

**Submission
No 189**

INQUIRY INTO THE MUSIC AND ARTS ECONOMY IN NEW SOUTH WALES

Organisation: Lake Macquarie City Council

Date Received: 27 February 2018

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The Director
Portfolio Committee No. 6
Parliament House
Macquarie Street
SYDNEY NSW 2000

Dear Ms Mihaljek

Subject: Lake Macquarie City Council Submission Inquiry

Thank you for the opportunity to submit feedback towards the music and arts economy in New South Wales.

The response detailed within this document represents the professional opinion of Senior Officers within Lake Macquarie City Council.

Council has identified NTE as a considerable driver for social and economic growth and thus has been reiterated as strategic objectives and actions within the LMCC Operational Plan as a driver for growth within the development of a diverse economy, as a creative industry growth driver within the LMCC Arts, Heritage and Cultural Plan 2017 – 2027 and within the LMCC's Lifestyle 2030 Strategy.

Starting February 2018, the inaugural LMCC Evening and Night Time Economy and Place Activation Working Group (ENTEPA) was established tasked with the creation of policy and subsequent strategy and action planning framework. This internal group will define Council's position and facilitate social and business activities that take place from 5pm-midnight. These include retail, theatre, film, culture, education, service industries, restaurants, hotels, clubs, cafes, small bars, markets, sport, live music, concerts, festivals and other events.

It is proposed that the policy will be presented to Council scheduled for May 2018.

Lake Macquarie City Council Officers are aligned with the objectives and position of the NSW Night Time Economy Councils' Committee (NTECC) and value membership as part of this newly formed committee.

- (a) Progress on the implementation of the Government response to the New South Wales Night-Time Economy Roundtable Action Plan

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Lake Macquarie City Council, albeit, new entrants to the dialogue, are committed and enthusiastic in developing the relevant framework and engagement programs across our various business units and the establishment of a Working Group, policy and action plans.

We would welcome and encourage government support of regional and outer metropolitan councils the opportunity to holistic and practical application of evening and NTE actions and acknowledge that the Greater Metropolitan Sydney as well as Sydney CBD are best positioned to facilitate growth, best practice and implementation of activities in the development of the sector.

Lake Macquarie City Council Officers are aligned with NTECC's position that a dedicated office outside the responsibility of Create NSW is required.

(b) Policies that could support a diverse and vibrant music and arts culture across New South Wales

Lake Macquarie City Council Officers support proactive policies that enable a diverse and vibrant music and arts culture.

(c) Policies that could support the establishment and sustainability of permanent and temporary venue spaces for music and for the arts

In addition to the establishment of the ENTEPA Working Group, Council has also enabled/facilitated evening and night time economy projects within our city, being;

- Revitalizing the Pearson Street Mall with a committed \$2 million and additional funds through the Smart Cities and Suburbs Program to enhance the technology component of the mall and transform it into dynamic hub that will double as a 'test bed' for innovative technologies designed to improve community connectivity and interaction. On the 24th November 2017, Council invited the community to trial technologies such as 'plug and play' outdoor digital kiosks, virtual graffiti walls and live bus maps with real-time timetable updates. The new area will be known as the Charlestown Innovation Precinct – or CHIP for short – and the transformation is set to unfold over the next 18 months.
- Laid the foundation for creating a more connected, innovative and resilient city, with the adoption of the *Lake Mac Smart City, Smart Council Digital Economy Strategy* in 2016. This document outlines integrated strategies using Smart City ideas and technology to better connect these widely dispersed communities – both physically and in the digital environment. Including evening and NTE focuses, the plan also provides the framework for initiating ongoing innovation that gives people the opportunity to participate and enjoy inspired and connected lives.
- Launched an *easy to do business* partnership with the NSW Government simplifying the red tape for the set up a cafe, restaurant, mobile food business or small bar in Lake Mac.

- Inclusion of evening and night time economy priorities within the current draft *Destination Management Plan 2018 – 2023*. This tourism industry partnered plan identified growth in NTE as important to the expansion of the tourism industry within the City. This draft plan will be available for public exhibition 26 February 2018.

Lake Macquarie City Council Officers support the establishment and sustainability of permanent and temporary venue spaces for music and for the arts.

- (d) Policy and legislation in other jurisdictions, and options for New South Wales including red tape reduction and funding options

Lake Macquarie City Council Officers support enquiry and continuous improvement within the sector and support cultural infrastructure programs that provide quality facilities for the development and presentation of music, theatre, visual art and any other form of cultural expression. The initial framework and reference has been strengthened by the 2014 Victorian legislative amendment "agent of change" principle and Music Victoria's 2017 10 Step Plan for the protection and growth of live music.

If you have any queries or would like further information on our submission, please do not hesitate in contacting me on

Yours faithfully

**Manager, Cultural Services
Lake Macquarie City Council**