

Northern Beaches Culture Mapping Project

Research Report

Northern Beaches Council, Arts & Culture
July 2022



northern
beaches
council



Acknowledgement of Country

We acknowledge the Traditional Custodians, the Gayamaygal and Garigal and their Country on which we gather today. By these words we show our respect to all Aboriginal people. We acknowledge Elders past, present and emerging and the spirits and ancestors of the Clans that lived in this area.

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Part A – Introduction



Leila Jeffreys: Birdland at Manly Art Gallery & Museum, 2020

1. Why are we mapping culture?

Arts and creativity are abundant on the Northern Beaches. Diverse creative communities live and work across our urban, industrial, and suburban areas. This area has been a place for cultural practices for tens of thousands of years.

Culture and creativity reflect and enhance our lives. It connects us through contributing to community cohesion, health and wellbeing, education, the economy, tourism and support of the environment. In a rapidly changing and complex world, culture and creativity – be it maker groups, music classes, live-streaming concerts online, reading books or writing – help us understand our current experiences and imagine a better future.

The Northern Beaches cultural and creative sector contributes significantly to the region's economic sustainability, generating \$1.6 billion in output and \$790 million in value added in 2018/19, and comprising 6.5% of the total Northern Beaches economy. The cultural and creative sector is also an important provider of employment for residents in the region with over 13,000 people employed in 2018/19, working locally, nationally and internationally.

Accurately understanding local culture has never been more important.

By mapping culture, and creating a deeper understanding of the characteristics, relationships and complexities of the local cultural and creative eco-system, Council can better work with the community to support and grow a sustainable sector and enhance the social and economic wellbeing of the community.

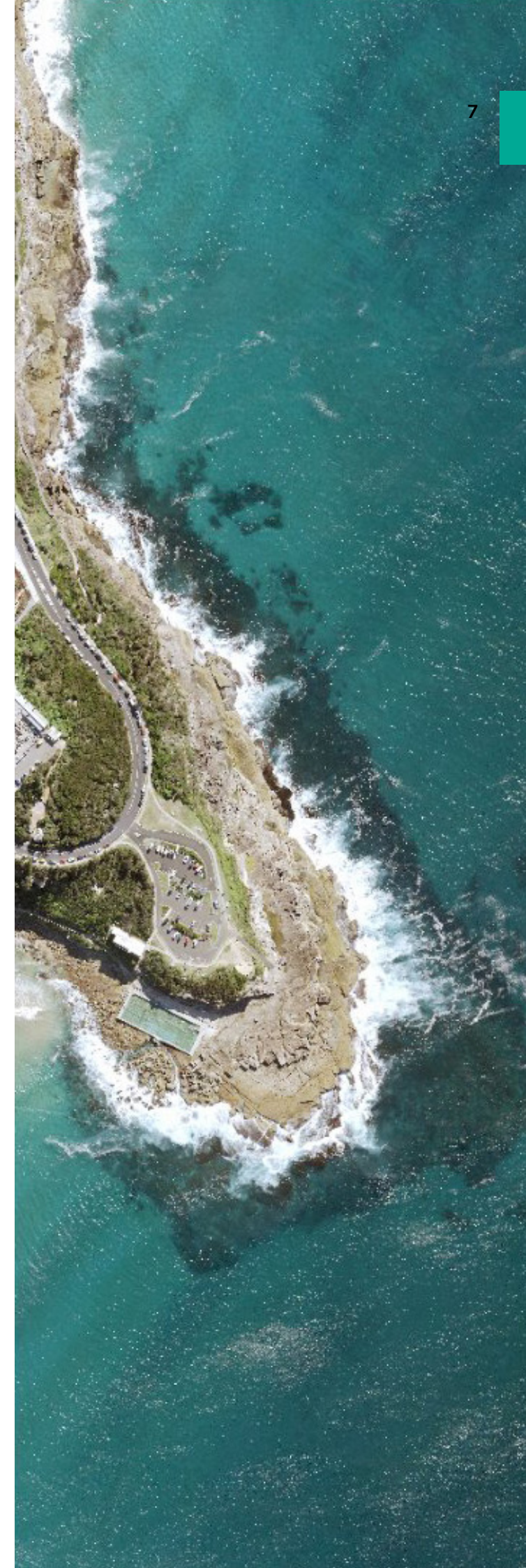
Specifically, culture mapping assists with:

- building an evidence-base for an informed approach to effectively support creative and cultural communities remain competitive and sustainable
- understanding the value of culture and its role in increasing the vitality of cities with placemaking, the night-time economy, tourism, and hospitality
- understanding how to make local culture and creativity more accessible and inclusive.

1.1 Our approach to culture

Council defines culture as the production, distribution and participation in creativity by community members and visitors, and the reflection and expression of its customs, traditions, heritage and social character; creating a way of life unique to the Northern Beaches.

It is an inclusive term, encompassing many fields: visual arts, crafts, media arts, performing arts (music, dance, theatre, and physical theatre), design, heritage, museums, archives, libraries, literature and publishing, sound recording, film, audio visual, television, radio, digital arts and hybrid new forms of creative thinking or expression. It also includes creativity in the public domain, such as designing the built environment and public spaces.ⁱ



1.2 The social and economic value of culture

"Culture is key to what makes cities attractive, creative and sustainable. History shows that culture is at the heart of urban development, evidenced through cultural heritage and traditions. Without culture, cities as vibrant life-spaces do not exist; they are merely concrete and steel constructions, prone to social degradation and fracture. It is culture that makes the difference." – UNESCOⁱⁱ

The United Nations estimates that, globally, 68% of us will live in urban areas by 2050. There is strong international evidence that engagement with, access to and participation in arts and culture activities, places, and opportunities improve human connection, experience and contribute to a sense of community, meaning and identity. Engagement with cultural activities drives innovative thinking and knowledge sharing; improves mental and physical health; creates a sense of belonging; enables greater cross-sector collaboration and innovation; and improves economic outcomes, including job creation and diversification. Alongside this (with the exception of recent impacts from the global pandemic), cultural tourism has been one of the fastest growing tourism segments in the world and investment in culture and creativity is shown to create greater vibrancy and more attractive and liveable neighbourhoods.

Globally, culture has recently generated US \$2,250 billion and nearly 30 million jobs worldwide. The cultural and creative industries are among the most rapidly growing sectors worldwide. As a result, cities are developing sophisticated cultural investment strategies that contribute to a wide range of policy objectives, including economic development, population growth management, health, wellbeing, multiculturalism and inclusion.

Engaging in cultural and creative activities develops belonging, stimulates curiosity and a range of beneficial effects on health and education outcomes, increasing social cohesion and the ability to engage with different perspectives.

In Australia alone, cultural and creative activity added \$111.7 billion or a 6.4% GDP in 2016-17. In addition to its economic benefits, the cultural and creative sector generates non-monetary value that contributes significantly to achieving people-centered, inclusive and sustainable development. This is particularly significant as we emerge from and work with the affects of the COVID-19 Pandemic.

Across New South Wales, 9 out of 10 residents participate in cultural activities every year and there is a growing awareness of the role the creative sector plays as a facilitator of cross-sectoral collaboration and innovation. Locally, our community strongly supports the arts and culture. A majority of community members actively participate in creative or cultural activities, with a growing interest and participation in the arts over the last 5 to ten years reported in our Arts and Creativity Strategy.

1.3 How does Council support culture?

Council plays a key role in the sustainability of the local creative and cultural sector through cultural planning and development, curatorial and creative programming, community cultural development, public art and placemaking, and provision of cultural infrastructure such as venues, spaces and studios. Council also plays an important role in advocating for the sector, supporting its growth and resilience and providing meaningful opportunities for creatives.

Over the last ten years Australia's local government expenditure on arts and culture has increased by 11 per cent per capita. 51% of small to medium public galleries in Australia are owned and operated by local government, while 80.4% of performing arts centres in Australia are owned by local government, with 66.7% managed directly by local government organisations.



Weaving Bridges workshop 2021

2. Strategic context

The Culture Mapping Project was informed by a range of local, regional, state, national, and global strategies and policies, as summarized in Figure 1 below.

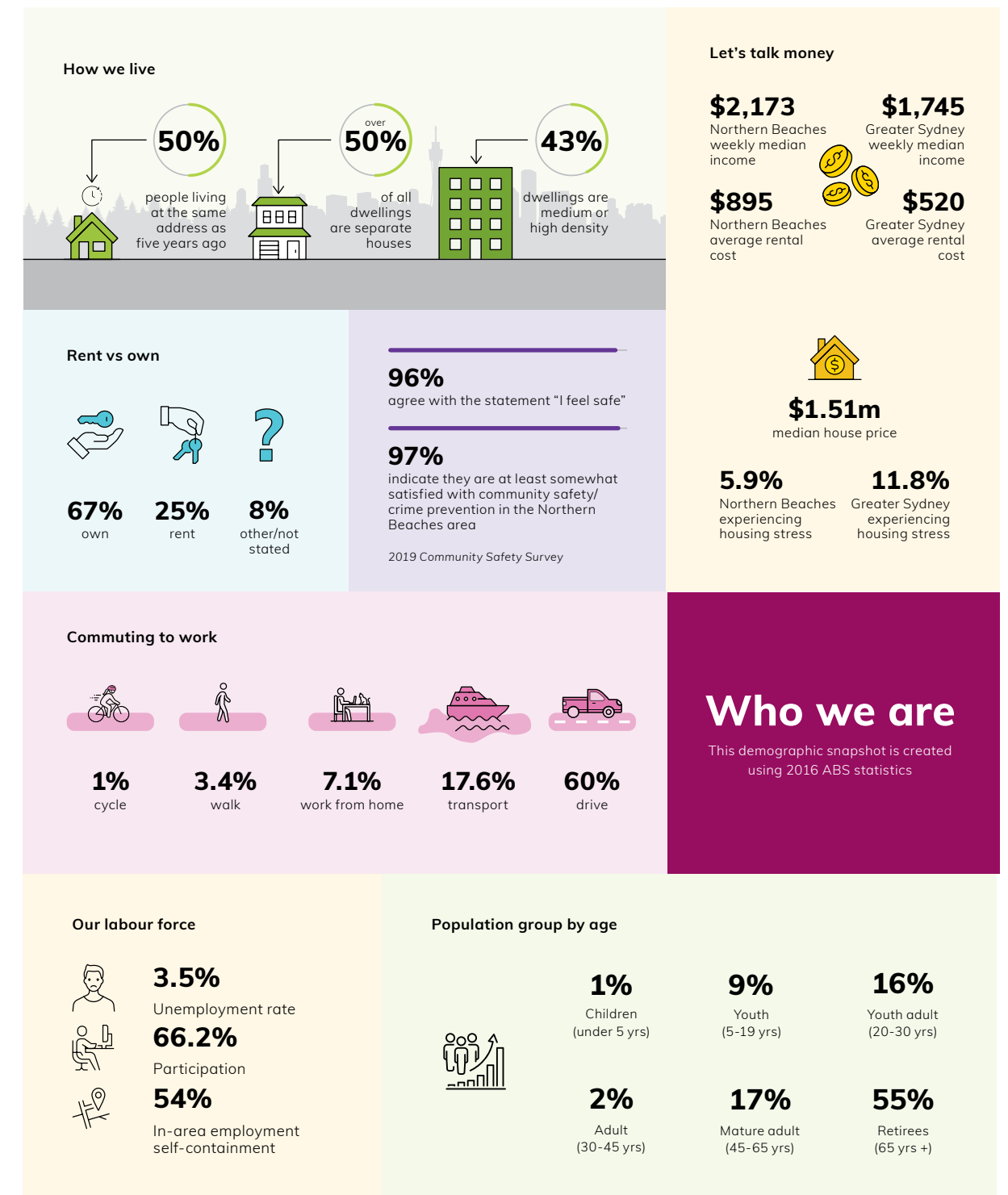
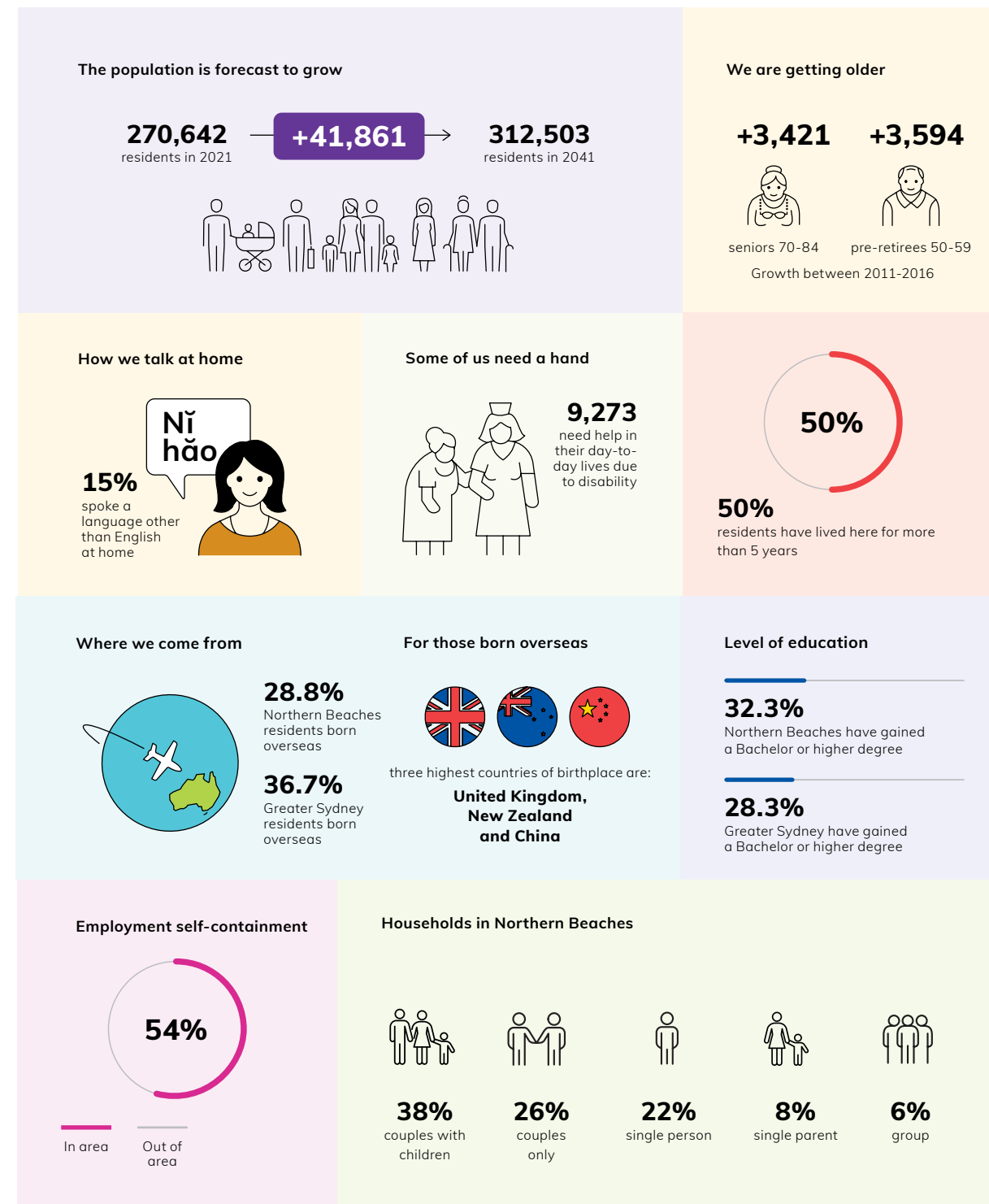
Fig 1. Strategic context alignments

Local	Community Strategic Plan Shape 2028 Goals 8, 9 & 10 Local Strategic Planning Statement Towards 2040 Local Environment Plan / Development Control Plan Northern Beaches Council Cultural Policy Northern Beaches Council Public Art Policy Northern Beaches Cultural Collection Management and Gifts Policy Connected through Creativity 2029, Northern Beaches Arts & Creativity Strategy Northern Beaches Council Community Centres Strategy Coast Walk Public Art Strategic Plan Better Together: Social Sustainability Strategy 2040
Region	Greater Sydney Commission North District Plan A Liveability Framework for Sydney NSW Government’s 24 Hour Economy Strategy NSROC Social and Cultural Infrastructure Strategy
State	Greater Sydney Commission Greater Sydney Region Plan Create NSW Cultural Infrastructure Plan 2025+
National	Australian Infrastructure – Social Infrastructure Audit 2019 Australia Council for the Arts Corporate Plan 2021- 2025
Global	UNESCO Universal declaration on Cultural Diversity, 2001 UNESCO Culture Urban Future Report, 2016 UNESCO, Framework for Cultural Statistics, 2009



Claire Foxton, Native Treasure, Peninsula Carpark Manly, 2021

3.1 The Northern Beaches community snapshot



3.2 The Northern Beaches cultural and creative sector

The Northern Beaches has been a place for cultural practice for tens of thousands of years, and creatives of all forms have long been attracted to this region due to its unique and varying natural landscapes, beach culture and like-minded community values.

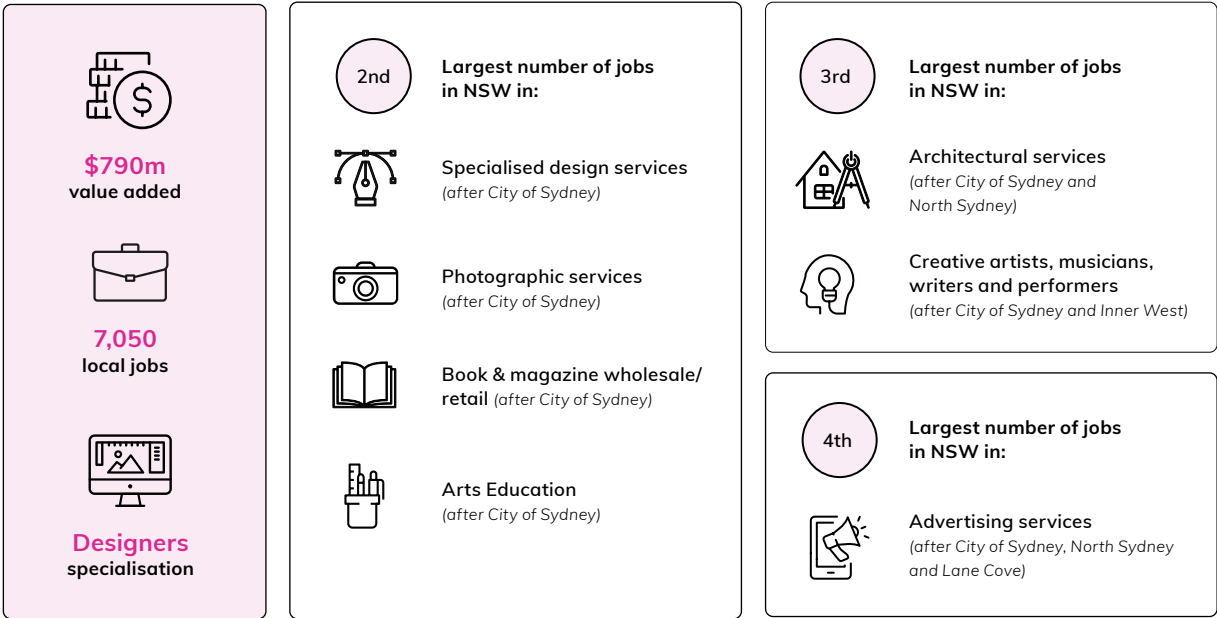
The Northern Beaches is home to a significant creative and cultural sector with over 13,000 people (8.5% of all employed residents) working in the field. The sector also contributes significantly to the region's economic sustainability, generating \$1.6 billion in output and \$790 million in value added in 2018/19, 6.5% of the total Northern Beaches economy. This represented 4.2% of Greater Sydney's total cultural and creative sector value.^v

The Northern Beaches also has the 2nd largest number of jobs in NSW in specialised design service and arts education and the 3rd largest number of jobs in NSW in architectural services, creative artists, musicians, writers and performers.

In 2016, 45% of local workers in the Northern Beaches cultural and creative Sector were aged 45 years or over, compared to Greater Sydney where 36% were aged 45 years or over. The biggest difference is in the 25-34 year age bracket, which was 18% of Northern Beaches workers in 2016, but 28% of Greater Sydney's.^{vi} This aging and growing population has implications for cultural infrastructure that is accessible and fit for purpose, and for attracting and supporting creative sector growth amongst younger people.

For a more detailed breakdown of cultural and creative sector data visit: [id economic insights: Northern Beaches cultural and creative sector](#).

Fig 2. Snapshot - The Northern Beaches cultural and creative sector



Part B – The Culture Mapping Project

Performance by Leah Flanagan for MAG&M Music Lounge, 2019

4. Project overview

The Culture Mapping Project commenced in 2020 as one of the key actions identified in Connected through Creativity 2029, Council’s **Arts and Creativity Strategy: We will: Build a deeper understanding of the creative sector through cultural mapping and needs analysis.**

The objectives of the mapping project were to:

- establish a deeper understanding of the cultural resources on the Northern Beaches to identify opportunities to build capacity and sustainability across the sector
- better understand the complexities of the local creative eco-system
- create an evidence-base to inform future planning, decision-making and program development
- deliver a value for money project.

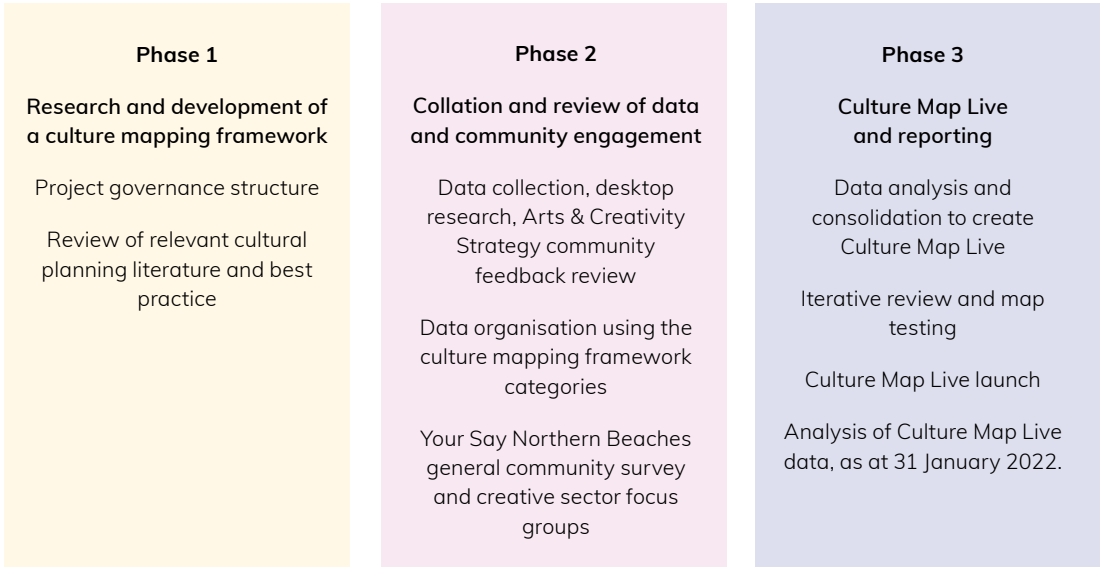
Our approach was to create a culture mapping framework that took form as a functional map, highlighting the spatial and relational dimensions of cultural and creative resources on the Northern Beaches for community benefit. The map was used as a key tool for analysis in combination with the results of community engagement.

The project outputs were:

- an online, editable map accessible to the community that can be expanded in the future
- new connections between creative groups and practitioners who participated in the project
- an analysis of existing cultural resources to inform future planning and program development.

The project was undertaken in 3 stages, illustrated in Figure 3 below.

Fig 3. Project Phases



4.1 Phase 1: Culture Map Live mapping framework

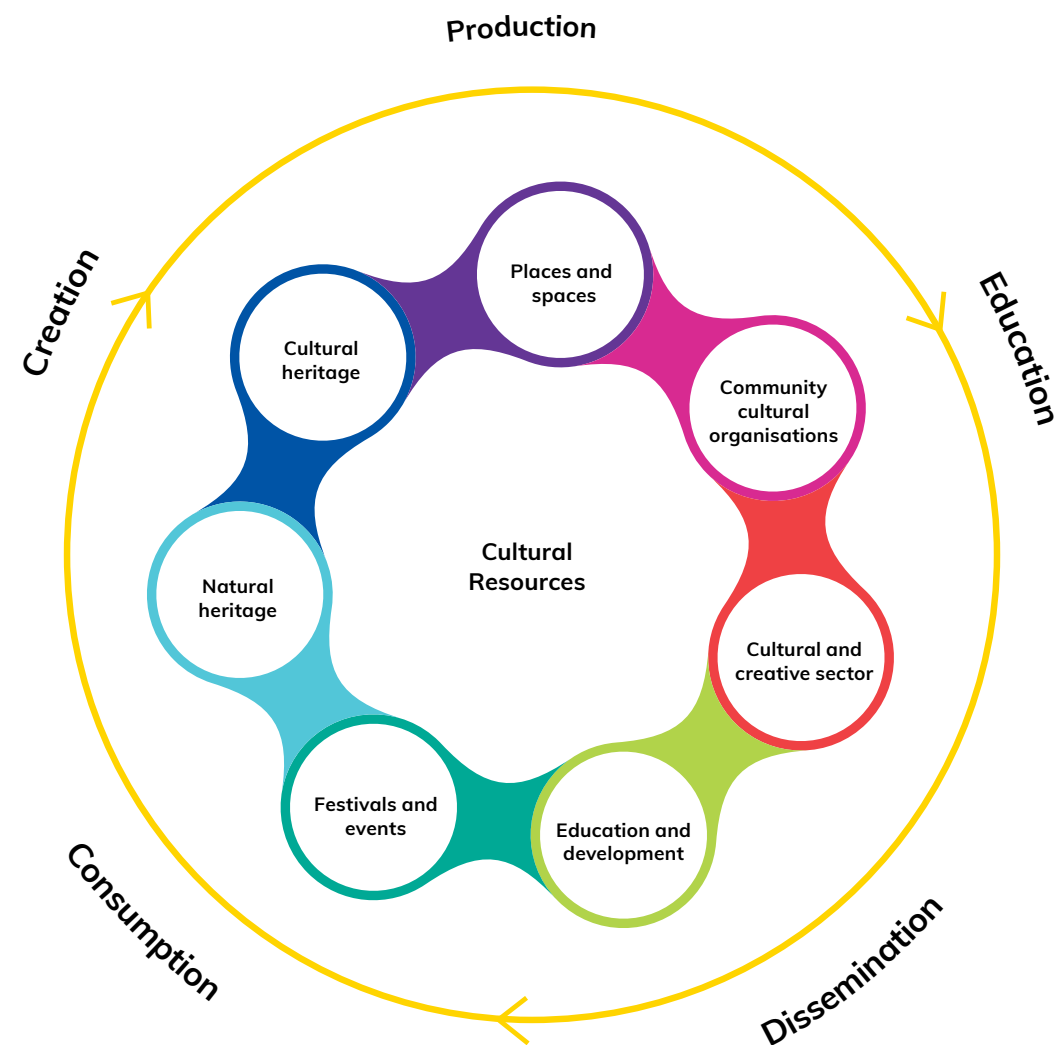
The culture mapping framework was informed by a review of relevant research, literature and case studies. The rationale was two-fold: first, to produce a robust and replicable framework; and second, to highlight the spatial and relational dimensions of cultural places and activity.

At its core, the framework draws on the UNESCO culture cycle concept, depicting the transformation of an idea from any art form into a cultural product or service. These stages of cultural production emphasise the cyclical nature of culture and the relationships between them: ^{vii}

- Creation: the originating and authoring of ideas, contents and the making of one-off production
- Production: the reproduction of cultural forms and specialist tools, infrastructure and processes
- Dissemination: the bringing of mass-produced cultural products to consumers
- Education: The transfer of knowledge and skills and audiences or participants taking part in cultural activities for educational or development purpose
- Consumption: the place of consumption or provision of life cultural experience and the activities of audiences and participants to consume cultural products of take part in cultural activities.

Our framework, pictured in Figure 4 below is informed by the culture cycle and is an adaptation of the *Cultural Resource Mapping: A Guide for Municipalities* by the Municipal Cultural Planning Incorporated and City of Ontario, Canada. ^{viii}

Fig 4. Northern Beaches Culture Mapping Framework



4.2 Phase 2: Creative community engagement

The second project phase involved community consultation. This took the following form:

1. Analysis of feedback from the initial Arts & Culture Strategy engagement
2. Creative Northern Beaches Survey (28 August – 20 September 2020) - 632 participants
3. Creative Community Conversations, a series of virtual meetings and phone conferences (November 2020) - 23 participants.

Our engagement revealed the fundamental importance of the arts and creativity to the Northern Beaches way of life and the wellbeing of its community. It revealed a desire to strengthen and support the arts and creativity sector and for Council to lead an innovative, strategic and informed approach, specific for the LGA. Feedback was grouped into the following themes:

- connection with like-minded creatives, collaboration and mentoring opportunities, to enhance their network and creative practice
- purpose-designed, multifaceted and affordable creative spaces and places
- increased visibility of Council's creative resources, programming and creative opportunities
- greater cultural vibrancy, including more integration with the Greater Sydney creative arts scene and programming
- response and resilience - social, cultural and economic impacts on creative practice due to the pandemic.

A full report summarising the findings, themes and feedback received during community engagement can be found here online: **Culture Mapping Project, Community Engagement Report**.

4.3 Phase 3: Culture Map Live & report

Culture Map Live was developed by specialist staff from Council's Arts and Culture and Spatial Mapping teams. The key aim was to present the data online as a community resource to enhance community connection and awareness through a user-friendly experience. The Map was developed using ESRI GIS Mapping Software, that:

- integrates with existing services and data
- is responsive across digital platforms including web, tablet and mobile
- provides an open data hub, enabling users to access summarised datasets
- provides Council with an opportunity to roll out similar solutions across other departments.

Culture Map Live was designed with the understanding that users access and navigate maps and data in different ways. The Map therefore enables users to access the cultural and creative listings through specific search terms, user-managed list exploration, clicking layers on and off, and list view and map view user-managed exploration.

The Map will grow and change over time. As new businesses emerge, creative events established and public artworks are installed, they will be added to the Map. To ensure the Map remains up-to-date, we invite the community to submit edits and add missing cultural and creative resources through the 'Get on the Map' or 'Suggest an Edit' surveys. All edits or additions made to the Map are screened by Council. Users can also select to 'Search Nearby' to find other cultural resources in a specific area, and access and export data on the 'Data Download' tab. The 'Culture Profile' tab links to a full economic cultural profile of the Northern Beaches, while the 'Information' tab provides the background and explanation of the Map.

The 21 categories listed on the Map can be used as filters to help users find information relating to a particular theme. We note, however that creative resources operate across multiple themes and categories and serve a variety of communities, and so the Map categories should be considered as a starting point, stemming from our culture mapping framework themes - community cultural organisations; cultural and creative businesses; cultural heritage; education & development; festivals & events; natural heritage and places & spaces.

Table A. provides a breakdown of each theme, its broad definition, associated Map categories and items mapped.



Otis Hope Carey, GAAGAL, Whistler Street Carpark, 2021

Table A. Mapping framework themes, definitions and categories

Theme	Definition	Map categories	Items included
Community cultural organisations	Community-focused organisations and networks that provide spaces or resources for the creation, consumption and dissemination of cultural or creative content and skill-sharing.	Community groups & networks	- Aboriginal & Torres Strait Islander community organisations - CALD organisations & community networks - Historical societies - Surf Lifesaving Clubs - Youth organisations - Community radio station - Community hubs - Men's sheds - Community gardens - Bushcare/landcare groups - Environmental groups/ organisations - Gardening groups / organisations - Hobby groups
		Community creative groups	- Orchestras/ instrumental ensembles - Choirs - Community theatre groups - Writer's Groups - Arts, crafts & makers groups
Cultural & creative businesses	Spaces for creative enterprise, including co-working spaces, creative studios, and retail and other creative practitioners	Cultural & creative businesses	- Architectural services - Landscape architectural services - Visual arts - Specialized design (inc. graphic, fashion, industrial & interior) - Signwriters & printers - Print & publishing - Commercial photography - Performing arts - Music and retail - Surfboard shaping and manufacture - Literature and writing - Heritage and restoration - Gaming and new media - Film, TV and radio - Craft and handmade design - Advertising, marketing and communications - Supply nation
Education & development	Places, spaces and facilities for professional creative practice and art form development, including relevant education providers and vocational education.	Creative & cultural classes	- Art schools/classes - Bible colleges - Dance schools/classes - Film and theatre schools/classes - Language schools/classes - Music schools/classes - STEM/design schools
		Creative studios & spaces	Creative studios, workshops & co-working spaces
		Maker groups & artist run initiatives	- Makers groups - Artist run initiatives
		Schools with cultural facilities	Schools with cultural facilities
		Vocational & higher education	Vocational & higher education

Theme	Definition	Map categories	Items included
Cultural Heritage	Sites and places of cultural heritage	Heritage sites & memorials	- Heritage-listed items - Monuments & memorials - Cemeteries
Festivals & Events	Core festivals and events that contribute to the cultural landscape of the Northern Beaches	Festivals & events	- Arts, music & performance events - Food, produce & sustainability events - Major community events
Natural Heritage	Places and sites of significant natural heritage	Natural Heritage	- Coast walk - National parks & reserves - Rockpools, tidal pools and beaches - Urban night sky place
Places & Spaces	Cultural infrastructure for 'active' participation and diverse spaces with resources and facilities for active consumption.	Art in public places	- Legal street art walls - Public Art
		Cinemas	Cinemas
		Community centres & town halls	- Community centres - Town halls & civic centres
		Commercial galleries	Commercial galleries
		Libraries, museums & cultural collections	- Libraries & archives - Museums and cultural collections
		Places of worship	Places of worship
		Pubs, clubs & function venues	- Pubs & clubs - Function venues
		Recording & production studios	Recording & Production studios
		Recreational places and spaces	- Bowling clubs - Sailing clubs - Golf clubs - Shopping malls - District sports and recreation facilities - Environment centres - Skate parks
		Theatres & performance venues	- Theatres - Live music / entertainment venues

Culture Map Live data as of January 2022 	302 cultural & creative businesses	273 cultural & creative places and spaces	192 cultural & creative education resources and classes
	10 libraries	23 creative studios and spaces	38 community centres and town halls
1,229 entries	6 recording & production studios	63 public artworks	30 community creative groups
167 heritage sites and memorials	3 theatres & performance venues	159 cultural & creative classes	13 commercial galleries

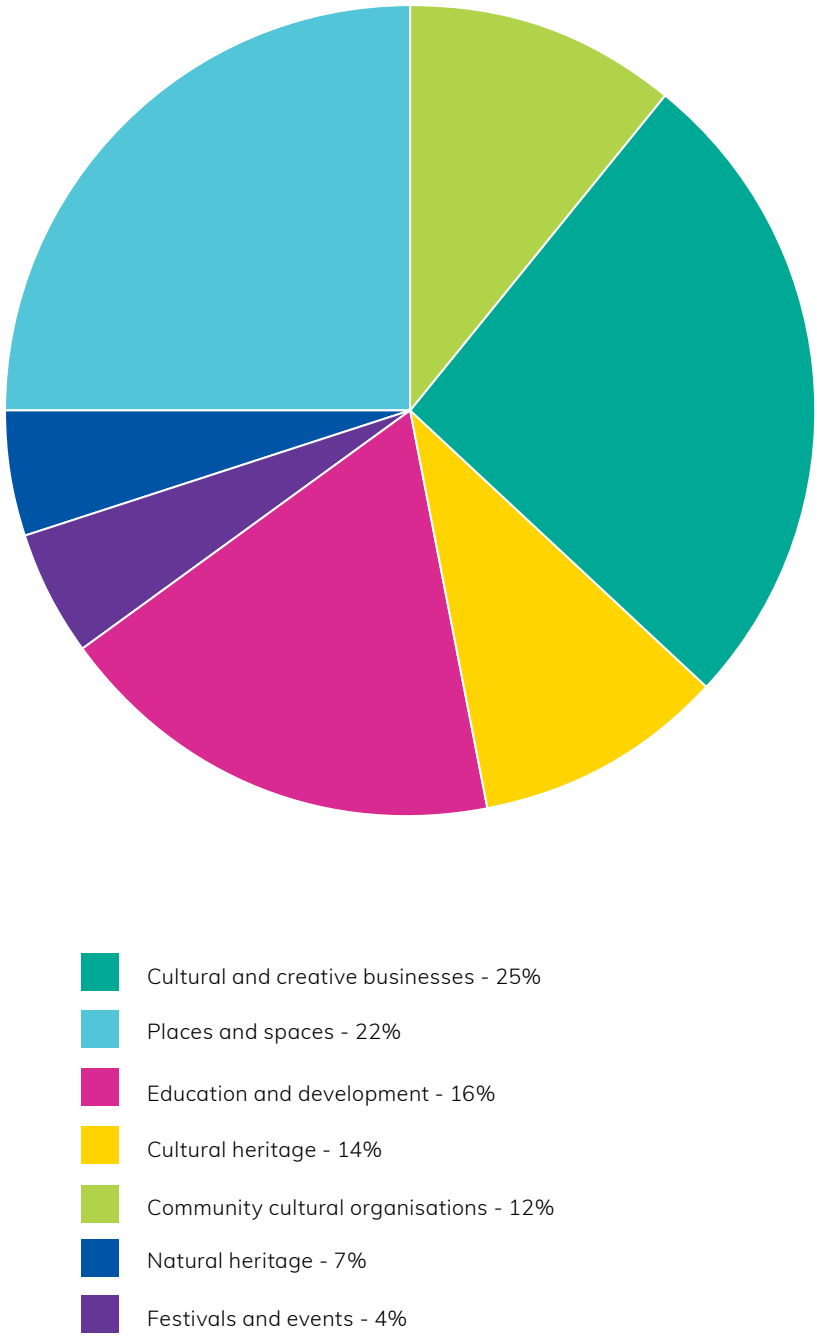
Although the Map is an evolving resource, with its entries open to change reflecting movements within the cultural industries over time, the analysis in this report is captured as of 31 January 2022, when there were 1,229 cultural and creative resources listed on Culture Map Live.

Figure 8 presents the Culture Map Live data organised by the Culture Mapping Framework and reveals that cultural and creative businesses – including architects, specialised designers, visual artists, musicians, and performing artists to book publishers, advertising and signwriters – is the largest category making up 25% of the total number of items. This is followed closely by creative and cultural places and spaces at 22% of total mapped entries, which includes creative spaces such as 16 libraries, museums and cultural collections, 13 commercial galleries, 4 cinemas, 6 recording and production studios and 3 theatres and live performance venues.

The data also reveals the strong variety and offering of education and development services and programs across the Northern Beaches, as the third largest category making up 16% of total number of mapped items, with cultural and creative classes, such as dance, music and language.

The following section provides a brief description of key observations and analysis based on each culture mapping framework theme. Our findings from Culture Map Live supports the commonly expressed local view that there is a strong grassroots creative sector on the Northern Beaches.

Fig 5. Total number of mapped themes



Community cultural organisations

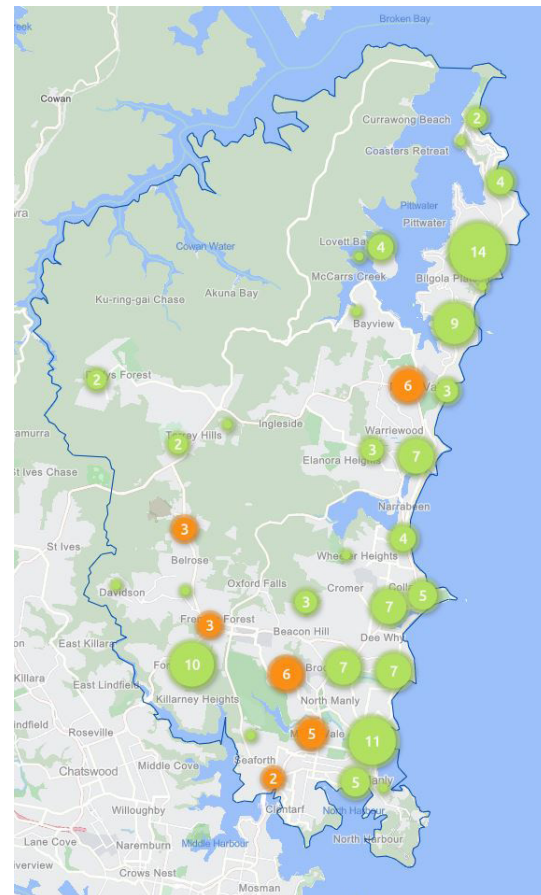
There are 144 community cultural organisations listed on Culture Map Live, comprising the following:

- Community & cultural groups, including:
 - » Environmental groups
 - » Surf Lifesaving clubs
 - » Culturally & linguistically diverse organisations & community networks
 - » Youth organisations
 - » Aboriginal & Torres Strait Islander community organisations
 - » Historical societies
- Community Creative Groups

There is a general spread of community cultural organisations located along the coastline of the LGA and then scattered throughout the main arterial roads, including Forest Way, Pittwater Road and Mona Vale Road.

Aboriginal and Torres Strait Islander organisations are located in Freshwater and Mona Vale. Culturally and linguistically diverse organisations are located in Frenches Forest, Terrey Hills, Duffys Forest, Wheeler Heights, Collaroy and Dee Why. Noticeably there are gaps in provision between Narrabeen and Avalon.

Community creative groups are spread evenly across strategic and local centres, including Council-owned community centres such as those in Forestville, Terrey Hills and Warriewood. Environmental groups are located mainly around the Northern Beaches coastline and there are two located in Forestville. There are 60 bushcare groups scattered across the LGA.



Map A: Community cultural organisations on [Culture Map Live](#)

22 Surf lifesaving clubs are located across the whole Northern Beaches coastline from Manly to Palm Beach. These are an integral part of the cultural, social identity and history of the Northern Beaches.

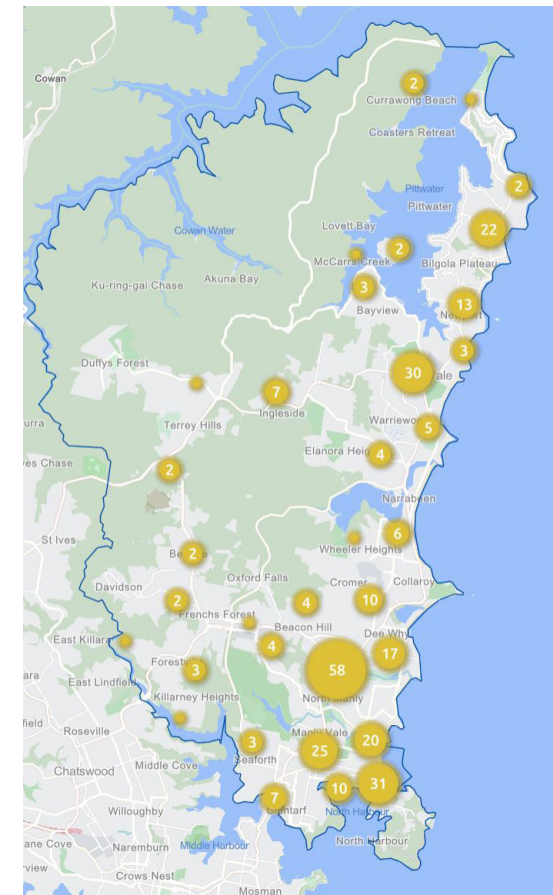
Cultural and creative businesses

There are 302 cultural and creative businesses listed on the Culture Map Live. They include the following business types, listed in alphabetical order:

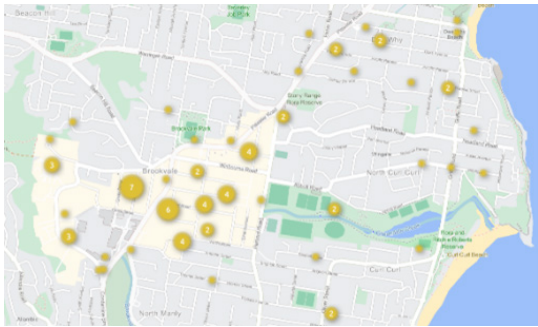
- Advertising and marketing
- Architectural services (encompassing landscape design)
- Commercial photography
- Heritage and restoration
- Performing arts
- Signwriters and printers
- Specialised design
- Supply Nation (Aboriginal and Torres Strait Islander owned and operated businesses)
- Surfboard shaping and manufacture
- TV, film and new media
- Visual arts and crafts
- Writers, bookshops and publishing

The majority of cultural & creative businesses are located across low density residential (22% or 66) and local centre (19% or 57) land zones within the Northern Beaches. This finding reinforces 2016 census data that shows 6.1% of the Northern Beaches work force works from home and were owners or managers, with the most common industry as Professional, Scientific and Technical Services – one that encompasses specialised creative industries such as architects, photography and design .

18% of cultural & creative businesses (53 of 302) are located in general and light industrial zoned land. The majority of these listings are in the Brookvale industrial zone (Map C), with some also listed in Mona Vale and surrounds (Map D).



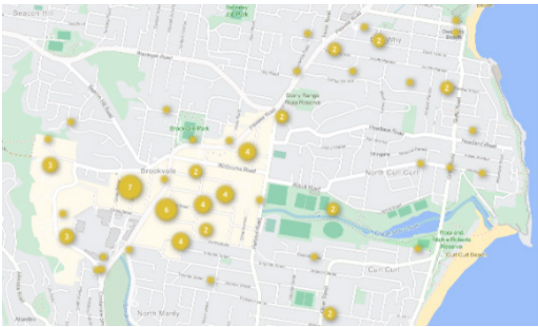
Map B: Cultural and creative businesses on [Culture Map Live](#)



Map C. Brookvale industrial zone

A number of different business and creative types are located within these industrial zones, including a presence of signwriters and printers, specialized designers, visual artists, architectural services, art supplies and surfboard shapers.

There is a prevalence of specialised design and architectural services throughout the Northern Beaches with over 50 architectural services businesses and over 45 specialised design services listed on the Map. This data is also supported by the recent Profile ID cultural economic data that found in 2018/19, \$98.2M (12%) of the total sector value was generated by Architectural Services activities and that the Northern Beaches had the 3rd largest number of jobs in NSW in Architectural services, after the City of Sydney and North Sydney LGA's. ^x



Map D. Mona Vale industrial zone

The businesses listed on the Map were contacted by Council through a direct opt-in campaign during phases 2 and 3 of the Culture Mapping Project. Data for these lists came from publicly available data from the Australian Bureau of Statistics and the Australian Business Register. We know there are more cultural and creative businesses in the LGA not currently listed on the Map and we will continue encouraging new entries to capture a fuller picture of our creative and cultural ecosystem.

Table B. breakdown of creative business type in Northern beaches industrial land use zones

General industrial (IN1) & business type	Number	Light industrial (IN2) & business type	Number
Signwriters & printers	9	Specialised design	4
Specialised design	7	Art supplies	2
Architectural services	6	Visual artist	1
Visual artist	5	Signwriters & printers	1
Advertising & marketing	3	Surfboard shaping & retail	1
Art supplies	3	Customised furniture	1
Craft & design	2	Architectural services	1
Commercial photography	1	Music retail	1
Artist Studios & co-working spaces	1		
Surfboard shaping & retail	1		
Publishing	1		
Performing arts	1		
Book publishing	1		

Cultural heritage

There are 167 cultural heritage listings on Culture Map Live, comprising the following:

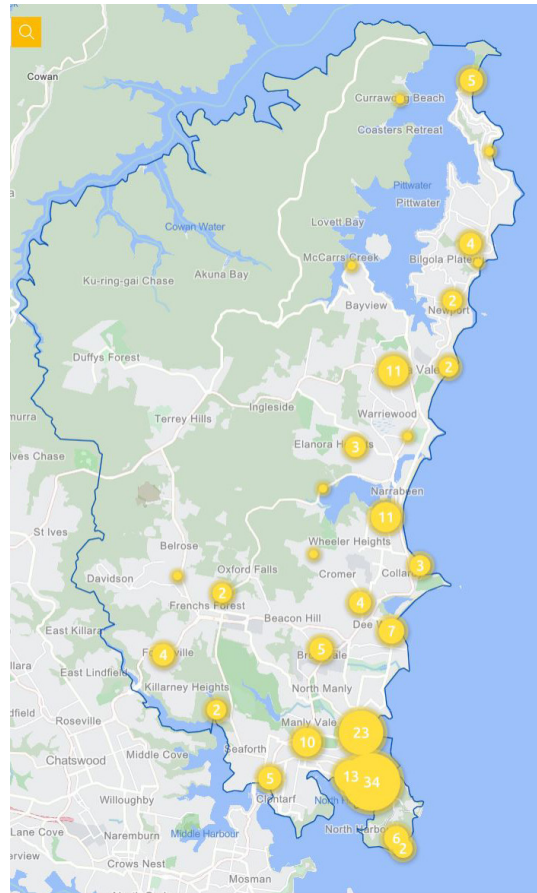
- Memorials & cemeteries
- Heritage sites

There are hundreds of important Aboriginal sites in the area that are intentionally not detailed on the map. These sites are culturally sensitive and / or under threat from development, vandalism and natural erosion. These sites show the rich history of occupation by Aboriginal people and provide important clues to the environment and way of life before colonisation.

Heritage sites currently listed on the map are a selection of those situation on government owned and or publicly accessible land. It does not include heritage listed items on private land. These items are informed by the Schedule 5 of the Manly 2013, Warringah 2011 and Pittwater 2014 Local Environment Plans.

The data reveals there are significant heritage sites across the Northern Beaches, particularly along the east coast in Manly, Dee Why, Warriewood and Avalon, with some located in the south-west boundary of the LGA. There are also three significant heritage conservation areas on the map; Manly Town Centre Conservation Area, Pittwater Road (Manly) Conservation Area and the Manly Dam and Surrounds Conservation Area. In addition to built sites, such as Manly Wharf and Barrenjoey Headland Lightstation, there also heritage listed trees and reserves such as Angophora Reserve in Avalon Beach.

There are over 100 listings related to memorials and cemeteries within the Northern Beaches. These are listed on the Culture Map Live as they hold significance to the culture, history, stories and people of the region.



Map E: Cultural heritage on Culture Map Live

For a complete list of heritage items please see Schedule 5 of the following Local Environmental Plans:

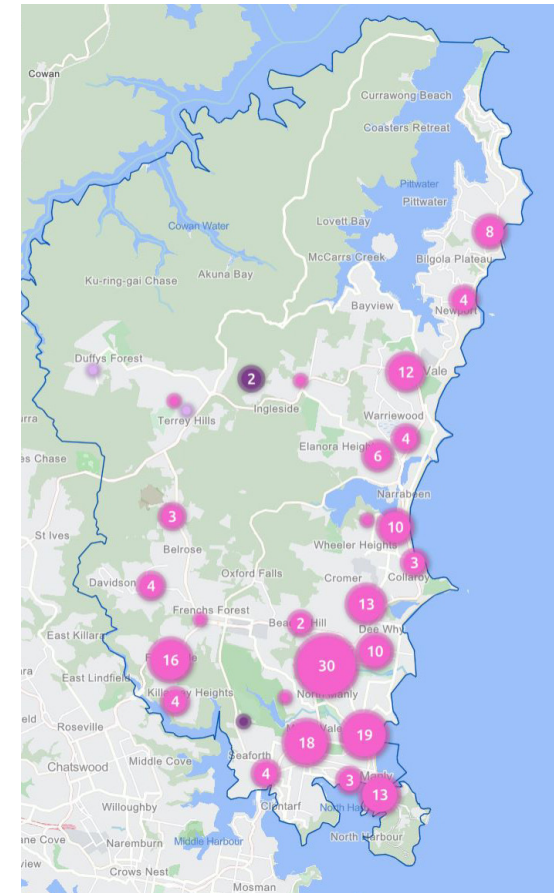
- Manly LEP 2013
- Warringah LEP 2011
- Pittwater LEP 2014

Education & development

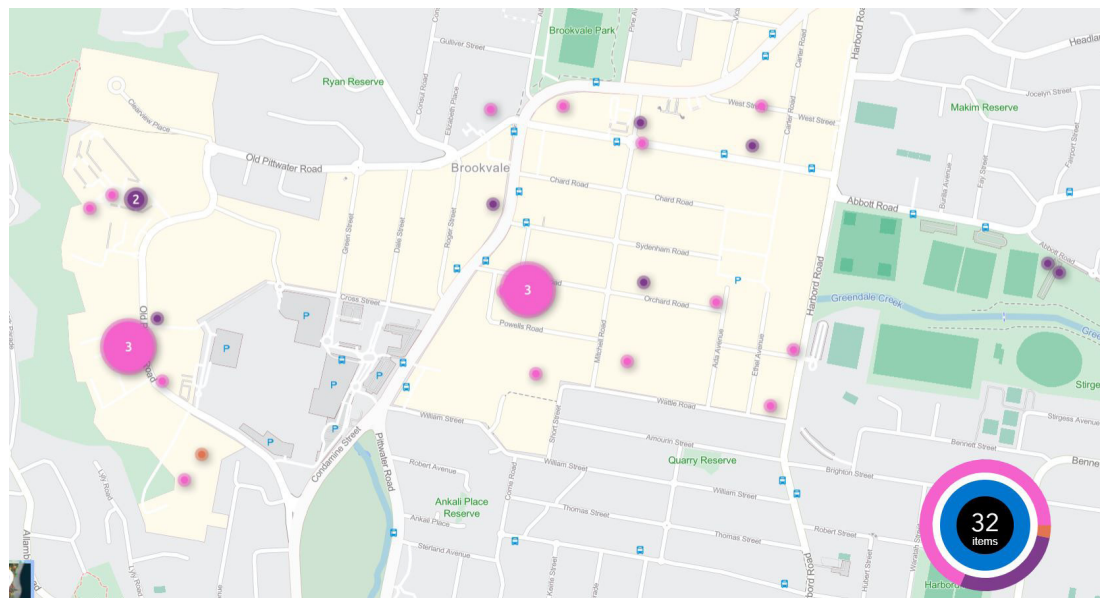
There are 192 education and development listings on Culture Map Live, comprising the following:

- Creative & cultural classes
- Creative studios & space
- Maker groups & artist run initiatives
- Schools with cultural facilities
- Vocational & higher education

There are a range of arts and culture education and development opportunities in the Northern Beaches LGA, including a strong presence of creative & cultural education classes and schools (159 listings) such as dance, music, language and fine art classes. This data supports the finding from iD economics who revealed that there was a strong representation of arts education businesses in the Northern Beaches; specifically, the Northern Beaches has the second largest number of jobs in creative education in NSW after the City of Sydney. This is also supported by the strong representation of creative artists, musicians, writers and performers in the Northern Beaches LGA, with the field representing the 3rd largest number of jobs in NSW after the City of Sydney and Inner West Councils. Furthermore, the number of creative professionals also correlates with the strong creative and cultural classes and schools offering available throughout the LGA, particularly at the community level.^{xi}



Map F: Education & development on Culture Map Live



Map G. Brookvale area cultural & creative education and development

Interestingly, the Brookvale industrial area is as a substantial location for over 20 of these cultural & creative classes/schools. Other clusters appear at Forestville, Manly, Mona Vale and Avalon. There are also 23 creative studios, workshops and co-working spaces within the LGA, with the majority (7) of these spaces located in the Brookvale industrial area. A snapshot of the cultural and creative education and development theme within Brookvale is above in Map G.

Of the 192 listings a large proportion (29.17% or 56 out of 192) are located in a low-density residential zone, 14.06% (27 out of 192) are located in a public recreation zone and 12.5% (24 out of 192) are located in a general industrial zone.

Schools with cultural facilities, such as bilingual schools, are located mainly in the Duffys Forest, Terrey Hills and Killarney Heights areas. These are independent schools established with this focus.

Vocational and higher education services that specifically relate to cultural and creative learning are limited to the Northern Beaches TAFE in Brookvale, Community College in North Narrabeen, the University of NSW Water Research Laboratory in Manly Vale and the International College of Management in Manly. Notably there are no other tertiary offerings and there is an absence of offerings in Forestville, Terrey Hills and north or west of the LGA beyond North Narrabeen.

Festivals & events

There are 56 festivals & event listings on Culture Map Live. They encompass events including:

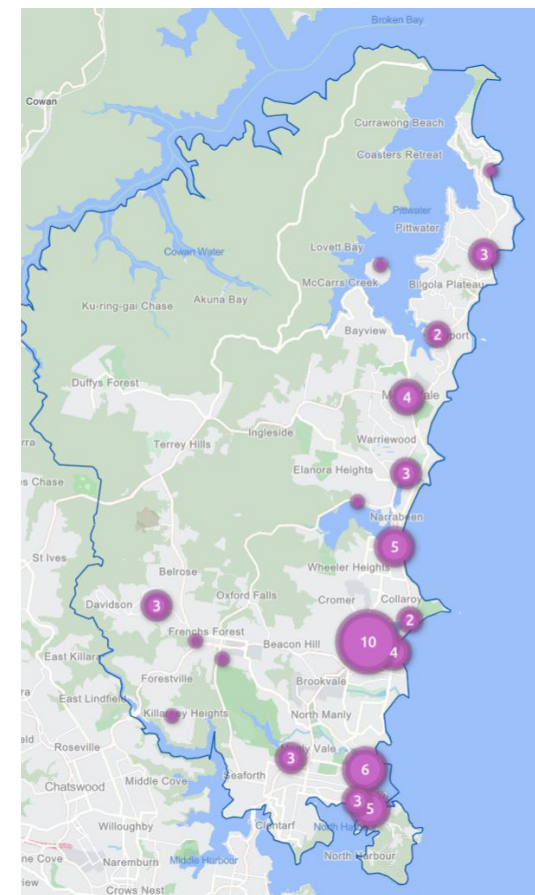
- Food, produce and sustainability
- Major community and sport events
- Arts, music and performance

The Northern Beaches is home to a range of local and major events and the Culture Map Live provides a snapshot of these. As events and festivals are generally temporary by nature, we have not listed all festivals and events on the Map, rather it has focused on listing those that are well-embedded into the annual events calendar for the Northern Beaches; for example, ANZAC Day ceremonies, Australia Day events, Bags to Riches Flea Markets, Sun Run and the Northern Beaches Eisteddfod.

Of the 56 events and festivals listed on the Map, 71.43% (40 out of 56) are located or held in the Public Recreation land zone, followed by 12.5% (7 out of 56) located in the Local Centre Land Zone.

Core events and festivals are mostly located along the coastline and at local strategic centres. There are limited events and festivals listed in the western areas of the LGA. Specifically, food and produce events are scattered around Manly, Queenscliff, Dee Why, North Narrabeen, Mona Vale and Avalon. Whereas major community and sports events are located mainly in the east coast and strategic local centres, such as major surfing events.

Despite strong live music culture and history, there is a limited number of major music festivals that operate in this region. Currently, the only major music festival on the Northern Beaches is the Manly Jazz Festival.



Map H: Education & development on Culture Map Live

Natural heritage

There are 89 natural heritage listings on Culture Map Live, comprising:

- National Parks & Reserves
- Rockpools, Tidal Pools & Surf Beaches
- Urban Night Sky Place

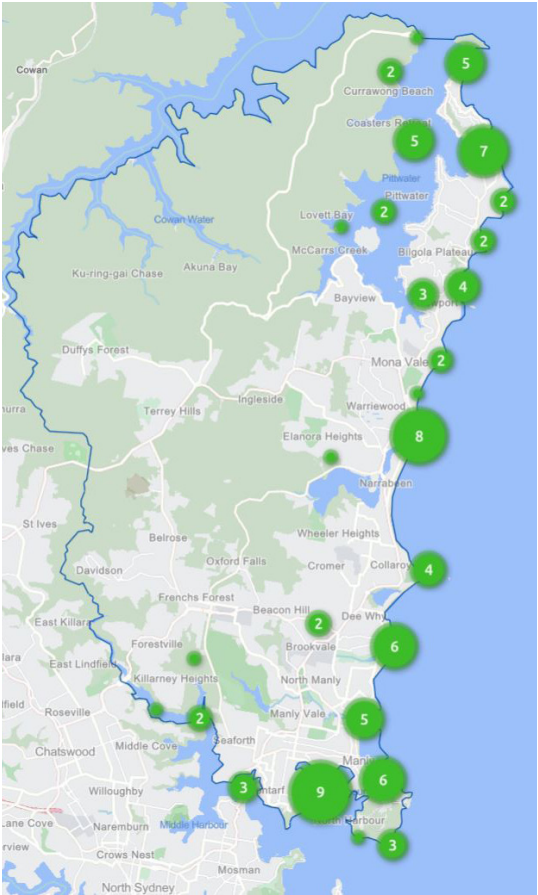
There is an extensive natural heritage present throughout the Northern Beaches LGA, from the bushland and national parks of the northwest corner with Ku-Ring Gai Chase National Park to the south-west corner with Garigal National Park, bordering Middle Harbour through to Sydney Harbour, North Head and up north along the coastal beaches through to Pittwater, West Head and Scotland Island.

The open coast spans over 80 kilometres, with 24 ocean beaches, 27 coastal and public rock pools, 36km of coastal walkway, five aquatic reserves, two National Surfing Reserves and four intertidal protected areas.

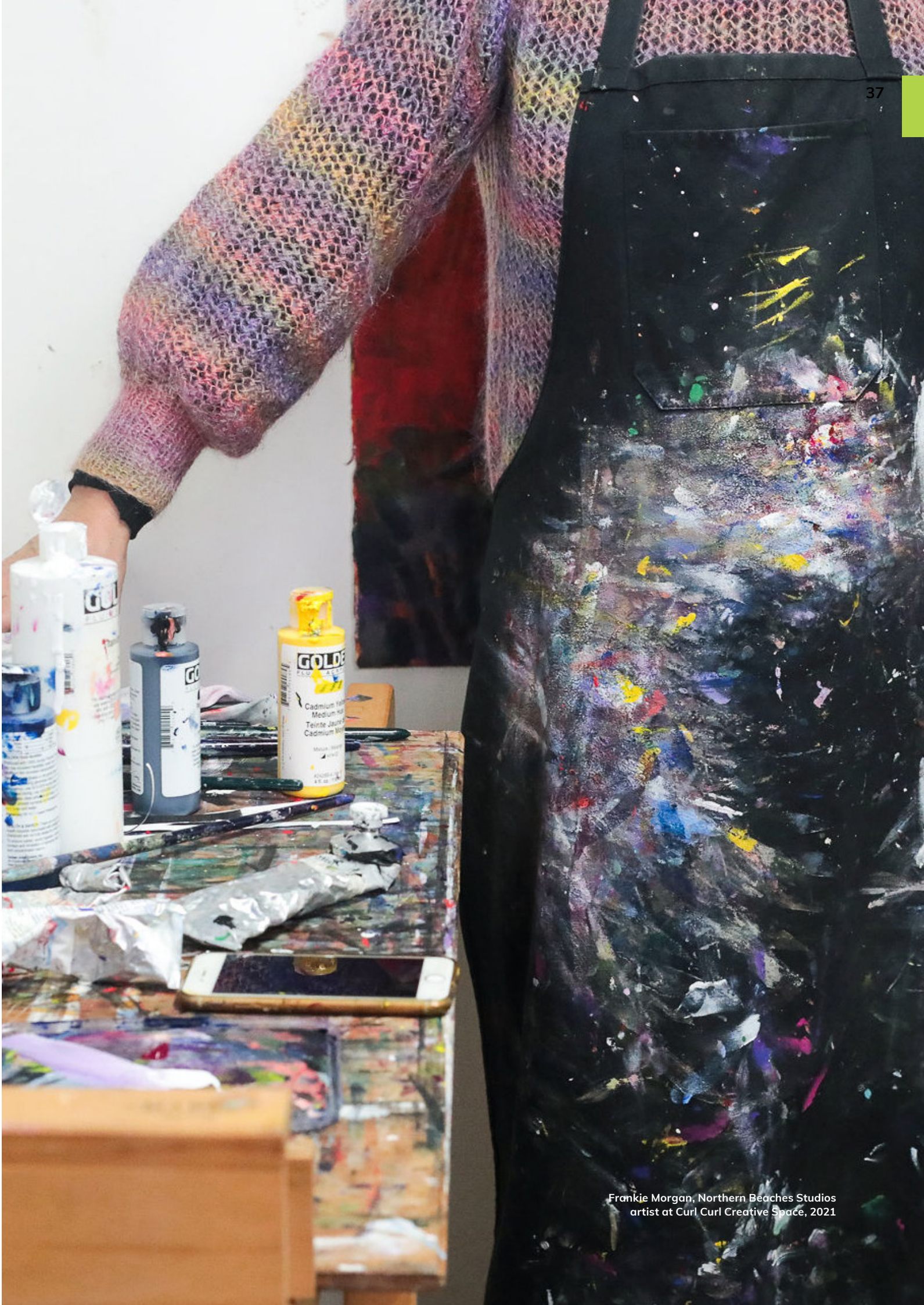
A mix of five coastal lagoons, three major estuaries, waterways and beaches. Approximately 15,500 hectares of bushland are located in national parks.

For a complete list of heritage items please see Schedule 5 of the following Local Environmental Plans:

- Manly LEP 2013
- Warringah LEP 2011
- Pittwater LEP 2014



Map I: Natural heritage on Culture Map Live



Frankie Morgan, Northern Beaches Studios
artist at Curl Curl Creative Space, 2021

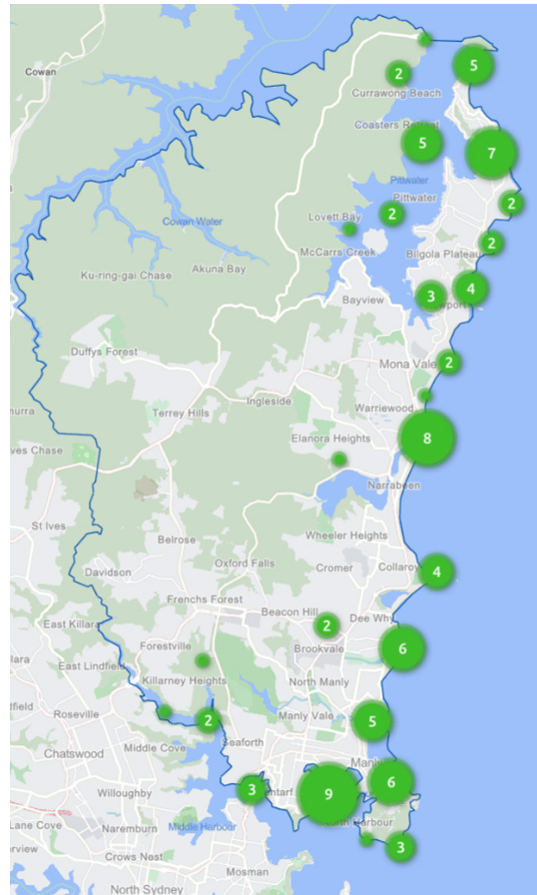
Places & spaces

There are 273 places and spaces listings on Culture Map Live. They comprise the following layers, descending from the largest number of listings:

- Art in public places
- Recreational spaces & places
- Places of worship
- Community centres & town halls
- Pubs, clubs and function venues
- Libraries, museums & cultural collections
- Commercial galleries
- Recording and production studios
- Theatres & performance venues
- Cinemas

The Northern Beaches has a strong supply of recreational places and spaces throughout the Council area, including golf clubs, ovals, parks, bowling and yacht clubs and skate parks.

The LGA is also serviced by over 30 Council-owned and managed multi-use community centres. The spaces are multi-purpose and accessible to the public and provide spaces for social, creative, educational and recreational activities and health and/or support services for the community. The centres vary in age, condition and size, with the majority built in the 1960s and 1970s. They are located along the coast from Manly to Avalon and reaching westwards from Allambie to Forestville and Terrey Hills. The majority have just one hall, with a few having a number of spaces in the one complex, such as Cromer Community Centre and Tramshed Community and Arts Centre. There are also three Council-owned buildings that are currently leased to local creative groups with a long-term hire, these include locations in Forestville, Freshwater and Manly Vale.



Map J: Places & spaces on Culture Map Live

Pubs, clubs and function venues, such as RSL's which often host social gatherings, events, and live music performances are located mainly along the coast and in inland strategic centres. They are also situated at core transport and road routes such as Mona Vale Road, Terrey Hills, Forest Way and along Pittwater Road from Brookvale to Mona Vale. The majority of these venues that do offer live performance spaces and function are multi-purpose spaces combined with other functions such as food and beverage, for example The Newport and Seaforth Bowling Club.

There are three purpose-built performance and theatre spaces currently listed on the Map. These include Glen Street Theatre as our district level theatre and other auditorium spaces including the Mona Vale Performance Space at Mona Vale High School, due for completion in 2022; a 180-person capacity auditorium owned and operated by St Matthews Anglican Church, Manly and theatre spaces at Barrenjoey High School and Stella Maris College operated by the schools. The capacity of these performance venues is also limited, with Glen Street holding a maximum 400 persons.

Libraries are located at strategic centres and suburbs throughout the Northern Beaches, at Brookvale, Dee Why, Forestville, Manly, Mona Vale and Belrose. In addition to the core library collections that public can access through the library service, the libraries provide programming and workshop opportunities such as story time, local author talks, study help and a home library service. There are also four community libraries run by dedicated volunteers: Avalon Community Library, Balgowlah Seaforth Community Library, Harbord Community Library and Terrey Hills Community Library. Additionally, Manly Library recently launched their Creative Library space for hire.

The purpose and role of museums and cultural collections, specific to the Northern Beaches, is outlined in the Council's **Cultural Collection Management and Gift Guidelines and Policy**. The Northern Beaches is home to Manly Art Gallery & Museum (MAG&M) and its related collection of over 6,000 items including beach ephemera, ceramics, works by Australian artists and public art. Council is also the custodian of the Local Studies Collection, the Public Art Collection, the Community Art Collection and the Civic Collection which consists of many items of local, state and national significance, which document the unique social, artistic, cultural and local governance history of the Northern Beaches.

Another significant cultural collection and site is the North Head Quarantine Station Museum and Collection. Located on Car-rang gel / Garangal country, Sydney Harbour National Park, the site is Heritage-listed and has substantial cultural, environmental and social value and heritage.

Commercial galleries are scattered throughout the Northern Beaches, most focused around the east coast and a cluster located around the spine of Sydney Road, Balgowlah and Manly. Four commercial galleries are located on the northern tip of the LGA, two in Newport, one in Avalon and one in Palm Beach.

There are six recording and production studios in the LGA, the majority (four) of which are located in the Brookvale area. No studios were identified in the western areas of the LGA and numbers were limited in the north, with one in Mona Vale and one in Newport listed. The four local cinemas are located along the east coast.

Public art and good quality urban design is an important consideration across local, district and regional levels of the LGA. Currently, the majority of public artworks are located along the east coast of the Northern Beaches, with new works in train as part of the Coast Walk Public Art Strategic Plan implementation. Public art plays a vital role in strategic and place-planning, and in economic, cultural and community development. There is a long-term goal to have more public artworks commissioned and created throughout the LGA and in particular across the strategic centres, including Manly Town Centre, Frenchs Forest Centre, Brookvale, Mona Vale and Dee Why as well as other commercial or retail centres zoned Local Centre and Commercial Core. Currently the majority of art in public place (53.97% or 34 out of 63) are in public recreation land zones. This is followed by 19 out of 63 listings (30%) of listings in local centre land zone.

6. Community-owned spaces for culture and creativity

Culture Map Live demonstrates the impressive range of cultural activity happening across the community, such as dance and art classes, workshops, and exhibitions.

Many of these activities take place in community-owned spaces, such as town halls, community centres as well as its gallery and theatre.

As an important part of public infrastructure, community cultural facilities, such as performing arts centres, multi-purpose event spaces and galleries and museums, play a vital role in the culture cycle. Owned and/or operated by Council, they are essential places for the creation, production, dissemination, education and consumption of culture.

Dedicated creative facilities are purpose-designed for creative activity, such as music, theatre or dance performance, new media/film presentation or installation, visual art exhibition, wet media, creative workshops and seminars. These spaces are actively used by creative practitioners for creative purposes. Ideally, these spaces are flexible to the changing nature of creative mediums and presentation demands, for example, accommodating mixed-media installations, cross-disciplinary collaboration and digital displays.

Community centres also play a role in the cultural ecosystem of our LGA but they are usually multi-purpose facilities, with diverse community uses and servicing a variety of functions outside of the core creative cycle. With exception of ten community centres that have current use and/or particular equipment for creative purposes, community centres were excluded from our benchmarking exercise. The **Community Centres Strategy, 2021** details Council's approach to the provision and development of community centres into the near future. Similarly, libraries, while key cultural facilities, have also been excluded from benchmarking as they are subject to a separate strategic planning process.

To successfully support a vibrant cultural and creative ecosystem that meets the needs of the community it is important for Council to understand how its cultural facilities are performing in comparison to other local government areas. Benchmarking is a common method for building an understanding of the current spatial distribution, type and quality in comparison to other communities. However, as there is no industry-wide accepted benchmark for the provision of cultural facilities by local government, as part of this project, we have developed benchmark for the Northern Beaches.

6.1 Benchmarking

We approached benchmarking by referencing local, national and international research and strategies on cultural and social infrastructure^{xii}. Consideration was given to:

- current and incoming population projections and catchment areas capacity
- location
- 30-minute city planning principle

The benchmark information was drawn from the **Draft Western Sydney Aerotropolis Social Infrastructure Strategy**, the **Northern Sydney Regional Organisation of Councils (NSROC) Social and Cultural Infrastructure Study**, the **Northern Beaches Community Centres Strategy 2021** and the Greater Sydney Commission's **Greater Sydney Region Plan – North District Plan**. It was applied to a three-tier hierarchy of regional, district and local levels, drawn from the **Northern Beaches Community Centres Strategy**.

Our benchmark figures express best practice within the context of the Northern Beaches LGA and they should be read as an indicator, rather than a requirement. Determining need for creative facilities also includes a range of other factors, unique to each local government area.

Our benchmarking summary is presented in Table C: Northern Beaches Creative Facility Benchmarking. This table presents typical benchmarking standards in the left-hand columns, while the two right-hand columns present benchmarks for the Northern Beaches against current supply.

The right-hand column benchmark and current supply figures have been calculated from our 2021 population figure of 270, 642 people and incoming population figure of 293, 951 people in 2031, noting that the timeframe for our Arts & Creativity Strategy is 2019 – 2029.

It is also important to note there is no set of nationally agreed or endorsed rates of provision to plan for cultural infrastructure in Australia. Regional level creative facilities should therefore be planned cooperatively and focused on priorities outlined in Create NSW's **Cultural Infrastructure Plan 2025+**.

While our benchmarking focuses on creative facilities in our LGA, we recognise that the Northern Beaches community has good access to a range of cultural facilities in other local government areas in the Northern Sydney area and the City of Sydney LGA. The following map (K) illustrates the location of key cultural facilities in these areas that are used by the Northern Beaches community, noting they are outside the parameters of the 30-minute city principle. These include state significant facilities and are key drivers of domestic cultural tourism.

Map K. Key cultural facilities for the Northern Beaches community

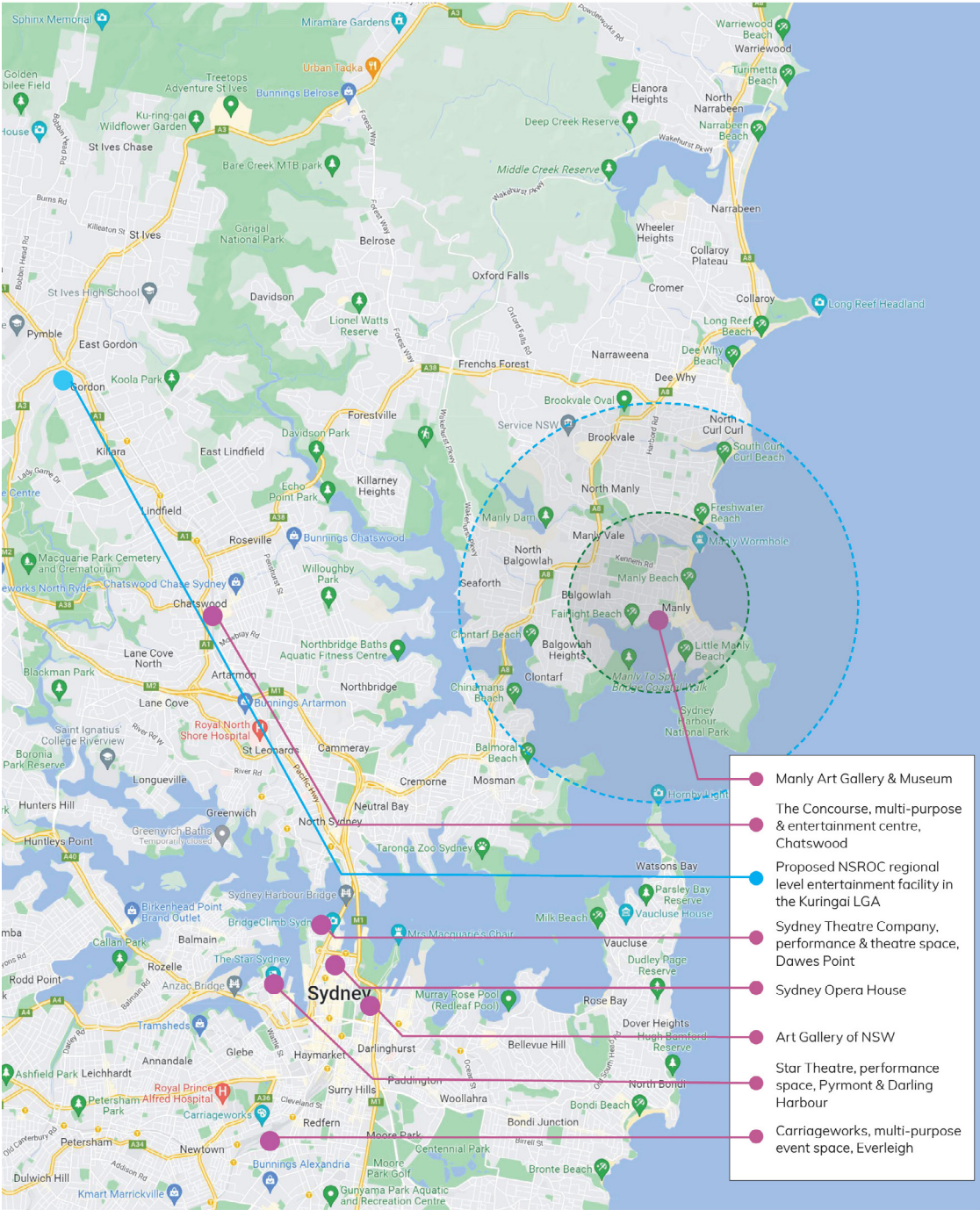


Table C: Northern Beaches creative facility benchmarking

Benchmarking standards				Northern Beaches LGA	
Hierarchy	Population catchment	Typical patron capacity	Types of facilities	Benchmarks 2021, 2031	Current supply 2022
Local	5,000 – 20,000 People	up to 400	Single/ multipurpose Creative Space E.g. artist studios, small gallery, workspace	2021: 13.5 < 2031: 14.6 <	16 includes dedicated, mixed-use spaces
District	20,000 – 50,000 People	400 – 1,000	Single / multipurpose creative space E.g. theatre, gallery, mixed, workshop or mixed use	2021: 5.4 < 2031: 5.9 <	2 includes dedicated, mixed-use spaces
Regional	no provision rate	1,000 – 5,000+	Entertainment centre Performing arts theatre Gallery Museum	not applicable	1

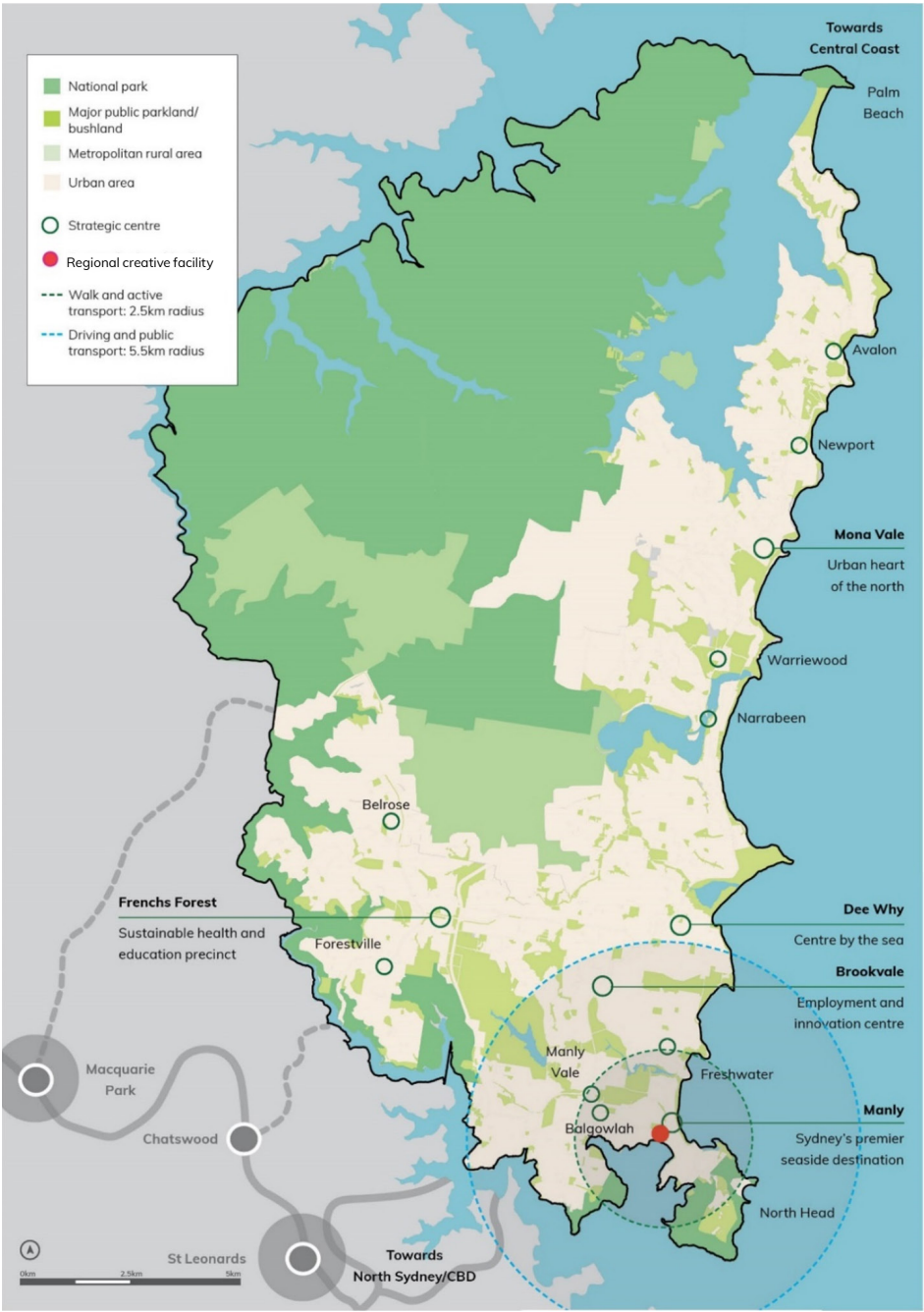
6.2 Spatial distribution

The following section illustrates the spatial distribution of regional, district and local Council-owned dedicated creative facilities across the Northern Beaches.

Fig 6. Creative facilities hierarchy

Hierarchy	Definition	Examples within Northern Beaches LGA and beyond
Local level creative facilities	Service communities located in their immediate surrounds, accessible via active transport (for example, walking and cycling). They are either dedicated or purpose-designed spaces that can be co-located within existing buildings or stand alone, but have a specific creative purpose or facility designed in, for example, wet room, hanging equipment, movable furniture or sound insulation. They are aimed at supporting local creatives, capacity building for the sector and as a community resource to share stories, ideas and works.	Curl Curl Creative Space, North Curl Curl 107 Projects, Redfern
District level creative facilities	Service a sub-regional area. These facilities can be both dedicated and multi-purpose spaces that can include art workshop spaces, artist studios, medium sized performance and exhibition space. They can also be co-located with other district facilities such as libraries or community centres as a hub and accessible via public transport, private transport (car) and active transport (such as walking and cycling).	Glen Street Theatre, Belrose Bankstown Arts Centre
Regional level creative facilities	Provide a platform to showcase and celebrate creativity. They are iconic, purpose designed facilities that serve as key drivers for international, domestic and local tourism and provide space for innovation and learning. The spaces are centrally located within strategic centres, in close proximity to public transport and main transport infrastructure.	Manly Art Gallery & Museum The Concourse, Chatswood Carriageworks, Darlington

6.2.1 Regional Council-owned creative facilities



Map L: Regional Council-owned creative facilities using 30-minute city principle.

There is one regional level cultural & creative facility on the Northern Beaches, the Manly Art Gallery and Museum (MAG&M). Located on the West Esplanade in Manly, MAG&M is the cultural gateway to the Northern Beaches. There is a high level of accessibility to the facility, with strong public transport access options including the Manly ferry and B Line bus stops. There is also bike and walking access to MAG&M with surrounding paths. However, as demonstrated by our regional creative facilities map (Map L) using the 30-minute city model, as the Northern Beaches' only regional level cultural facility, MAG&M has limited accessibility via active and public transport to residents outside of the southern LGA areas. Our benchmarking exercise reveals that MAG&M's current capacity (350 persons max) does not meet the industry standards for regional level creative facilities. Also, it does not have sufficient space (577m²) and facilities to hold contemporary and multimedia events, programs and exhibitions. This limits the capacity of MAG&M to meet community expectations and industry standards to provide a range of public and educational programs and larger-scale exhibitions.

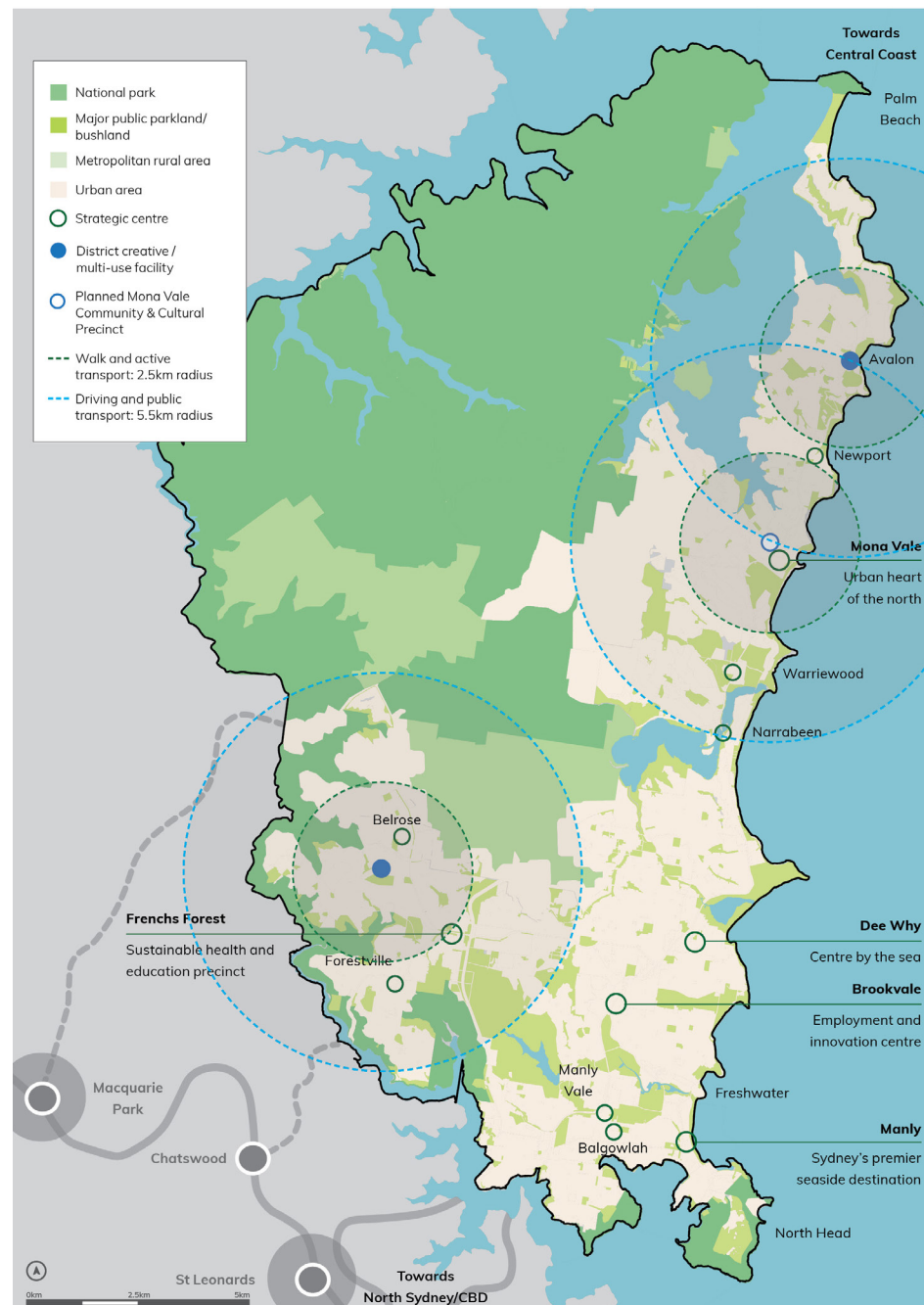
It is noted that the 2020 Social and Cultural Infrastructure Study by the NSROC identifies the need to develop more regional level cultural infrastructure, including regional galleries, an additional entertainment facility and an additional performing arts facility for the North District in order to meet growing population, and social and cultural needs.

For the Northern Beaches, there is opportunity to consider an additional regional or district level creative facility to meet social, cultural and sector needs of a growing population. The Brookvale area presents a potential location as it is a hub of creative activity, with over 83 creative practitioners and businesses, 40 creative & cultural classes and workshops and 4 recording & production studios. There is a strong organic artist-led creative precinct, with 9 creative studios & spaces. Brookvale is also centrally located within the Northern Beaches LGA with a main transport hub along Pittwater Road.



Ivy Whiteman, 2021 Environmental Art & Design Prize finalist at Making from Nature Creative Toolkit

6.2.2 District Council-owned creative facilities



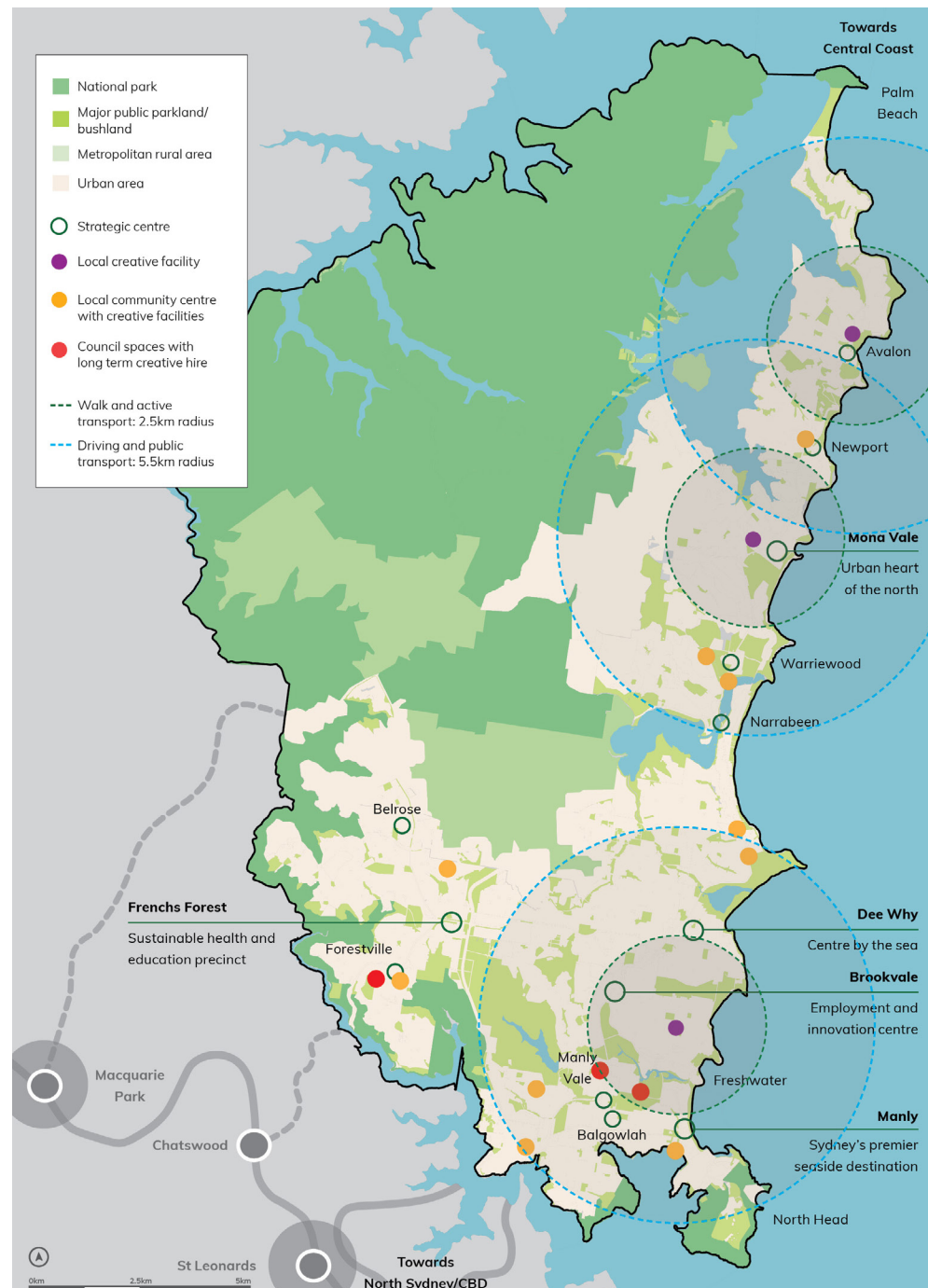
Map M: District Council-owned creative facilities using 30-minute city principle.

There is one district level dedicated creative facility in the Northern Beaches, the Glen Street Theatre. Our benchmarks reveal that Glen Street's capacity (400 persons max) is at the lower end of the scale. Glen Street is co-located with the Glen Street Library in Belrose and is accessible by car, bus (not B line) and active transport for those who mainly reside in the area. As demonstrated by Map M using the 30-minute city model, Glen Street is not as accessible to other residents outside of the Belrose, Frenchs Forest and Terrey Hills areas by active and public transport, with a majority travelling by car or private transport. Built in 1985, the Theatre infrastructure is currently 37 years old and nearing the end of its asset lifecycle. An opportunity exists to consider renewal of Glen Street Theatre infrastructure to meet sector and community needs.

Avalon Recreation Centre is a district level multi-use community centre that has ongoing creative uses and has therefore been included on this map. It has a capacity of 760 people capacity with 1,242m² floorspace and services the northern part of the LGA. It is noted that the availability of this centre, along with other Council community centres for specific creative purposes, is in competition with other community uses.

Additionally, Council has committed to the adaptive reuse of the Mona Vale Civic Centre as a community cultural facility as part of its Creative Space North Project. Delivery of creative facilities as part of this project will contribute to meeting district level creativity facility needs.

6.2.3 Local Council-owned creative facilities



Map N: Local Council-owned creative facilities using 30-minute city principle.

There are two dedicated permanent creative facilities at the local level, Curl Curl Creative Space and Avalon Creative Space. There is one temporary dedicated creative facility, the Mona Vale Creative Pop Up and Gallery. These facilities contain exhibition and workshop spaces for short-term hire alongside flexible and affordable creative studio spaces for long-term hire.

Curl Curl Creative Space has a maximum capacity of 150 people and contains five creative studios, suitable for up to seven creatives for mid-term to long-term hire. The space is located off Abbott Road in North Curl Curl, surrounded by parklands and backed by Greendale Creek. Outside its immediate catchment area, the Creative Space has limited accessibility by public transport.

Avalon Creative Space is a re-purposed space co-located with the Avalon Golf Club, with a maximum capacity of 42 people across its two workshop spaces and one studio space for long-term lease. The space is the only Council-owned dedicated creative facility in the far northern area of the LGA, and outside its immediate catchment area it has limited accessibility by public transport.

Mona Vale Creative Pop Up is a re-purposed temporary creative space that offers space for short-term hire as a makers pop up alongside three studio spaces for long-term hire. A temporary gallery for short-term hire, is also located in the facility. It is centrally located within the main Mona Vale village centre and co-located with the Mona Vale Library. It has good accessibility, with an adjacent B line bus stop, car parking and active transport options. As previously noted, this facility will be redeveloped as part of the Creative Space North Project and once complete will be considered as a district level facility based on our benchmark.

Outside of these dedicated local level creative spaces there are also 39 community centres in the LGA, of which the majority are local in scale and scope. Some of these centres, as plotted on Map N, have purpose-built creative facilities or equipment including:

- Collaroy Swim Club Community Centre, 50 people capacity, 126m² floorspace with facilities suitable for sketching and drawing classes.
- Forest Community Arts Centre, 165 people capacity, 609m² floorspace with an art studio, pottery teaching room and large classrooms.
- Griffith Park Sports Facility, 25 people capacity, 101m² floorspace with space suitable for sketching and drawing classes.
- Newport Community Centre, 240 people capacity, 561m² floorspace with equipment suitable for exhibitions and fine art activities.
- North Balgowlah Community Centre, 120 people capacity and 416 m² in floorspace across all the three spaces, with a smaller 12-person capacity purpose-designed craft room.
- North Narrabeen Community Centre, 185 people capacity across all its spaces, 113.19m² floorspace in the Main Hall with retractable theatre seating for 76 persons.
- Oxford Falls Peace Park, 50 people capacity, 54m² floorspace with space suitable for inside and outside basic fine arts activities.
- Seaforth Village Community Centre, 90 people capacity, 444m² floorspace with wet room spaces.

- The Creative Library, Manly, 30 people standing capacity, 20 – 10 people seated capacity, 80m2 floorspace with equipment for creative workshops, classes and exhibitions.
- Tramshed Arts & Community Centre, 365 people capacity, 706m2 floorspace with a specialist pottery room and open hall space for hire. The pottery room is currently leased with long-term lease to local community makers group, the Tramshed Potters Club.

There are also three Council-owned spaces that are currently leased with long-term hire to local makers groups:

- Sydney Northern Beaches Woodturners, Forestville
- Warringah Printmakers Studio, Manly Vale
- Wingala Lapidary Club, Freshwater

Considering these Council-owned facilities with specific creative equipment in addition to the three dedicated creative spaces it appears, currently, there is a strong supply of local level creative spaces in the LGA. However, social infrastructure planning should include consideration of diverse cultural and creative uses to ensure there is an adequate supply to service current and future cultural needs, including a range of creative practices and technology requirements.



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