

# CREATIVE CAMPBELLTOWN CULTURAL STRATEGY 2024-2030







# ACKNOWLEDGEMENT OF COUNTRY

We pay our respects to the Dharawal people who are the traditional custodians of the land, whose deepening connection to culture and customs have cared for this country for over 60,000 years.

We acknowledge Elders past, present and emerging for their immense spiritual connection to place, whose ongoing connection and traditions have nurtured and continue to nurture this land.

Dharawal land has always been recognised as a meeting place for people from other lands, and in this spirit we respectfully continue this tradition through the bringing together of our communities through arts and culture.



# GATHERING PLACE

## ALWAYS WAS, ALWAYS WILL BE DHARAWAL LAND

Today's Campbelltown Aboriginal community is made up of mobs from far and wide. Located between two rivers (the Nepean and the Georges River) Campbelltown has always been a fertile place providing the Dharawal people with abundant food sources, bushland, and wildlife. Its landscape made the area a meeting place for people from all mobs to unite, to yarn, to trade, discuss lore and resolve any grievances that may have occurred between them with the Dharawal people being known as the "peace-makers".

The Appin Massacre in 1816 forever changed this, with survivors fleeing to neighbouring country never to return and the impact of this tragic event continuing to resonate. Much of the traditional lore from this time has been lost with remnants being kept alive by the few remaining Dharawal descendants who have fought hard to hold on to our local stories, customs and knowledge of cultural sites entrusted to us by previous generations. The cultural practices from other mobs also helps strengthen our connection to Country and each other as more people make Dharawal land their home.

By Aboriginal and non-Aboriginal people walking together peacefully on Dharawal land, we honour the ongoing legacy of the Dharawal people by ensuring that the stories of the Dreamtime are never forgotten, and that traditional knowledge is used to inform how we grow as a community and how we treat each other as people.

As a direct descendent of the Dharawal people, I welcome all new people to Campbelltown through the telling of stories and the sharing of the world's oldest living culture.

**Glenda Chalker**  
Dharawal Elder





# A MESSAGE FROM THE CITY

Campbelltown is a city steeped in cultural richness, where creativity seamlessly integrates into our daily lives, forming an integral part of our identity and sense of place.

As we embark on the journey towards Creative Campbelltown 2024-2030, we present a forward-thinking plan that seeks to harness the city's boundless creative potential, preparing it for a period of unprecedented growth and transformation.

Creative Campbelltown 2024-2030 has been developed through community engagement and consultation, alongside industry stakeholders. It is informed by NSW and Federal Government cultural policies and related Council strategies and plans. This plan highlights the key themes that have surfaced through extensive community and industry consultation, not only shaping this strategy but also influencing other pivotal initiatives undertaken by Council.

We are committed to investing in the cultivation of the arts and culture scene in Campbelltown and by doing this we will be contributing to the development of the next generation of creatives from our region and beyond.

Our areas of focus include:

1. Identity
2. Creativity
3. Experience
4. Creative Economy

The next six years promise an abundance of opportunities, and we eagerly anticipate sharing this exciting phase of our city's evolution with all of you. Together, we will continue to weave creativity into the fabric of Campbelltown, fostering an environment where innovation thrives and cultural diversity flourishes.

**Lindy Deitz**  
General Manager





# INTRODUCTION

Campbelltown is a place where culture thrives every day, and creativity permeates every aspect of our existence.

This document presents the first Cultural Strategy for Campbelltown and aims to guide Campbelltown City Council's investment in arts and culture over the next 6 years.

Creative Campbelltown 2024-2030 serves as a testament to our deep acknowledgement of the pivotal role that arts and culture play in shaping a city that is where people want to live, work and play. The strategy not only acknowledges the significance of arts and culture in creating an appealing, inclusive, and liveable city but also strives to enhance the creative economy by promoting growth and diversity within our culturally rich community. Its timeliness is underscored by the rapid growth in Campbelltown and the Macarthur region, alongside the increasing diversity of our community.

Creative Campbelltown 2024-2030 outlines the aspirations of Council and provides high level direction that informs the delivery and operational planning. This strategy is in line with the major projects already identified in essential city plans and new aspirations identified by the community during the development of this strategy. This comprehensive plan is set to invigorate the city's

creative growth, breathe new life into our cultural assets, enhance public spaces through creative transformation, and cultivate a dynamic and thriving creative community.

Creative Campbelltown 2024-2030 aligns with the National Cultural Policy – "Revive" a place for every story, a story for every place 2023-2027, as well as the recently released NSW Government arts, culture and creative industries policy, Creative Communities 2024-2033.



## WHAT IS ARTS, CULTURE, AND CREATIVITY?

Arts, culture, and creativity can mean different things to everyone. It is often used as interchangeable reference points when describing people's interactions within a social or creative context.

Arts is the expression or application of creative skill, imagination and/or tradition, typically in a visual form, including but not limited to painting, sculpture, printmaking, photography, architecture, design, literature, performing arts, music, theatre, film, dance, digital expression and more.

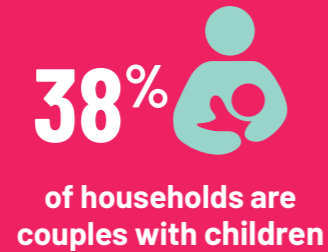
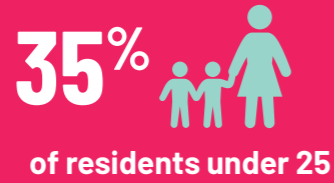
Culture extends beyond tangible and intangible objects to include modes of interacting and the strengthening of social bonds. It is a characteristic shared between two or more people and can be an essential ingredient for a fulfilling and richly rewarding life. It helps build our sense of who we are, where we have come from, guides where we are going and clarifies our identity.

Creativity is the process that allows us the ability to think differently, explore new ideas and challenge preconceived notions. Creativity is used to solve problems in new ways to change the way we do things.



# ABOUT CAMPBELLTOWN

## OUR COMMUNITY



## OUR CITY

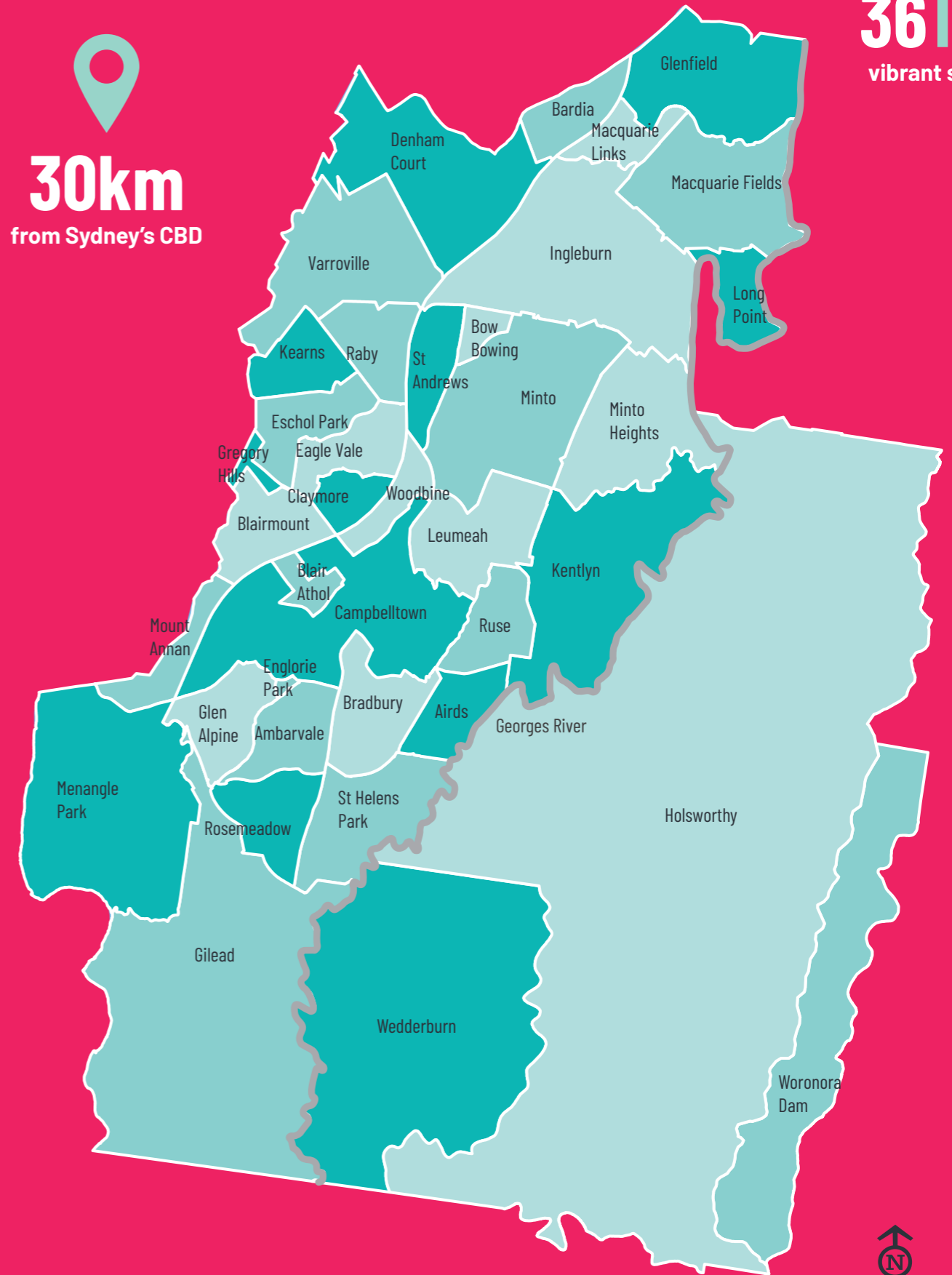


## OUR ENVIRONMENT



## CAMPBELLTOWN LOCAL GOVERNMENT AREA

**30km**  
from Sydney's CBD



**36**  
vibrant suburbs





# WHAT OUR COMMUNITY WANTS

Creative Campbelltown 2024-2030 has been developed through ongoing engagement with our community, including surveys conducted over the past two years, in-depth workshops with residents, community groups, artists, Council staff and representatives from the education sector, local businesses, and arts industry.



Vibrant and innovative public spaces that inspire, welcome, and attract a creative economy.

Improved cultural infrastructure that connects people and places.

Increase visibility for Campbelltown arts, cultural activities, and creatives.

Creating inclusive creative spaces encompassing all art forms, including digital platforms.

Opportunities for the Indigenous community to connect with one another and share knowledge through access to arts and culture.

Regular festivals, cultural events, and experiences.

A state-of-the-art contemporary cultural institution that includes a performance venue.

Young people to be engaged and their thoughts and views to be incorporated.

The promotion of local creativity that reflects the diversity of the Campbelltown community.

To protect and enhance our natural environment.





Campbelltown values community, arts and culture and recognises the significant role local government must play in nurturing and supporting creativity. Campbelltown City Council is proud of its leadership and advocacy for the arts in the region and ensures that creativity is part of many conversations, influencing the look and feel of our city and contributing to programs that will revitalise spaces, facilitating opportunities for artists and the creative industry.

Creative Campbelltown 2024-2030 is aligned with our Community Strategic Plan - Campbelltown 2032 as it responds to the following Community Outcomes and Strategies:

### Community Outcome 1

## COMMUNITY AND BELONGING

### Community strategies

- Provide initiatives that foster a proud, inclusive, and connected community for all
- Provide a diverse range of cultural and creative activities and events, for all interests and people
- Acknowledge and protect our local cultural heritage
- Respect and support our local Aboriginal history, wisdom, and peoples.

### Community Outcome 2

## PLACES FOR PEOPLE

### Community strategies

- Provide public places and facilities that encourage leisure, recreation, and physical activity.

### Community Outcome 4

## ECONOMY

### Community strategies

- Support socio-economic factors including education and training, family and community services
- Support recreation, sport, arts, culture, facilities and events
- Support infrastructure including transport, communications, energy and water supply
- Support entrepreneurship and innovation.

Creative Campbelltown 2024-2030 compliments Council Strategies, Plans and Master Plans including:

- Economic Development Strategy
- Reimagining Campbelltown City Centre Master Plan
- Aboriginal Interpretation Strategy
- Disability Inclusion Action Plan
- Library Strategic Plan 2038



# MAKING SPACE FOR CREATIVITY

We want arts, culture and creativity to be visible beyond Campbelltown Arts Centre and the Cultural Heart.

Arts, culture and creativity will be embedded into all corners of the city and in places we least expect.

## OPPORTUNITIES FOR CULTURE AND CREATIVITY INCLUDE:

- Campbelltown Stadium
- Libraries
- Community Facilities
- Events Program
- Place Activation
- Public Art
- Billabong Parklands
- Natural Assets  
(National Park, Mt Annan Botanic Gardens, Parks/Open Spaces)
- Campbelltown Arts Centre redevelopment
- City Revitalisation Program
- Little Orange Artists' Studio Program
- Aboriginal Arts and Cultural Program





# CHAMPIONS OF CAMPBELLTOWN'S CREATIVITY

My first public performance was at a Fisher's Gig many years ago. There's no better feeling than to perform in your home, in your area, to share your art with the community that helped foster it.

**L-FRESH THE LION**  
**SUKHDEEP SINGH**  
**VILLAGE BOY ENTERTAINMENT**

L-FRESH The LION, Photo by Jay Patel



Campbelltown thrives as a beautiful, vibrant city where diverse cultures unite through creativity. It's a welcoming community that encourages everyone to contribute, ensuring the arts are accessible to all, fostering a sense of belonging for every individual.

**JOAN LONG,**  
**FRIENDS OF CAMPBELLTOWN ARTS CENTRE INC.**

Joan Long, Photo by Donna Vo



Seeing my work at Campbelltown's Animal Care Facility felt exhilarating! I'm hoping that my drawings will brighten up peoples' day when they adopt an animal. This place is close to home because I adopted my cat Kaiju there.

**JEZZY FEZZY**  
**LITTLE ORANGE ARTIST**

Jezy Fezy, Photo by Garry Trinh



Brick Studios is a boutique film production company based in the Campbelltown LGA, established in 2018. In 2022, we produced our first feature film 'CHRISTMESS', which was shot entirely in Campbelltown and boasts over 50% of the cast and crew local to the Macarthur area. Being a low budget indie film, Campbelltown City Council were extremely supportive of the project; their support ranged from navigating locations and film permits, through to introductions to local talent and with other organisations in the area (who also joined the film) as well as hosting a very special Campbelltown premiere for the film. Indie films are only possible through the support and collaboration of the community, and the support we received from Council and staff across multiple departments truly embodied this. I would definitely consider Campbelltown City as a film-friendly Council.

**DANIEL FENECH**  
**PRODUCER, CHRISTMESS DIRECTOR AND CO-FOUNDER BRICK STUDIOS**

'Stills from CHRISTMESS'  
Photo by Sie Kitts Photography





# COUNCIL'S ROLE



## CUSTODIAN

Work with community and cultural organisations to ensure that contemporary and traditional Aboriginal heritage, colonial and migrant settlement history, collections and natural heritage sites are maintained and accessible.



## LEADER

Confidently and collaboratively respond to the needs of the creative community through policy development, resourcing, and strategic partnerships.



## ADVOCATE

Actively represent and speak to the importance of a greater investment in local arts and cultural industry, brokering opportunities for local creatives and supporting initiatives that contribute to the growth of the creative economy.



## COLLABORATOR

Facilitate opportunities for partnerships across diverse industries (community, business, education, health, government, local and international) to implement creative initiatives that will have a positive and long-lasting impact for our community.



## PRODUCER

Develop and deliver creative programs that engage artists, build professional capacities, activates, and contributes to the revitalisation of our city.



# OUR STRATEGY

## VISION

By 2030, we will be a vibrant and thriving community where arts, culture and creativity enriches, empowers, and plays an essential role in the growth of our city.

## FOCUS AREAS

Our vision will be realised through four focus areas, each of which has underlying goals that we want to achieve by 2030.

1. IDENTITY
2. CREATIVITY
3. EXPERIENCE
4. CREATIVE ECONOMY







# FOCUS AREA 1: IDENTITY

We are a growing and evolving community, young and culturally diverse. We share stories on Dharawal land that reflect the essence of our community and the spirit of innovation that defines us. Our shared experiences and aspirations are to be shared with the world, inviting others to join us on our journey of growth, discovery, and mutual inspiration.



60th Annual  
**FISHER'S GHOST  
ART AWARD**

*Fisher's Ghost  
Art Award*

# FOCUS AREA 2: CREATIVITY

Campbelltown is a proud home to a rich tapestry of artists and cultural groups, each brimming with talent and creativity. Creativity is at the heart of everything we do, it fuels our passion for self-expression, empowers our artists, and enriches our community's vibrant cultural landscape.





# FOCUS AREA 3: EXPERIENCE

Enhancing the experience for residents and visitors is at the heart of our mission. To achieve this, we will actively engage and collaborate with artists, cultural groups and local business to play a role in the transformation and celebratory spirit of our city.





# FOCUS AREA 4: CREATIVE ECONOMY

Creative industries are essential for community enrichment and economic growth. This sector includes performances, exhibitions, music, film, libraries, museums, television, advertising, publishing, and design. Nurturing and investing in these sectors will contribute positively to the economy, including job creation, increased visitation rates, innovation, and a robust local identity.



# FOCUS AREAS

## FOCUS AREA 1: IDENTITY

We are a growing and evolving community, young and culturally diverse. Dharawal land has always been a place where our community has a deep connection to one another and the landscape that surrounds us. We share our stories that reflect the essence of our community and the spirit of innovation that defines us. These stories, a testament to our shared experiences and aspirations, are not meant to remain within the confines of our city but to be shared with the world, inviting others to join us on this remarkable journey of growth, discovery, and mutual inspiration.

### Goals

1. To further improve our recognition and celebration of our Aboriginal community and connections
2. To enhance our cultural identity, heritage, pride, and sense of belonging
3. To celebrate and deepen our engagement with our culturally diverse community
4. To showcase and promote our diverse culture and unique identity through telling our stories in oral, written and visual ways, woven throughout the city.

### Progress indicators

- Increase community satisfaction - "Feeling part of your neighbourhood"
- Increase community satisfaction - "Arts and cultural activities in your local area"
- Increase visitation and participation
- Increase in the number of arts and cultural activities.

## FOCUS AREA 2: CREATIVITY

Campbelltown is a proud home to a rich tapestry of artists and cultural groups, each brimming with talent and creativity. These groups often find themselves facing constrained prospects to work, create, showcase, perform, or market their creations within our local community. Creativity is at the heart of everything we do, it fuels our passion for self-expression, empowers our artists, and enriches our community's vibrant cultural landscape.

### Goals

1. To increase opportunities to participate in arts and cultural activities through programs and events
2. To foster Campbelltown as a flourishing creative economy
3. To embed creativity and culture into the revitalisation of our city and development of new community infrastructure
4. To invest in multidisciplinary arts programs (performance, visual, screen and experimental) that is bold and experiments with new technologies and forms of engagement.

### Progress indicators

- Increase number of arts and cultural activities
- Increase customer satisfaction
- Increase local artists engaged in programs and events
- Engagement of local artists in revitalisation projects
- Increase the amount and quality of cultural infrastructure (net lettable area).

## FOCUS AREA 3: EXPERIENCE

Enhancing the experience for residents and visitors is at the heart of our mission. We will embed creativity into the core of our public spaces and cultural assets, revitalising them into vibrant, welcoming, and accessible places for all to enjoy and explore. To achieve this, we will actively engage and collaborate with artists, cultural groups and local businesses to play a role in the transformation and celebratory spirit of our city.

### Goals

1. Position Campbelltown as an attractive destination for major arts and cultural events
2. To actively contribute to the creation of a lively and vibrant atmosphere in the Campbelltown CBD (Leumeah-Campbelltown-Macarthur) through collaborative efforts with artists, community, and local businesses
3. Create a lively and engaging environment in Campbelltown by embracing and enabling communal and flexible spaces for all (Third Space).

### Progress indicators

- Increase visitor satisfaction metrics
- Increase in positive media coverage
- Increase in positive social media engagement
- Increased participation in community, cultural and recreation spaces including Libraries, Arts Centre, Stadium, and the Billabong Parklands.

## FOCUS AREA 4: CREATIVE ECONOMY

Creative industries are essential for community enrichment and economic growth. This sector includes cultural productions like performances, exhibitions, music, film, libraries, museums, and television, along with creative services encompassing digital, advertising, publishing, and design. Nurturing and investing in these sectors will contribute positively to the economy, including job creation, increased visitation rates, innovation, and a robust local identity.

### Goals

1. To activate the city's economy through cultural events and creative activities
2. To enhance career prospects for local artists and creatives by fostering skills development and clear pathways
3. Attract new creative service providers, fostering creative enterprises and generating employment opportunities
4. To encourage and support local screen culture initiatives.

### Progress indicators

- Increase in number of people employed in the creative industries
- Increase in number of new arts and cultural programs delivered in Campbelltown
- Increase in the number of artists engaged by City Library services
- Increase in customer satisfaction in response to arts and culture activations in the CBD
- Increase the representation of Campbelltown and its people on screen.



# CASE STUDIES

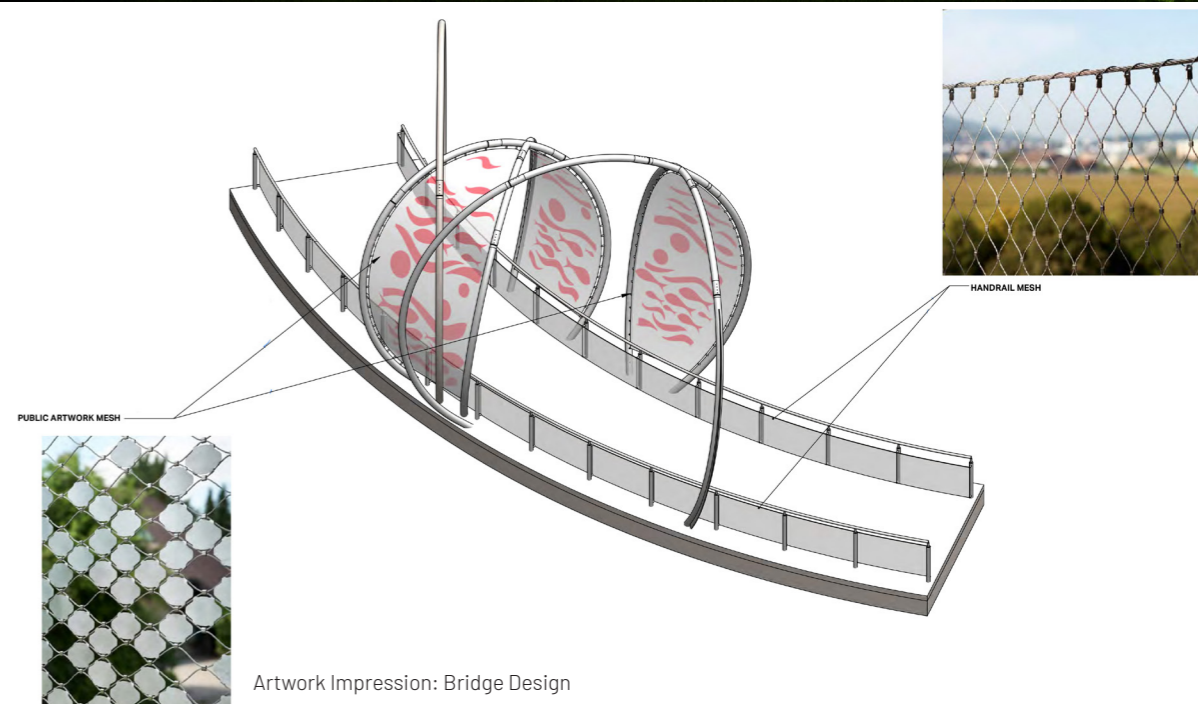
PROJECTS THAT ARE ALREADY ON THE MOVE



Artist's impression Campbelltown Arts Centre Redevelopment



Photo artists' impression



Artwork Impression: Bridge Design

## Case Study 1 Cultural Heart Precinct

Council is committed to delivering a Cultural Heart Precinct in the City Centre, defined in Reimagining as City Making Move 7. Campbelltown's Cultural Heart is the City's centre for arts, culture and creativity. With its vibrant and diverse mix of cultural, community, health and recreation activities, and its importance to our Aboriginal community, it is a beacon for the whole community to participate in and engage with creativity in all its forms.

## Case Study 2 Campbelltown Arts Centre Redevelopment

Campbelltown Arts Centre will undergo a major redevelopment with \$79 million of funding secured through the NSW Government's WestInvest Program. This will include additional workshop spaces, a new theatre and back of house area, storage, artist studios, larger retail and hospitality offering and additional gallery spaces.

## Case Study 3 Billabong Parklands

The Campbelltown Billabong Parklands will be an unprecedented and distinctive recreational facility that showcases and celebrates a unique local identity, becoming a focal point for the community, region and beyond.

The variety of recreational water play facilities will cater for adults and children of all ages and abilities. It will include a central swimming lagoon-type pool, a smaller children's pool and a zero-depth water play area with a range of interactive elements.





## WHERE TO FROM HERE?

We know there is a lot of work to be done. We will continue to engage deeply with our community to develop our actions and commitments to achieve our ambition through our integrated planning process including insights from the Community Strategic Plan - Campbelltown 2032. The actions will be embedded in our delivery and operational plans and outcomes reported on regularly.





**CAMPBELLTOWN**

## **Contact Us**

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