

COMMUNITY ENGAGEMENT SUMMARY REPORT

Draft Arts and Creativity Strategy

About this summary report

The purpose of this document is to provide a brief summary on the community engagement for the development of the Northern Beaches Arts and Creativity Strategy.

More than 800 people contributed their time and insights to the development of the draft Strategy, bearing witness to the strong desire of community members for the arts to be more accessible and visible. The importance of arts and creativity to community wellbeing (directly through arts opportunities as well as indirectly through the quality of our built environment) was also a core theme in the consultation.

Community members emphasised the need to use the arts as a powerful way of bringing people together and supporting community cohesion.

An overview of the engagement, including number of participants and main purpose of each event, is provided in **Figure 1** below.

Figure 1: Overview of community engagement

Information Networking	Phone survey	'Futuring Workshop'	'Creative Mixer'	Online survey	Youth Focus Group
120 participants	404 residents	20 arts and creative stakeholders	60 participants and creatives	254 participants	10 stakeholders
16 May	21/6 – 2/7	17 July	31 July	18/7 – 12/8	10 September
Promoting the arts on Northern Beaches and building networks	Quantitative marketing research survey of participation, satisfaction and attitudes	Developing a vision for arts and creativity on the Northern Beaches	Setting future directions for arts and creativity	Quantitative and qualitative survey of attitudes and opportunities	Understanding how we can build a more creative future

This report provides a consolidation of the following two summary documents:

1. Face to Face Engagement: Summary Report (JOC Consulting)

This summary document outlines the key outcomes from the face to face engagement: 'Futuring Workshop', 'Creative Mixer' and youth focus group. The face to face engagement identified a strong level of interest in 'grassroots' level involvement and initiative in the arts and provided the backbone for the articulation of the community vision for the arts: *The Northern community is enriched by creative and cultural experiences that enhance wellbeing and builds social cohesion.*

2. Phone Survey: Executive Summary (Jetty Research)

The survey of 404 randomly selected residents is summarised in this document, which shows high levels of interest and participation in the arts across all demographics. The survey also identifies differences across the demographics in terms of specific interests (e.g. young people were particularly interested in more music opportunities) as well barriers to participation overall.

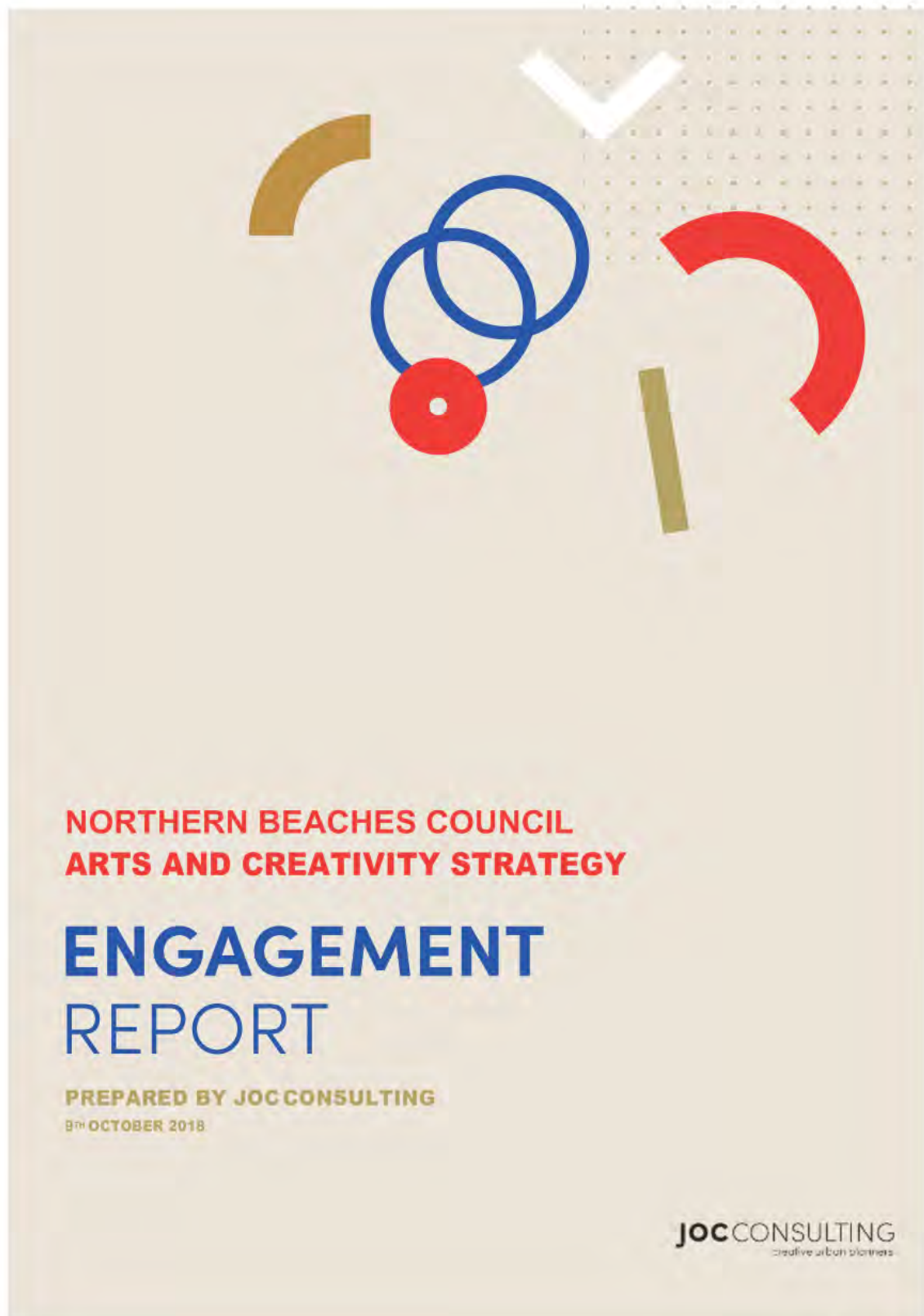
Reports from individual engagement activities as well as full reports from the phone survey and online survey respectively are available on the Northern Beaches Arts and Creativity Your Say webpage: <https://yoursay.northernbeaches.nsw.gov.au/artscreativity>

Summary of findings from the engagement

The following key opportunities have been identified through extensive engagement with more than 800 community members, artists, creatives and stakeholders:

- **Current participation in the arts is high** across all demographics, but it could be even higher if existing opportunities and the importance of arts and creativity to community wellbeing were better promoted
- **Community members want to initiate and drive arts and creativity programs** and call for clearer processes and guidance as well as improved access to funding
- **Improving and expanding access to creative spaces would improve participation;** there is a general need for creative spaces - and performance and music spaces in particular.
- **There is a strong interest in cinema and film-production** amongst the local community. The focus group with young people suggested that film clubs or film screenings could have wide appeal and could also be used as a drawcard for community engagement on important issues.
- **Community members want to have input into planning** that affects land use, public art, ephemeral art, busking and other public arts initiatives that enhance our public domain.
- **Building a strong creative and evening economy** are seen as important aspects of making Northern Beaches more liveable (particularly for young people) and attractive for visitors

Face to Face Engagement: Summary Report (JOC Consulting)



ABOUT THE PROJECT

Northern Beaches Council is preparing an Arts and Creativity Strategy that will help promote and nurture more liveable places and enhance community wellbeing. It will take its starting point in the Community Strategic Plan in setting a long term direction for creating a connected community through the arts

HOW WE ENGAGED

The community and local creative practitioners were invited to provide feedback and contribute ideas to help inform the Arts and Creativity Strategy over a three-month period.

The following methods were facilitated by Council

PHONE SURVEY

A random sample of the Northern Beaches resident population.

ONLINE SURVEY

An open survey for the entire Northern Beaches community.

The following events were facilitated by JOC Consulting

FUTURING WORKSHOP

A targeted session for stakeholders.

CREATIVE MIXER

An open community session and opportunity for the entire Northern Beaches community.

YOUTH ENGAGEMENT

A targeted session for young residents on the Northern Beaches.



The inputs from the above five engagement opportunities have helped shape the direction of the Arts and Creativity Strategy. The following pages provide a summary of key insights from events facilitated by JOC Consulting.





Face to Face Engagement: Summary Report (JOC Consulting)



FUTURING WORKSHOP

CREATIVE MIXER

Tuesday 13 July, 2018

An open community session and opportunity for the entire Northern Beaches community held at Park House Mona Vale. The following summary provides feedback on the current rating and desired future of arts and creativity on the Northern Beaches.

"Make art engaging [...] tourists want to get involved"

ARTS AND CREATIVITY CURRENTLY...

disagree agree



...improves our wellbeing on the Northern Beaches.



...enhances our villages, town centres and public places.



...brings people together.



...plays a significant role in supporting our local economy.



...is a drawcard for tourists to visit.

THE FUTURE OF ARTS AND CREATIVITY IS...

"Getting people outside and engaging with the natural world"

"Some artists, once they hit the big time don't do projects in the Northern Beaches"

INCLUSIVE

Public space, arts and infrastructure are part of an ongoing process to shape our spaces. Art is embedded into the Northern Beaches landscape.

ACCESSIBLE

Creative spaces that are "flexible" in their uses and serve as a meeting place for the community.

ESSENTIAL

Art is recognised as an important factor in people's wellbeing as a result of a shift in perception. It is part of daily life and connects many sectors.

ENABLING AND COLLABORATIVE

Fostering and supporting the 'soft infrastructure' that contributes to arts and cultural practice.

Face to Face Engagement: Summary Report (JOC Consulting)



CREATIVE MIXER

YOUTH ENGAGEMENT

Monday 10th September, 2018

A targeted session for young residents on the Northern Beaches held at Dee Why Council Chamber. The following questions were asked of participants with a summary of responses provided in this snapshot.

HOW WOULD YOU IMPROVE THE FOLLOWING SPACES?

**GLEN
STREET
THEATRE**

Free, diverse events aimed at a different demographics and interests (eg. science, music). Improving accessibility and appeal to the whole of Northern Beaches.

Accessible, versatile and collaborative spaces that are inviting and engaging, multi-generational and offer a unique experience.

**ART
GALLERY**

WHAT ARE THE OPPORTUNITIES?

more activities that connect people (and young adults)

give young people a platform to communicate

digital sharing in public spaces

list of upcoming events and 'what's on' handouts at events

more information and education on art production

communal gathering spaces

open arts to younger generations like 'Gen Next' at MCA

WHAT'S IMPORTANT TO YOU?

Belonging and identity

Bringing community together

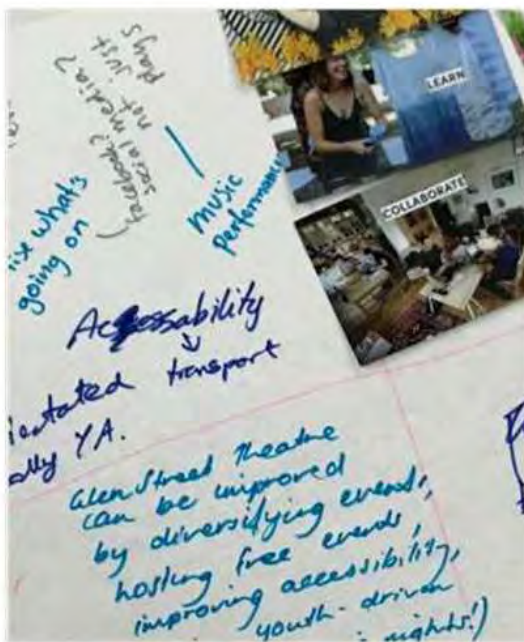
Speaking out, reclaiming the streets

Vibrancy, brightness & welcoming

Working together, all ages & cultures

Street signs and colour

Face to Face Engagement: Summary Report (JOC Consulting)



YOUTH ENGAGEMENT

Phone Survey: Executive Summary (Jetty Research)



Northern Beaches Arts and Creativity Survey 2018



A random and representative telephone survey of 404 Northern Beaches adult residents to measure satisfaction with, participation in, and desires for the future regarding the arts and creativity facilities and programs on the Northern Beaches

Client:
Northern Beaches Council

FINAL Report Dated:
30th August 2018

Executive summary

Northern Beaches Council is developing an Arts and Creativity Strategy which aims to foster a healthy, creative, culturally rich and socially connected Northern Beaches.

The community will be active partners in both the development and the implementation of the Strategy and it is therefore critical that the Strategy is based on extensive, collaborative and inspiring engagement as well as good data on current participation in arts and culture across the Northern Beaches.

Research was sought to measure current participation (as both an active participant and an audience member) and satisfaction with the current arts and cultural facilities and programs available to the Northern Beaches residents, via a statistically representative telephone survey of 400 adult residents.

The telephone survey was conducted among households in the 2084-87 (inclusive) and 2092-2108 (inclusive but excluding 2098) postcodes between June 21st and July 2nd 2018. The final sample size was n=404.

For a random telephone sample of 404 adult residents among the adult population of the Northern Beaches Council LGA, random sampling error is +/- 4.9% at the 95% confidence level.

The data has been weighted to reflect the age and gender of residents in the Northern Beaches LGA¹.

For more information on survey methodology, sampling error and sample characteristics, see pages 9-10. For more detailed information on the demographic breakdown of survey respondents, see pages 11-15.

For more details information on the weighting calculations, see page 38.

Among the survey's major conclusions:

1. **Satisfaction with the current arts facilities and programs was mixed** among residents:
 - a. Satisfaction was **highest with cinemas and film production**, which scored 3.29 out of a possible 5 (43% satisfied, 20% dissatisfied) and *cultural events, festivals and celebrations* (at 3.18 mean, 39% satisfied vs. 22% dissatisfied). However, satisfaction levels were polarised around *music venues and opportunities* (which scored 22% satisfied against 38% dissatisfied, with a mean of 2.78) and *theatres* (28% satisfied to 33% dissatisfied, mean of 2.89).
 - b. Overall, **the proportion dissatisfied outweighed the proportion satisfied** across the majority of facilities and programs, suggesting these facilities and programs are not meeting the needs of more residents than they are satisfying.
 - c. However, between **37% and 56% of residents rated the facilities and programs mentioned as neutral**, providing a solid base of opinion to be positively swayed in case of improved facilities and/or promotion.

¹ Following weighting, the effective sample size is 404. Thus weighting the data has no impact on the degree of sampling error.

Phone Survey: Executive Summary (Jetty Research)

2. Mean importance ratings were highest for **cultural events, festivals and celebrations** (3.83 out of 5.0), **music venues and opportunities** (3.72) and **cinemas and film production** (3.55). Those facilities and programs considered of least importance included **visual arts spaces and programs** and **dance venues and programs** (mean scores of 2.94 and 3.01 respectively, and the proportion rating them as important at 33% and 36% respectively).
3. When plotting satisfaction and importance on a matrix, the quadrants can be summarised as follows:

Table i: Satisfaction/Importance Quadrant Summary

Higher Importance, Lower Satisfaction	Higher Importance, Higher Satisfaction
<p>Music venues and opportunities</p> <p>Programs and spaces for creative enterprises</p> <p>Theatres</p> <p>Urban design / place making programs</p>	<p>Cultural events, festivals and celebrations</p> <p>Cinemas and film production</p>
Lower Importance, Lower Satisfaction	Lower Importance, Higher Satisfaction
<p>Literary programs</p> <p>Dance venues and programs</p> <p>Visual arts spaces and programs</p>	<p>NA</p>

4. The quadrant suggests that:
 - a. **Cultural events, festivals and celebrations and cinemas and film production are meeting resident needs** (these fell into the “higher importance, higher satisfaction” quadrant).
 - b. **Residents are seeking improvements to music venues and opportunities, programs and spaces for creative enterprises, theatres and urban design/place making programs** (these fell into the “higher importance, lower satisfaction” quadrant as residents classed them as personally being of high importance).
 - c. The remaining facilities and programs (*literary programs, dance venues and programs and visual arts spaces and programs*) fell into the “lower importance, lower satisfaction” quadrant and while do not meet resident expectations, are not considered an immediate priority.
5. Among all Council residents, **participation was high** across a number of arts facilities and programs including **cinemas and film production** (82%), **cultural events, festivals and celebrations** (71%) and **music venues and celebrations** (64% overall, and 75% among 18 to 39 years) and **theatres** (61%).
6. The proportion of residents **participating in dance venues and programs (26%), programs/spaces for creative enterprises (24%) and literary programs (20%) was lower** but among those using these facilities and programs, attendance frequency was high. **This suggests that these facilities or programs have a strong core group of regular attendees.**