Draft Creativity Strategy 2025-30

Maribyrnong CITY COUNCIL

Shaped by community feedback in 2024, the draft Creativity Strategy outlines our creative aspirations for the future, the goals we are pursuing, and the initiatives that will get us there.

Our City will be a thriving arts hub, where creativity flourishes and culture enriches the lives of all.

GOALS

A CREATIVE AND INSPIRING PLACE TO BE

By 2030, Maribyrnong will see a 30 per cent rise in engagement with arts, culture and creativity, fueled by greater access to diverse and inclusive programming across the municipality.

A HOTHOUSE FOR CREATIVITY

By 2030, Maribyrnong will have a flourishing creative sector marked by a 20 per cent increase in the production of creative works, highlighting the city's dedication to artistic and cultural advancement.

AN IMMERSIVE CULTURAL DESTINATION

By 2030, Maribyrnong will be recognised as a creative destination, evidenced by a 50 per cent increase in annual spendings across cultural and creative industries, retail and hospitality.

STRATEGIC INITIATIVES	A CREATIVE AND INSPIRING PLACE TO BE	A HOTHOUSE FOR CREATIVITY	AN IMMERSIVE CULTURAL DESTINATION
1. Telling our stories	★	★	★
2. Our City is sensory	★		★
3. Our City as a stage	★	★	★
4. Our creative places	★	★	★
5. Our connected culture		★	
6. Support for our sector		★	★

What do you think of the draft Creativity Strategy?

Read the draft Strategy in full and provide your feedback, by **midnight Sunday 23 February 2025** via yourcityyourvoice.com.au/creativity-strategy