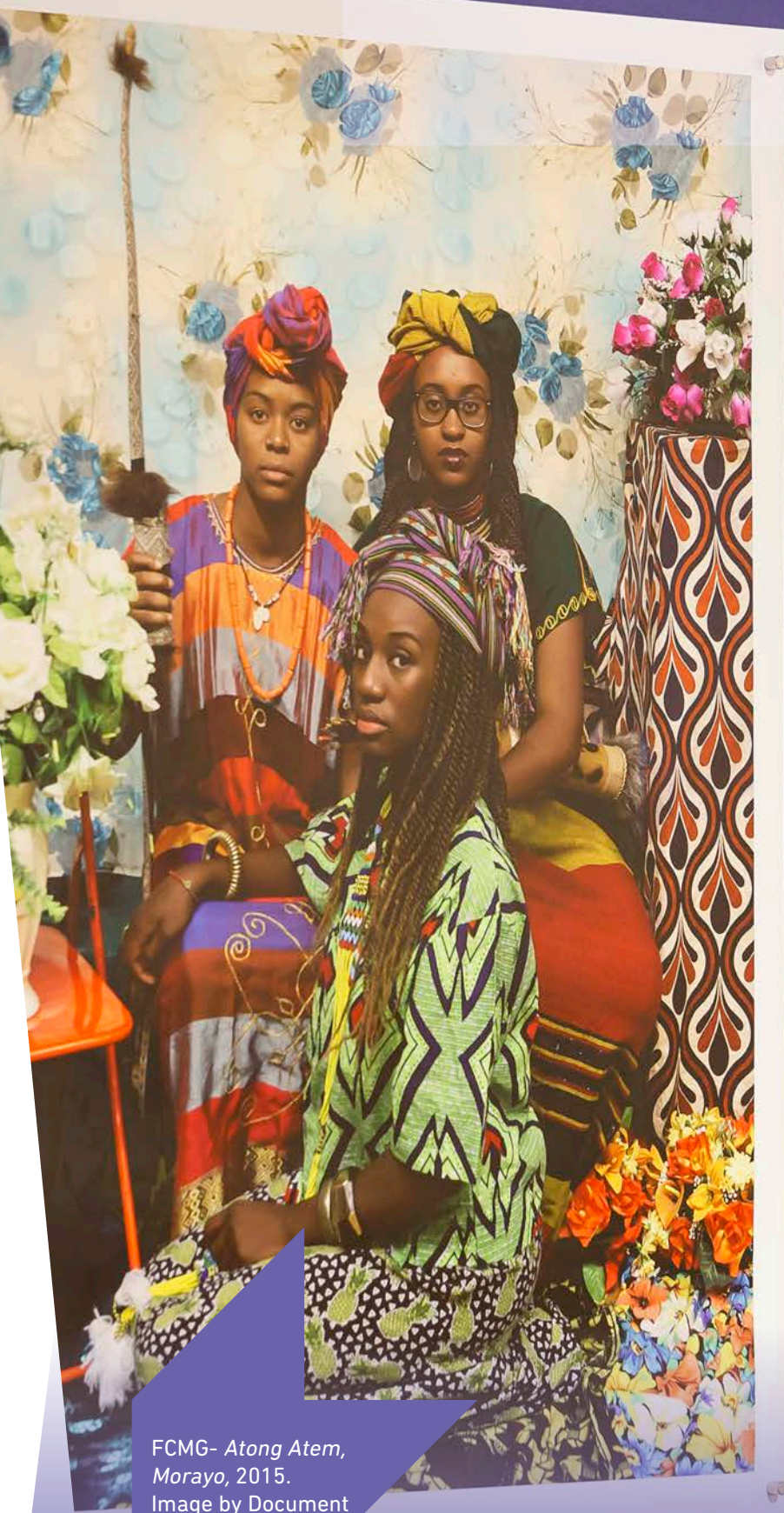
Fairfield's Culture and Creativity Plan 2023-2033 will provide strategic directions to bolster arts and culture in Fairfield. It is also a tool for community, arts organisations and creative practitioners to reference community and cultural strengths and needs.

The plan sits alongside the Fairfield City Plan and intersects with the following documents:

- Revive: Australia's Cultural Policy
- Digital Culture Strategy, Australia Council for the Arts
- Create NSW Cultural Infrastructure Plan 2025
- Resilient Sydney

- Western City District Plan
- State of The Arts In Western Sydney
- Fairfield City Ageing Strategy
- Fairfield City Community Safety and Crime Prevention Plan
- Fairfield City Disability Inclusion Action Plan
- Fairfield City Economic Development Strategy
- Fairfield City Local Strategic Planning Statement (LSPS)
- Fairfield City Museum and Gallery Strategic Plan
- Fairfield City Public Domain Plans
- Fairfield City Reconciliation Action Plan
- Fairfield City Settlement Action Plan – Evaluation Report
- Fairfield City Strategy for Young People





FCMG- *Atong Atem*,
Morayo, 2015.
 Image by Document
 Photography



OUR CREATIVE AND CULTURAL SECTOR

Fairfield City Council currently offers a range of opportunities for arts and cultural participation through our festivals, grants, exhibitions, public programs, library and digital content production facilities and skills development programs.

It is important to recognise that while these opportunities exist for our community, the creative sector is shifting towards a multifaceted approach where culture and creativity is embedded into the very fabric of our daily interactions and built environment. This is reflected in the Western District Plan; priority W4 "Fostering healthy, creative, culturally rich and socially connected communities." This will require bolstering the visibility of Fairfield's creative sector, and positioning it as integral to living, working and experiencing Fairfield.

Revive, Australia's Cultural Policy (2023-2028) offers a national framework to amplify local stories and embed much needed pathways to arts participation and career development in the arts and cultural sectors. The five pillars of Revive are centred on the key goal '*to ensure there is a place for every story, and a story for every place*'. This intention aligns with the artistic and cultural strengths of Fairfield City and potentially guide the development needs addressed in this plan.

FCMG - *Tjanpi*
Desert Weavers. Displayed
as part of *In the Fibre*
of *Her Being*, 2021.
Image by Document
Photography.





SPACES FOR CREATIVE GROWTH

Arts and cultural facilities include places for community to learn, practice and experience the arts such as art galleries and performance spaces, together with artists' studios, which are workspaces for the creation of new art works.

An analysis conducted on the current and future needs for community facilities and open space identified the need to increase facilities for arts and culture as the community grows. Needs identified include additional space for a theatre and a creative arts centre with spaces for artists to work. This need is also indicated in the Fairfield City Museum and Galleries Strategic Plan. There are opportunities for Council to promote existing facilities and explore options to maximise cultural and creative practice in these spaces. The Brian Wunsch Centre in Wakeley is an example of an equipped dance studio and art room space that was established for community hire. The analysis also identified opportunities for future development and potential growth of arts and cultural activities in Fairfield Town Centre. This includes options to redevelop existing buildings or to consider the purchase of additional sites in this precinct. Fairfield City is forecast to grow to a community of 245,146 people by 2036. It was identified that almost half of this growth (47%) is forecast to occur in Fairfield Place.

Council Arts and Cultural Facilities

Purpose Built Creative Spaces

Council has some purpose-built sites such as the Fairfield School of Arts which provides a small theatre and houses PYT Fairfield. The Fairfield City Museum and Gallery (FCMG) was established in 1983 and includes exhibition space, an artist in residence program, a vintage village and a heritage collection.



Westacott Cottage, Canley Vale, built in 1886 by William Westacott is an example of a Victorian period masonry cottage and is unique in the area. Fairfield City Arts and Crafts operate from the cottage providing art and craft activities and a small shop selling locally created wares.



Fairfield City Open Libraries

Libraries are important places for the community to access resources such as WIFI, printing, digital resources, books, as well as programs, classes and meeting spaces. The role of the traditional library is changing, with libraries increasingly seen as creative community spaces. Council's libraries are located at Cabramatta (Whitlam Library), Bonnyrigg, Wetherill Park, Smithfield and Fairfield. The Whitlam Library has two media spaces and a performance space. labLX is an experimental media space to explore, learn and create digital content and Studio 2166 is a film and sound recording studio. The Alcove is a small stage located in the library foyer. The Bonnyrigg Library features lab.LX STEAM, a studio that provides skills development in science, technology engineering and mathematics (STEM) innovation in manufacturing and robotics.



Fairfield City HQ

A co-working hub with Studio HQ (green screen studio) and Audio HQ (podcast, post-production audio suite) and enterprise development programs.



Community Centres

Community Centres are venues that can be hired by the community for a range of activities. They often include halls with stage or sprung floor. There are a number of meeting rooms located within these venues which are hireable spaces typically with a capacity of 10 to 20 people. They can be used for small creative workshops, rehearsal space and collaborations. Council's Community Centres and Halls are not staffed; however, a common design feature is that they have either one or more office spaces.



PRIORITY AREA 1 - DIVERSE + INCLUSIVE

The Cabrogal of the Darug Nation are the traditional owners/custodians of this area. Descendants of other Aboriginal Nations, Clans and Torres Strait Islander Groups have since moved into, or settled in, the area and have a living culture that is an essential part of the cultural identity of Fairfield City. Likewise our multicultural community is a significant part of our defining character, with migrants and refugees making immense contributions to the cultural and creative life in Fairfield City. By striving for equity and access to creative expression, we foster a community where people feel safe and included in the City's creative life.

Current and Ongoing Commitments

- Facilitation and delivery of cultural, creative and STEM meet-ups and programs across Open Libraries
- FCMG annual calendar of programs foster arts and cultural expression by and for our diverse communities
- Library collection of almost 150,000 items. Collections include items in community languages, large print books, streaming platforms for films, documentaries and audio books
- Living in the Past. A school education program on early European settlers in western Sydney held at FCMG heritage buildings
- Mayor's Youth Achievement Awards – First Nations category
- NAIDOC Week
- National Reconciliation Week Flag Raising Ceremony
- Regular Bilingual Story Time in community languages held across Open Libraries
- Spirit of Bonnyrigg Fair and walking tours. A place-based interfaith cultural event and program

2033 GOAL :

Aboriginal and Torres Strait Islander heritage and culture is central to cultural life. People of Fairfield City have universal access to quality arts and cultural opportunities and experiences.

What You Told Us

"Our diversity and the way we embody a broad representation of culture is our key asset."

"Local Aboriginal culture, traditions, knowledge, and stories should be acknowledged and made more visible."

"Our city would benefit from art being used to educate, inspire thought and stimulate".

"We should focus on the social capital of the area and how that benefits creativity and cultural capital of the region".



*Jannawi Dance
Clan, Bring It On!
Festival, 2022.*

PRIORITY AREA 1 - DIVERSE + INCLUSIVE

FAIRFIELD CITY PLAN (FCP) – COMMUNITY STRATEGIC PLAN

Theme 1 Community Wellbeing

Theme 5 Good Governance and Leadership

| P1 Diverse + Inclusive | Fairfield City Plan | 1-4 years | 5-8 years | 9+ years |
|------------------------|---------------------|--|---|--|
| 1.1 | 1b.1 | Encourage opportunities for Aboriginal and Torres Strait Islander, refugee and migrant communities across all ages to share cultures and histories in creative settings | <p>Increase visibility and community knowledge of local Aboriginal culture and histories as part of the cultural diversity of Fairfield City</p> <p>Increased pathways and platforms that strengthen and showcase cultural sharing between Aboriginal and Torres Strait Islander, refugee and migrant communities</p> | <p>Aboriginal and Torres Strait Islander heritage and culture is central to the cultural life of Fairfield</p> <p>Fairfield City is recognised as a leader in fostering Reconciliation</p> |
| 1.2 | | Strengthen acknowledgement of Aboriginal and Torres Strait Islander dates of significance | Deliver education and awareness events around dates of significance in partnerships with Aboriginal and Torres Strait Islander communities | Aboriginal and Torres Strait Islander community events and activities around national dates of significance are recognised as annual events and well supported by the wider community |
| 1.3 | | Build on cultural safety at Council to encourage Aboriginal and Torres Strait Islander leadership and partnerships | Council becomes an employer of choice for Aboriginal and Torres Strait Islander community and arts/cultural workers | Aboriginal and Torres Strait Islander peoples are supported to maintain a distinctive cultural, spiritual, physical and economic relationship with local land and waters |
| 1.4 | 1d.1 1d.2 | Evaluate community access to creative and cultural participation with the view to identify gaps and opportunities, especially for migrant and refugee communities, and people living with disability | <p>Develop programs and partnerships to deliver initiatives that address greater equity to creative and cultural participation</p> <p>FCMG to increase workshop programs for children, youth, adults and people living with disabilities</p> | People of Fairfield City have access to quality creative and cultural learning experiences that are accessible to all |

PRIORITY AREA 1 - DIVERSE + INCLUSIVE

| P1 Diverse + Inclusive | Fairfield City Plan | 1-4 years | 5-8 years | 9+ years |
|------------------------|----------------------|---|--|--|
| 1.5 | 1b.1 5b.1 5b.2 | Evaluate Council's marketing and promotion to increase community reach and engagement with local arts and culture opportunities | Implement a coordinated approach to promotions for creative and cultural opportunities across Council's social, cultural and recreational services | Diverse local communities are informed and can easily access relevant local arts and culture opportunities |

Midnight Dreamers, Bring It On! Festival, 2022.

PRIORITY AREA 2 - VISIBLE + VIBRANT

The role of the arts in creating healthy and vibrant communities is embraced. The creative and cultural vitality of Fairfield City is visible and accessible to all.

2033 GOAL:

A vibrant city where creativity is visible, bold and connected. Our creative community express and engage with the aspirations of the community.

What You Told Us

"We have an opportunity to build arts and culture as part of everyday life for residents and visitors".

"Imagine having events across the city similar to the Moon Festival but on a smaller and more frequent scale".

"An alignment of curatorial approaches, creativity and direction for arts/culture is required. We can be more ambitious!"

Current and Ongoing Commitments

- Capture Fairfield Art and Photography Competition
- Creative and accessible opportunities for young people through The Bring It On! Festival.
- Council produced Major events, festival and community programs that celebrate cultural diversity including NAIDOC, Cabramatta Moon Festival, Culinary Carnival, Lunar New Year, Illuminate
- Annual exhibition programs by, and for, our diverse communities at FCMG, promoting the stories and perspectives of Aboriginal and Torres Strait Islander, migrants and refugees.

PRIORITY AREA 2 - VISIBLE + VIBRANT

FAIRFIELD CITY PLAN (FCP) – COMMUNITY STRATEGIC PLAN
Theme 2 Places and Infrastructure

| P2 Visible + Vibrant | Fairfield City Plan | 1-4 years | 5-8 years | 9+ years |
|----------------------|------------------------------|--|--|---|
| 2.1 | 1b.1 1d.1 1e.1 | Identify and address structural barriers for emerging cultural groups, refugee communities and people with disability to participate in local festivals, events and community programs | <p>Create opportunities for grassroots arts and underrepresented cultural groups to showcase and share culture at festivals and events</p> <p>Create opportunities for people with disability to showcase talent and share culture</p> | Our festivals, events and community programs are accessible, innovative, diverse and a platform for community pride that extends beyond our LGA |
| 2.2 | 1b.1 2b.1 2b.2 4b.1 | <p>Explore Council-wide strategies to foster an integrated approach to creativity and culture in public space</p> <p>Review Council Art Collection Policy</p> | <p>Review Council policies on art in public space</p> <p>Establish Council actions for arts and culture in public space</p> | Co-design opportunities with local artists and/or communities are embedded into public and open space renewal and development |
| 2.3 | 1b.1 1d.1 1d.2 | Extend Council's youth networks to identify and support creative initiatives that connect, empower and give agency to young people | <p>Increase opportunities through partnerships that support young people to lead innovative creative and cultural initiatives</p> <p>Partner with young people and organisations to facilitate creative programs that address the cultural, social and wellbeing needs of young people</p> | The social and cultural perspectives of young people are dynamic, visible and heard |
| 2.4 | 5b.1 5b.2 | Leverage Council marketing and communication channels to elevate the profile of local arts and cultural activities in the community | Foster partnerships with arts and cultural media producers to document the artistic and cultural life of Fairfield City | The community is informed and connected with strong arts and cultural capital. Fairfield City is positioned as a dynamic arts and cultural leader in Western Sydney |

PRIORITY AREA 3 - SKILLED + CAPABLE

Fairfield City has an innovative, skilled creative sector with the potential to contribute to a more prosperous local economy. By building the capacity of arts and cultural practitioners and organisations, we are supporting arts and culture as key drivers for our economy.

2033 GOAL:

A valued and sustained creative community that contribute to the artistic, cultural and economic wellbeing of Fairfield City.

What You Told Us

"Cross departmental support for the use of creative practice as a solution to land use, social, place, safety needs".

"Focus on developing the grassroots screen sector will help respond to negative stereotyping and media portrayed in the area".

"Council needs to provide pathways, opportunities and support for artists and creatives living and working in the LGA to prevent people and art production moving away to other parts of Sydney".

Current and Ongoing Commitments

- Annual Creative Communities Grants Program.
- Community Arts and Cultural Development skills development program and advisory.
- Annual Arts and Culture Grants program
- Digital and enterprise skills development programs and resources through Open Libraries and Fairfield HQ
- FCMG programs employ and engage Western Sydney artists and cultural workers
- lab.LX STEAM at Bonnyrigg Library provides skills development in STEM innovation in manufacturing and robotics.



*Spirit of
Bonnyrigg,
2022.*

PRIORITY AREA 3 - SKILLED + CAPABLE

FAIRFIELD CITY PLAN (FCP) – COMMUNITY STRATEGIC PLAN

Theme 1 Community Wellbeing

Theme 4 Strong and Resilient Economy

| Priority 3 Skilled + Capable | Fairfield City Plan | 1-4 years | 5-8 years | 9+ years |
|------------------------------------|--------------------------------------|--|---|---|
| 3.1 | 1b.1 1d.1 1e.1 4a.1 4c.1 | Review Creative Communities Grant and related training to better support refugee communities and small organisations to deliver arts and cultural programs | Create learning resources with the community for the purpose of sharing skills and approaches to community arts and cultural development programs Grow and support networks between refugee communities, cultural organisations and arts/ cultural workers to foster innovation and employment | Refugee and emerging communities are resourced, connected and empowered to deliver quality arts and cultural programs |
| 3.2 | 1b.1 1d.1 1e.1 | Increase capacity of community groups to develop and deliver creative and cultural programs for social impact and wellbeing | Create opportunities across Council to ensure greater equity to creative skills development and employment for diverse communities | Arts and cultural practices are valued and employed across Council and community as an enabler for social impact and economic development |
| 3.3 | 1b.1 1d.2 1e.1 | Consult with creatives to foster the growth and innovation of locally produced stories on film, screen and emerging platforms | Establish community, cultural and industry partnerships to enhance skills and creative capacity for local digital arts sector | Fairfield has a resilient and supported digital arts culture that is celebrated and followed locally and globally |
| 3.4 | 1d.1 1e.1 4c.1 | Connect Council's assets (Fairfield HQ, Studio 2166 and Lab LX) with communities to increase opportunities for enterprise across established and emerging digital technologies | Facilitate creative and cultural programs to increase digital literacy in established and emerging technologies for content creation and e-commerce | Our diverse community has access to digital skills and technology to contribute to community, cultural and economic development |

PRIORITY AREA 3 - SKILLED + CAPABLE

| Priority 3 Skilled + Capable | Fairfield City Plan | 1-4 years | 5-8 years | 9+ years |
|------------------------------------|--|---|--|--|
| 3.5 | 1b.1 1d.1 1d.2 1e.1 4a.1 4b.1 4c.1 | Investigate the needs of local artists, community and business stakeholders to strengthen and diversify pathways for creative production | Develop partnerships with arts, business and education sectors to address the needs of artists and increase partnership potential across community sectors | A valued and sustained creative community that contribute to the artistic, cultural and economic identity of Fairfield City |
| 3.6 | 1d.1 1d.2 1e.1 4a.1 4b.1 4c.1 | Evaluate community and Council programs and resources to identify gaps and opportunities for professional development to increase creative pathways for local artists | Advocate for and foster professional development models that are responsive to the needs of emerging artists in Fairfield | Fairfield facilitates best practice in professional development to increase equity and access for artists to lead creative initiatives, especially those who are under-represented |
| 3.7 | 1b.1 1d.1 1d.2 1e.1 | Consult and collaborate Council-wide to map an organisational approach to build arts and culture capacity | Assess and map collaborations across Council for arts and culture Develop a framework that guides planning across Council to consider cultural impact | The value of arts and culture is recognised and demonstrated across Council as a way to improve community life |

Kookies N Kream
Dance Studio, Bring It
On! Festival, 2022.
Photo by Kristina
Cupac.



PRIORITY AREA 4 - CREATIVE PLACES + EXPERIENCES

Activation in public spaces play a role in shaping quality community life and driving cultural, social and economic development. The arts have a significant role to play in this activation throughout Fairfield City.

2033 GOAL:

Our city's connection to culture is showcased through the activation of places, spaces and precincts across Fairfield City.

Current and Ongoing Commitments

- Annual City Photographer program capturing people and places of Fairfield City for Heritage Collection
- Continue to diversify heritage material and collections to reflect the make-up of Fairfield City
- FCMG artist-in-residence program

What You Told Us

"Around my area there is a lot of empty space. It would be good if we can turn these empty spaces to something creative to look at when people are walking/riding along the T-Way footpath".

"Affordable artist studios are desperately needed in this community so people have the space to create and collaborate. This would lead to many benefits - tourism, vibrant spaces, community, and connection".

We lack spaces and venues for musicians to play and artists to create and showcase their work, and for members of the public to develop artistic talents.



Mary Nguyen, Backdrop.
Displayed as part of
Extra/Ordinary, 2021.
Image by Document
Photography

PRIORITY AREA 4 - CREATIVE PLACES + EXPERIENCES

FAIRFIELD CITY PLAN (FCP) – COMMUNITY STRATEGIC PLAN
Theme 4 Strong and Resilient Economy

| P4 Creative Places + Experiences | Fairfield City Plan | 1-4 years | 5-8 years | 9+ years |
|----------------------------------|--------------------------------------|--|---|--|
| 4.1 | 1d.1 2b.1 2c.1 4b.1 | Investigate the need and advocate for accessible/ suitable WIFI that support creative and cultural activity in public space Update WIFI at FCMG to expand social/cultural function and community use. | Digital infrastructure in public spaces to enable creative transformations and digital storytelling with the built environment Expand FCMG programs and community function to accommodate meetups, design hubs, entrepreneurship and creative industry practices | Public, civic and cultural spaces across Fairfield City support greater equity to digital culture in community settings |
| 4.2 | 1b.1 1e.1 2b.1 4c.1 | Review regulations and policy for public/open space with the view to increase community-led activation, (e.g. simple, low cost, speedy approvals) | Develop activation plan and facilitate arts and culture-led pilot programs | Our diverse communities have the confidence and capacity to facilitate creative expression across local public spaces |
| 4.3 | 1a.1 1c.1 2c.1 4b.1 | Explore opportunities for creative activities that can enhance a night time economy | Support and contribute to a night strategy that intersects cultural activity with local business and community safety | A vibrant and thriving night time economy underpinned by sustained relationships between local business, artists and community |
| 4.4 | 1b.1 1e.1 2b.1 4a.1 4b.1 | Strengthen networks in Fairfield Place to increase the cultural, social and economic capital of the area | Investigate and build evidence from existing studies for a cultural hub in Fairfield Place Develop a strategy for a cultural hub in response to indicators and findings | Fairfield Place is established as a cultural hub to support an increase in arts-based programs, creative production and consumption to meet the demands of population growth |
| 4.5 | 1b.1 2b.1 4b.1 | Utilise Council digital screens in community spaces to promote digitised heritage collection | Seek to innovate and increase digital infrastructure to showcase digitised heritage collection in public spaces across the City | Diverse local stories and creative enterprise is reflected through a shared, innovative digital culture that evolves with emerging technologies |

PRIORITY AREA 4 - CREATIVE PLACES + EXPERIENCES

| P4 Creative Places + Experiences | Fairfield City Plan | 1-4 years | 5-8 years | 9+ years |
|----------------------------------|------------------------------|--|--|--|
| 4.6 | 1b.1 1e.1 2a.3 4b.1 | Review the need for community access to affordable spaces for cultural creation and production | Undertake actions that responds to the accommodation needs of artists and creatives that are practical and accessible Grow artist-in-residency programs and creative partnerships in response to specific needs and opportunities as they arise | Fairfield City values and supports the creative and cultural capital that creatives contribute to local place making |

Culinary Carnival, 2022. Image by Jason Nichol



MONITORING AND EVALUATION

How Will We Measure Our Success?

Implementation of the Cultural Plan is incorporated into Council's Delivery Program and Operational Plan with timeframes identified. An annual report of the implementation actions and progress of the Plan will be provided to Council each year. The Cultural Plan will be reviewed every 4 years. The review cycle provides an opportunity to make adjustments to reflect any changes to operational and funding considerations. A review and evaluation of the Cultural Plan will be undertaken at the completion of its term (2023-2033). The results will be reported to Council and the community

*Inangaro
Paradise Dance
Group, Bring
It On! Festival,
2022.*



GLOSSARY

Artist in Residence:

Artist in residencies encompass a wide spectrum of artistic programs which involve a collaboration between artists and hosting organisations, institutions, or communities. They are programs which provide artists with space and resources to support their artistic practice.

Creative Enterprise:

Creative enterprises are those based on individual/collective creativity, skill and talent, or which have the potential to create wealth and jobs through the development or production of intellectual property.

Cultural Safety:

Cultural safety is creating an environment and experiences that are safe and met through actions that recognise, respect and nurture the unique cultural identity of a person without questioning.

Creative/maker space:

Creative/Maker spaces are creative, DIY spaces where people can gather to create, invent, and learn. They provide the community with access to equipment that may otherwise be inaccessible or unaffordable such as 3D printers, software, electronics, craft and hardware supplies and tools, sewing machines, creative print machines, and more.

Digital Art:

Digital art can either be understood as any artistic work or practice that uses digital technology as part of the creative or presentation process. It can encompass any art form such as moving image, music, performance, literature, VR, augmented reality, live stream and visual arts.

