

CREATIVE INDUSTRIES DRAFT PLAN 2022-2027







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Acknowledgement of Country

'City of Palmerston acknowledges the Larrakia people as the Traditional Custodians of the Palmerston region. We pay our respects to the Elders past, present and future leaders and extend that respect to all Aboriginal and Torres Strait Islander people.'

Front cover image: Various art observers, Art Jam, Palmerston Youth Festival, 2022

Mural artwork: Artist, Trent Lee Wall Mural, Palmerston Recreation Centre, 2020



Summary



The City of Palmerston Creative Industries Plan sets out Council's commitment to building on foundational strengths and growing sustainable creative industries in Palmerston. Palmerston has a strong and proud cultural and artistic identity with a number of tangible cultural assets. This Plan is anchored in an assets-based approach to developing the creative industries. It focuses on converting strategic cultural assets into a creative force to build a thriving diverse creative artistic community fostering high levels of community and social well-being.

The *Creative Industries Plan* identifies five existing strategic cultural assets and future looking objectives. These strategic cultural assets are detailed below:



Progressive & Unique

Palmerston is different from Darwin and other parts of the NT. There is a palpable appetite to embrace, celebrate and grow the city's unique culture, identity, population, natural and built assets, with progressive, brave and authentic voices



People

Palmerston is a place for people and is a community of creative voices. Many of these are young, First Nations, and other population groups. Council itself has skilled and passionate Councillors and staff who understand the creative industries and how creativity can be embedded across all of Council.

Council are Connectors & Enablers



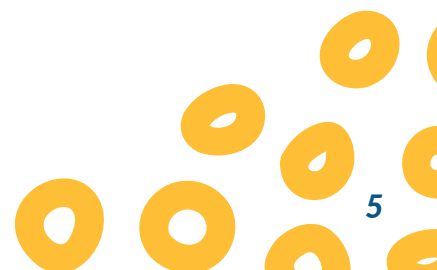
Places & Spaces

Palmerston is home to a rich natural environment of green spaces, corridors, parkland, water features. Council has invested in a solid foundation of infrastructure which meets broad community needs. Palmerston features unconventional arts spaces providing unique opportunities for live events, filming and developing new audiences.



Partnerships

Skilled and professional networks are in place with arts, community organisations and other government agencies ready, willing and able to develop partnerships. Partnerships will maximise inclusion, foster pathways, and create progressive and ground-breaking arts experiences.



Why the term Creative Industries?



Council has a vision to support and invest in Palmerston's diverse current and emerging creative community to enable community and commercial outcomes.

The term creative industries recognises that *cultural and creative practice can 'turn original individual creativity into social and commercial outcomes'*¹.

The Australian Bureau of Statistics (ABS) also defines cultural industries much more broadly than the traditional definition of 'arts and recreation', giving a better indicator of the extent of cultural activity in the economy.

ABS' definition of cultural industries includes *'zoos and parks, arts education, libraries, museums and galleries, publishing, broadcasting and internet production, film and television production, music production, live performance, as well as design, printing, photography, architecture, advertising, and independent artists, musicians and performers. It also includes cultural retail outlets like book shops, cinemas and record stores'*².

Artist Shaun Lee and students, City of Palmerston Library, 2018



What is the role of Council?



Council sees its role as:

- **Host:** Providing venues, places and opportunities for artistic, cultural and creative activity and enterprise to happen and prosper.
- **Connector:** Creating networks, creative clusters and brokering partnerships.
- **Partner:** Sharing and working with others to promote community participation in arts and culture.
- **Enabler:** Building a strong and creative community through community cultural development initiatives, research, advocacy, policy and sector development.

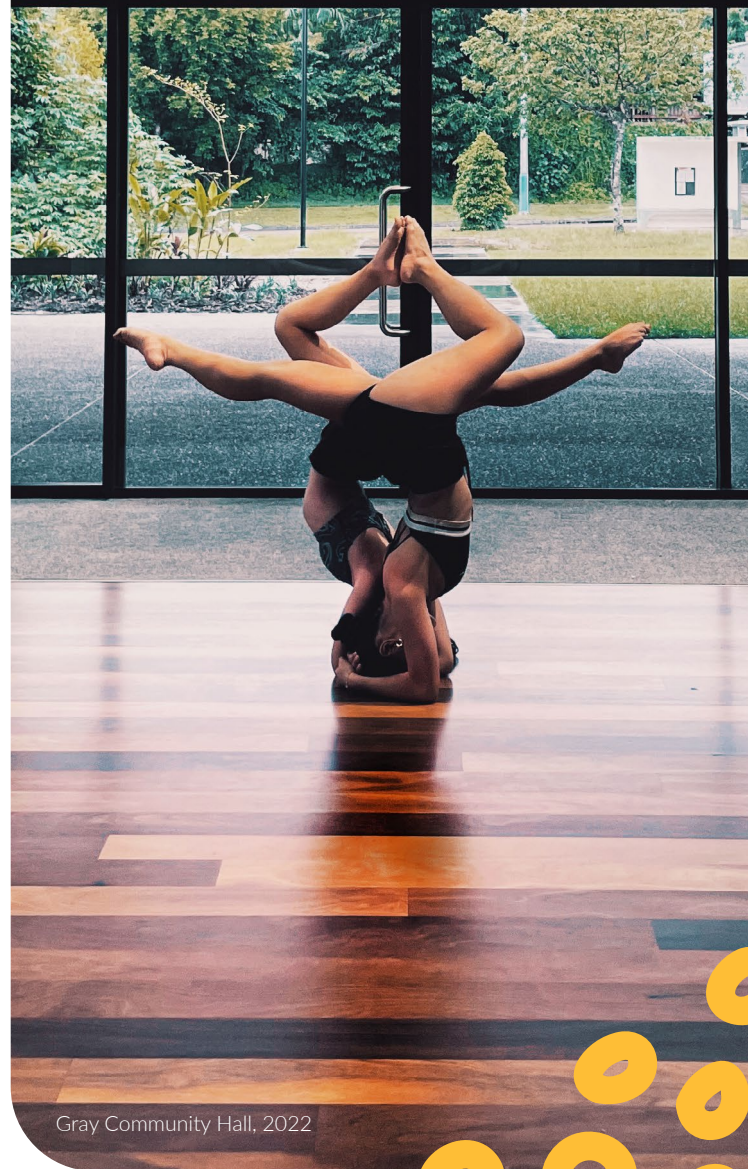
Alignment to Council's Vision



The *Creative Industries Plan* aligns with the Council's Community Plan (2018) representing the values of the City of Palmerston. This document will assist Council to achieve its overall vision of being a **'Place for People'** through aligning with and reinforcing the Community Plan's objectives:

- Palmerston is a welcoming vibrant family city that fosters diversity and unity
- In Palmerston everyone belongs
- In Palmerston everyone is safe

Like the Community Plan, the *Creative Industries Plan* focuses on Palmerston's strengths, recognising the value of the natural environment, and seeing the economic opportunities embedded in creative industries with the arts acting as a catalyst for social and community transformation.



Gray Community Hall, 2022

¹ Western Australian Government, Department of Local Government, Sport and Cultural Industries, 2022.

² Pennington and Eltham, 2021, p.9

Plans & Policies



The Creative Industries Plan aligns with the following plans and policies:

City of Palmerston:

Policy or Plan	Relevance to <i>Creative Industries Plan</i>
<p><i>Community Plan, 2018</i></p>	<p>The Community Plan is Council's strategic governing document outlining six outcomes with corresponding objectives for Council to achieve. Fostering and promoting arts and culture within our community is identified as an important objective and is key to achieving 'A Place for People'.</p>
<p><i>Digital Strategy, 2021</i></p>	<p>The Council's strategy states that: <i>Enabling social value through technology is critical for the future of Palmerston.</i></p>
<p><i>Inclusive Diverse and Accessible Policy Framework, 2021</i></p>	<p>The IDA is an all of Council policy which reinforces the principles of:</p> <ul style="list-style-type: none"> • Visible • Collaboration • Embedded • Always Improving
<p><i>Palmerston Local Economic Plan 2021-2031</i></p>	<p>The Palmerston Local Economic Plan aligns with the Northern Territory Government's <i>Territory Economic Reconstruction Commission Report</i>, and recognises that economic health and prosperity is a vital pillar supporting a successful and prosperous community.</p> <p>One of the 11 strategies in the Plan is: <i>Explore creative industry development opportunities in Palmerston.</i></p> <p>The Palmerston Local Economic Plan recognises emergent economic opportunities as tourism, technology and creative industry, with the significant size of the youth population, and diversity of culture in Palmerston identified by stakeholders as a potential catalyst for development of creative industries in Palmerston.</p>



Northern Territory Government:

Policy or Plan	Relevance to <i>Creative Industries Plan</i>
<p><i>Creative Industries Strategy NT (2020-2024)</i></p>	<p>The vision of the Territory's strategy is to enable connected, strong and vibrant creative industries, innovating, celebrating the NT distinctiveness, enhancing liveability, attracting visitors and growing the economy.</p> <p>The Northern Territory's creative industries strategy articulates 10 goals across themes of People, Places, Proximity, Policy, Pathways, supported by actions for each goal.</p>
<p><i>Museums 10 year Master Plan-Darwin and Palmerston</i></p>	<p>The Master Plan's term '<i>museum</i>' aligns with the International Council of Museums' definition and includes science, history, and art museums, art galleries, libraries, cultural centres, and keeping places.</p>
<p><i>Connected Communities: Vision for Northern Territory Public Libraries 2017-2023</i></p>	<p><i>Connected Communities</i> reports on the Territory's 32 public libraries including Palmerston's as vital and trusted resources for local communities, supporting:</p> <ul style="list-style-type: none"> • literacy and education, • community building and • skills development.
<p><i>Everyone Together Aboriginal Affairs Strategy 2019-2029</i></p>	<p>The <i>Everyone Together</i> strategy is designed to guide government and community to reshape ways of working with Aboriginal Territorians to support community aspirations and achieve better outcomes.</p> <p>Guiding principles are <i>Healing, Respect and Engagement</i>.</p> <p>The strategy details 10 focus areas, with the first two <i>Truth and Healing and Language and Culture</i> holding particular relevance for this Plan.</p>
<p>Northern Territory Government – <i>Why Trade with the Territory</i>, July 2022</p>	<p>The Northern Territory Government recognises the following key sectors for trade development in the Territory:</p> <ul style="list-style-type: none"> • energy • minerals • tourism • agribusiness • international education and training • space • defence and defence support • creative industries • tropical health and research <p>These sectors reflect the priorities in the Territory Economic Reconstruction Commission and the Operation Rebound strategies from 2020, building on the same sectors originally mapped in the 2017 Northern Territory Economic Development Framework.</p>

Commonwealth Government:

<p><i>Creativity Connects Us (2020-2024) Australia Council-Corporate Plan 2019-2023</i></p>	<p>Strategic objectives of <i>Creativity Connects Us</i>:</p> <ul style="list-style-type: none"> • Australians are transformed by arts and creativity • Our arts reflect us • First Nations arts and culture are cherished • Arts and creativity are thriving • Arts and creativity are valued
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What you told us

The *Creative Industries Plan* was developed through consultation held with a broad range of arts practitioners, arts organisations, community members, arts funding bodies, Top End Councils, and Council staff between May-July 2022. The key information heard was:

- Palmerston is culturally diverse, multicultural, young and family orientated.
- Palmerston has a First Nations history and now welcomes a diversity of First Nations communities from across the Top End. The artwork of Larrakia artists has high visibility throughout the city centre.
- There is an excitement about the arts and creative industries in Palmerston, with a recognition that Council is making things happen. An appetite for possibility was palpable and expressed with enthusiasm from people who live in Palmerston, and shared by artists and arts organisations from the greater Darwin area.
- There is acknowledgement of the Council's infrastructure investment to date and with a strong desire for the next investment phases: a purpose designed facility with flexible visual and performing arts studios and a dedicated flexible exhibition space, and over a longer time an indoor live performance venue.
- The most important action to support the arts and creative industries is work at a grassroots level to build up Palmerston's own artists and emerging artists amongst young people, First Nations peoples, multicultural communities, Palmerston's art organisations and Palmerston's audiences. Local voices are wanting to be heard, and people share an excitement to support and enable these voices and their stories, collectively expressing the unique character of Palmerston.
- When asked what would make Palmerston a destination city people said, '*we need to build up and strengthen what's here first and make this the thing people want to visit*', strengthening the enablers to make that happen.

Palmerston Creative Industries Profiles



Geek Fest Top End is the Northern Territory's biggest and longest-running Geek Convention. It is a unique all-ages event, held across three locations in the Palmerston City Centre: Goyder Square, the Palmerston Library and Recreation Centre. It features a range of free activities from Virtual Reality, PC, Console and Tabletop Gaming, Anime, Instagram photo booth, Medieval Land demonstrations, Cosplay and Esports Competition, Laser Tag, Artist Alley, Tech Expo and Kids Zone.



Sew & Tell is an initiative of a local Palmerston mum, Kristie and has been going for two years. It's a meet up at the Durack Community Arts Centre where mums at the Durack Community Arts Centre, bring in sewing projects, start something new and meet other mums and chat, while their children safely play. It's for mums and little people aged 0-5 and is a welcoming space to learn new sewing skills, make new friends and strengthen local bonds. The meet up brings people from the Greater Darwin area and rural areas to Palmerston. Outside Sew & Tell Kristie also runs fee-for-service sewing classes and textile art workshops.



J-MILLA is a young Mak Mak Marranunggu (Litchfield National Park traditional owners) hip hop artist from Palmerston and now based in Adelaide. He released his first album in 2018 and since then has had his music featured on Triple J. In 2020 he was selected for Tik Tok's on-line music festival for that year and in 2021 performed at the closing day Hip Hop event at the Adelaide Festival. His combined social media followers sit at 200K. His little brother Yung Milla has also recorded and released his own music and is growing in popularity.



Dylan Bennett is the founder of Larrikin Interactive, a video game and education studio based in the NT and working closely with the City of Palmerston. In 2021, he worked with a group of 'at risk' youth in Palmerston to channel their

enthusiasm for playing video games into learning how to make them. After 8 weeks, the young people showcased 5 different games at Geekfest for others to play, showing off their knowledge of the coding language C#, 3D modelling and animation, music and sound effects, narrative and more. One of the boys has since begun their Certificate III in Design Fundamentals Learning Game Design Foundations. Dylan says, 'The boys were engaged because they were given the tools to tell their stories and be creative in the creative medium they enjoyed the most.'

The diversity of skills required to make video games - music, 2D

and 3D art, narrative, coding and project management - means ample entry opportunities for a workforce to be involved, upskilled and then later apply skills in diverse creative industries.

With the NT Digital Pulse (Northern Territory Government, 2022) reporting an impossible local gap between the supply and demand of Information and Communications Technology professionals, video game skills offer an opportunity to remedy this gap.

About Palmerston



City of Palmerston



Population
39,616

in 2021



of NT
Population



11.3%

Aboriginal and
Torres Strait
Islander



30
years

median age



+1.5%

Population
Growth Rate



29.1% under
17 years



Grew by
10.2%
between 2016
& 2021



+2%
Growth
expected
between 2021
& 2026



20.2%

born outside
Australia



4%

Largest
non-English
speaking
country
of birth is
Philippines

Northern Territory



Population
233,000

in 2021



26.3%

Aboriginal and
Torres Strait
Islander



38
years

median age

City of Darwin



-1.3%

Population
Growth Rate



25.5%

born outside
Australia



Artist Joanna Del Nido, Gray Community Hall, 2022

Strategic Cultural Assets and suggested Objectives and Measures of Creative Industries Plan



Progressive and Unique

Strategic Cultural Assets	Objective	Measures
<p>Palmerston is different from Darwin, and from other parts of the Northern Territory.</p> <p>There is a palpable appetite to embrace, celebrate and grow the city's unique culture, identity, population, natural and built assets, with progressive brave and authentic voices.</p>	<p><i>Embrace, celebrate and support the distinguishing cultural and creative features of Palmerston as a point of difference and pride.</i></p>	<ul style="list-style-type: none"> Increased awareness and recognition of Palmerston based Art Culture including Geek, Arts and Music.



People

Strategic Cultural Assets	Objective	Measures
<p>Palmerston is a place for people and is a community of creative voices. Many of these are young, First Nations, and other population groups.</p> <p>Council itself has skilled and passionate Councillors and staff who understand the creative industries and how creativity can be embedded across all of Council.</p>	<p><i>Invest in the creative lives of children and young people and their support systems to enable them to become adult audiences, artists and creative contributors to Palmerston cultural life.</i></p> <p><i>Leverage off the palpable enthusiasm, excitement and energy surrounding the arts and cultural initiatives the Council has invested in to date.</i></p>	<ul style="list-style-type: none"> Annual program of creative arts workshops for the community. Development of art partnerships with Palmerston primary and secondary schools. Artist residencies in community venues.
	<p><i>To provide greater access to professional development and employment opportunities for artists living and working in Palmerston.</i></p>	<ul style="list-style-type: none"> Annual program of artists skills and professional development workshops delivered for artists. Encourage engagement with Palmerston based artists. Council Community Benefit Scheme grants process encourage artist access and engagement.



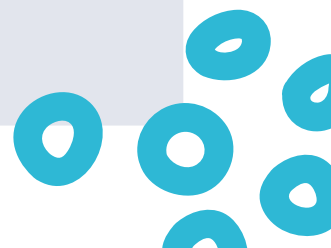
Artist, Palmerston Recreation Centre, 2019

	<p><i>Invest in arts initiatives which raise the profile and increased understanding of First Nations artists living and working in Palmerston.</i></p>	<ul style="list-style-type: none"> • Regular partnership with First Nations artists or arts organisations in creative industries endeavour.
	<p><i>Maximise access for families and young people to engage with and participate in a diverse range of arts and creative industries experiences and opportunities.</i></p>	<ul style="list-style-type: none"> • Maintain regular programming of festival and accessible live events.



Places and Spaces

Strategic Cultural Assets	Objective	Measures
Palmerston is home to a rich natural environment of green spaces, corridors, parkland, and water features.	<p><i>Maximise the considerable existing green spaces, parklands, lakes and other natural features of Palmerston as venues for unique and unconventional arts events as well emerging opportunities as short and feature film sets.</i></p>	<ul style="list-style-type: none"> • Completion of database and on-line resource for CoP website which documents the Council facilities available for hire/ access creative industries initiatives. • Increased delivery of art programming in identified suburbs.
Council has invested in a solid foundation of infrastructure which meets broad community needs.	<p><i>Build on the foundation of the Durack Community Arts Centre, Gray Hall and Gulwa Recording Studio to plan and establish a dedicated visual and performing artists studio facility.</i></p>	<ul style="list-style-type: none"> • Development of business case for dedicated arts facility which includes hireable visual art wet studios, flexible performing arts studio spaces and dedicated flexible exhibition space.
Palmerston features unconventional arts spaces providing unique opportunities for live events, filming and developing new audiences.	<p><i>Build on the foundation of the dedicated visual and performing artists studio facility to develop a business case and invest in the construction of a 200/500 seat regional performing arts venue.</i></p>	<ul style="list-style-type: none"> • Development of business case for dedicated 200/500 seat regional performing arts venue.





Partnerships

Strategic Cultural Assets	Objective	Measures
<p>Skilled and professional networks are in place, with arts, community organisations and government agencies ready, willing and able to develop partnerships.</p> <p>Partnerships will maximise inclusion, foster pathways, and create progressive and ground-breaking arts experiences.</p>	<p><i>Work in partnership with established Northern Territory arts organisations and peak bodies, Top End Councils, Larrakia Nation and Northern Territory and Commonwealth Government agencies to maximise financial resourcing, access to skilled arts professionals and access to opportunities of Palmerston artists and audiences.</i></p>	<ul style="list-style-type: none"> • Greater collaboration with professional arts organisations or peak bodies in the production of developmental arts programming, training programs or new creative work. • Partner with local community services organisation to support, provide access or actively produce and create new work.



Council are Connectors and Enablers

Strategic Cultural Assets	Objective	Measures
<p>Council has the capacity to provide skills and professional development pathways for its artists and audiences while delivering economic, social and cultural development outcomes.</p> <p>Council does this by partnering with established professional and amateur artists and arts organisations, fostering accessible arts and cultural events reflecting and celebrating the unique character of Palmerston.</p>	<p><i>Council acts as enabler/facilitator to link existing artists, arts organisations and community with Council opportunities and resources.</i></p> <p><i>Council partners with community and arts organisations to provide access to arts and cultural development opportunities for community members often excluded from arts activity.</i></p> <p><i>Ensure that Palmerston residents of all abilities can access and participate in all of Councils creative industries initiatives.</i></p>	<ul style="list-style-type: none"> • Have developed a hard copy and on-line information resource which details what support is available from Council for artists and arts organisations.



Creative Industries Plan 2022 - 2027 Implementation



The implementation of the *Creative Industries Plan* will be led by Council's Community and Culture team but will be a Council wide strategy. Ultimately this document will be delivered in partnership with the greater Palmerston community, artists, arts organisations from Palmerston and the Greater Darwin region.

Appendix



Reference List

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city of
PALMERSTON

'A Place for People'

