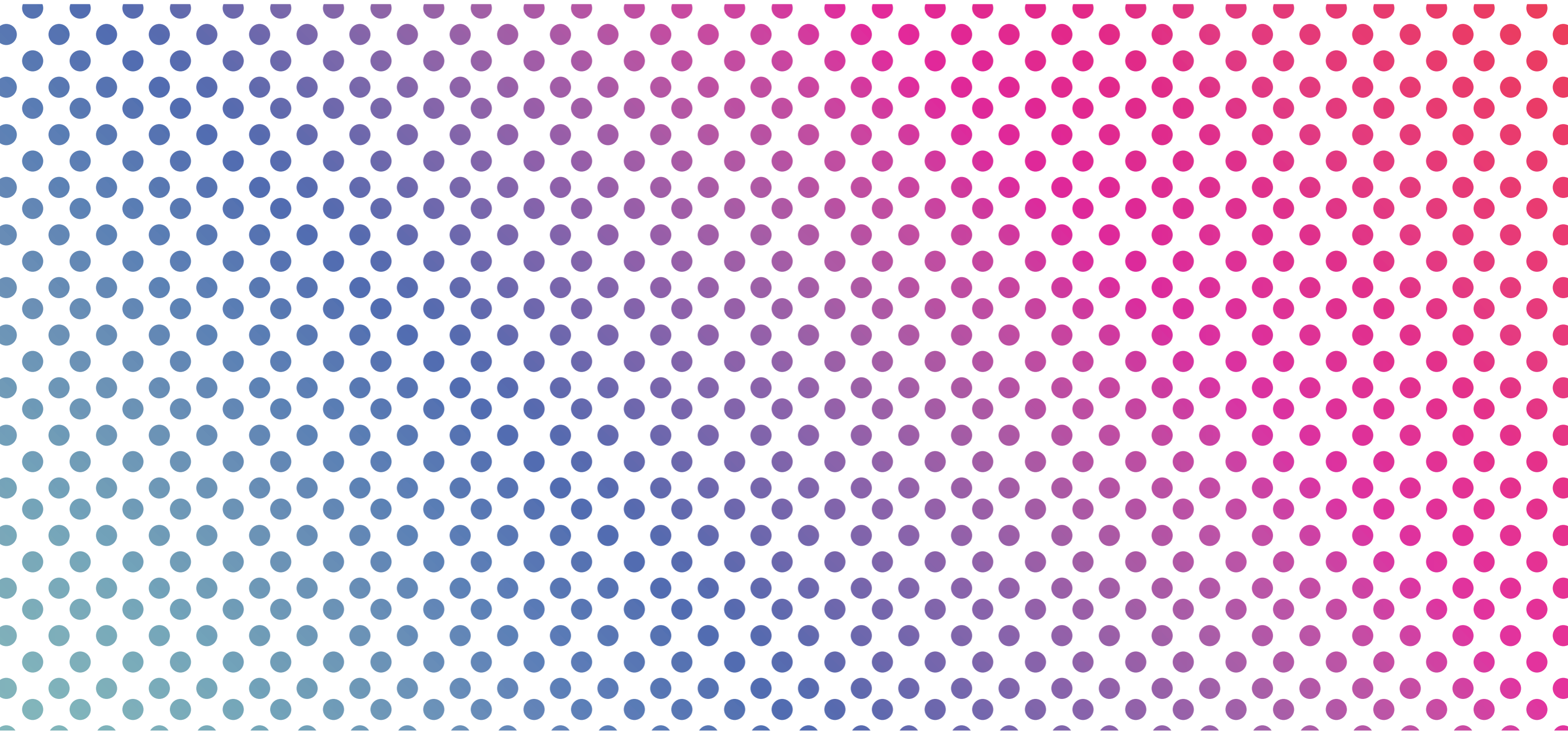


The arts are a source of delight, invention and provocation. They help define us as human beings and shape our view of the world.

At Maribyrnong City Council, we also strive to ensure art is a mechanism for building social cohesion and a vehicle for social justice.

Participation in the arts is a source of community wellbeing and a driver of economic vitality. Put simply, our investment in the arts is a catalyst for a better community.

ARTS AND CULTURE STRATEGY 2018-23 SNAPSHOT



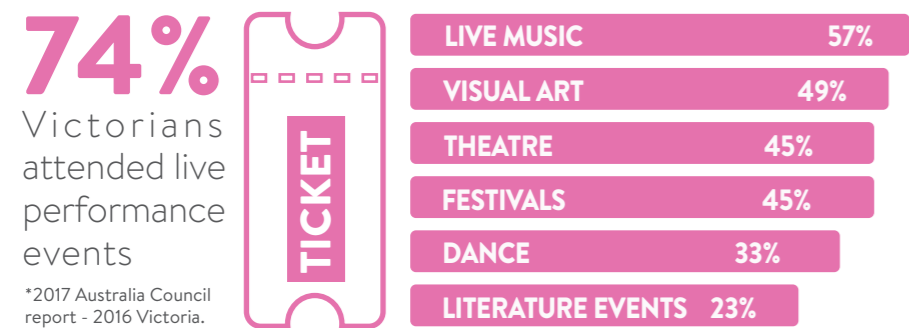
ARTS AND CULTURE STRATEGY 18-23 SNAPSHOT

TYPES OF ART IN OUR CITY

TRADITIONAL ARCHITECTURE • CRAFTS • FASHION
LITERATURE FILM • GAMING + SOFTWARE DESIGN
MUSIC GRAPHIC + PRODUCTION DESIGN
PERFORMANCE RADIO • PHOTOGRAPHY
VISUAL ART PUBLISHING • TV
CONTEMPORARY

PARTICIPATION

84% People aged 15+ from Melbourne's west attended an arts or cultural event



LIVE PERFORMANCE vs SPORT



SOCIAL IMPACTS

Believe arts are an important way to gain different perspectives **73%**

64% Art allows us to connect with others and helps us understand other people and different cultures

*2017 Australia Council report - Victoria outer metro survey results

SOCIAL BENEFITS

- Reaching at risk or excluded communities
- Revitalising neighbourhood + cultural pride
- Reducing anti-social behaviour + crime
Promoting perceptions of safety
- Job opportunities and self-fulfillment
- Value of knowing art + culture exists
Living in a community with an animated environment

HEALTH + WELLBEING IMPACTS

Believe art makes for a richer, more meaningful life **73%**

64% Believe art impacts their ability to express themselves

Believe art positively impacts childhood development **73%**

*2017 Australia Council report - Victoria outer metro survey results

ECONOMIC IMPACTS

1451 ARTS JOBS IN OUR CITY

3.8% OF TOTAL WORKFORCE
7th LARGEST SECTOR BY GROSS REGIONAL PRODUCT

*Geografia, 2017

ECOLOGY

COUNCIL'S ROLE IN SUPPORTING ARTS AND CULTURE



STRATEGY THEMES

- #1 FIRST PEOPLE'S FIRST
- ACCESS ALL AREAS
- CELEBRATING DIVERSITY
- FACTORY FOR THE ARTS
- PARTICIPATION
- PLACES + SPACES
- CULTURE ACROSS COUNCIL