



# CREATIVE HOLDFAST ARTS AND CULTURE STRATEGY

2019-2024

PREPARED FOR THE CITY OF HOLDFAST BAY BY URBAN MIND



COMMUNITY

“MARNI NIINA PUDNI. PULHUNARI  
PAYIMA, NGADLU YARTA TAMPINTHI”

WELCOME. WHEN WE UNDERSTAND THE PLACE  
NAMES, WE RECOGNISE THE LAND.

The City of Holdfast Bay acknowledges the Kurna People as the traditional owners and custodians of the land. We respect the spiritual relationship with Country that has developed over thousands of years, and the cultural heritage and beliefs that remain important to the Kurna People today.



*Geraldton Wax  
Chamelaucium  
uncinatum*

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‘PIRKURNA WILTARNINTHI TAPA  
PURRUNA-ANA’

‘STRENGTHENING COMMUNITIES  
THROUGH CULTURE’  
ALLAN SUMNER

# EXECUTIVE SUMMARY

Arts and culture enrich our minds and lives, stimulate our imagination and create experiences that deepen our sense of meaning and connection with each other, the places we live and the wider world.

The City of Holdfast Bay's Creative Holdfast: Arts and Culture Strategy and Action Plan 2019 – 2024 provides a framework and road map to guide the philosophy, coordination, promotion, management and investment in arts and culture across the City of Holdfast Bay over the next five years.

There is significant potential for arts and culture; including film, performance, visual arts, writing, music and a diverse range of cultural expression, to contribute to achieving the goals identified in the City of Holdfast Bay's Our Place 2030 Strategy.

Creative Holdfast is a key strategic document that sets a five-year plan to deliver achievable and measurable actions through six strategic themes:

**Create** – generate opportunities for all people to participate in making art and being creative; all abilities, all cultures, all ages.

**Experience** – provide invigorating meaningful arts and cultural encounters, activities and events.

**Celebrate** – honour, promote and protect our unique and rich creative and cultural identity.

**Grow** – stimulate creative and cultural talent, skills and opportunities for jobs, business and tourism.

**Form** – shape the design and provoke the activation of distinctive and culturally rich places and creative spaces.

**Connect** – develop relationships and build links with local, state and national arts and cultural practitioners and organisations as well as other councils.

Each strategic theme has a set of objectives and actions that were developed in response to a robust community engagement process. The implementation of the Action Plan will generate opportunities for people to be creative and participate in meaningful activities and events to celebrate our unique cultural identity. It will create distinctive places and precincts, cultivate creative talent and strengthen the creative economy to drive future prosperity, while protecting our pristine natural environment.

The City of Holdfast Bay would like to thank all those who contributed to the development of Creative Holdfast Arts & Culture Strategy and Action Plan.

# INTRODUCTION

**Arts and culture are an important part of everyday life in Holdfast Bay and at the core of our identity.**

In a myriad of interesting ways, arts and culture invigorate our lives, stimulate the local economy, strengthen social cohesion and inclusion as well as revitalise and activate our public spaces.

The creative and cultural life of Holdfast Bay is shaped by its people and their remarkable willingness to contribute and participate in activities that build community, including residents, businesses and traders, community organisations, visitors, schools and students.

Art makes a remarkable and unique impact on people from all walks and stages of life – from children and families, to young people, adults and the elderly, including people from diverse cultures, socio-economic backgrounds and of different abilities.

Arts and culture contribute to making Holdfast Bay Adelaide’s premier seaside destination and a vibrant and exciting place to live and do business.

## WHAT DO WE MEAN BY ARTS AND CULTURE?

Art refers to a broad range of creative activity including music, film, writing and literature, dance and performance, as well as a diversity of visual arts such as sculpture and murals, and the making of objects.

Culture emerges from our values, ethics, creativity, the interaction and connection we have to each other and to the place. It is that which gives us a sense of ourselves in the world and encompasses every aspect of our life. It not only helps us to interpret our world, it shapes our future.

Cultural activity expresses who we are; our shared beliefs, customs and traditions.



# WHY DO WE NEED AN ARTS AND CULTURE STRATEGY?

Council plays a vital role in enabling local people to participate in artistic and cultural expression. As well as caring for our cultural sites and infrastructure, hosting events, administering funding, and supporting and promoting arts and culture, Council's role is to build the capacity of the community as an enabler, facilitator and connector.

In October 2018, Council commissioned the development of an Arts and Culture Strategy and Action Plan 2019 – 2024 to guide the coordination, promotion and management of art and cultural heritage across the City of Holdfast Bay over the next five years.

Creative Holdfast was developed in response to an extensive program of community engagement with residents and businesses, creative practitioners, community arts groups, key organisations and industry leaders.

## THE IMPACT OF ARTS AND CULTURE

Arts and culture build safer and stronger communities, help people to stay well and healthy, recover faster, manage long-term conditions and experience a better quality of life.

The remarkable and unique impact of arts and cultural activity is felt across the life-course in children and families, young people, adults and the elderly, across diverse cultures, socio-economics and abilities.



### Resilient children

- improves self esteem
- strengthens identity
- improves mental health



### Education & learning

- better school performance
- builds future job skill
- reduces stress and anxiety



### Safer & stronger communities

- build trust and belonging
- fosters peace and tolerance
- nurtures civic identity and pride

### Ageing well

- improves vitality
- live well longer
- reduces doctor visits



### Better health and wellbeing

- improves quality of life
- lowers anxiety
- reduces anxiety and depression



# OUR STRENGTHS



## **STRONG COMMUNITY SPIRIT**

The 'vibe' of the City of Holdfast Bay comes from the people – residents, businesses, community organisations, visitors, schools and young people, and their remarkable willingness to create, contribute and participate in activities that build community.

## **BUSINESS AND ENTREPRENEURSHIP**

There are many creative people throughout the City of Holdfast Bay in businesses that bring extraordinary energy, passion and commitment to shaping the vitality and vibrancy of the City's precincts.

## **PRISTINE BEACHES AND COASTLINE**

The city stretches along 8.6 kilometres of Adelaide's pristine coastline. Located approximately 11 kilometres south-west of the Adelaide CBD, the City of Holdfast Bay attracts over 1.2 million visitors each year – with three out of four visitors to Adelaide heading to Glenelg (Pathawilyangga); Adelaide's premier seaside destination.

## RICH CULTURAL HERITAGE

The City of Holdfast Bay is built on an ancient place – home to over 2,000 generations of Kurna people who lived sustainably and nurtured the land and waters for some 60,000 years as one of the world's longest living cultures.

The coastal environment with its fresh water lagoons and abundant food sources was used for millennia as a meeting place for cultural celebrations, ceremony and trade by Kurna people, and continues to be a place of significant Kurna cultural heritage.

In 1836, Colonel William Light arrived on The Rapid on a mission to survey the South Australian coast in search of a place for settlement. While The Rapid stood off-shore near the mouth of the Patawalonga, a storm blew in and the anchor held. Colonel Light consequently named the bay, 'Holdfast Bay'.

The Province of South Australia was proclaimed at Pathawilyangga in 1836, which became the municipality of Glenelg in 1855. Wituwaringga became the municipality of Brighton in 1858.

The City of Holdfast Bay was formed in 1997 through the amalgamation of the City Councils of Glenelg and Brighton and is now home to almost 37,000 people.

*"Kurna dreamtime stories are the oral textbooks of accumulated knowledge, values and beliefs, spirituality, and wisdom, from when time began. More than myths and legends or fairy tales for entertainment, dreamtime stories or lore are shared through language, art, customs, dance, music and singing, totems, and the geographical forms of the land - which together form a whole: The Dreaming."*

*Kurna Nation Cultural Heritage Association*



## PRECINCT DISTINCTIVENESS

Throughout the engagement process it became clear that there are five precincts evolving across Holdfast Bay, each with distinct characteristics and an emerging identity.

The intention of Creative Holdfast is to deliver arts and cultural activities that capture the distinctive identity of each precinct.

### Five precincts

1. Glenelg (Pathawilyangga)
2. The Broadway
3. Somerton Park
4. Brighton (Wituwaringga) and Hove
5. Seacliff Park (Witawaringga)/ Kingston Park (Tulukutangga)

## CULTURAL INFRASTRUCTURE

The City of Holdfast Bay has some remarkable heritage and contemporary cultural infrastructure including libraries, museums, galleries, community centres, film cinemas, performing arts spaces, live music venues, commercial galleries and bookshops offering thousands of interesting events and activities.

## BAY DISCOVERY CENTRE AT THE GLENELG TOWN HALL AND HOLDFAST BAY HISTORY CENTRE

The Holdfast Bay History Centre, located at Brighton (Wituwaringga), promotes awareness of the City's history and heritage, offering services for residents and others to research family history, property history and historic burials. The History Centre collects and preserves community objects, photographs and documents which are exhibited at the Bay Discovery Centre.

The Bay Discovery Centre is a social history museum and art gallery that explores the themes of Holdfast Bay's unique history with a mission to 'inspire in all people a wonder and curiosity about life in Holdfast Bay'. The centre hosts a range of programs and events, including during South Australia's History Festival, and welcomes over 55,000 people each year. The Bay Discovery Centre is one of the most significant arts and cultural infrastructure assets owned by Council and is currently being separately scoped for redevelopment.



## LIBRARIES

There are two libraries highly cherished by the community; Glenelg (Pathawilyangga) and Brighton (Wituwartingga), both of which also offer a home library service. During 2017-18, almost 14,000 members borrowed over 440,000 items and visited over 195,000 times.

## COMMUNITY CENTRES

There are four community centres in the City of Holdfast Bay; Glenelg Community Centre, Glenelg North Community Centre, Holdfast Bay Community Centre and Brighton Community Centre. The centres offer a wide range of social, recreational, educational and personal development groups and programs. Other activities are also offered at Partridge House, Seacliff Recreation Centre and Kauri Sports and Community Centre.

## PUBLIC ART

Public art, like public space, belongs to all of us. It is a beautiful way of sharing the stories that matter most to the community and expressing a collective community identity, shared values and meaning. The City of Holdfast Bay has a collection of over fifty public artworks, most of which are deeply treasured by the community.

It became clear during the engagement process that the community and Council want stronger consideration of the priorities associated with public art investment. There is a need to ensure all future public art investment results in works that provoke a strong sense of place, meaning and pride for the community and visitors. Council will revise the public art policy to ensure best practice, strategic investment across the lifecycle of the work from commissioning, installation, maintenance and deaccessioning.

The annual Brighton Jetty Classic Sculptures is a 12-day event held every summer by the Brighton Surf Life Saving Club, managed entirely by passionate volunteers and is one of the city's most well attended events, attracting thousands of visitors.



## CREATIVE TALENT

There are a number of excellent artists, creative practitioners, iconic visual and performing arts organisations and initiatives bringing excitement and vitality to the City of Holdfast Bay and beyond. Some have endured for many decades while others have been established more recently. Several are exemplary in their ambitious pursuit to present excellent work and quality experiences for audiences of all ages, abilities and cultures.

## TUTTI ARTS

Tutti Arts is an internationally renowned multi-arts organisation for people of all abilities. Established in 1997 at Brighton (Wituwaringga) in South Australia, Tutti artists create visual art, theatre, music, film, new media and cross art form installations for growing local and international audiences. Over three hundred South Australians aged 6-82 access Tutti's programs every week. Over the years Tutti's artists, exhibitions and productions have won numerous local, national and international awards. In 2017 Tutti was awarded the highly esteemed Arts South Australia Ruby Award for Sustained Contribution to the Arts in our state.



## ST JUDE'S PLAYERS

Established 70 years ago, St Jude's Players Inc is an award-winning volunteer-based community theatre group located in Brighton (Wituwaringga), open to everyone who has an interest in quality community theatre. The Players present three full-length productions a year, including comedies, dramas and musicals. Several of the original Players, now wise nonagenarians, continue to serve as volunteers.

*"Community theatre connects people in a unique way. A play tells a story and an audience shares the emotions, the laughter and the enjoyment. In that brief time, they are all feeling similar emotions and sharing an experience that reduces feelings of isolation and loneliness. Community theatre encourages community involvement and involves families in a strong multigenerational environment in which the sharing of knowledge, skills and abilities is paramount".*

*Rosie Aust, Chair St Judes Players*

## PORCH SESSIONS

Porch sessions was born in the streets of Brighton (Wituwaringga). Porch Sessions are a series of travelling backyard music festivals where emerging and established musicians perform to live audiences. It has become an award-winning series, both locally and nationally and is a much-loved staple of the live music scene in South Australia.

*"Creativity is absolutely the backbone behind any beautifully strong and diverse community. In a world of 'the busy', it is music, arts and culture that remind people how to connect, how to slow down and enjoy what little time we have left on this big floating rock. It reminds us what it means to be human, even if just for a brief moment in time."*

*Sharni Honor - The Porch Sessions // Summertown Studio*



# COMMUNITY CONSULTATION FOR CREATIVE HOLDFAST

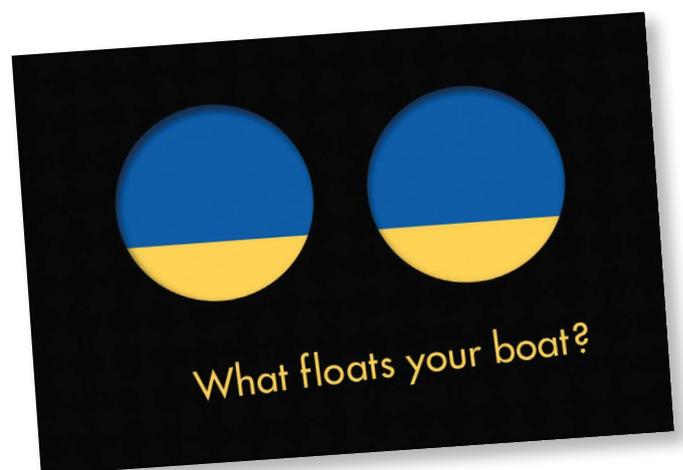
## 'WHAT FLOATS YOUR BOAT' WHEN IT COMES TO ARTS AND CULTURE?'

Throughout January 2019, the City of Holdfast Bay embarked on an extensive program of community consultation, engaging with residents and businesses, creative practitioners, community arts groups, key organisations and industry leaders which included:

- meetings with the Kurna Nation Cultural Heritage Association
- a presentation at Hold Up Youth Advisory Group
- presentations at six community meetings and business groups
- interviews with 21 individual local creative and cultural leaders
- meetings with 16 key Council staff
- presentation to Elected Members
- face to face conversations with over 100 adults at four public events
- postcards collected from over 30 businesses and venues
- three 'Your View Holdfast' surveys (adults, young people and business)
- promotion in over 200 film sessions to approximately 5000 cinema guests

Our discussion with the community started by asking 'What floats your boat' when it comes to arts and culture?

The engagement provoked a conversation with the community about what people value, what future creative and cultural life they want, and how Holdfast Bay might position itself as Australia's leading creative and cultural coastal city.



my idea for arts  
& culture is.....

STREET ART  
EVERYWHERE

# WHAT WE HEARD

401 postcards were received, and 180 surveys were completed. Hundreds of ideas, suggestions and comments were provided through interviews, emails, phone calls and informal conversations with residents, traders and community leaders.

Ninety percent of participants agreed (or strongly agreed) that arts and culture are an important aspect of community life in Holdfast Bay. Eighty percent of young people said that arts and culture made them feel good about life.

When asked 'how you want your neighbourhood to be?', adults said that they want their neighbourhood to be **safe, welcoming, vibrant, creative** and **friendly**. Young people said that they want their neighbourhood to be **welcoming, comfortable, safe, relaxed, progressive**.

**Our community told us that we have a lot of great things that already contribute to the creative and cultural life of the City.**

**More opportunities for people to participate in making art and being creative.**

Our community would like to have more opportunities to make art and be creative, attend workshops and classes as well as having access to studio, rehearsal and exhibition spaces.

**More live music, murals and activations in public space.**

There was a lot of enthusiasm from the community in support of live music, at concerts and festivals as well as live music venues and in public space. Live music was cited as an excellent way to enliven the precincts, especially in the evening. Murals as well as interesting encounters in public space are also important to the community.

**Greater investment in our arts and culture.**

The community expressed the need to increase investment in arts and culture and cited the substantial investment in sport which while very important for healthy communities, needs to be proportional with arts and culture.



**Greater promotion of existing arts and cultural activities and events.**

There are many amazing events happening across the city regularly that people don't know about. Artists, and others doing creative things also indicated challenges in promoting their events and activity.

**Greater cultural diversity and more inclusive events.**

The community expressed a desire to experience more multicultural events and activities to reflect the diversity of the broader community, including food and music festivals, cultural sharing initiatives.

**More quality and meaningful arts and cultural experiences.**

The community told us that when it comes to arts, culture and events - more is not always better, and that it is important to not compromise on quality activities that generate meaningful experiences and encounters.

**Greater acknowledgement of Kaurna heritage and culture.**

Holdfast Bay has a rich Aboriginal heritage and history, yet the community feels as though their understanding is lacking and would like to see more opportunities to learn about local Aboriginal culture, history and sites of significance.

**Continue to celebrate our unique European history.**

The community greatly values the rich local European history and keen to see it celebrated in interesting and innovative ways.

**Continue to attract creative people to live and work in Holdfast Bay.**

Holdfast Bay has many remarkable artists and creative practitioners and the community is keen to see more creative people attracted to live, work and learn in the city.

**Create distinctive and culturally rich places and precincts.**

The community expressed that they would like to see more considered public art across the city and included as an important aspect of new developments.

**Create meaningful public art that reflects local stories and our place.**

While the community are generally very proud of much of the city's public art collection, concerns were expressed about some of the poorer quality works which seem to be out of place or lack meaning and called for greater consideration of the selection of public art.



# WHAT ARTS AND CULTURE MEANS TO US

When asked what words come to mind when thinking about arts and culture, this is what people told us



# OUR VISION FOR ARTS AND CULTURE

## ARTS, CREATIVITY AND CULTURE ENRICH OUR DAILY LIVES.

Building on the incredibly strong community spirit and the existing capability, assets and strengths of the City of Holdfast Bay, the vision for the City of Holdfast Bay is to be a leading creative and cultural coastal city.

Our vision is for a place where the arts and culture flourish to stimulate, unite, delight, challenge and entertain. Local arts and cultural institutions boast capacity attendance and audiences, local artists and cultural producers are proudly celebrated and valued by the community and known worldwide for their excellence.

Our vision is for the City of Holdfast Bay is to be known as an incubator for new forms of expression that reflect the diversity of our thinking, talent and communities, attracting creative talent from around the world, galvanising our international reputation for innovation, and driving economic growth, through a lens of environmental sustainability.

This will be achieved through Creative Holdfast across **six strategic themes**, each with three objectives and a set of actions.





# STRATEGIC CONTEXT

## COUNCIL'S OUR PLACE 2030 STRATEGIC PLAN PROVIDES THE FRAMEWORK FOR THE FUTURE DIRECTION OF THE CITY OF HOLDFAST BAY.

The 'Our Place 2030' strategy sets our five key Pillars to map our direction and provides objectives for maintaining, processing and celebrating our city into the future:



### COMMUNITY

A healthy, creative connected community



### CULTURE

An effective, customer-centred organisation



### ENVIRONMENT

A community connected to our natural environment



### ECONOMY

A diverse and resilient local economy



### PLACEMAKING

An accessible, vibrant and safe coastal city that celebrates our past to build to our future.



**Create** – generate opportunities for all people to participate in making art and being creative: all abilities, all cultures, all ages

**Experience** – provide invigorating meaningful arts and cultural encounters, activities and events.

**Celebrate** – honour, promote and protect our unique and rich creative and cultural identity.

**Grow** – stimulate creative and cultural talent, skills and opportunities for jobs, business and tourism

**Form** – shape the design and provoke the activation of distinctive and culturally rich places and creative spaces.

**Connect** – develop relationships and build links with local state and national arts and cultural practitioners and organisations as well as other councils.

## ARTS, CREATIVITY AND CULTURE ENRICH OUR DAILY LIVES.

Creative Holdfast will be delivered in line with the Our Place 2030 Strategic Plan and supporting strategies including:

City of Holdfast Bay Tourism Plan, Economic Activation Plan, Open Space and Public Realm Strategy, Jetty Road Glenelg Masterplan, Jetty Road Glenelg Precinct Public Art Plan, the Heritage, Research and Procedures Report and the Artscape Corridor Masterplan.

Implementation will also factor in the priorities for arts and culture of adjacent councils, state and federal governments, and leverage relationships with the state's major arts and cultural organisations and festivals.

# OUR STRATEGIC THEMES, OBJECTIVES AND ACTIONS

## CREATE: STRATEGIC THEME 1

Generate opportunities for all people to participate in making art and being creative; all abilities, all cultures, all ages.

- Increase opportunities for residents and visitors to participate in arts and culture.
- Make it easier for artists and cultural practitioners to do creative things.
- Identify and generate new opportunities for creative expression.

Creating art, making things and solving problems is good for our wellbeing and it makes us happy. Arts and culture offer a range of interesting ways for people of all ages, cultures and abilities to participate and be involved in the practice of making.

We are essentially wired for creativity. Research on the impact of art on health indicates that young people involved in quality arts activities do better at school and have a stronger sense of belonging and connection with the community. As we get older taking part in creating and making helps us develop self-esteem, improves memory and strengthens our sense of accomplishment.

The level of participation frames the creative and cultural life of our City. It shapes our values, ideas and innovations sense of belonging and connection to each other and to place. It strengthens our ability to endure and adapt to change.

Priority actions are highlighted in **bold**.

### OBJECTIVE 1.1:

**Increase opportunities for residents and visitors to participate in quality, contemporary arts and culture.**

- 1.1.1 **Identify opportunities for local artists and musicians to contribute to events.**
- 1.1.2 **Host regular school holiday art workshops across a range of art forms.**
- 1.1.3 **Plan and deliver a program of quality workshops at the Bay Discovery Centre and Community Centres.**
- 1.1.4 **Increase promotion of the current arts and culture activities and art making offerings of existing organisation.**
- 1.1.5 **Continue to promote and subsidise participation in SALA with venues and artists.**
- 1.1.6 Explore the potential to support local artists and designers to contribute to the Adelaide Fashion Festival.

### OBJECTIVE 1.2:

**Make it easier for artists and cultural practitioners to produce and present excellent work.**

- 1.2.1 **Explore and minimise real and perceived barriers and red tape.**
- 1.2.2 **Explore and develop ways to incentivise artists to practice and establish studios locally.**
- 1.2.3 **Continue to provide grants for emerging and established practicing artists and cultural producers.**

**OBJECTIVE 1.3:**  
**Identify and generate new platforms and opportunities for creative expression.**

- 1.3.1 Identify opportunities to support creative writing, including telling local stories of places and characters.
- 1.3.2 Establish 'plug and play' public performance spaces.
- 1.3.3 Explore the potential for a 'jack in' projection platform and program for illustrators and digital content producers to exhibit their work in the public realm.
- 1.3.4 Determine the viability of establishing a youth arts program.
- 1.3.5 Explore opportunities to develop a landmark community arts centre and a digital hub for innovative and emerging tech including: podcasting, 3D printing, animation, digital media and augmented reality.



## EXPERIENCE: STRATEGIC THEME 2

Provide meaningful arts and cultural encounters, activities and events.

- Be known as a city of creative excellence.
- Increase creative expression in the public realm.
- Inspire new venues, events and attract new audiences.

*"I'd like my six-year-old son to grow up in a creative and cultured environment." Local Resident*

Attending arts and cultural events and activities enriches our lives in a myriad of ways. Art can delight and entertain us as well as provoke and challenge us to develop and broaden our minds. It builds belonging, trust and cooperation in the community, and encourages civic engagement, tolerance and altruism.

Priority actions are highlighted in **bold**.

### OBJECTIVE 2.1:

**Be known as a city of creative excellence.**

- 2.1.1 **Revise the public art policy to reflect best practice and ensure the commissioning and maintenance of quality work.**
- 2.1.2 **Ensure Council led events have a clear and strong creative narrative.**
- 2.1.3 **Recruit Bay Discovery Centre volunteers with an interest in being cultural advocates.**
- 2.1.4 **Explore investing in the technology and capability for audio description at the Bay Discovery Centre and Gallery.**



## **OBJECTIVE 2.2:**

### **Increase creative expression in the public realm.**

- 2.2.1** Develop a mural strategy, identify and map the potential walls suitable for murals.
- 2.2.2** Identify and map potential outdoor music venues and program performances.
- 2.2.3** Establish a busking program for emerging and established musicians to routinely perform.
- 2.2.4** Continue to host a triennial Random Acts of Art event.
- 2.2.5** Explore installing light art works instead of traditional urban lighting to enhance safety and facilitate wayfinding.
- 2.2.6** Program choirs and buskers to perform in public space.
- 2.2.7 Explore ways to encourage reading in public.
- 2.2.8 Explore the idea of developing an underwater sculpture garden.
- 2.2.9 Explore curating a permanent treasure hunt along the coast inspired by science and historical collections and artefacts.

## **OBJECTIVE 2.3:**

### **Inspire new venues, events and attract new audiences.**

- 2.3.1** Pilot participation in Umbrella Winter City Sounds Festival by venues and musicians.
- 2.3.2** Develop a live music strategy.
- 2.3.3** Establish a volunteer 'culture companion' program to support people in the community to attend arts and cultural events.
- 2.3.4** Host urban food, art, wine, music walking tours.
- 2.3.5** Establish an annual Creative Holdfast program.
- 2.3.6** Map and include arts and cultural sites in existing community bus routes.
- 2.3.7** Ensure community wellbeing outings routinely visit local arts and cultural sites and places.
- 2.3.8** Map the existing major state festivals and strategically align activity where possible to develop a Creative Holdfast Calendar.
- 2.3.9** Host SALA Exhibition tours.
- 2.3.10** Identify opportunities to leverage the collections and exhibitions of the Bay Discovery Centre with music, public talks, events.
- 2.3.11** Continue to explore new avenues for building audiences at the Bay Discovery Centre.
- 2.3.12 Explore hosting a local makers and produce festival.
- 2.3.13 Explore ways to promote the availability of local creative spaces.
- 2.3.14 Explore hosting an inclusive arts and culture event or festival.

## CELEBRATE: STRATEGIC THEME 3

Honour, promote and protect our unique creative and cultural identity.

- Celebrate Kurna culture and heritage.
- Celebrate European culture and heritage.
- Promote the unique and diverse cultural identity of each precinct.

*"We don't want to walk in front; We don't want to walk behind; We want to walk along side by side." Gladys Elphick 'Auntie Glad' (MBE)*

The City of Holdfast Bay proudly celebrates its shared and diverse histories through tangible heritage including monuments, museum collections, architecture, hosting historical and cultural events, programs and tours as well as through signage and street names.

The traditions inherited from our ancestors including rituals, festivals, knowledge, practices and skills to produce traditional crafts are also deeply respected and passed on to our descendants.

We live in a time when some of our old stories are being reframed as new stories emerge.

*"Kurna should be central to our thinking in this place."  
Local Resident*

The City of Holdfast Bay acknowledges the impact of the arrival of Europeans on Kurna people and the subsequent dispossession of land, dislocation from family, community and culture.

There are many important stories of early harmonious interactions between Kurna and European people who arrived on the Africaine and set up a small village of tents on the banks of the Patawalonga in 1836 including the exchange of food and other articles. Through the community engagement process it became clear that the vast majority of people in Holdfast Bay are proud of Kurna culture and eager to understand, honour and celebrate it.

The Creative Holdfast Plan will bring together natural history, Kurna culture and heritage with European history, in a contemporary spirit of conversation and reconciliation towards a rich and shared cultural future.

Priority actions are highlighted in **bold**.

### **OBJECTIVE 3.1: Celebrate Kurna culture and heritage.**

- 3.1.1 Demonstrate best practice in the care, conservation and restoration of Kingston Park (Tulukutangga) in partnership with Kurna people.**
- 3.1.2 Systemise routine Kurna dual naming and signage where possible.**
- 3.1.3 Create further opportunities to share the significance of the Tjilbruke dreaming story and spring site.**
- 3.1.4 Liaise with the State Government to arrange for the tram arrival announcement and signage to be in Kurna when arriving at Pathawilyangga/ Glenelg.**
- 3.1.5 Consider Kurna stories, perspectives, knowledge and culture in future exhibitions where appropriate.**
- 3.1.6 Continue to deliver and build a program of events for South Australia's History Festival, National Reconciliation Week and NAIDOC Week.**

- 3.1.7 Continue to print and find ways to better distribute the Kurna yarta-ana Cultural Map and Footprints in the Sand booklet.**
- 3.1.8 Seek interest from Kurna community to develop a Kurna heritage walk.**
- 3.1.9 Explore the potential to host regular cultural sharing events and tours for children and adults in conjunction with the Kurna community.
- 3.1.10 Explore the potential to host language classes and storytelling for children and adults at libraries in conjunction with the Kurna community.
- 3.1.11 Explore building a collection of Aboriginal resources in libraries in conjunction with the Kurna community.
- 3.1.12 Explore the potential for a festival to honour Kurna culture in conjunction with the Kurna community.
- 3.1.13 Explore how Council might support participation in Tarnanthi in conjunction with the Kurna community.

**OBJECTIVE 3.2:  
Celebrate European culture and heritage.**

- 3.2.1 Continue to maintain existing cultural assets.**
- 3.2.2 Continue to deliver and build a program of events for South Australia's History Festival.**
- 3.2.3 Continue to explore projects that promote the history collection outside of the museum.**
- 3.2.4 Consider gender and cultural diversity when exhibiting items from the collection.**
- 3.2.5 Continue to support the collections of the History Centre, particularly in relation to the conservation of significant collection items.**
- 3.2.6 Continue to promote the Bay Discovery Centre, History Centre and Glenelg Air-raid Shelter.**

**OBJECTIVE 3.3:  
Promote the unique and diverse cultural identity of each precinct.**

- 3.3.1 Develop a Holdfast Bay sizzle reel to express the City's arts and cultural life.**
- 3.3.2 Explore hosting cultural cuisine-based cooking classes in community centres and cafes/restaurants after hours to enliven the evening economy.



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## TJILBRUKE'S JOURNEY

*City of Holdfast Bay Cultural Map Kaurna yarta-ana.*

Although not a powerful man, Tjilbruke was a great man, a master of fire making and a skilled hunter. One day his much-loved nephew, Kulultuwi, and Kulultuwi's two half-brothers, Yurawi and Tetjawi from the Yatabiling clan of the Kaurna people, decided to go hunting. Tjilbruke did not want to go with them; he decided to set up camp at Tulukutangga (now called Kingston Park by non-Kaurna people). Tjilbruke saw the old tracks of Kulultuwi's hunting party and found fresh tracks of an emu. Tjilbruke tracked this emu but lost the track.

Tjilbruke continued to walk in the direction he thought the emu would have taken. While he was walking, he came across Kulultuwi starting a fire to cook an emu that he had killed. Being new at hunting, Kulultuwi had accidentally killed the emu that Tjilbruke was hunting (it was against tribal law to kill an animal that was rightfully someone else's). Tjilbruke forgave Kulultuwi's mistake and returned to his camp.

Kulultuwi placed green herbs on the bird, laid it on a bed of hot stones and poured water on it to make it steam. As Kulultuwi's leaned over the bird to see if it was nearly ready, a burst of steam blinded him. His two halfbrothers, who were jealous of Kulultuwi's popularity, thought he should face tribal justice for killing the emu. They speared him to death. Yurawi and Tetjawi took Kulultuwi's body to the home of the Yatabiling, clan of the Kaurna people at Warriparinga, where they started to smoke Kulultuwi's body. Later, on looking for Kulultuwi, Tjilbruke discovered evidence of his nephew's death. He went to Warriparinga where he found Kulultuwi's partially smoked, dried body. He picked up the body and carried it to the freshwater spring at Tulukutangga (Kingston Park). At Tulukutangga, Tjilbruke completed the smoking of Kulultuwi's body. An inquest was held and Tjilbruke discovered how his nephew had died. Tjilbruke carried Kulultuwi's body to Murrkangga (Hallett Cove) where he rested. As he thought about his nephew, he cried. His tears formed a fresh water spring. He continued along the coast to Witawali. (Sellicks Beach) crying as he carried Kulultuwi's body. He cried as he travelled along the coast and more fresh water springs were created by his tears. Springs were created at Tayinparingga (Port Noarlunga), Karrkunga (Red Ochre Cove), Wirruwarungga (Port Willunga) and Kungkaratingga (near Wirrina Cove).

Near Pariwarangga (Cape Jervis), Tjilbruke went into a cave, where he left Kulultuwi's body. He travelled further in and emerged covered in yellow ochre. Feeling old and saddened by the death of his nephew, Tjilbruke decided that he no longer wanted to live as a man. He found a swampy lagoon and killed a grey currawong. He plucked its feathers, rubbed its fat over his body and tied the feathers onto his arms. As he flapped his arms, he started to fly and became an ibis.

Today you can see Tjilbruke's spirit in the ibis that live around springs and swamps.



## GROW: STRATEGIC THEME 4

Stimulate creative and cultural talent, skills and opportunities for jobs, business and tourism.

- Foster development of the creative and cultural sector.
- Explore and promote the value and impact of arts and culture.
- Attract artists, creatives and cultural producers to live and work locally.

*“Supporting the creative economy and jobs for the future and better education around the benefits and value of arts and culture” Local Resident*

Creative jobs are transforming the Australian economy. According to the Australian Research Council, the creative sector is one of the fastest growing business sectors.

The creative and cultural industry is diverse and includes performing arts, music, comedy, fashion and filmmaking, visual arts and craft as well as architecture, landscape and, industrial design, digital games development, podcasting, software design, graphic design and publishing.

The sector comprises a rich mix of not-for-profit and community organisations (community arts practice), individual practitioners, commercially driven businesses and cultural institutions.

In 2010 -11 arts, culture and creative industries contributed \$1.34 billion to the South Australian economy with a strong estimated growth trajectory. According to Australian Bureau of Statistics census data, employment in the creative services sector is growing by nearly three times the average rate of the Australian workforce.

The International Monetary Fund asserts that building wealth which fosters human capital development, promotes greater equity and respects shared cultural values leads to sustainable prosperity.

Australia’s Office of the Chief Economist predicts that 44% of employment in Australia is at high risk of being automated across the next 10 – 15 years, and acknowledges creativity and social intelligence not only as skills immune to automation, but drivers of innovation, competitiveness and future prosperity.

Arts and culture provoke curiosity and creativity, two important drivers of design and innovation. The United Nations describes creative ‘goods and services’ as resilient products, because they rely on curiosity, novel ways of doing things and ideas.

There is also growing global recognition of the economic value of cultural tourism.

In a recent survey of United Nations member states, ninety percent reported including cultural tourism in their tourism policy. Research by Tourism Research Australia (TRA) indicates the arts are increasingly part of the itinerary for international visitors, with visiting museums and galleries being the most popular arts activity, irrespective of the visitor’s main reason for visiting Australia.

Arts and culture provoke us to explore and better understand what really matters. They provide a platform to debate and express our shared values, morals and ethics – which in this technological age is becoming increasingly important as we enter the era of machine learning and artificial intelligence.

Priority actions are highlighted in **bold**.

### **OBJECTIVE 4.1:** **Foster development of the creative and cultural sector.**

- 4.1.1 Explore Somerton Park as a precinct that fosters creative industries and recognised as an innovation district.**
- 4.1.2 Host creative economy forums and workshops for creative businesses.**
- 4.1.3 Routinely consider the cultural impact of funding decisions.**
- 4.1.4 Explore establishing a small digital hub at Glenelg Library.
- 4.1.5 Explore establishing a member-based centre for art and design that offers access to equipment and studio space.
- 4.1.6 Explore establishing a legal arts trust to attract bequests for commissioning quality art.

**OBJECTIVE 4.2:**  
**Explore and promote the value and impact of arts and culture.**

- 4.2.1 Identify ways to promote and celebrate local makers and producers.
- 4.2.2 Map, measure, monitor and promote the creative economy.
- 4.2.3 Promote the value of the creative and cultural economy to businesses and residents.
- 4.2.4 Explore using empty shops for creative interventions.

**OBJECTIVE 4.3:**  
**Attract artist, creatives, and cultural producers to live and work locally.**

- 4.3.1 Identify and reduce real and perceived barriers for creatives to practice and produce.
- 4.3.2 Promote the Small Business Development Grants to the Creative Industries.



## FORM: STRATEGIC THEME 5

Shape the design and activation of distinctive precincts, culturally rich, places and creative spaces.

- Install meaningful public and integrated art.
- Increase the use of existing infrastructure for arts and cultural activity.
- Ensure new developments consider cultural impact.

*"A place where different cultures in the community can share their history and experiences through art, and music." Local Resident*

The arts bring energy and vitality to communities, improve the quality of life and wellbeing of residents, make communities more creative and foster a stronger sense of pride and identity. Cultural infrastructure is also recognised as a key element of creating great places for people to live, work, visit, play and do business.

Individuals who rate arts and culture in their community as 'excellent' are nearly three times more likely to report a 'very strong' sense of belonging to their city or town. Arts and heritage experiences make residents feel part of their local community, bring people from diverse backgrounds together and builds a shared sense of identity.

The delivery of hyper-local, precinct-based arts and cultural activity will reinforce the distinctive identity in each precinct, build civic pride and a sense of ownership among the local community, businesses, traders and schools in close partnership with artists, designers and cultural producers.

Each precinct will influence a range of strategic arts and cultural activity that builds local identity including; public art, installations and murals, live music, participation in open-access events (such as SALA and the Fringe Festival) busking, integrated urban infrastructure/lighting, playgrounds, architecture, creative enterprise and other arts and cultural activity.

*"The land speaks to us; we speak to the land." Gladys Elphick 'Auntie Glad' (MBE)*

Priority actions are highlighted in **bold**.

### OBJECTIVE 5.1:

**Install meaningful public and integrated art.**

- 5.1.1 Develop a public art policy and protocols to support the strategic commissioning and asset management of work.**
- 5.1.2 Engage schools in placemaking.**
- 5.1.3 Extend the principles of the Jetty Road Glenelg Masterplan Public Art Plan to the other precincts.**
- 5.1.4 Name each of the precincts in Kaurua.**
- 5.1.5 Explore the installation of sensory art for people with disabilities.
- 5.1.6 Consider opportunities for adding street art on roads for traffic mitigation.
- 5.1.7 Explore the potential to develop a creative spaces online platform.

### OBJECTIVE 5.2:

**Increase the use of existing infrastructure for arts and cultural activity.**

- 5.2.1 Better utilise existing facilities including the Bay Discovery Centre, Brighton Performing Arts Centre, community centres and public spaces.**
- 5.2.2 Install architectural lighting on historic buildings – replace like for better.**

**OBJECTIVE 5.3:**

**Ensure new developments consider cultural impact.**

- 5.3.1 Embed consideration of wellbeing and cultural impact in the development of best practice urban design guidelines.
- 5.3.2 Develop a guide for property owners and developers outlining the City's cultural identity aspirations, to inform the early stages of planning.
- 5.3.3 Create an outdoor public theatre space.
- 5.3.4 Consider opportunities for arts and culture in playspace design.
- 5.3.5 Incorporate performance areas into playspaces to encourage public performance.
- 5.3.6 Harness 'like for better' opportunities for art as urban furniture (e.g. seats bins, manhole covers, bollards and plant pots).
- 5.3.7 Engage property developers in creative placemaking and cultural master planning.
- 5.3.8 Explore establishing a 'hoarding art' approach for construction sites.



## CONNECT: STRATEGIC THEME 6

Build links between local arts and cultural practitioners and organisations as well as other Councils, across the state and nationally.

- Better communicate and celebrate existing arts and cultural activity.
- Identify and develop partnership opportunities with leading arts and culture organisations in South Australia and beyond.
- Facilitate opportunities for local artists, and cultural producers to collaborate with the local community, businesses and schools.

The City of Holdfast Bay is home to some remarkable, award winning arts and cultural organisations doing extraordinary and interesting work, which could be better supported and promoted.

Priority actions are highlighted in **bold**.

### OBJECTIVE 6.1:

**Better communicate and celebrate existing arts and cultural activity.**

- 6.1.1 **Establish a Creative Holdfast identity, marketing and communications approach.**
- 6.1.2 **Develop a Creative Holdfast arts and culture map for the coast.**
- 6.1.3 **Develop strong media partnerships across radio and print media to promote existing activity.**
- 6.1.4 Explore the development of an interactive Creative Holdfast digital platform.

### OBJECTIVE 6.2:

**Identify and develop partnership opportunities with leading arts and culture organisations in South Australia and beyond.**

- 6.2.1 **Connect with major South Australian and national cultural institutions and organisations to better understand best practice and identify potential, collaborative projects and programs.**
- 6.2.2 Explore partnering with Tutti and other organisations to host a disability arts festival.

### OBJECTIVE 6.3:

**Facilitate opportunities for local artists, and cultural producers to collaborate with the local community, businesses and schools.**

- 6.3.1 **Host creative forums, arts and authors talks.**

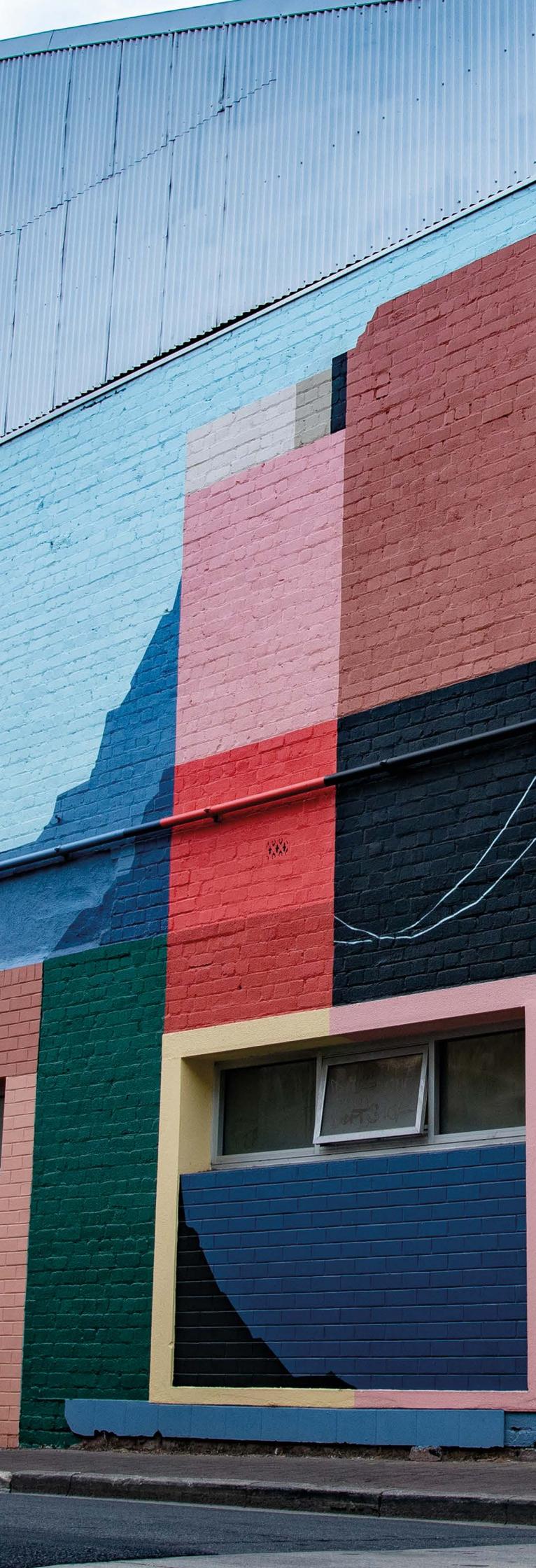


# FUNDING AND IMPLEMENTING CREATIVE HOLDFAST

The Creative Holdfast Plan sets out a series of actions and initiatives involving collaboration and contribution from a wide range of organisations. While some actions are deliverable by reframing existing budgets, Council will consider the feasibility of any additional funding via its annual budget process. This may include seeking new investment and partnerships with aligned organisations and agencies. As opportunities arise, new initiatives may be added where they support the goals and objectives of this plan.

The creative and cultural life of Holdfast Bay is a rich ecology that involves the contributions of thousands of people and organisations, of which Council is only one part. By collectively delivering on Creative Holdfast, we can enhance our unique identity, connect our diverse communities, support each other to express ourselves creatively, improve our wellbeing, develop our economy and inspire others to visit, live and work here too – as a leading creative city.





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Fortrose Mural  
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