

DRAFT

# Creative Burwood Strategy

2025–2035



**Burwood**  
Inc.1874



## Acknowledgement of Country

We acknowledge the Wangal Peoples, the traditional custodians of the lands and waters on which the Burwood Local Government Area is located.

We pay our respect to Elders past and present, and extend this respect to all Aboriginal and Torres Strait Islander peoples who live, work and visit here.



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# Message from the Mayor



Welcome to Burwood – Sydney’s Cultural Playground, a place where creativity is unleashed, curiosity ignites, and arts and culture is a catalyst for meaningful connection.

As Burwood undergoes dynamic transformation, with our population set to almost double by 2041, we embrace the central role of arts and culture in shaping our evolving city. We recognise the importance of proactively strengthening our cultural life and understand that purposeful investment in arts and culture unlocks countless benefits – bringing people together, driving economic growth, and enriching our city’s identity.

We acknowledge the transformative power of arts and culture to inspire and unite our community. We also see arts and culture at the heart of Burwood’s social, cultural, and economic identity, fostering a deep sense of belonging and shared experience. By nurturing creativity, we set out to cultivate a city that is vibrant, inclusive and full of possibility – where everyone has the opportunity to participate and contribute.

Burwood is a place where innovation and tradition meet, as we embrace global trends while preserving our rich history. Already known for its cultural diversity, Burwood is increasingly energised by its emerging creative economy. Crucial to this evolution is the development of the Burwood Culture House, our new home for arts and culture in Burwood. This distinctive cultural destination will provide dedicated spaces for artistic expression, collaboration and creative experiences, attracting diverse audiences from both the local community and around the world.

At this pivotal moment, our city calls for a bold, forward-thinking approach to sustain momentum, ensure long-term viability, and encourage universal participation in arts and culture. It is with excitement that I present our arts and cultural strategy, ***Creative Burwood 2025 - 2035***, which outlines our vision for the next decade and our commitment to positioning Burwood as a leading destination for arts and culture. It focuses on three key areas:

- **Cultural Infrastructure:**  
Ensuring our city has the necessary spaces and facilities to support diverse artistic and cultural activities.
- **Creative Economy and Practice:**  
Supporting artists, cultural workers, and creative industries to thrive and contribute to our economic and social life.
- **Creative Experiences and Stories:**  
Enriching our community by sharing our stories, celebrating our diverse cultural narratives and providing opportunities for participation in the arts.

This strategy is the result of extensive research, community engagement, and a thoughtful examination of emerging trends and opportunities. It is a roadmap for embracing the transformative power of arts and culture, ensuring Burwood remains an energetic, inclusive, and a forward-thinking city for generations to come.

I look forward to collaborating with our community, artists, and cultural partners to bring this vision to life. Together, we will shape an inspiring future for Burwood through the power of creativity.

**Cr John Faker**  
Mayor of Burwood

# Introduction



“ Creativity  
takes  
courage

Henri Matisse ”

Burwood is a city where culture and creativity thrive. As Sydney’s Cultural Playground, Burwood is more than just a place - it is an experience. It is where artistic expression, cultural heritage, and contemporary creativity intersect, making Burwood an inspiring destination for everyone to engage with arts and culture.

As our city prepares for rapid growth and change, we are committed to unlocking the full potential of arts and culture. *Creative Burwood 2025 – 2035*, sets out our vision for the next decade, ensuring that creativity remains a driving force in shaping Burwood’s identity. With our population set to grow significantly, we recognise the importance

of investing in cultural infrastructure, fostering creative industries, and expanding opportunities for meaningful artistic expression and participation. By doing so, we aim to strengthen social connections, drive economic growth, and create a city that is vibrant, inclusive, and full of possibility.

Grounded in extensive research and community engagement, *Creative Burwood 2025 – 2035* is our roadmap for the next ten years. It is our commitment to sustaining Burwood’s evolution as a dynamic cultural destination - one where creativity is embraced, and everyone has the opportunity to contribute to and participate in the arts.



## Arts and culture in Burwood

Arts and culture are integral to Burwood's identity, community connection, economic prosperity, and long-term growth. Arts and culture help shape a lively, inclusive, and forward-thinking community that benefits everyone.

We have adopted a broad definition of arts and culture in Burwood to reflect the diversity of perspectives in our community and the unique cultural ecosystem of Burwood.

### When we talk about 'arts and culture' in Burwood we mean...

- A diverse range of creative expressions, traditions and community activities that celebrate the identity and vibrancy of Burwood
- Traditional art forms e.g. visual arts, music, performance, literature, events and festivals, public art, heritage and collections
- Our unique food culture, creative businesses, places and spaces, and cultural programs that create shared experiences that reflect the rich multicultural makeup of the area.



## How we support arts and culture

Council supports arts and culture in a number of ways:

### Community spaces

Community facilities, parks and public spaces are available for hire and use by community groups and practitioners, supporting arts and cultural activities that bring people together to create, learn, and celebrate.

### Library and Community Hub

Burwood Library is one of the only NSW public libraries with a dedicated creative team, delivering arts programs, exhibitions, spaces and innovative cultural experiences. These provide opportunities for our community to engage, connect and be inspired.

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## Events and festivals

Council delivers and supports a dynamic program of award-winning events and festivals that celebrate our diverse community and showcase local talent. These range from major street festivals like Lunar New Year and the Greek Street Fair to music, arts, and intimate cultural experiences.

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## Art prize

The Burwood Art Prize showcases Sydney's best emerging and established artists through an annual exhibition and creative public programs.

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## Public art and placemaking

Council transforms our public places through placemaking and public art that reflect Burwood's unique identity.

We also provide opportunities for artists to create works for display in the public domain through artwork on construction site hoardings and our Banner Art Program.

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## Heritage sites

With over 280 heritage sites, 14 memorials and monuments and a local history collection, Council maintains key heritage assets and promotes opportunities to learn more about our local history through walks, talks, exhibits and civic events.

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## Grants and subsidies

Council's Community Grants and facility subsidy programs support a variety of cultural activities led by local community groups.

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## Business support

Council strengthens Burwood's creative economy through networking, learning, promotion and event opportunities.

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# Our vision

## By 2035,

Burwood is renowned as Sydney's Cultural Playground - a leading destination for distinct and dynamic arts and cultural experiences with global reach.

We celebrate diverse stories, nurture local talent, and create pathways that fuel our city's cultural life and grow our creative economy.

As we evolve, we remain committed to pushing creative boundaries, fostering meaningful connections, and embracing unconventional opportunities to engage new audiences and ensure everyone can participate.

# Strategic context



This Strategy aligns with various Council and other government plans and policies.

## National Cultural Policy

- Revive: a place for every story, a story for every place (2023-2028)

## State (NSW) Policies and Plans

- Creative Communities: Arts, Culture and Creative Industries (2024-2033)
- NSW 24-hour Economy Strategy
- NSW Contemporary Music Strategy
- NSW Public Art Toolkit 2023
- Cultural Infrastructure Plan 2025+
- NSW Visitor Economy Strategy 2030

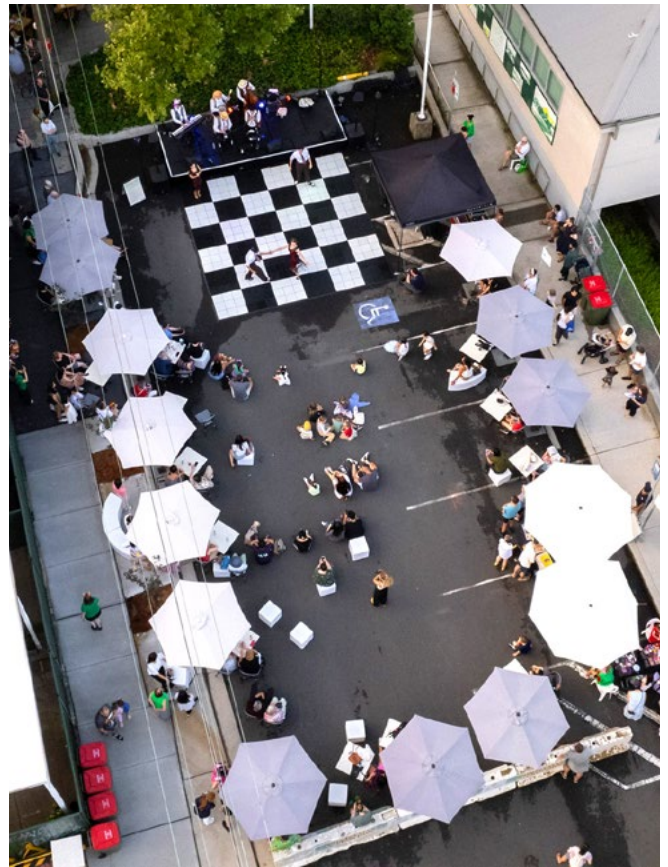
## Burwood Council Plans

- Burwood 2036 (Community Strategic Plan)
- Delivery Program and Operational Plans
- Community Facilities and Open Space Strategy
- Burwood After Dark
- Disability Inclusion Action Plan
- Safer Burwood
- Burwood Youth Action Plan
- Library Strategic Plan
- Multicultural Burwood
- Burwood Reconciliation Action Plan
- Property Strategy

## Burwood Council Policies and Frameworks

- Public Art Policy
- Hoarding Policy
- Library Collection Development Policy
- Licence to Play Activation Policy
- Planning Agreements Policy
- Public Art Guidelines for Developers
- Contributions Plan
- Development Control Plan
- Local Environment Plan

# Issues and trends



## **Our Growing and Changing City:**

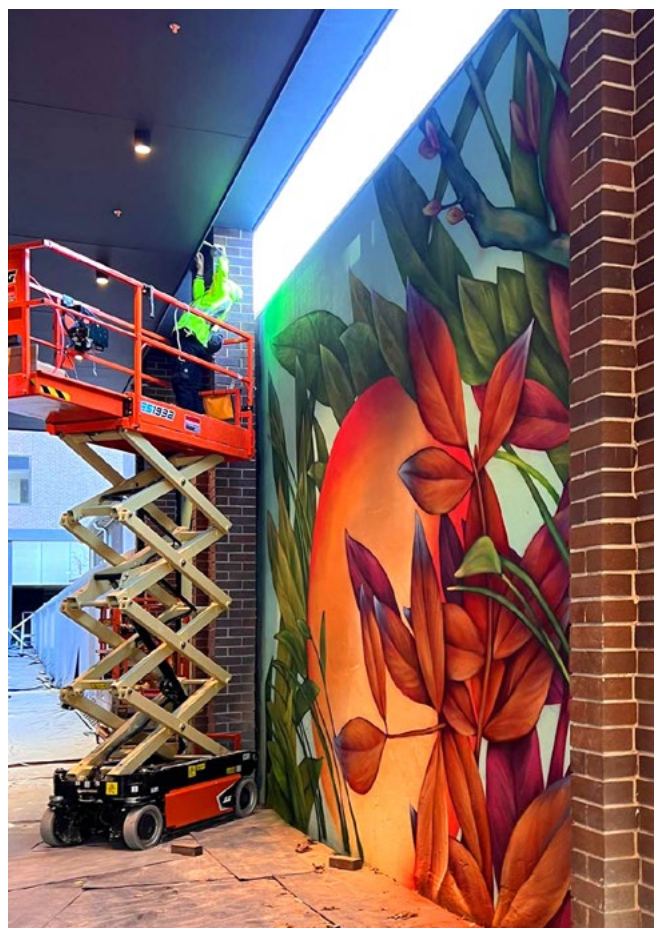
Burwood's population is expected to nearly double by 2041, increasing demand for arts and cultural activities and facilities.

The new Burwood North Metro Station will enhance connectivity, driving more visitors to the area. The Burwood North Masterplan and Croydon Transport-Oriented Development Precinct will also transform these areas, creating new opportunities for public art, creative industries and attracting new audiences.

Our growing young, culturally diverse, highly-educated population will continue to drive demand for innovative arts and cultural activities, creative experiences and need for services and programs into the late evening.

## **Cultural Infrastructure Needs:**

As demand on our creative spaces grows, innovative solutions and partnerships between government, private, and creative sectors will be essential to increase access to cultural facilities and more creative floor space. Key challenges include ensuring flexibility, affordability and access. Council is already actively reimagining and enhancing the use of non-traditional spaces, such as laneways, streets, carparks, and parks, for cultural activities and events, with ongoing opportunities to expand this work.



### **Emerging Night-Time Economy:**

Burwood is expanding its after-dark identity, with businesses and Council facilities staying open later to meet community demand for extended access to services, spaces and programs. There is increasing recognition of the key role the creative sector can play in driving our visitor and night-time economies. The establishment of a Special Entertainment Precinct in the Burwood Town Centre and development of a thriving live music scene will be central to enhancing the vibrancy of our city.

### **Evolving Arts and Cultural Destination:**

Burwood has a growing reputation as Sydney’s ‘Cultural Playground’, offering unique cultural places and experiences. The Burwood Culture House will create our first arts and cultural precinct, and play a pivotal role in shaping and strengthening this identity. Continued investment in public art, innovative placemaking strategies, and new arts and cultural programs will help to draw new audiences.

### **Growing Creative Industries:**

The creative economy is one of the fastest growing sectors in Australia, creating new jobs and enhancing our local economy. Burwood is home to many small-to-medium creative and cultural businesses. Supporting and promoting our local creative industries will strengthen their role in driving future economic growth and attracting visitors and investment.

### **Supporting our Creative Workforce:**

Financial instability, casual and freelance work, and low-income levels in the arts industry make it difficult for local artists to establish a career in the creative field. More support is needed for career development, skill-building, and ensuring fair pay in the creative sector. There is also increased focus on supporting the next generation of creatives, especially young, multicultural and multidisciplinary artists.

Research demonstrates that arts and cultural policies often prioritise economic development and placemaking to the detriment of local artists and cultural workers’ needs and experiences. Building our local creative sector and prioritising the needs of local artists and cultural workers will be key to ensuring a thriving cultural sector.

ABOVE RIGHT: The Botanist, Sophi Odling



### Diverse Storytelling:

There is a growing focus on ensuring the arts reflect and celebrate everyone's story. This includes sharing and promoting Aboriginal narratives, local history, diverse cultures and voices that are underrepresented. This approach is in line with state and national cultural policies that emphasise the preservation and promotion of First Nations culture, and diverse storytelling.

### Cultural Participation:

There is a growing desire for more opportunities to create, not just consume, arts and culture. Arts and cultural activity are increasingly recognised for supporting health, well-being, and social cohesion. Key challenges include ensuring access and inclusion to programs and meeting the needs of diverse audiences.

### Funding Support:

There is a need for more funding, creative partnerships and continued investment to sustain and expand Burwood's growing arts and cultural sector. Investment is crucial for the success of new cultural infrastructure, the creation, production and presentation of new work and development of audiences.



### Evolving technology and Artificial Intelligence (AI):

AI and new technologies are rapidly evolving and changing the way art is created and experienced. Keeping pace with these changes is challenging as we balance supporting innovation with protecting artists' rights and jobs.

### Audience Development:

As Burwood's arts and culture scene grows, attracting and engaging diverse audiences will be essential to sustaining a vibrant arts and cultural sector. With a changing population, targeted strategies are needed to ensure access, inclusivity, and participation across all demographics.

Audience development goes beyond marketing - it requires investment in community engagement and programming that reflects the diverse interests and experiences of our community. Proper resourcing will be critical to fostering long-term participation, growing new audiences, and ensuring Burwood's cultural offerings remain relevant and accessible to all.

ABOVE LEFT: Happy Nest, Burwood Nest with Studio ARTES and Jeff McCann  
 ABOVE RIGHT: A woman's work is never done, Jackie Streit

# How we developed this strategy

## What we did



# Who we heard from

**1,021**  
contributions



**226**

Arts and Culture Surveys  
(2024)

**75**

Burwood Culture Talks  
(2024)

**25**

Creative Portrait Interviews  
(2024)

**20**

Licence to Play:  
Burwood Event-Ready Streets  
(2024)

**127**

Culture Streets Visitor and  
Business Surveys  
(2024 and 2025)

## *Previous engagement activities:*

**301**

Community Satisfaction Surveys  
(2023)

**24**

Burwood Arts and  
Cultural Forum  
(2022)

**210**

'Have Your Say'  
on the Proposed  
Burwood Urban Park  
and Cultural Centre  
(2021 and 2022)

**13**

Arts and Cultural  
Organisation Survey  
(2022)

# Key findings

## Our creative heritage

**BUILT HERITAGE**  
Heritage Listed Items



260

Heritage Items



21

Heritage Conservation Areas

## Our creative community

**COMMUNITY AND CREATIVE SECTOR**

300+ Community Groups

430+ Cultural and Creative Workers

### Top 3 Occupations



#1 Architects (51)



#2 Graphic Designers (40)



#3 Music Teacher (38)



The Snapshot provides further details of Burwood’s cultural assets identified through an extensive cultural audit mapping process undertaken in 2024.

# Our creative economy

## FOOD CULTURE



370

food businesses  
79% located in  
Burwood



1,090+

workers in the  
Food and Beverage  
Industry



30+

cultural  
cuisines



\$75.8m

value added to  
Burwood economy

## COMMUNITY INDUSTRIES

890+ Creative Businesses

235 Creative Artists, Musicians,  
Writers and Performers

85 Film and Sound Businesses

28 Printing and Publishing Businesses



10

Art  
schools



15

Music  
schools



10

Dance  
schools



5

Karaoke  
bars



4

Media  
broadcasters

# Our places and spaces

26% of cultural facilities are  
Council owned



3

Gallery or  
Exhibition  
Spaces



11

Studio,  
Recording or  
Production  
Spaces



20

Theatres,  
Rehearsal &  
Performance  
Venues



20+

Community  
Halls &  
Participation  
Spaces



16

Pubs, Clubs  
& Function  
Venues



1

Cinema



41

Places of  
worship



12

Libraries

- 1 public
- 11 school-based



10

Cultural  
precincts



35

Outdoor  
Event Spaces

- parks
- streets
- laneways
- car parks

Note: these include public, private and community owned cultural spaces and facilities located within the Burwood LGA.



30+ public artworks

# What we heard

## Our strengths

### Local Talent:

Burwood has a high level of artistic and creative talent, from emerging to internationally recognised artists.

### Community Connections:

Our community is well-connected, with strong local and global networks.

### Community-Driven Activity:

Burwood hosts a significant amount of community-led cultural initiatives, driven by small grassroots groups.

### Cultural Diversity:

Burwood is known for its vibrant multiculturalism. This is reflected in unique art forms, skills and techniques from around the world and the vibrant cultural activity practiced in informal spaces such as parks, churches and community spaces. Our unique food culture, creative businesses and cultural programs also reflect the rich multicultural makeup of the area.

### Cultural events and festivals:

Our dynamic, colourful festivals and events bring our community together with music, performance and food, celebrating our diverse cultures, people and places.

### Food and Creative Destination:

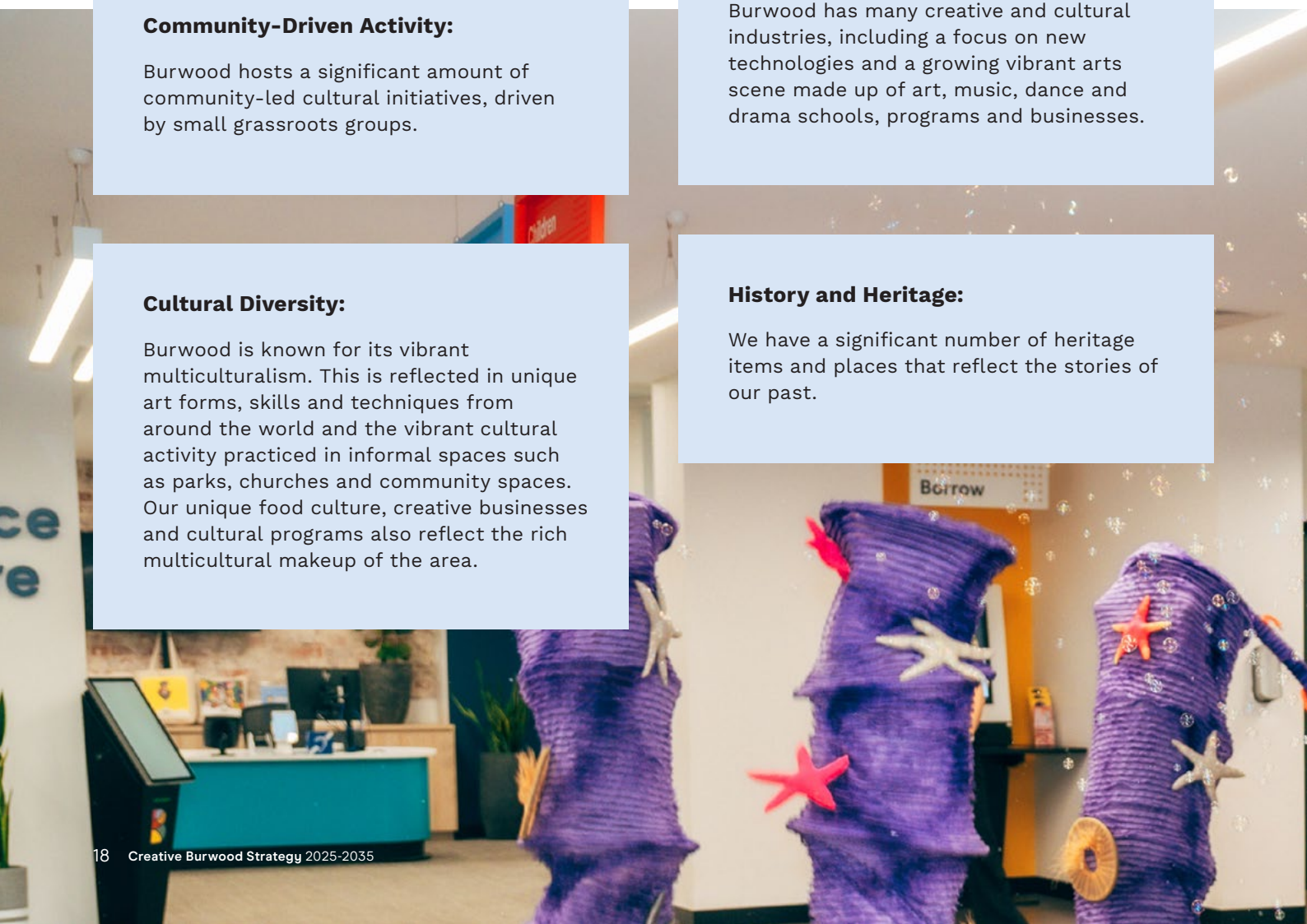
Residents and visitors are drawn to Burwood's diverse and authentic food cuisines, cultural experiences and distinctive public art.

### Creative Businesses:

Burwood has many creative and cultural industries, including a focus on new technologies and a growing vibrant arts scene made up of art, music, dance and drama schools, programs and businesses.

### History and Heritage:

We have a significant number of heritage items and places that reflect the stories of our past.



# Our challenges and gaps

## Cultural infrastructure

### Live Music and Performance Venues:

There is a lack of local live music venues and performance spaces.

### Access to Creative Spaces:

There is a strong demand for greater access to creative facilities, including spaces for:

- Workshops and cultural activities, including low-cost or free options for community participation
- Dance, music, dramatic art, cultural maintenance and rehearsal
- Creating including affordable artists' studio and residencies
- Exhibition and performance
- Networking and collaborating

Incentives or facility subsidies to support local artists and community groups were also identified as an ongoing need.

## Creative sector

### Emerging and Local Talent:

There is a need for development opportunities and career pathways to support young creatives, and promotion of local artistic talent.

### Sustainability:

There is a lack of recognition of the financial instability that many artists face when establishing a career in the creative field and the importance of paid employment opportunities, funding support and other subsidies or incentives.

### Connection and Collaboration:

Engagement highlighted the lack of local networks and a need to create more opportunities for local artists and creative communities to connect, network, collaborate and access professional development.

### Sector Profile:

There is a need to promote and raise the profile of our local cultural and creative sector.



# Our key opportunities

## Share Our Stories:

There is a strong desire to capture and showcase the unique stories of our past, people, places, and creative industries, highlighting diverse cultural expressions that create connections both locally and globally.

## Cultural Exchange:

Increasing recognition of Aboriginal culture and fostering cross-cultural connections can ensure all community stories are represented.

## Youthful Energy:

With a high youth population eager for new experiences, there is an opportunity to engage with young audiences by creating dynamic experiences that inspire creativity, foster connections, and encourage cultural participation.

## Access to Cultural Infrastructure:

Partnerships with education, community, and business sectors could unlock access to high-quality, privately held cultural facilities within Burwood.

## Cultural Experiences:

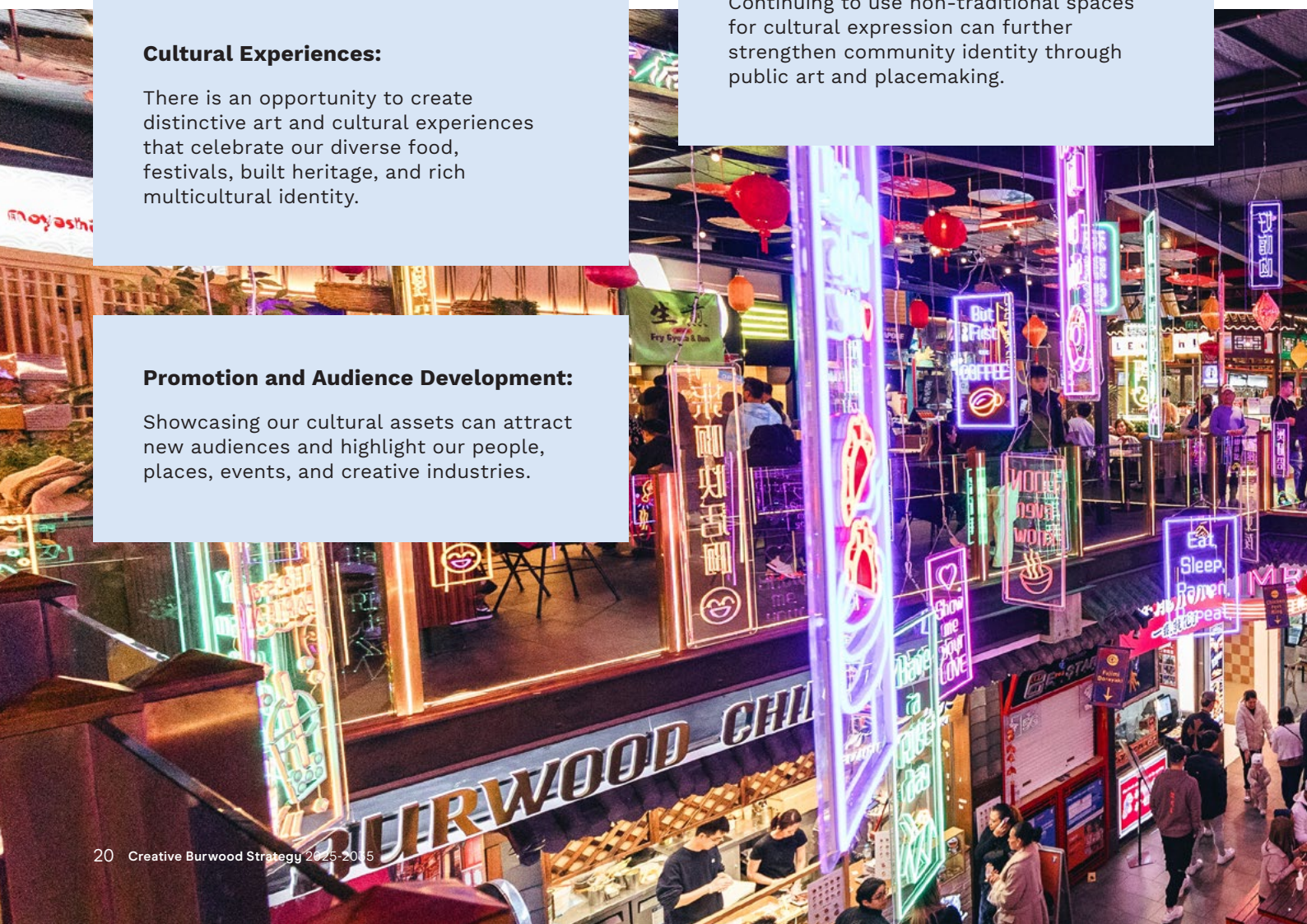
There is an opportunity to create distinctive art and cultural experiences that celebrate our diverse food, festivals, built heritage, and rich multicultural identity.

## Public Space Innovation:

Continuing to use non-traditional spaces for cultural expression can further strengthen community identity through public art and placemaking.

## Promotion and Audience Development:

Showcasing our cultural assets can attract new audiences and highlight our people, places, events, and creative industries.



# Our vision for the future of arts and culture

## Cultural Powerhouse:

Burwood is a leading home for arts and culture, with accessible spaces, quality facilities and programs, and vibrant cultural experiences for all.

## Creative Pathways:

We are an incubator of local talent and creativity. We provide opportunities for emerging talent to grow, create pathways to develop their careers, and strengthen our creative economy.

## Diversity:

Burwood celebrates all cultures, including those underrepresented, becoming a centre for cross-cultural artistic innovation and excellence, offering distinctive and authentic arts and cultural experiences and events.

## Connection:

Burwood is a welcoming place to connect, collaborate and have shared experiences and engage in cross-cultural exchange.

## Storytelling:

We share the diverse stories and history of our community through art and culture.

## Showcase:

We promote our unique artists, places and creative industries and provide diverse opportunities for live music and performance.

## Destination:

We continue to position Burwood as a unique destination for creative experiences, attracting diverse audiences to participate in arts and culture.



# Our Strategic Action Plan

This Plan outlines the strategic actions we will take to achieve our vision for arts and culture in Burwood over the next ten years. Our actions focus on three priority areas.

## Focus Areas

1

### Cultural Infrastructure

OUTCOME:  
Increase access to arts and cultural venues and spaces

2

### Creative Economy and Practice

OUTCOME:  
A visible, connected and sustained creative workforce supporting the next generation of creatives

3

### Creative Experiences and Stories

OUTCOME:  
Creative experiences, public art, and programs showcase our local stories, culture, heritage, attracting new audiences and visitors from around the world



#### Delivery Timeframe:

Short term:  
Immediate to 3 years

Medium term:  
4 to 7 years

Long term:  
8 to 10 years

ABOVE: Burwood Art Prize 2024 Winner – Ali Tahayori, *Self-portrait (Inverted Pink Triangle)*

# Focus Area 1:

## Cultural Infrastructure

### Outcome:

#### Increased access to arts and cultural venues and spaces

##### Key challenges and needs

- Lack of live music venues
- Limited access to purpose built spaces for creating, rehearsal and presentation
- Affordable spaces for creatives and community groups - despite venue hire subsidies:
  - It is hard for community groups to sustain costs for regular hire of venues for cultural maintenance, creation and rehearsal
  - Professional creatives are unable to access subsidised access to venues
- Spaces for networking and collaboration
- Lack of awareness of what's available and how to access venues and spaces
- Protection, preservation and promotion of local heritage assets

##### Cultural facility gaps

Spaces for creative arts including:

- Large, purpose-built performance spaces
- Improved outdoor spaces for events and activations
- Artist studio and residency space
- Dedicated exhibition space
- Community maker spaces
- Affordable spaces for creative industries, particularly for new and emerging ventures

Library facilities - current 279m<sup>2</sup> shortfall (2025), increasing to 1,466 m<sup>2</sup> (by 2036)<sup>1</sup>

##### Key opportunities

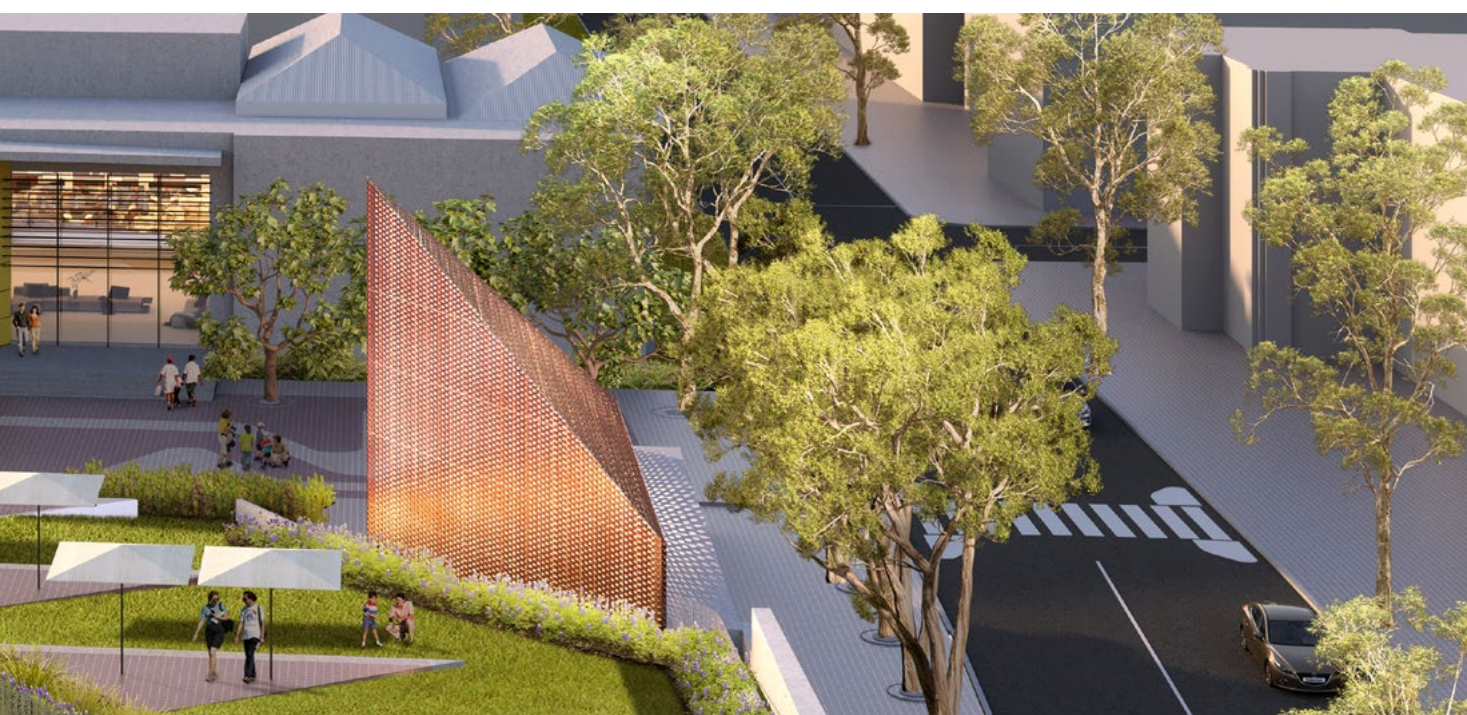
- Increase live music and performance venues
- Use unconventional spaces like streets, laneways, vacant shops and car parks for cultural activities
- Address venue hire challenges for creatives such as subsidies and free access
- Facilitate access to creative studios or residencies
- Create a dynamic Special Entertainment Precinct in the Burwood Town Centre
- Facilitate local access to creative spaces in schools, churches, and private businesses
- Develop and activate the Burwood Culture House with diverse and responsive arts and cultural programming
- Expand library facilities and creative spaces
- Increase awareness and promote access to facilities that support cultural participation, creativity, and connection

<sup>1</sup> State Library NSW, People places: A guide for planning public library buildings (2022)

#	Strategic Action	Delivery Timeframe		
		Short	Medium	Long
<b>GOAL 1.1: Increase the number of arts and cultural facilities and spaces</b>				
1.1.1	Develop and establish the Burwood Culture House as the premier home for arts and culture in Burwood			
1.1.2	Consider and identify opportunities through Voluntary Planning Agreements for cultural facilities and creative workspaces that address specific arts and cultural facility gaps, including dedicated artist studios and exhibition spaces			
1.1.3	Identify opportunities and partner with local businesses, venue operators and promoters to increase the number of live music performance and rehearsal venues			
1.1.4	Establish a Special Entertainment Precinct in the Burwood Town Centre and explore opportunities to develop cultural precincts in other areas			
1.1.5	Develop Creative Residency Spaces to support emerging artists, musicians and creatives			
1.1.6	Improve access to library facilities through innovative solutions to increase library floor space and extended hours			
1.1.7	Review the Community Facilities and Open Space Strategy and Contributions Plan to ensure cultural infrastructure needs are included			
1.1.8	Work with the property sector and suitable creative industries to develop a pilot project to put underutilised commercial property to creative use			
1.1.9	Encourage the establishment of new creative spaces in the Burwood LGA by adding Local Environment Plan clauses to allow planning bonuses or exemptions where developers provide cultural infrastructure			



#	Strategic Action	Delivery Timeframe		
		Short	Medium	Long
<b>GOAL 1.2: Increase access to places and spaces that support arts and cultural activity</b>				
1.2.1	Explore partnerships with schools, churches, community groups, and other private operators with existing creative infrastructure to increase access by local creatives and community for performance, rehearsals and other arts and cultural purposes			
1.2.2	Enable the use of non-traditional places and spaces for cultural uses on private and Council-owned land (e.g. streets, laneways, car parks, public spaces, parks, vacant shop fronts)			
1.2.3	Explore opportunities to improve enabling infrastructure for performance and events in public spaces			
1.2.4	Develop and implement strategies to promote awareness and use of local cultural venues and creative spaces			
1.2.5	Explore opportunities to provide subsidies to increase access to Council's network of community facilities for cultural outcomes			
<b>GOAL 1.3: Protect and promote local heritage</b>				
1.3.1	Review planning controls to effectively protect and enhance development associated with key heritage sites			
1.3.2	Review and update Council's local heritage register			
1.3.3	Develop a program to identify and promote key local heritage assets, including signage, wayfinding and other education initiatives			

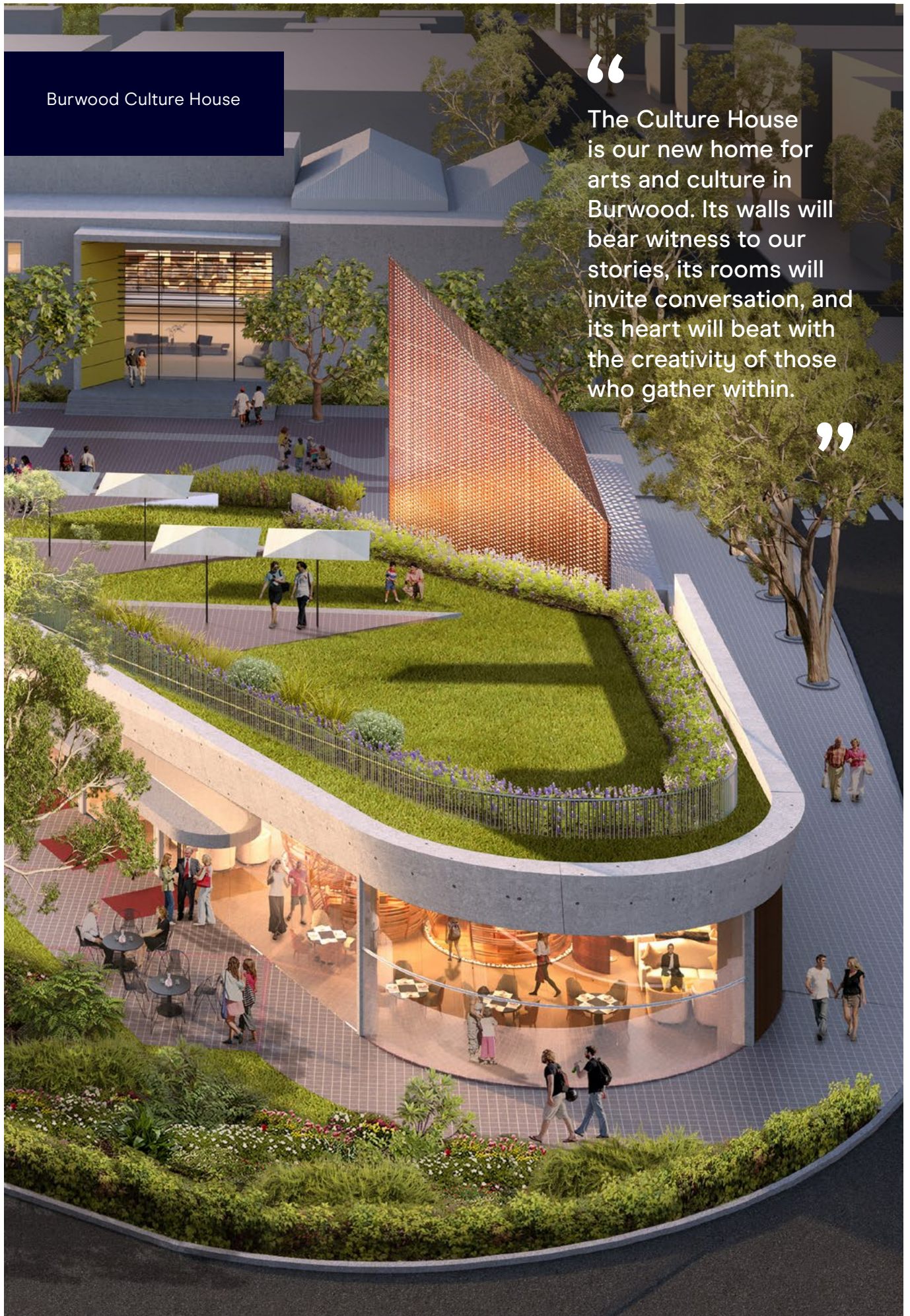


Burwood Culture House

“

The Culture House is our new home for arts and culture in Burwood. Its walls will bear witness to our stories, its rooms will invite conversation, and its heart will beat with the creativity of those who gather within.

”



# Focus Area 2:

## Creative Economy and Practice

### Outcome:

A visible, connected and sustained creative workforce supporting the next generation of creatives

### Key challenges and needs

#### Creative Workforce:

- Limited pathways for emerging talent
- Difficulties in making a sustainable living from creative work
- Lack of opportunities for live music, performance, and exhibition
- Support to promote and sustain creative practice and industries

#### Creative Sector:

- Lack of local networks and opportunities and spaces to meet, connect, and collaborate
- Opportunities for learning and knowledge sharing, skills exchange, and mentoring
- Support innovation and emerging creative sectors, helping to cultivate and grow new ideas and businesses
- Awareness and visibility of local talent and creative businesses

### Key opportunities

Supporting creative practice through:

- Vocational pathways
- Financial and other support
- Learning opportunities and skills exchange
- Live music and performance opportunities
- Connection, collaboration and sector development
- Nurturing and showcasing local talent

Arts and Cultural Events:

- Support and deliver events which showcase and reflect a range of Burwood's unique and diverse communities and heritage
- Develop art and music-focused events
- Better promotion of our arts and cultural events

BELOW: Dancekool, Burwood Street Party 2024



#	Strategic Action	Delivery Timeframe		
		Short	Medium	Long
<b>GOAL 2.1: Increased pathways and sustainability of our Creative Workforce</b>				
2.1.1	Prioritise the employment of local talent and provide opportunities to showcase locally-developed work across multi-art forms			
2.1.2	Provide mentoring, professional development and training for the next generation of artists and creatives			
2.1.3	Provide traineeships for creative and events producers through our events and cultural programs, prioritising emerging local talent			
2.1.4	Develop a Community Curators Program to support local community members to devise and present creative programs in our community spaces			
2.1.5	Review our artist procurement and commissioning practices to maximise accessibility and inclusion			
2.1.6	Support artists to build their digital skills and competencies, and connect small and medium enterprises with AI knowledge, equipment and tools			
<b>GOAL 2.2: Growth of our Creative Sector and Creative Industries</b>				
2.2.1	Develop and implement a Live Music Plan and program, aligned with Burwood's growing night-time economy			
2.2.2	Explore opportunities to expand and elevate the Burwood Art Prize to a national level			
2.2.3	Support and encourage opportunities for the creative sector to connect, create and collaborate			
2.2.4	Promote and build the profile of artists and creative industries			
2.2.5	Amend Burwood Local Environment Plan to reduce red tape in planning approvals in support of creative industries			
<b>GOAL 2.3: Deliver a diverse program of events, festivals and activations</b>				
2.3.1	Deliver and support a program of events and activations that engage our diverse communities, attract new audiences and support the local economy			
2.3.2	Build partnerships to increase sponsorship and investment in local events, festivals and activations			
2.3.3	Expand Council's Community Grants Program to provide seed funding for the development of new festivals and events or the expansion of existing events			
2.3.4	Continue to streamline and simplify approvals and minimise costs to support events and activations, particularly those involving temporary street closures			

“

Our events tell our stories, showcase our diverse community and local talent, and define our identity in Burwood.

”



ABOVE: Fireworks illuminate Burwood Chinatown, Lunar New Year Street Party 2025

# Focus Area 3: Creative Experiences and Stories

## Outcome:

Creative experiences, public art, and programs showcase our local stories, culture, heritage, attracting new audiences and visitors from around the world

### Key challenges and needs

- Need to preserve and protect our local built heritage
- Richness of local stories and histories are not widely shared
- Lack of awareness of cultural activity occurring within the Burwood LGA
- Need to develop more inclusive opportunities to enable all to participate
- Limited opportunities to nurture storytelling, creation and collaboration
- Greater resourcing to develop new and emerging audiences

BELOW: Meeting Places, Christina Huynh and Lorna Hutchings

### Key opportunities

- Increase the visibility of Aboriginal stories and culture
- Capture and share the diverse stories of all our communities
- Make local history more engaging and accessible
- Ongoing investment in Public Art
- Develop creative experiences that engage new audiences
- Foster connections and collaborations between cultures, particularly First Nations and culturally diverse communities
- Support the creation and presentation of new arts and cultural projects
- Showcase our cultural assets and celebrate our people, places, events, and creative industries



#	Strategic Action	Delivery Timeframe		
		Short	Medium	Long
<b>GOAL 3.1: Expand audience engagement and participation</b>				
3.1.1	Continue to deliver a range of arts and cultural programs in Council's network of facilities and spaces			
3.1.2	Develop a diverse multi-artform program focusing on the creation and presentation of new work, and the development of new audiences, to support the activation of the Burwood Culture House			
3.1.3	Work strategically to secure multi-year funding and diversified revenue streams to expand arts and cultural programming at the Burwood Culture House, including initiatives that nurture the next generation of creatives and audiences			
3.1.4	Provide an arts and cultural development grant program to support the development, production and presentation of new work as well as community participation in cultural activities			
<b>GOAL 3.2: Promote Burwood's unique assets, stories, heritage and local creative experiences</b>				
3.2.1	Promote creative experiences and deliver initiatives to increase the visibility of Burwood's arts and cultural offerings and attract new audiences and visitors such as public art, food and historical tours and walks			
3.2.2	Develop projects and opportunities to document and share local stories, including community-led initiatives that focus on storytelling of Aboriginal, cross cultural connection and local heritage			
3.2.3	Build cultural competency within the creative sector and partnerships between Aboriginal and non-Aboriginal artists and creatives			
3.2.4	Collaborate with key stakeholders to develop a plan to evolve the visitor economy in Burwood and diversify the visitor experience by putting arts and culture at the forefront of our tourism/destination offer			
3.2.5	Build strategic relationships with NSW Government, Commonwealth Government, private sector and other agencies, such as consulates, to enhance opportunities for partnership, collaboration and funding for arts and culture in Burwood			
3.2.6	Curate and showcase the local history collection within Burwood Library and Community Hub			
<b>GOAL 3.3: Enhance the public domain and local identity through public art</b>				
3.3.1	Continue to expand Council's annual public art program by commissioning a diverse range of art forms, including digital art and new media installations to provide immersive experiences			
3.3.2	Explore opportunities for temporary public art to test new ideas in public spaces and provide opportunities for emerging artists			
3.3.3	Identify opportunities, during the planning stages of (new and upgraded) capital infrastructure to maximise the inclusion of public art into Council's public and open spaces			
3.3.4	Incorporate large-scale public art projects into public domain plans to support placemaking and celebrate local identity within town centres			
3.3.5	Review Council's Public Art and Hoarding Policies and the Development Assessment process to strengthen the delivery of public art in private developments			



“I firmly believe that music, arts, and culture serve as the primary tools for fostering connections. Bringing communities together through these mediums creates happiness and unity among individuals.”

**Victor Valdes**

Mexican-Australian Harpist,  
Singer and Dancer

PHOTOGRAPHY: Damon AMB

# Monitoring our progress



Council will work together with our community, creative and business sector, and other agencies over the next ten years to implement, monitor and evaluate this Strategy.

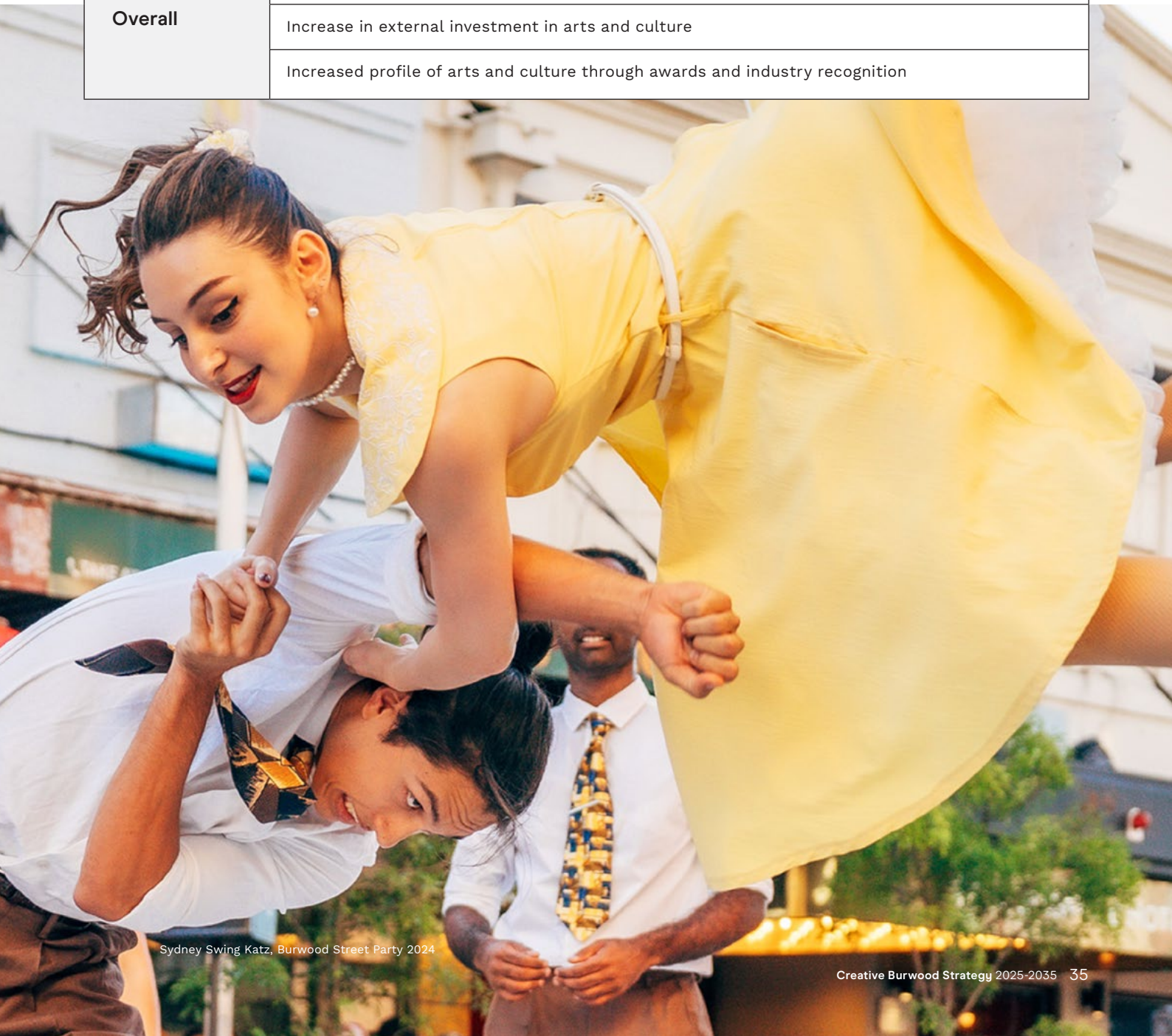
Key actions will be incorporated into Council's Delivery Program and Operational Plans. We will regularly review and measure the outcomes of our activities through our corporate reporting.

To ensure that this Strategy remains responsive to changing needs, we will undertake targeted and ongoing consultation and review with our creative community to ensure that new and emerging trends are identified that are impacting our community.

Focus Area	Measure
Cultural Infrastructure	Increased number and type of Council facilities and spaces for cultural activity
	Increased number and type of non-Council facilities and spaces unlocked for cultural activity
	Increased number of live music venues
	Increase in % of residents who are satisfied with Council's protection of heritage building and items
Creative Economy and Practice	Improved pathways for young and emerging creatives
	Increase in % of residents who rate Council's communication and information about upcoming events as Excellent or Very Good
	Increase in % of residents who are satisfied with Council's delivery of festivals, events, and public space activations
	Increase in % of residents who feel 'local events offer opportunities for communities to connect'
	Increase in % of residents who are feel Burwood has 'a vibrant nightlife'
	Increase in % of residents who feel Burwood's 'local town centres are vibrant, inviting and economically healthy'
	Increase in Burwood Art Prize entries
	Increased number of local artists, musicians and creatives engaged by Council
	Increase in level of satisfaction of artists' and performers' experience with Council
	Increase in output generated from local Creative Industries
	Increase in value added to the Burwood economy from Creative Industries
	Increase in the number of people employed in the Creative Industries



Focus Area	Measure
<b>Creative Experiences and Stories</b>	Increase in % of residents who feel they have enough opportunities to participate in arts and cultural activities
	Increase in % of residents who are satisfied with Council's 'recognition of First Nations people, their culture and heritage'
	Increase in number and types of Public Art commissions
	Increase in visitor satisfaction metrics
	Increase in % residents who feel a part of their local community
	Annual increase in audience numbers for Burwood Culture House
	Increase in the number arts and cultural activities delivered by Council
	Increased participation in arts and cultural programs and activities
<b>Overall</b>	Increase awareness of Burwood as an arts and cultural destination demonstrated by increased visitation figures
	Increase in external investment in arts and culture
	Increased profile of arts and culture through awards and industry recognition





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