



CUMBERLAND
COUNCIL

Cumberland Cultural Plan

2019 - 2029

Welcome to Country

"Jumna ya wogal wal ya pemel jumna mingan jumna tamu. Ngalaringi wyanga pemal.
Ngalaringi babuna wal gnia ya pemal da lo-loley dice wara mooting jumna banga nolla ya.
Pemal jumna wal gnia koi mund wal tati pemal jumna annagar dice.
Eorah wal mullana wal mingan jumna gai gnia bou gu-nu-gal nglaringi go-roong dyaralang.
Nglaringi go-roong dyaralang.
Ngalaringi bou ngalaringi jam ya tiati nglaringi bubuna jumna. Mittigar gurrung burruk
gneene da daruga pemal.
Didjeree Goor."

"We were the first carers of the land, we took only what we needed from our Mother Earth.
Our ancestors knew how to take care of the land, so as to continue their survival.
We do not own the land, but we are charged with the care of it. As custodians of this land we
ask that all people join us and preserve what we have left for future generations.
We must protect the few sites we have to ensure our culture continues.
In the language of our ancestors we welcome you to Darug Lands.
Thank you."

Welcome to Country by Darug Elder Aunty Edna

Cumberland is a diverse, dynamic and growing place.
Cultural expression and engagement is central to who
we are as a community, connecting with our past and
contributing to a strong future.

We come together in our local places, sharing our stories
and unique community life through food, culture, arts
and vibrant community activity to celebrate Cumberland.
These cultural assets provide opportunities for us to

Create **Connect** *GROW*

our culture in Cumberland, the heartland
of Western Sydney.

Contents

Introduction	5
Development of the Plan.....	7
What the Community Told Us About Culture	9
Defining culture in Cumberland	13
Cumberland’s Cultural Spectrum	13
The Plan in Context	14
Snapshot of Cultural Assets in Cumberland	16
Priority Areas and Action Plan	27
Monitoring and Evaluation	38



Introduction

Cumberland Council recognises the important role that culture plays in shaping and defining communities; influencing our sense of self and our individual and collective identities.

The Cumberland Cultural Plan 2019 - 2029 has been developed to guide Council's planning of events, programs and infrastructure to support a creative, culturally active and vibrant community.

The Cultural Plan sets the long term vision for culture in Cumberland and will help guide Council's decisions and work over the next ten years. The Plan sets a roadmap for how cultural outcomes can be achieved collectively by Council, other levels of government and community partners. The Plan identifies a suite of priorities and actions that aim to increase opportunities for creative and cultural expression, improve access to the arts and strengthen Cumberland's unique identity.

Investment and increased engagement in culture can produce numerous social and economic benefits including cohesive and connected communities, increased community health and wellbeing, reduced crime, skills development and creative and cultural industry growth.

Developed with wide input from the community, the Cumberland Cultural Plan 2019 - 2029 provides a shared vision for a creative, engaged and connected community as we grow and change.

THE CULTURAL PLAN HAS 5 KEY PRIORITIES:

PRIORITY 1:
Recognising Cumberland's First Peoples' living culture

PRIORITY 2:
Celebrating strength in diversity

PRIORITY 3:
Supporting cultural groups and individuals

PRIORITY 4:
Improving cultural facilities, spaces and streets

PRIORITY 5:
Enhancing place identity and activation

WHY DO WE NEED A CULTURAL PLAN?

As Cumberland's population continues to grow and our lifestyles change, so too will our community's cultural needs, expectations and interests.

Culture plays a significant role in the things that we share - our ideas and beliefs. Culture shapes who we are and how we live and is interwoven with our customs, behaviours, heritage and traditions. Culture strengthens community connections in our neighbourhoods, cities and regions; underpinning the way people use the built and natural environment. These processes contribute to a shared sense of meaning and identity.

As our urban environment changes and people from many backgrounds make Cumberland home, our town centres, streets, parks, schools, community centres, workplaces and gathering places become ever more important sites for cultural interaction. The quality of the cultural experience that people have in these spaces is determined by opportunities for participation, creativity and bringing together diverse communities as one.

Council recognises that culture is not static. It is dynamic and continually evolving, comprised of the diverse and varied perspectives and stories that give creative form to our cultural identity.



Development of the Plan

Cultural planning at the local government level is about identifying and leveraging a community's cultural assets and resources, strengthening the management of those assets and resources and integrating them with the rest of Council's planning activity.

This Plan was developed based on research and engagement with the Cumberland community and the cultural and community sector.

The *State of Culture in Cumberland 2019 Background Report* provides summaries of the research and engagement undertaken to develop this Plan.

RESEARCH

Strategic Context

Cumberland is located in the heart of Western Sydney – an area of increasing focus and investment for arts and culture. A review of relevant cultural policy and strategies and trends and directions at the international, national, state, regional and local levels informed the development of this Plan.

Demographic Analysis

Analysis of demographic data from Profile Id and Forecast Id informed an understanding of who our community is now and how we are expected to grow and change in the future. Data from Economy Id informed a geographic analysis of Cumberland's creative industry workers.

Cultural Infrastructure Asset Audit

An audit of Cumberland's arts and cultural infrastructure was undertaken to identify and document 'what we have' in terms of physical cultural infrastructure, places used for cultural and creative activities, businesses and food offerings. The audit was informed by consultation findings, Council datasets, state government datasets and desktop research.

Cultural Infrastructure Benchmarking

This Plan has been informed by benchmarking of cultural infrastructure based on planning industry standards, providing an indication of the demand for facilities and current shortfall across the Local Government Area.

Cultural Trends and Best Practice

The ways in which we plan for a healthy cultural and creative life in our communities is continually changing and evolving. Learning from best practice case studies and embracing cultural trends has guided the development of the strategies and actions identified in this Plan.



Granville community workshop, 2018



Wentworthville community workshop, 2018

COMMUNITY & STAKEHOLDER ENGAGEMENT

Community Workshops

Two community workshops were held on 21 and 23 August 2018. Workshops were open to the whole community and aimed to be creative, active and fun. The purpose of the workshops was to understand what people think culture and creativity means in Cumberland, where it happens in Cumberland, as well as opportunities for the future. Workshops were accompanied by live music from a local musician.

90+ community members participated in the workshops

Stakeholder Engagement

Twenty-three stakeholders representing local and regional cultural groups and organisations, as well as individuals with local cultural expertise were interviewed between 7 August and 7 September 2018. The purpose of the interviews was to further define culture in the Cumberland context and to identify ideas, opportunities and challenges for culture and creativity in the Cumberland area.

23 telephone interviews

Online Mapping

An online cultural asset mapping tool was available via Council's Have Your Say page. Participants interacted with a digital map of Cumberland by placing two different types of 'pins' on different locations. Pin 1 asked 'where do you experience culture now?' (What is this place and what do you do there?). Pin 2 asked 'do you have any ideas for creativity or culture in the future?' (What is this place and what do you want to do there?).

39 contributors, 97 pins

Artist Survey

The Artist Survey was available online at Council's Have Your Say page between 13 September and 26 November 2019. The survey provided insights into the needs of the artistic community in Cumberland to help inform how Council can support local artists through the provision of arts and cultural services, programs and infrastructure.

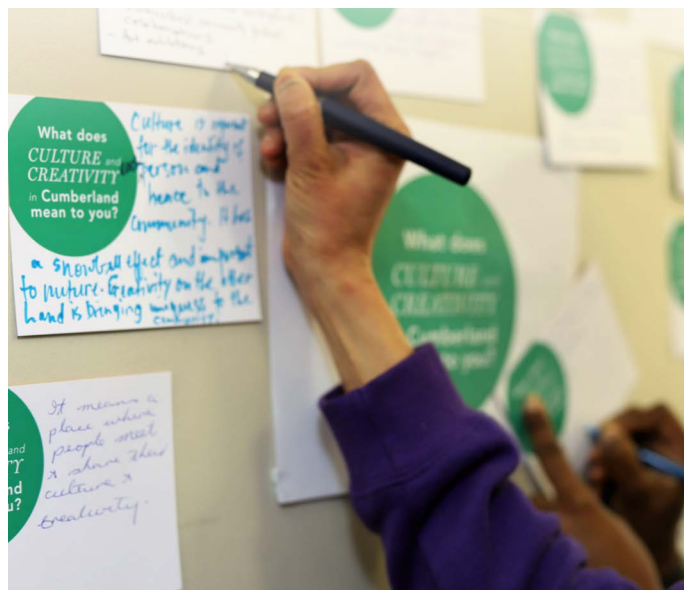
75 survey respondents

Council Committees

Council consulted a number of Advisory Committees in the process of developing this Plan. These committees included:

- Aboriginal and Torres Strait Islander Consultative (ATSIC) Committee
- Arts Advisory Committee
- Culturally and Linguistically Diverse (CALD) Advisory Committee
- Heritage Committee
- Youth Advisory Committee

5 committees consulted



Community workshop activities, 2018

What the Community Told Us About Culture

This Plan was developed by listening to and engaging with community members, artists and key stakeholders. This section summarises what we heard from the community and stakeholders.



CUMBERLAND'S ABORIGINAL RESILIENCE AND CULTURAL HERITAGE

The Darug people, including the Cennemegal or Weymaly, Bidjigal, Burramattagal, Wangal and Wategoro clans are the traditional owners of the Cumberland area and have cared for country here since time immemorial. There are many areas of historical, social and spiritual significance and Aboriginal sites in Cumberland, including Prospect Hill (Marrong), located in the suburb of Pemulwuy, which is associated with the Aboriginal resistance led by Pemulwuy and the meeting that marked the beginning of the long road to reconciliation. Aboriginal Peoples continue to live in the area today and feel a strong connection to their culture.

"Culture to me is a spiritual connection. That's why Prospect Hill is so important. It helps us to understand how we used to be. It's a reminder of where Pemulwuy used to be, of the first reconciliation, of how we used to utilise what was around us. [...] The land, the environment is culture. To look after the people is culture. To create communities is culture. To tap into the dreaming, which never stopped no matter how many buildings they put up, is culture."

Jacinta Tobin, Darug language and culture specialist

CUMBERLAND'S CULTURE IS DEFINED BY OUR UNIQUE PEOPLE AND PLACES

Across engagement, people defined culture in Cumberland in relation to the energy and creativity that our unique people and places bring to the area. They would like to see more cultural and creative initiatives in Cumberland that respond to what makes our local people and places special. This can be achieved through place-based initiatives, festivals, events and infrastructure that respond to the unique character of that place.

This could help build a sense of community identity and pride, and attract more visitors to the area. It can also contribute to building a cultural identity and vision for Cumberland as a whole.

"Culture in Cumberland is about interesting people and diverse communities coming together to create. It's about celebrating our wonderful and diverse communities."

Richard Petkovic, Cultural Arts Collective



THERE IS STRENGTH IN CUMBERLAND'S CULTURAL DIVERSITY AND IN PEOPLE COMING TOGETHER TO SHARE THEIR STORIES, IDEAS AND CREATIVITY

Cumberland draws its strength from the incredible cultural diversity of our community. Engagement shows that people would like to see more opportunities for the people of Cumberland to come together to share and learn from each other's stories, cultures, food, ideas and creativity. These social connections will benefit social cohesion and help build a united sense of community and identity.

"A cross-cultural film festival in Cumberland could help bring different cultural groups together and would facilitate an exchange of cultural ideas and understanding, as well as put us on the map as a destination."

Community workshop participant



WE NEED TO UNDERSTAND WHAT WE HAVE, BUILD OUR COMMUNITY'S CAPACITY AND SUPPORT NETWORKS AND COLLABORATION

People feel that Cumberland has incredible untapped creative and cultural potential that needs to be further supported and encouraged. They want Council to work collaboratively with the community and support community capacity building and skills development. Moreover, they would like more support for collaboration and networking across sectors, between artists and creative organisations and between community cultural groups. They would like to see more information made available about existing creative practitioners, cultural groups, initiatives and opportunities available in the area.

"Investing in the Arab Theatre Studio is fantastic because it represents that Council recognises the cultural make up of the community – and provides infrastructure and resources to people from the Arab community to make their own work."

Michael Mohammed Ahmad, Director of Sweatshop

AFFORDABLE, QUALITY AND MULTIPURPOSE PLACES AND SPACES FOR COMMUNITY AND CREATIVES TO CONNECT, CREATE AND SHOWCASE TALENT

Engagement suggests that there is a significant need for more places and spaces in Cumberland for community and creatives to connect, create and showcase their talent. People indicated that the limited availability of local cultural infrastructure in the area negatively impacts cultural development in Cumberland. They highlighted a need for spaces for cultural production, performance, celebration and exhibition that are affordable and multipurpose. The most commonly identified gap was in rehearsal and performance spaces for live music.

"There is such a vacuum in terms of production and performance spaces in Western Sydney that any space that Council provides would be popular – it doesn't have to be expensive or state of the art, it could be very local, a room with only 30 seats for performance, but it could become an important hub."

Michael D'Agostino, local resident and director of Campbelltown Arts Centre



EQUITABLE ACCESS AND OPPORTUNITIES TO ENGAGE IN CULTURE AND CREATIVITY

People emphasised the importance of supporting the needs of and opportunities for people of all ages (including young people, young women and older people), mothers and families, people from culturally and linguistically diverse backgrounds and newly arrived people to engage in culture and creativity.

“It would be good if we could have translators at the classes so more people from different cultures can attend.”

Community workshop participant



FREE, SAFE, ACTIVATED AND INCLUSIVE STREETS AND CIVIC SPACES WITH OPPORTUNITIES FOR SOCIAL CONNECTION AND CREATIVE EXPRESSION

People were enthusiastic about creative and cultural initiatives for the activation of public places, open spaces and streets that provide opportunities for incidental and informal social connections, day and night. They indicated that cultural trends such as open streets, creative public seating, street festivals, night markets and public art can help revitalise town centres, make areas safer and more welcoming and bring people together to foster a more inclusive and cohesive community.

“An outdoor street festival with food, music and craft from different cultures in Wentworthville could help activate the area and make it safe and family-friendly at night. It would help people connect and get them out walking, with positive health and wellbeing outcomes.”

Community workshop participant



FOOD, MUSIC AND DANCE BRING PEOPLE IN CUMBERLAND TOGETHER

When discussing what makes the culture of Cumberland's town centres unique, many people discussed the role of diverse food offerings in facilitating cross-cultural exchange. People discussed the potential of cultural and creative expressions including food, music and dance to overcome potential language and cultural barriers and bring people together to share and learn from each other.

“More activities for community participation, for community members to connect to each other and to learn about each other's creativity and culture.”

“More affordable or free activities like dance classes.”

“Activities that bond people together and overcome communication barriers - dance, music, anyone can join and dance and sing.”

- Community workshop participants



ARTIST ENGAGEMENT

Over 70 local artists and creators responded to a survey which identified priority needs to support the provision of arts and cultural services, programs and infrastructure.

Top priorities for Artist Support

1. Access to spaces and facilities to produce, present or develop their artform

2. Connection with an artistic community for networking, learning and development opportunities

3. Artistic skills development activities (classes, workshops, training)

4. Financial supports including strategies and opportunities to generate income, grant writing and funding applications

Top priorities for Artist Working Space

1. Larger space

2. Co-location with other practicing artists

3. Space more suitable to individual's specific artistic practice



Hidden Exhibition 2017 - \$10,000 Rookwood Cemetery Sculpture Award Winner plus Peacock Gallery and Auburn Arts Studio Residency and Mentorship Award Winner - Artist Luke Nguyen 'One Thousand Crane Wishes'.

Defining culture in Cumberland

What is culture?

The Plan adopts a broad definition of culture that aligns with the NSW Government's planning for a creative Sydney. This includes a definition of culture that considers:

- Our sense of place, our values, our diversity, our identity and our digital and place-based communities
- The different cultural and religious backgrounds found in most communities
- Things we consider valuable and want to pass on to future generations
- The material products of creative and cultural processes including organic, formal and informal processes and
- Our engagement with and participation in, creative and cultural process.

Culture encompasses diverse avenues of expression in the arts, architecture, arts, history, language, food, digital, music, education, leisure, religion, neighbourhoods, work and daily life. It is about our ability to 'tell our story' - an essential and defining human characteristic.

What does culture mean to the community?

Through community engagement, the Cumberland community and stakeholders defined culture as:

- People and community: Stakeholders defined culture in Cumberland in relation to the energy and creativity that people and community bring to the area. They see cultural activities and events as an opportunity to socialise and bring people together.
- Cultural diversity: Community members spoke to the strength that comes with the cultural diversity of the Cumberland community and the importance of learning about, celebrating and understanding our unique stories.
- Access and Equity: Community members emphasised the importance of equitable access to culture and creativity, including across cultural backgrounds, age and ability.
- Social capital: Most defined culture broadly in relation to the social capital that arises from community connections facilitated through culture and creativity.
- History and heritage: The community talked about the history and heritage of the area as central to cultural identity including Cumberland's Aboriginal heritage.
- Creative expression and identity: Culture was identified as core to the identity of Cumberland and of local neighbourhoods.



Figure 1 - Cumberland's Cultural Spectrum

The Plan in Context

Policies and research from across the globe and across levels of government in Australia recognise the importance of culture in creating sustainable, engaged and welcoming communities and enhancing quality of life.

INTERNATIONAL CONTEXT

UNESCO

The adoption of the *2005 Convention for the Protection and Promotion of the Diversity of Cultural Expressions* was a milestone in international cultural policy. Through this historic agreement, the global community formally recognised the dual nature, both cultural and economic, of contemporary cultural expressions produced by artists and cultural professionals.

United Nations

The *United Nations 2030 Agenda for Sustainable Development* was adopted in 2015 and acknowledges, for the first time, the key role of culture, creativity and cultural diversity to solving sustainable development challenges, to advance economic growth and foster social inclusion.

NATIONAL CONTEXT

Australia Council for the Arts

The Australia Council for the Arts is the Australian Government's arts funding and advisory body. The *Australia Council for the Arts Strategic Plan 2014 – 2019* outlines a vision for a culturally ambitious nation that is underpinned by diversity and deeply shaped by more than 70,000 years of continued, unbroken Indigenous storytelling. The Plan has four goals:

- Goal 1: Australian arts are without borders
- Goal 2: Australia is known for its great art and artists
- Goal 3: The arts enrich daily life for all
- Goal 4: Australians cherish Aboriginal and Torres Strait Islander art and cultures.

STATE CONTEXT

Create NSW: NSW Arts and Cultural Policy Framework 2015, Create NSW

Create NSW is the NSW Government's arts policy and funding body. The *Arts and Cultural Policy Framework 2015* is a ten-year policy framework for the arts, cultural and screen sectors and includes a strong strategic and investment focus on Western Sydney.

The Arts & Cultural Development Program provides a range of funding opportunities for NSW-based arts and cultural organisations and workers and includes a focus on opportunities for culturally diverse expression and participation.

Create NSW: Cultural Infrastructure Plan 2025+

The *Cultural Infrastructure Plan 2025+* is the NSW Government's guide for the planning and delivery of cultural infrastructure that will support a thriving and dynamic cultural sector. The Plan highlights the value of cultural infrastructure, including:

- Creates jobs, generates exports and drives innovation in the wider economy.
- Attracts visitors to Sydney and New South Wales.
- Helps define Sydney as a distinctive and appealing global city where people want to live, work and invest.
- Supports urban renewal and regional economic development.
- Activates communities and neighbourhoods, improving health outcomes and facilitating learning and development.

Aboriginal Arts and Cultural Strategy, 2015 – 2018, Create NSW

The vision of the *Aboriginal Arts and Cultural Strategy* is "to foster a vibrant Aboriginal arts and cultural sector that affords Aboriginal people greater opportunities to participate in, share and strengthen their culture through arts practice; and develop careers and businesses in the arts and cultural sector."

WESTERN SYDNEY CONTEXT

Building Western Sydney's Cultural Arts Economy

In 2015 Deloitte released a *Building Western Sydney's Cultural Arts Economy Report* which profiles Western Sydney as a "microcosm of Australian culture, with the art created in the region reflecting the nation's diversity and aspirations, individuality and uniqueness." And (Western Sydney) "continues to break new ground, sets new standards and rivals in excellence, art created elsewhere in Australia and overseas."

However it also details the inequity of state and federal cultural resource expenditure in Western Sydney:

"On a per capita basis the Western Sydney Cultural Arts sector has been grossly under funded and supported ever since the region developed its first modern cultural institutions in the late 1980s and early 1990s. Today Western Sydney represents 1 in 10 Australians yet attracts only 1% of Commonwealth arts program funding and 5.5% of the state's cultural arts, heritage and events funding."

Recalibrating Culture: Production, Consumption, Policy, Western Sydney University

The purpose of the Western Sydney University research project *Recalibrating Culture: Production, Consumption, Policy* was to understand the work practices of artists and cultural practitioners who live and/or practice in Greater Western Sydney.

The study highlights the need for accessible and flexible working spaces for cultural practices in Western Sydney and for support for arts and cultural activities including through the development of artist-in-residency programs and small grants programs. The study recommends celebrating the success stories and raising the profile of arts and culture in Western Sydney through advocacy, partnerships and targeted campaigns.

Cultural Infrastructure Plan 2025+, Create NSW

The *Cultural Infrastructure Plan 2025+* is the State's first guide for the planning and delivery of cultural infrastructure. The Plan highlights the importance of supporting creativity through the provision of infrastructure for culture to be created, shared and enjoyed. It identifies significant cultural infrastructure gaps in Western Sydney, including but not limited to a need for more flexible multi-purpose spaces and affordable rehearsal and studio facilities. The Plan outlines a wide range of opportunities to enhance and expand the delivery of cultural infrastructure in Western Sydney, with a strong focus on Greater Parramatta.

GREATER SYDNEY CONTEXT

Resilient Sydney

Cumberland Council contributed to the development of the *Metropolitan Sydney Strategy for City Resilience*, which sets directions to strengthen our ability to survive, adapt and thrive in the face of increasing global uncertainty and local shocks and stresses through increased collaboration and leadership. The Strategy recognises that First Nations peoples' continue to show great resilience and generosity of spirit towards other peoples with whom they now share their land and waters and highlights that a resilient future will be underpinned by acknowledging our shared past.

Greater Sydney Commission

The *Greater Sydney Region Plan: A Metropolis of 3 Cities* is built on a vision where the people of Greater Sydney live within 30 minutes of their jobs, education and health facilities, services and great places. The Plan includes a focus on universal design, resilient and socially connected communities with walkable streets and great places that bring people together.

Central City District Plan

Cumberland Council sits within the Central City District, as defined by the Greater Sydney Commission. The *Central City District Plan* includes planning priorities around (C4) "fostering healthy creative, culturally rich and socially connected communities" including by supporting creative expression and enterprise through spaces for creatives to live, work, sell and learn locally and through fostering the night time economy; and (C6) "Creating and renewing great places and local centres and respecting the District's heritage" with a focus on the role of local people, heritage, culture and environment in creating places with distinctive identities.

LOCAL CUMBERLAND CONTEXT

Cumberland Community Strategic Plan (CSP)

Cumberland's CSP is a ten-year plan that sets out the community's vision for the future and strategies to achieve it. Detailed directions and actions are outlined in the four-year Delivery Program and Operational Plan. This Cultural Plan sits under the CSP and will help to deliver on the CSP vision of 'Welcome, Belong, Succeed.'

Cumberland Council Strategies and Policies

The Cultural Plan should be considered in conjunction with relevant Council strategies, including the *Events Strategy*, *Youth Strategy*, *Community Safety and Crime Prevention Plan*, *Reconciliation Action Plan*, *Art and Cultural Collection Policy*, *Draft Employment and Innovation Lands Strategy* and *Library Strategy*.

Snapshot of Cultural Assets in Cumberland

WHAT ARE CULTURAL ASSETS?

Our cultural assets - whether they be material or immaterial, emotional or even spiritual - support and comprise the cultural and creative life of our communities. Our cultural assets may include the buildings and spaces that accommodate culture, things like concert halls, museums, parks and public spaces. People are also cultural assets central to the vibrancy of communities, including the groups, organisations and creatives that create and share their products and experiences. Stories may also be cultural assets that convey and reflect local values, identities, memories and histories and help connect people to their community and places.

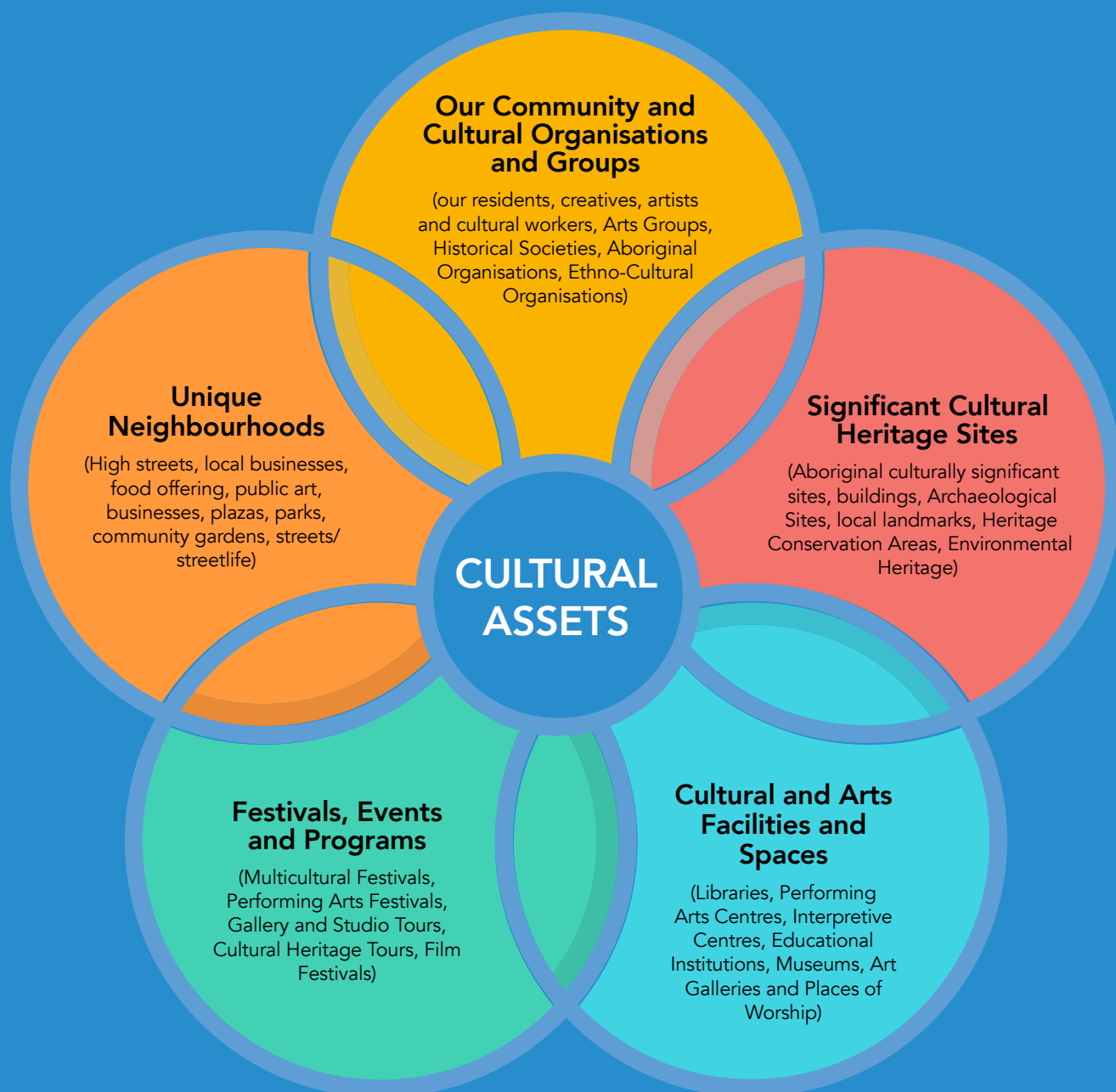


Figure 2 - Cultural resource definitions

Our Community

Cumberland is one of the most culturally and linguistically diverse LGAs in Australia, with 52.2% of residents born overseas from more than 150 different countries and 66% of residents speaking a language other than English (compared to 35.8% in Greater Sydney).

1,362



People identified as being of Aboriginal and Torres Strait Islander background in the 2016 census.

Just over **HALF** of the people living in Cumberland were born overseas.

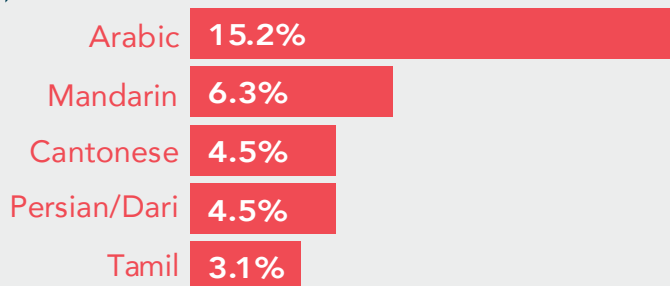
150 DIFFERENT COUNTRIES

From countries where English was not their first language **49.7%**

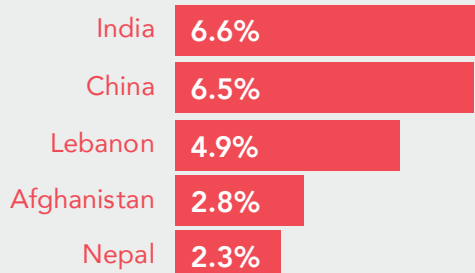
That arrived in Australia within the last 5 years **25.5%**



Cumberland has the second-highest percentage of people speaking a language other than English in Australia



The top 5 overseas countries of birth for the Cumberland community are:



Cumberland has the **HIGHEST PROPORTION OF REFUGEES** per capita



and the highest number of people seeking asylum of any local government area in NSW. Over the past 25 years, 20,000 refugees have settled in the Cumberland area.



5,808 CULTURE AND LEISURE WORKERS

In 2016, 5,808 Cumberland residents (6.7%) worked in Cultural and Leisure occupations¹. Auburn (1,129) and Lidcombe (955), Greystanes-Pemulwuy (669) and Merrylands-Holroyd (637) were home to the largest number of workers from these occupations.

The most common occupations were; Chef, waiter, cook, cafe or restaurant manager, bar attendant, batista/cafe worker, Minister of religion, graphic designer, interpreter, fitness instructor and architect.

¹ Count of usual residents and workers in Cumberland (A) by SA2, by selected occupations. Prepared by .id (the population experts) using data supplied by the Australian Bureau of Statistics consultancy service

There are more than **600** COMMUNITY AND CULTURAL GROUPS within the Cumberland LGA, however very few of these are arts specific or funded and rely on volunteers to run.



FUTURE POPULATION

Cumberland's population is forecast to grow.

216,009 in 2016
304,811 in 2036

Significant Aboriginal Cultural Heritage Sites

The Darug people, including the Cennemegal or Wemaly, Bidjigal, Burramattagal, Wangal and Wategoro clans are the traditional owners of the Cumberland area and have cared for country here for tens of thousands of years. There are many areas of historical, social and spiritual significance and Aboriginal sites in Cumberland, including Prospect Hill (Marrong), located in the suburb of Pemulwuy, which is associated with the First Nation resistance led by Pemulwuy. Aboriginal people continue to live in the area today and feel a strong connection to their culture.

Prospect Hill

Prospect Hill, located in the suburb of Pemulwuy, has historic social and spiritual significance for Aboriginal Peoples and is on the *NSW State Heritage Register*. It was a place visited in pre European times and was the site of the earliest Aboriginal Peoples' experience of contact with European settlers and farming.

Importantly it is the area associated with the Aboriginal resistance led by Pemulwuy and the 1805 meeting which marked the beginning of the long and continuing road to reconciliation.

Prospect Creek

Prospect Creek was a traditional travel route connecting the Darug and D'harawal people. Today this creek forms the border between Cumberland Council and Fairfield City Council.

Pemulwuy

Pemulwuy, a suburb created in 2004, is located on the historic Prospect Hill and is named in honour of the Bidjigal clan leader who fought against the European colonists for his people's right to live on their land. The suburb name was nominated by the Aboriginal and Torres Strait Islander Consultative Committee of the former Holroyd Council.



Figure 3 - Sites of Aboriginal significance and cultural heritage

Cumberland's cultural and arts facilities and spaces*



*Cultural asset snapshot as at 2019

3 MAKER SPACES
(2 existing, 1 in development)

2 GALLERIES
(1 existing, 1 in development)

3 COMMUNITY GARDENS

60+ PUBLIC ARTWORKS

8 LIBRARIES

1 ARTIST STUDIO

4 MULTI-PURPOSE, STAFFED COMMUNITY CENTRES
(3 existing, 1 in development)

2 ARTS SPACES

0 THEATRES OR MUSEUMS

8 OUTDOOR VENUES SUPPORTING COMMUNITY EVENTS

14 UNSTAFFED COMMUNITY HALLS /FUNCTION VENUES

Cultural and Arts Facilities and Spaces

COMMUNITY CENTRES

One-stop-shop multipurpose community centres

Multipurpose community centres are used for a range of activities that extend beyond 'arts and culture'. They are important hubs for the community to come together for sharing, learning, exchange and celebration.

Cumberland currently has a dynamic network of Council owned multipurpose, staffed community centres, with one currently in development and one planned for the future.

Community spaces, halls and facilities

Community spaces are places for the community to come together, hold events, access resources, services and programs and create (among other uses). Community facilities can be designed in various forms. The types of community centres that currently exist within Cumberland include unstaffed community centres, community halls for hire, town halls, meeting rooms, youth centres and senior service centres.

Political participation is also evident throughout Cumberland as people use community spaces, both informal and formal, for a broad range of political activities. This may include, for example, civic participation and local activism activities or discussion on global issues.

LIBRARIES

Libraries are increasingly becoming known as the Third Place and as community hubs, where connections are built and where people can learn, find information, use technology and access a broad range of lifelong learning programs.

The vision in Cumberland's *Library Strategy 2018 - 2021* is to "offer vibrant and inviting destinations by connecting and enhancing our community through access to information, literacy, education, lifelong learning and creativity." Cumberland currently has 8 libraries.

Most of Council's education and learning programs for both adults and children are facilitated by Council's Library Services. Children's activities include weekly sessions for babies and toddlers, as well as homework help for school aged children and school holiday activities. Programs for adults include a variety of different classes and assistance programs including English Conversation Classes, Family History Research Assistance, computer classes and help sessions, job seeking assistance, form filling services and Justice of the Peace sessions.



TOP TWO IMAGES: Berala Community Centre is one of Cumberland's recently completed one stop shop multipurpose community centres that is used for a range of community and cultural activities, for example, the Knick Knack Knitters where people can enjoy some social knitting over a cup of tea.

BOTTOM TWO IMAGES: Granville Town Hall (middle) and Auburn Poets and Writers Group (bottom).

GALLERIES

Art galleries provide exhibition spaces and may offer educational programs, as well as meeting and workshop space for artists. Galleries are often co-located with Libraries, Civic facilities and Museums.

The existing Peacock Gallery in Auburn and the arts space within the new Granville Centre (in development) are Cumberland's primary, Council owned purpose-built arts spaces. Holroyd Art and Craft Society leases space in Merrylands from Council, however this was not purpose built for art activities.

ARTIST STUDIOS

Artist studios are creative spaces that are supported by Council for artists to produce visual arts, music and writing. New artist studios are currently being planned for the Peacock Gallery precinct in Auburn Botanic Gardens. The forthcoming *Cumberland Community Facilities Strategy* identifies further opportunities for adaptive reuse of some of Council's underutilised properties for creative and cultural purposes.

MAKER SPACES

Maker spaces are creative, DIY spaces where people can gather to create, invent and learn. They provide the community with access to equipment that may otherwise be inaccessible or unaffordable such as 3D printers, software, electronics, craft and hardware supplies and tools, sewing machines, creative print machines and more.

Men's Sheds

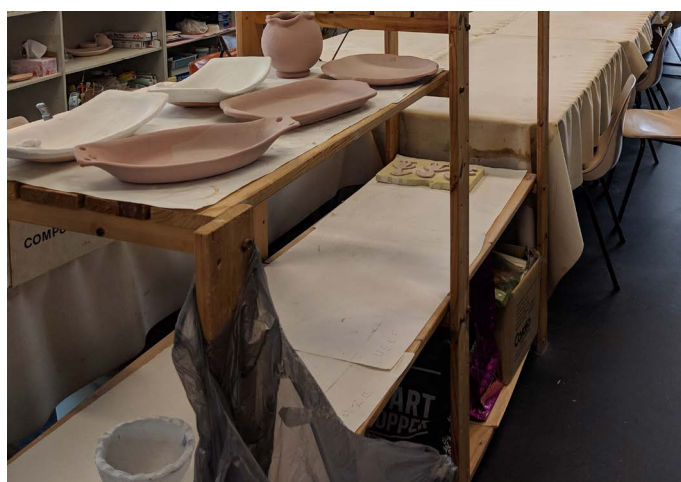
Cumberland has two Men's Sheds with another currently being established. The Auburn City Men's Shed is a best practice example of adaptive reuse of buildings into Maker Spaces.

As our population across Australia continues to age over the next 20 years, it will be essential that older people can participate in cultural activity in spaces that are near their home and that meet their access needs and have opportunities to pass down knowledge to younger generations.

Two Men's Sheds (Cumberland and Auburn) are located in Council owned facilities leased to the Men's Shed operators. The third (Granville) is located in a privately owned facility.

Art Spaces

There are currently two art spaces within Cumberland. The Merrylands Community Centre includes a ceramic studio, and the Lapidary Club in Wentworthville provides a dedicated space with equipment for jewellery making, stone and craftwork.



TOP IMAGE: Peacock Gallery and Auburn Arts Studio.

MIDDLE IMAGE: Auburn City Men's Shed - example of adaptive reuse of an old scout hall into well equipped maker space.

BOTTOM IMAGE: Merrylands Community Centre Ceramic Studio

HERITAGE SITES

Cumberland has over 350 heritage items of varying significance. Granville alone has almost a third of all Cumberland's heritage items (103 items, 29% of heritage items in Cumberland). Guildford has the second highest quantity of heritage items (29%) followed by Wentworthville (11%) and Merrylands (9%).

Two key built heritage places were identified by the community and stakeholders as sites that could be utilised for more cultural activities in the future.

State heritage

The State listed heritage items in Cumberland include;

- Prospect Hill and Prospect Reservoir and surrounding areas
- The former Lidcombe Hospital Site (Heritage Conservation Area)
- Linnwood House
- Boothtown Aqueduct
- Rookwood Cemetery (part of)
- Crest Theatre and Granville Town Hall in Granville
- Electricity Substation No 167 in Auburn.

PUBLIC ART

There are over 60 public artworks¹ across Cumberland. Council's collection includes large scale sculpture, murals, mosaics, glassworks and an art bike rack series.

Public art is widely recognised to have the benefits of making, reflecting and revealing local cultural character and contributing to the creation of place identity.

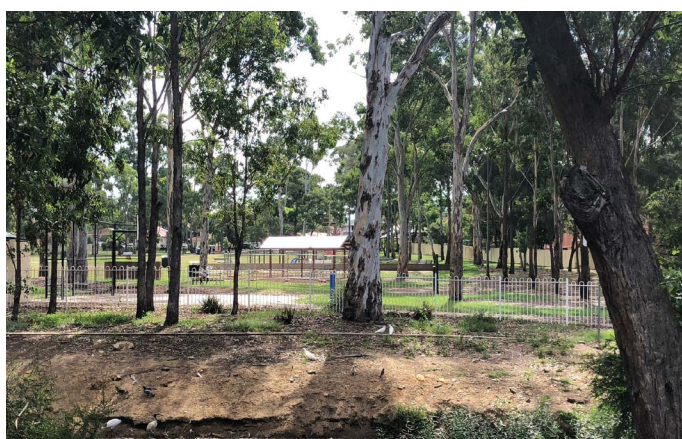
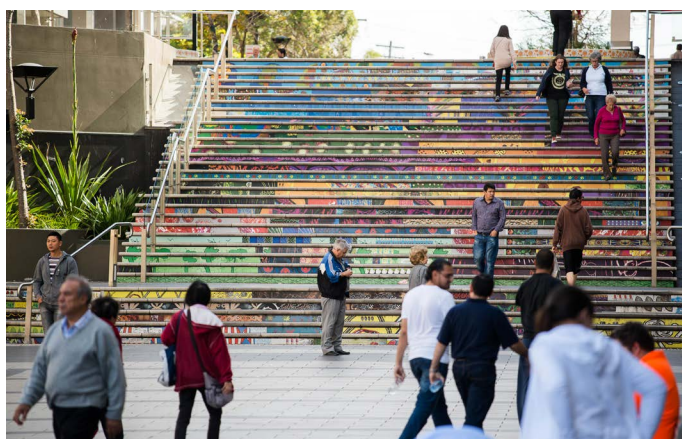
Cumberland Council supports a diverse range of public art forms from integrated permanent artwork to temporary and installation art projects. Council creates and encourages public art of a high standard of artistic quality and originality, with a priority for works that inspire strong community engagement, are significant to and reflective of Cumberland and created by artists with a connection to area.

OUTDOOR VENUES

In Cumberland there are eight main parks that support community and cultural events; Wyatt Park, Holroyd Gardens, Auburn Park, Granville Park, Auburn Botanic Gardens, Progress Park, Civic Park and Central Gardens.

COMMUNITY GARDENS

There are three community gardens located within Cumberland. The community identified these gardens as places where they can come together and share their cultures through food and common activities.



TOP IMAGE: Boothtown Aqueduct

MIDDLE IMAGE: Patterns Cultural and Natural by Olev Muska and Angela Pasqua, Auburn Central, Auburn

MIDDLE BOTTOM: Civic Park, Pendle Hill

BOTTOM IMAGE: Friendship Garden, Auburn

¹ The public art analysis was based on the best information made available by Council at the time of publishing this report. The total number of public artworks does not include heritage items, war memorials or signal boxes.

Festivals, Events and Programs

EVENTS

Cumberland Council delivers a diverse program of events each year ranging from major community events to local cultural based events such as:

- Australia Day celebrations
- Diwali Festival
- Lunar New Year
- Sydney Cherry Blossom Festival
- Ramadan Street Food Festival
- Refugee Camp in My Neighbourhood.

All of these celebrations are held in Cumberland's open space and public domain - reinforcing the importance of our streets and places as outdoor venues for festivals, events and celebrations.

COUNCIL RUN CULTURAL PROGRAMS

Council delivers and facilitates a range of programs that support community connections, learning and creative and cultural expression.

These include activities and workshops for the community to engage in Creative Arts, Health & Fitness, Education & Learning and Food & Culture. These programs take place at community facilities across Cumberland and cater to a wide range of groups, including seniors, children and young people and people speaking a language other than English. These include:

- **Creative Arts Programs** include Peacock Gallery's weekly Creative Connections art activities for all ages and abilities, Makers Circle and regular public programs connected to the exhibition program at the Gallery. Other programs include community choirs and a range of social clubs such as book clubs, knitting clubs, a creative writing club, a movie club and a board games club.
- **Health, Fitness and Recreation Programs** aiming to increase the health and wellbeing of the Cumberland community are provided, including pilates, Zumba, bootcamp and table tennis, as well as a Bollywood fitness class for women only.
- **Children and Young People Programs** include various play and story time groups including multicultural playgroups, school holiday programs, after school programs, sport comps, and homework support. Council's Youth Team also offer a range of programs for young people including music, dance, girls only programs and youth-led Youth Week events.
- **Over 55s Programs** include gentle fitness classes, painting classes, a Yarn Up program for Aboriginal and Torres Strait Islander people, and computer support.



TOP IMAGE: Ramadan Street Food Festival, 2019

MIDDLE IMAGE: Sydney Cherry Blossom Festival, Auburn Botanic Gardens

MIDDLE BOTTOM: Diwali celebrations

BOTTOM IMAGE: Lunar New Year celebrations

TOONGABBIE



Creative meet ups including African men's group, ballroom dancing and Wisefolk poetry and music club.

PENDLE HILL



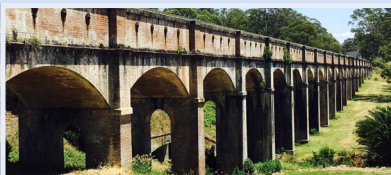
Civic Park is an important community gathering place and cultural event location for events such as Thai Pongal and Festival of Colours Holi cultural celebration.

PEMULWUY/PROSPECT



Area of significant Aboriginal cultural heritage of Prospect Hill and Prospect Creek. The suburb is named for Bidjigal clan leader Pemulwuy.

GREYSTANES



Boothtown Aqueduct is a State Heritage listed, hidden gem that follows the lower Prospect Canal in the south of Greystanes.

GUILDFORD



Historic Linnwood House set on 5 hectares of land is a key heritage asset in Guildford.

MERRYLANDS

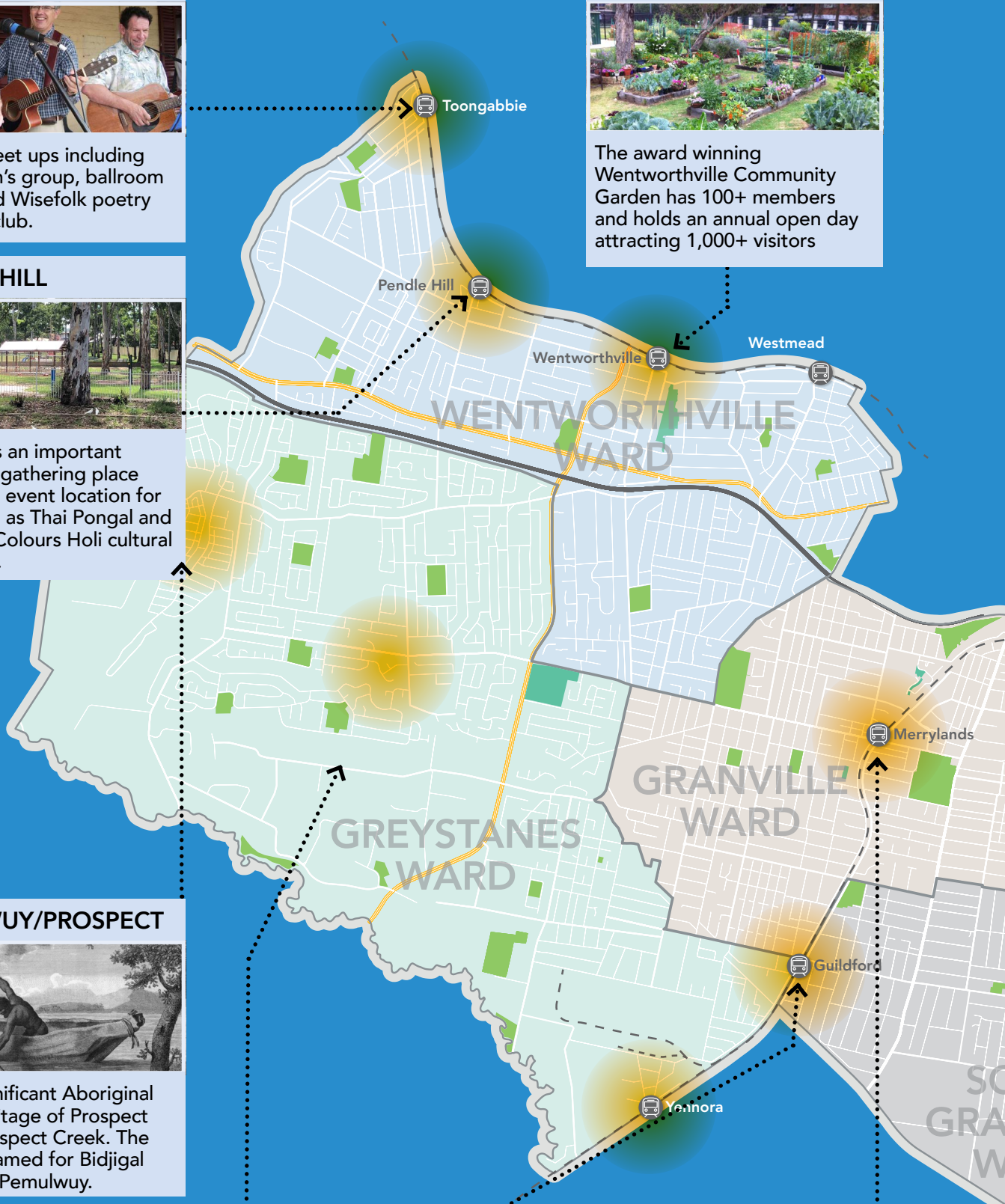


Set in picturesque Holroyd Gardens, the heritage site Goodlet and Smith Brickpit (1884) is one of the oldest cement, brick and tile works in the district.

WENTWORTHVILLE



The award winning Wentworthville Community Garden has 100+ members and holds an annual open day attracting 1,000+ visitors



Our Unique Neighbourhoods

Arts and culture can maintain, reflect and strengthen neighbourhood character. As our LGA continues to grow and change, embedding arts, culture and opportunities for creativity in all aspects of how our area is planned, designed, built, programmed and lived becomes essential to achieving enhanced liveability across Cumberland.

Cumberland has a number of neighbourhoods where people come together to shop, work, study, socialise and relax. These neighbourhoods play a vital role in facilitating the incidental social connections that support creative and cultural life and foster community cohesion and resilience.

From the Korean hot pot in Lidcombe, to the Indian thali's in Wentworthville, cultural diversity in Cumberland is overtly visible in the types of food and local businesses that each neighbourhood has. Centres such as Granville and Auburn have a number of cultural, religious and heritage buildings that add a cultural richness to the built fabric of our LGA. Auburn Botanic Gardens, Holroyd Gardens and many of our parks, Duck River and Prospect Creek not only perform important environmental functions, but also provide informal places for us to gather, relax and play.

We asked the community: 'What makes each of our neighbourhoods unique?'. This page selects just one of the countless things that makes them special to the people who live there¹.

GRANVILLE



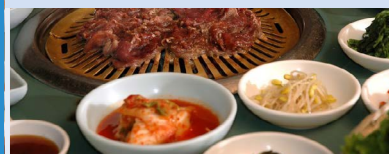
A vibrant night time precinct featuring Sydney-wide famous charcoal chicken and dessert food businesses.

AUBURN



Auburn Botanic Gardens, home to Peacock Gallery and Auburn Arts Studio and annual Sydney Cherry Blossom Festival.

LIDCOMBE



Lidcombe has a concentrated Korean population, with the vibrant town centre acting as a Korean food destination.

BERALA



A village feel and tight-knit community, with many long term residents of 10+ years.

REGENTS PARK



A diverse range of places of worship including multiple Hindu temples, a Pentecostal Church and a Mosque.



¹ A detailed summary is provided in the State of Culture in Cumberland 2019 Background Report

Business, Food and Culture

**Cumberland has over 23,250 businesses operating across the area¹.
750 of these are food related businesses.**

FOOD RELATED BUSINESSES

Food is an important part of culture and identity in Cumberland. There are over 750 food businesses operating in Cumberland.

- Over 200 of those are restaurants.
- There are over 150 fresh food / grocer / supermarket businesses in Cumberland and 22 convenience stores.
- There are close to 90 cafes in Cumberland.
- There are close to 90 bakeries in Cumberland.
- Auburn and Merrylands each have approximately 20% of all food businesses in Cumberland.
- 100% of Korean food businesses are in Lidcombe.

FOOD RELATED PROGRAMS

Food and culture programs reflect the vital role that food plays in Cumberland and in facilitating cross-cultural connections. Recurring programs include cooking classes delivered by local chefs and home cooks. Walking food and cultural tours led by local tour guides provide a unique opportunity to learn about the rich local culture while sampling some of the most delicious food in Sydney.

Programs showcase the diverse cuisines of the local community with various classes and tours focussing on Afghan, Iranian, Pakistani, Ethiopian, Turkish, Middle Eastern, Sri Lankan, Korean, Mongolian cuisines and more.



Local businesses in Cumberland, including business featured in Flavours of Auburn food tours

¹ Based on Council's Registered Businesses database, 2018

Priority Areas and Action Plan

Five priority areas have been identified to guide Council's planning of programs, events and infrastructure to support a creative, culturally active and vibrant community.

CULTURAL PLAN PRIORITY AREAS:



PRIORITY 1:

Recognising Cumberland's First Peoples' living culture



PRIORITY 2:

Celebrating strength in diversity



PRIORITY 3:

Supporting cultural groups and individuals



PRIORITY 4:

Improving cultural facilities, spaces and streets



PRIORITY 5:

Enhancing place identity and activation

OUR APPROACH

Culture in Cumberland is delivered both formally and informally by an ecosystem of government, arts and creative industry sector, stakeholders, businesses, creatives and residents.

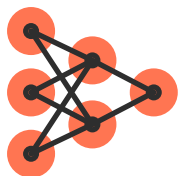
To be successful this Plan needs to be delivered in partnership with a range of stakeholders. The roles of each are outlined below.

COUNCIL'S ROLE INCLUDES:

- To engage with and respond to the changing needs of our growing community.
- To develop policy and provide services, programs, events and activations.
- To support and champion local creatives, community groups and organisations and our cultural achievements.
- To commission local artists for public art projects.
- To plan for, manage and maintain cultural facilities, creative spaces and open air cultural venues that meet our community's needs.
- To advocate and facilitate relationships and funding arrangements with state government and industry and advocating the shared vision for culture and creativity in Cumberland.

ROLE OF DELIVERY PARTNERS INCLUDE:

- Businesses and organisations: provide venues to participate in or view culture, host events and help to activate our local neighbourhoods.
- Artists and creatives: live/work, creation and collaboration.
- State Government: funding of significant projects, policy and investment.
- Local community: participation in and/or delivery of events and activities, shopping local, creation and activation.



PRIORITY 1:

RECOGNISING CUMBERLAND'S FIRST PEOPLES' LIVING CULTURE

Our culture starts with the Darug People. We will embrace opportunities to amplify recognition of significant places, events and people within our community.

AIMS

- Aboriginal places of social, cultural and spiritual significance are recognised and showcased.
- Local Aboriginal stories are shared and we learn from Aboriginal resilience.

Strategy	Action
1.1 Continue to protect, celebrate and raise awareness of significant Aboriginal heritage sites and special places in Cumberland LGA	<p>Implement the Prospect Hill Plan of Management to enhance Prospect Hill as a site of Aboriginal cultural significance and the first act of reconciliation.</p> <p>Develop and implement programs for public art, interpretive signage and performance throughout the Cumberland LGA.</p>
1.2 Work with partners to share, strengthen and maintain Aboriginal and Torres Strait Islander culture through a range of programs	<p>Implement cultural, creative and activation initiatives as identified in the Cumberland Reconciliation Action Plan that showcase Aboriginal and Torres Strait Islander culture.</p>
1.3 Promote the significance of the First Australians' history and contemporary cultures through the provision of a new Aboriginal Education/ Cultural facility in Cumberland	<p>Plan and develop the Aboriginal Cultural Centre at Prospect Hill as identified in the Prospect Hill Plan of Management.</p> <p>Seek funding and partnerships to promote and expand the delivery of Aboriginal cultural programs and support the establishment of the Aboriginal Cultural Centre.</p>

CASE STUDY: AN ABORIGINAL CULTURAL CENTRE AT PROSPECT HILL

Prospect Hill has historic social and spiritual significance for Aboriginal Peoples. It is the area associated with the Aboriginal resistance led by Bidjigal clan leader Pemulwuy, and is the site of Sydney's first Aboriginal – European reconciliation in 1805.

On the 3rd of May 1805, a group of Aboriginal women together with a young free settler, John Kennedy, facilitated a meeting on Prospect Hill between the Aboriginal leaders of the Darug clan and European settlers headed by Rev John Marsden. This was the first recorded act of reconciliation between Aboriginal people and Europeans in Australia and brought about an end to the ongoing conflict in Parramatta and Prospect. This historic event is now commemorated annually on 3rd May in a ceremony on Prospect Hill.

Council's Prospect Hill Plan of Management recognises the Aboriginal cultural significance of Prospect Hill with a commitment to deliver an Aboriginal Cultural Centre at Prospect Hill. The centre would act as an iconic place for cultural education, display of Aboriginal artwork and artefacts, events and public art and interpretation.





PRIORITY 2:

CELEBRATING STRENGTH IN DIVERSITY

Our diversity is one of our greatest strengths. We will recognise and enhance opportunities to build on this great asset and showcase Cumberland's unique cultural profile.

AIMS

- Cumberland has a strong identity reflective of its diversity.
- Cumberland is known for its multicultural festivals and events.
- Cultural participation is accessible for all ages, cultures, genders and abilities.

Strategy

Action

2.1 Build a strong cultural identity for Cumberland reflective of its diversity

Continue to deliver a diverse range of events and festivals that are reflective of the local communities of Cumberland.

Promote Cumberland's unique cultural experiences and assets to attract visitors to the area.

Promote Cumberland's rich food culture through supporting and delivering culturally diverse, food focussed programs and new initiatives across Cumberland.

Support community-led cultural events through Council's Community Grants Program.

2.2 Increase opportunities for all people to participate in cultural activities and exchange

Support community-led initiatives that provide opportunities for community connections and cross-cultural understanding.

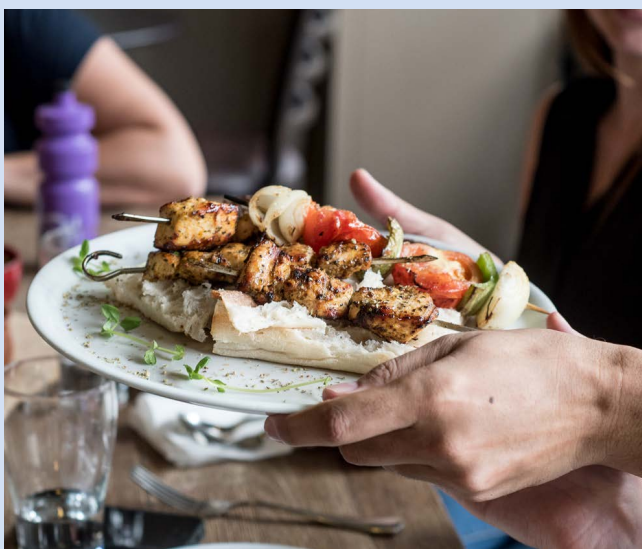
Support opportunities that create a welcoming place to connect new arrivals, encourage civic participation, and share local stories and learn.

CASE STUDY: FLAVOURS OF AUBURN CULTURAL FOOD TOURISM

Cumberland's unique food culture and cultural profile is showcased through the delicious and diverse Flavours of Auburn. Flavours of Auburn is a community enterprise which connects people, communities and cultures through a shared love for food.

A partnership between Cumberland Council, the Auburn Small Community Organisation Network (ASCON), House of Welcome and local Auburn businesses, Flavours of Auburn offers cooking classes and walking food tours.

In cooking classes, local cooks share recipes and ingredients from their culture as participants cook, talk and eat together. In walking food tours, local tour guides introduce participants to Auburn's diverse food culture and to local small business owners who share their food and their stories.





PRIORITY 3:

SUPPORTING CULTURAL GROUPS AND INDIVIDUALS

Our community will have access to culture and creativity that is inclusive and equitable. We will champion arts, innovation, industry and broader creativity through a thriving cultural sector.

AIMS

- Producers of culture and creativity are attracted and supported to live and work in the area.
- Cumberland is a cultural hub of ideas, imagination and creative leadership.
- Collaboration and information-sharing between cultural and creative organisations and groups is supported.
- There is accessible information available on cultural groups and organisations, events and activities.
- People of all ages, cultures, genders and abilities are provided opportunities to engage in culture and creativity.

Strategy

Action

3.1 Support producers of culture and creativity to live and work in Cumberland.

Provide access to free or affordable spaces for cultural, creative, arts and maker organisations and individuals.

Support cultural producers and artist-run initiatives through Council's Community Grants Program.

Investigate the feasibility of providing or encouraging housing in the form of artist live/work studios to attract and retain creative talent.

Streamline Council's event application and approval processes to encourage and increase community-delivered events and activities.

Support the local cultural sector through business support and training programs and promoting funding and partnership opportunities.

Support programs that connect new arrivals and other community members and provide opportunities for them to produce, exhibit and sell their work locally, including leveraging artisanal or professional skills.

Strategy	Action
3.2 Support collaboration through improved access to information about cultural groups, events and programs.	Support groups to scale up, promote and amplify their cultural initiatives and projects through education programs and increased opportunities to showcase work locally.
	Create and maintain publicly accessible information about available spaces throughout Cumberland for arts and cultural use.
3.3 Increase opportunities for networking, collaboration and sharing between groups and individuals.	Facilitate cultural sector networking activities and collaboration.
	Support projects and platforms that provide opportunities for creatives and the community to connect and share stories and skills.
	Leverage off the Cumberland community's diverse range of untapped skills and focus on skill-sharing to facilitate social connections.
	Actively promote and increase participation in local artist support and cultural networks.
	Explore opportunities to host cross-cultural film festivals in Cumberland.
	Investigate programs to connect people through creative and cultural programs as well as opportunities for cross-cultural and inter-generational sharing of cultural knowledge and experiences.
	Increase opportunities for people to participate in creative and cultural programs at Council libraries and community centres.



Dance Makers Collective (DMC) make and showcase dance in Cumberland, flexibly using affordable Council community centres to develop and present dance works and programs which foster new opportunities for Cumberland communities to participate in contemporary dance (pictured above: DMC at Granville Town Hall).



PRIORITY 4:

IMPROVING CULTURAL FACILITIES, SPACES AND STREETS

Our facilities, spaces and streets support our cultural life. We will have a network of spaces and places that promote cultural participation and creativity.

AIMS

- Cumberland has a network of affordable, fit-for-purpose, cultural and arts facilities that enable both programmed and community-led participation.
- Participation in arts and culture is increased through new and improved spaces.
- Our streets, public spaces and parks are platforms and incubators for creativity and cultural expression.

Strategy

Action

4.1 Deliver a network of cultural facilities for increased participation and creation of arts and cultural activity

Undertake joint planning and collaboration with neighbouring councils to advocate to the State Government to locate one major performance/cultural space to support major cultural infrastructure in the region.

Enhance and increase the number of cultural spaces across the Cumberland LGA through the integration of spaces in new community facility developments. Priority areas include Granville, Wentworthville and Merrylands.

Investigate opportunities to repurpose existing underutilised assets for cultural uses such as artist studios, writing spaces, maker spaces, exhibition and performance spaces or cultural organisational space.

Implement the expansion of the Peacock Gallery to increase artist studio space.

Improve facilities at Auburn and Granville Town Halls to support performance and live music.

Protect and create opportunities for creative industries, maker spaces, technology use and education to expand and grow in our town centres, community facilities and industrial areas.

Strategy	Action
4.2 Support the establishment of new cultural venues in Cumberland	Work with NSW government to identify opportunities for new cultural venues to be located in the Cumberland LGA.
	Partner with local business and other community partners to increase live music venues in Cumberland.
4.3 Improve the public domain, parks, heritage sites and streets to act as cultural spaces	Plan and implement town centre public domain improvements to create welcoming and event-ready spaces to meet, gather and create e.g. eat streets, open spaces, seating, lighting, shade and power.
	Support and encourage the use of parks and public spaces as both every day and special events cultural and creative spaces.
	Implement the Auburn Botanic Gardens Masterplan to increase local and major event opportunities and public art within the Gardens.
	Undertake improvements identified in the Wyatt Park Masterplan to increase opportunities for hosting cultural events in the Park.

CASE STUDY: THE GRANVILLE CENTRE

The Granville Centre is Council's new multi-purpose community centre, library, arts and cultural facility in Granville, due for completion in 2020.

The new \$22 million purpose-built community facility will be located in the heart of Granville.

The Granville Centre will become Cumberland's key arts, creative and cultural facility for incubation, presentation and development of arts, cultural expression and creativity. The Granville Centre will offer an exhibition program in purpose-built gallery space as well as public programs and workshops, artist development programs, and maker spaces.





PRIORITY 5:

ENHANCING PLACE IDENTITY AND ACTIVATION

Our neighbourhoods and town centres are distinctive, interesting and lively. We will retain the strong sense of place, local stories and unique character to activate our neighbourhoods.

AIMS

- Create opportunities for public art projects and innovative town centre projects and designs to amplify the unique identities of Cumberland's communities.
- Creative industries and cultural organisations are attracted to the Cumberland area.
- Increase opportunities for residents, businesses and visitors to participate in cultural and creative life in Cumberland's neighbourhoods.
- Support local businesses, both established and aspiring, to contribute effectively to local cultural and creative destinations, to create opportunities for upskilling of local people and to facilitate a cross-cultural exchange through food, retail offerings, festivals and events.

Strategy

Action

5.1 Retain and amplify the strong sense of place, distinct identities, local stories, cultural assets and creative energy as our neighbourhoods and town centres continue to grow and develop

Develop and implement Public Domain Plans for town centres and precincts to strengthen place identity and cultural expression including public art.

Establish Granville as a cultural precinct, including exploring the feasibility of repurposing the Granville Library site as a heritage centre.

Support and develop projects that document and share significant heritage sites and stories in Cumberland.

Continue to deliver the Cumberland Heritage Awards and Cumberland Local Heritage Rebate Program to promote, maintain and protect local heritage assets and local history.

Seek funding and partnerships to explore cultural activities to promote and activate local cultural and heritage sites in Cumberland.

Explore the establishment of a hoarding public art program.

5.2 Increase activation of town centres and neighbourhoods

Explore opportunities to enhance the Night Time Economy of key town centres to support an active street life after 6pm.

Strategy**Action**

5.3 Facilitate access to suitable spaces in order to attract creative industries and cultural organisations to the Cumberland area

Investigate opportunities to establish creative and cultural clusters in Granville and Lidcombe, centred around educational and community facilities and leveraging the opportunities of industrial areas for different types of creative production.

Implement a training program to support local businesses or local community members who are interested in starting a food business or market stall.

CASE STUDY: STORY SEED POD

The Story Seed Pod in Friend Park, Wentworthville was designed by public artist Graham Chalcraft in a collaborative approach with community members including creative workshops.

In response to community input and common themes from these workshops the Story Seed Pod was created, a distinctive public artwork creating a meeting place to connect. The Story Seed Pod features image panels showcasing the stories and histories of the people and places of Wentworthville.



Monitoring and Evaluation

HOW WILL WE MEASURE OUR SUCCESS?

Implementation of the Cultural Plan is incorporated into Council's Delivery Program and Operational Plan with timeframes identified.

An annual report of the implementation actions and progress of the Plan will be provided to Council each year. The Cultural Plan will be reviewed at quarterly intervals and if necessary adjusted to reflect operational and funding considerations. A review and evaluation of the Cultural Plan will be undertaken at the completion of the ten year term (2019-2029). The results will be reported to Council and the community.



PERFORMANCE INDICATORS

Indicators are important in demonstrating progress in the implementation of the Plan.

Priority	Outcome	Data Source
Priority 1: Recognising Cumberland's First Peoples' living culture	<ul style="list-style-type: none"> Increased recognition and awareness of Aboriginal and Torres Strait Islander culture 	<ul style="list-style-type: none"> Aboriginal and Torres Strait Islander community feedback Program and initiative participant and visitor feedback and data
Priority 2: Celebrating strength in diversity	<ul style="list-style-type: none"> Increased profile of Cumberland's diversity Increased participation in cultural activities 	<ul style="list-style-type: none"> Event participant feedback and data Community Grants Program data Program participant feedback and data
Priority 3: Supporting cultural groups and individuals	<ul style="list-style-type: none"> More supported and connected cultural sector Expanded cultural sector 	<ul style="list-style-type: none"> Cumberland cultural sector survey and feedback Australian Bureau of Statistics economic data Community Grants Program data
Priority 4: Improving cultural facilities, spaces and streets	<ul style="list-style-type: none"> Increased quality and quantity of facility and public domain spaces for cultural uses Increased use of spaces for cultural uses/activities 	<ul style="list-style-type: none"> Cultural facility floor space data Facilities booking data Open space bookings data
Priority 5: Enhancing place identity and activation	<ul style="list-style-type: none"> Increased profile and enhanced identity of Cumberland's unique places Increased activity in town centres 	<ul style="list-style-type: none"> Community Satisfaction Survey (satisfaction with appearance of local areas and heritage sites) Heritage programs participant feedback and data Local business feedback Open space bookings data



CUMBERLAND
COUNCIL

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