

31 August 2023

Ms Annette Pitman
Chief Executive
Create NSW
GPO Box 5341
Sydney NSW 2001

Submitted Online

Dear Ms Pitman

This submission has been prepared by the Northern Sydney Regional Organisation of Councils (NSROC) and Northern Beaches Council. NSROC is a voluntary organisation of local governments whose members include the Councils of Hornsby, Hunters Hill, Ku-ring-gai, Lane Cove, Mosman, North Sydney, Ryde, and Willoughby. This submission has been prepared with the input and support of councils but should be considered draft until it is formally endorsed by the NSROC Board.

The total population of NSROC and Northern Beaches Council is estimated at 895,000 people representing 11% of the NSW population. Northern Sydney is traditionally self-reliant and a strong performer in arts, culture and creative industries but has generally not achieved its potential in recent years, especially when compared with areas such as Western Sydney who have established strong networks and successful lobbying efforts in the sector. On a comparative basis, Northern Sydney is critically underfunded in arts, culture, and creative industries from state and federal government sources.

NSROC's responses to specific items on which Create NSW has sought comment are provided below.

Where should the NSW Government focus the greatest effort and resources?

Develop a regional approach to arts, culture and creative sector development and support

- There is an opportunity for the new policy to recognise that sector workers are working locally, regionally, nationally, and internationally. There is high interdependence of creative sector activities and workers across the region.
- Need for networking, gathering, and sharing of information and resources across sectors operating across Northern Sydney, including various levels of government, business, and education.
- Recognition of local government as the driving force for arts and cultural development and investment within the Northern Sydney region.
- Substantial partnership opportunities in creative industries and private giving sectors.

Opportunity to substantially increase cultural experiences across Northern Sydney's major centres such as Brookvale, Chatswood, Manly, Mosman, Hornsby and North Sydney

- There is opportunity for the policy to recognise the major centres across Northern Sydney as visitor destinations for cultural experiences.
- The NSW Government to invest in the cultural activation of major centres to support the night-time economy.
- The NSW Government works in collaboration with local government and cultural institutions and businesses to market and promote cultural experiences to local, national, and international audiences.

Support the development of new cultural infrastructure and the sustainability of existing facilities

- NSROC's Social and Cultural Infrastructure Strategy 2020 (attached) provides a comprehensive overview of the social/cultural needs across the region.
- Significant and diverse population growth by 2030 will see increased demand for fit-for-purpose cultural infrastructure, including places for production and presentation.
- Unrealistic expectations on Councils to provide and maintain cultural infrastructure to accompany growth.
- Related to this is the lack of regular infrastructure grants programs from the State Government to enable councils to plan and have projects developed to a level that enables them to apply for these grants.
- The NSW Government must provide an equitable share of available for cultural capital funding to the Northern Sydney region as a network of cultural facilities complement cultural institutions of national and state significance in other areas of Sydney.

First Nations investment for Northern Sydney region

- Increased visibility and interpretation of local First Nations heritage
- Support for First Nations led businesses and organisations
- Establish Northern Sydney networks and connections across sectors

What barriers can the NSW Government remove to unlock the full potential of arts, culture and the creative industries?

Current underfunding of Northern Sydney arts, culture and creative sector from state and federal governments

- Sufficient funding available to meet demand. For example, in Create NSW recent funding rounds have resulted in many applicants deemed 'unfunded excellence' due to insufficient funding.
- There is an opportunity NSW Government to recognise and fund arts and culture as essential services in local government, with a base subsidy funding model.

NORTHERN SYDNEY REGIONAL ORGANISATION OF COUNCILS

Member Councils: Hornsby; Hunter's Hill; Ku-ring-gai; Lane Cove; Mosman; North Sydney; Ryde; Willoughby
Lane Cove Civic Centre, 48 Longueville Road, Lane Cove NSW 2066 | PO Box 20 Lane Cove NSW 1595 | ABN: 65 955 981 255
P (02) 9911 3660 | E info@nsroc.com.au | www.nsroc.com.au

Regional Infrastructure

- That the state government consider prioritising the capital and recurrent support of key council controlled infrastructure within the region, especially in the areas of visual and performing arts and artist residencies.
- That the state government develop policies and programs that consider Northern Sydney as a distinct region/sub-region for its policy and funding programs, rather than grouping it collectively with Eastern Sydney and Sydney CBD (which house the State institutions that attract the majority of state funding and resources).

What does NSW do well?

NSW has a thriving economy and does sport and large cultural events well; however it doesn't provide a similar level of support for the small to medium creative sector.

What can NSW do better?

Advocacy

Establish policy to recognise the fundamental importance of the creative sector to the NSW economy.

Research

Undertake regionally based research to understand the opportunities for investment and support to deliver a sustainable arts, cultural and creative sector.

What's your big idea?

Drawing on existing infrastructure, cross-sector synergies and creative workers, the Northern Sydney region can be developed as a key region of creative industries for NSW. Utilising research, investment and collaborative partnerships, sustainable investment would return a thriving sector benefiting local communities, employment opportunities and the economy.

If you require further information, please don't hesitate to contact me on 0401 640 823 or at mmontgomery@lanecove.nsw.gov.au.

Yours sincerely



Dr Meg Montgomery
Executive Director
Northern Sydney Regional Organisation of Councils

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