

STRATEGY ON A PAGE

OUR VISION

A thriving and creative city where everyone can experience community connection and wellbeing through arts, culture and libraries.

OUR PURPOSE

The purpose of this strategy is to increase community engagement with local arts, culture and library services that encourage and promote self-expression, learning, social connection and appreciation for the natural environment.

OUR ROLE

In implementing this strategy, our role is to:



Provide safe and inviting spaces where our community can connect and learn.



Promote, connect and partner with industries and services that enhance our offerings.



Measure and increase the positive social impact our services have on community wellbeing.



Connect with the community to inform our work and deliver according to their needs.



Foster a community culture that encourages active participation and personal growth.

STRATEGIC PRIORITIES

In achieving these priorities we will deliver on the Council Plan to create a diverse, healthy and liveable Bayside City:



Arts and culture

Seen and recognised

Our services and social impact is measured, recognised and resourced.

Safe, inclusive and activated places

The spaces we create are accessible and inviting to all community members.

Increased and diverse engagement

We provide events and services that are useful and enjoyable for more people.

Working with and through others

Our reach and impact is amplified through our partners in the community.

Pillars of community wellbeing

We are key to supporting mental wellbeing and health literacy.



Libraries

OUR STRATEGIC ENABLERS

In weaving these themes into everything we do we will create our vision for Bayside:

Skilled and engaged workforce

We will build the capabilities of our workforce and promote a culture of collaboration by upskilling and investing in our staff.

Council-wide recognition and involvement

We will engage teams across Council by engaging Councillors in activities and consulting with other departments.

Strong feedback loops from the community

We will develop systems and processes that ensure we constantly seek and act on feedback generated from the community.

ABOUT OUR STRATEGY

The *Bayside City Council Arts, Culture and Libraries Strategy 2023-2027* sets a vision and direction for both the arts and culture and library services in our city. The strategy will guide decisions and initiatives for arts, culture and libraries over the next five years. It seeks to amplify the impact of both services by aligning them to the same strategic priorities, allowing for greater coordination, knowledge sharing and cooperation between the services.

The following principles have guided the development of this strategy:



We are committed to reaching disengaged members of our community.



We seek to recognise and measure positive social impacts generated by our services.



We value the role of partnerships in improving the quality and reach of our services.



Collaboration across Council departments is key to exploring new opportunities.

This strategy supports the Council Plan and Community Vision and was designed through an extensive engagement process with our local community, staff and other stakeholders.

This strategy responds to the following findings that were uncovered as part of this process:



There is low awareness amongst the broader community of the events and services currently offered.



People would like to actively participate in creative activities rather than always be passive observers.



There was an emphasis on creating free and enjoyable places that can act as hubs for people to connect.



Certain community segments are disengaged from current services including young people and full-time workers.

OUR STRATEGIC PRIORITIES

Seen and recognised

Our services and social impact is measured, recognised and resourced.

We will increase awareness of and appreciation for our arts and culture and library services amongst our community, the creative sector and within Council. This will be achieved through community-wide and targeted marketing, activating relationships between Council departments and promoting successful initiatives and their positive impact.

For our arts and culture service, this is about:

- Bringing arts and culture initiatives into the public eye through pop-up activities, outdoor exhibitions and free community events.

For our library service, this is about:

- Having other Council departments and Councillors work from libraries or use library spaces for meetings and workshops.

Safe, inclusive and activated spaces

The spaces we create are accessible and inviting to all community members.

We will empower community members to make full use of our arts and culture and library services by providing them in centrally located, appropriately designed, and visually appealing places.

For our arts and culture service, this is about:

- Promoting the role of arts and culture in place-making and reactivation of spaces.
- Taking arts and culture outside traditional theatre and gallery spaces.
- Weaving arts and culture pieces into the natural landscape to promote greater appreciation for Bayside's open spaces and coastline.

For our library service, this is about:

- Recognising that libraries are multi-purpose community hubs that will need to cater for a variety of needs and uses.
- Providing an equal amount of quiet and activated spaces within libraries.
- Taking library services beyond library doors through outreach programs or street libraries.

OUR STRATEGIC PRIORITIES CONTINUED

Increased and diverse engagement

We provide events and services that are useful and enjoyable for more people.

We will increase visitation and use of our services by actioning feedback from the community and increasing accessibility for cohorts such as young people, culturally and linguistically diverse communities and Aboriginal and Torres Strait Islander communities.

For our arts and culture service, this is about:

- Co-designing and promoting programs and initiatives that celebrate diversity.
- Educating the community on local Aboriginal and Torres Strait Islander history through arts and culture.

For our library service, this is about:

- Providing library materials in multiple languages.
- Creating spaces that are culturally sensitive.
- Developing programs in partnership with disengaged communities.
- Extending library open hours.

Working with and through others

Our reach and impact is amplified through our partners in the community.

We will strengthen our relationship with partners in the community to better engage certain cohorts, connect the public to trusted services and develop improved events and programs.

For our arts and culture service, this is about:

- Building the capability and capacity of local arts and culture organisations.
- Re-introduce exhibitions in libraries and cross-promote public programs in libraries.
- Extend public programs into public housing, aged care centres and other community centres.

For our library service, this is about:

- Hosting services from the library.
- Sharing and promoting partner information through a community board, brochures and emails.
- Co-designing outreach initiatives.
- Connecting and sharing collections with school libraries.

Pillars of community wellbeing

We are key to supporting mental wellbeing and health literacy.

We will promote overall community wellbeing by raising awareness around the importance of social, emotional and physical health, providing opportunities for social connection and developing events and activities where people can feel a sense of achievement.

For our arts and culture service, this is about:

- Connecting people with opportunities to participate in the arts and be creative.
- Creating events that encourage people to experience nature and be active.
- Promoting exhibits and events that raise awareness around issues facing the community.

For our library service, this is about:

- Supporting users in developing key life skills.
- Offering health and wellbeing services such as counsellors and maternal health specialists.
- Running recreational events and activities that support disengaged groups.
- Supporting the public in accessing credible health information.

We would like to express our gratitude to all who participated in our strategic planning process and shared their perspective, experiences and ideas.