

CITY OF HOBART
CREATIVE HOBART

OUTCOMES & OBJECTIVES



City of **HOBART**

The City's cultural strategy, Creative Hobart, outlines three Outcome Areas with nine Objectives. Applications in this program will be assessed according to their capacity to contribute to these objectives, being:

OUTCOME AREA 1 – A PLATFORM FOR CREATIVITY

The city directly engages artists and cultural workers in the continual invigoration of the city's built and natural public spaces, providing greater opportunities for the community to become actively and spontaneously involved in arts and culture.

Objective 1.1

Creating a sense of place: By enhancing the look and feel of city spaces through the promotion of civic pride, community involvement, acknowledgement of Hobart's rich Aboriginal and European heritage, as well as the broad diversity and creativity of its people.

Objective 1.2

Activating public space: By using Hobart as an open stage for cultural activities - events in the streets, along the waterfront, in the parks or in bushland – to increase the use of public space within the city.

Objective 1.3

Opening Council facilities: The Council has a rich and diverse range of historical and modern facilities and alternative spaces indoor, outdoor and underground and encourages the use of these by the community for cultural activities

OUTCOME AREA 2 – THE CITY AS AN INCUBATOR OF CREATIVITY

The Council encourages and supports creativity, innovation, excellence and diversity in the city. As facilitator, it works with the creative sector and the community to foster a vibrant environment in which creativity can flourish and grow.

Objective 2.1

Nurturing creativity: The Council provides a supportive environment in which creativity and innovation are consciously developed and nurtured. It supports those working in the arts and the creative industries to allow them to strengthen and grow.

Objective 2.2

Investing in innovation: The Council recognises that innovation in creativity needs support to develop and so offers strategic investment of resources to encourage the exploration of ideas and innovative practices.

Objective 2.3

Celebrating quality and diversity: Hobart and Tasmania have strong artisan traditions, particularly in craft and design. The Council nurtures opportunities that showcase the diversity, creativity and excellence of city's artisan products and other arts activities.

OUTCOME AREA 3 – THE CITY AS A CONNECTOR OF CREATIVITY

Connecting creative people, spreading information and knowledge, developing mutual respect and exchanging opinions enrich the community and so the Council promotes programs and activities that provide a welcoming and supportive environment in which ideas and plans for the future are shared.

Objective 3.1

Connecting creative people: By strengthening existing networks and making new connections within the cultural sector, within the region and beyond for major organisations and individuals to inspire new initiatives that bring creative people together.

Objective 3.2

Gathering and spreading knowledge: By widening the availability and accuracy of information about Hobart's cultural and arts potential, including a sharing of knowledge across the sector and with the community.

Objective 3.3

Brokering connections: By identifying opportunities to connect individuals, small community groups and even large organisations with people inside and outside of the Council to simplify and smooth the way to encourage creative activities.