



Regional
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I L L A W A R R A

Growing the Cultural Economy in the Illawarra

A regional development project supported by
Wollongong City Council and
Southern Councils Group



An Australian Government Initiative



A NSW Government Initiative

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- ▶ Cultural Industries can:
 - Generate economic activity;
 - Increase employment opportunities, particularly for young people;
 - Enhance social cohesion, inclusion and wellbeing.

- ▶ The arts and cultural sector in the Region is diffuse, lacking a strategic cross regional approach necessary for it to become self sustaining.



Growing the Cultural Economy in the Illawarra

- ▶ A staged whole of region approach is required.

- ▶ Four strategies are proposed:
 - Employment and Youth Work Experience
 - Business and Organisational Development
 - Promoting Arts and Culture across the Region
 - Establish an Arts Development Board and appoint a Regional Cultural Development Officer





- ▶ **Employment and Youth Experience**
 - Creative employment networking and strategies
 - Mentored work experience and volunteering
 - Growing events and arts program

- ▶ **Business and Organisational Development**
 - Training and professional development
 - Capacity building in Arts businesses and NGOs
 - Development of facilities and infrastructure





- ▶ Promoting Arts and Culture
 - Establish an Arts Development Board
 - Reactivate the Create Illawarra Website
 - Develop sponsorship and philanthropy
 - Enhance and link Regional Providers

- ▶ Arts Development Board and Regional Cultural Development Officer
 - What is the role of the Board and Officer
 - How will they be established





▶ Next Steps

- Call for nominations for an Arts Development Board
- Develop a regional vision and plan
- Develop relationships and partnerships
- Work with Regional Arts NSW to establish a position

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