

# Attachments Paper Burwood Council Meeting Tuesday 25 March 2025 6:00 PM

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# 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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GRAPHIC DESIGN: Michelle Tran COVER: Claire Foxton, *Back in Black* AC/DC Mural

# 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.

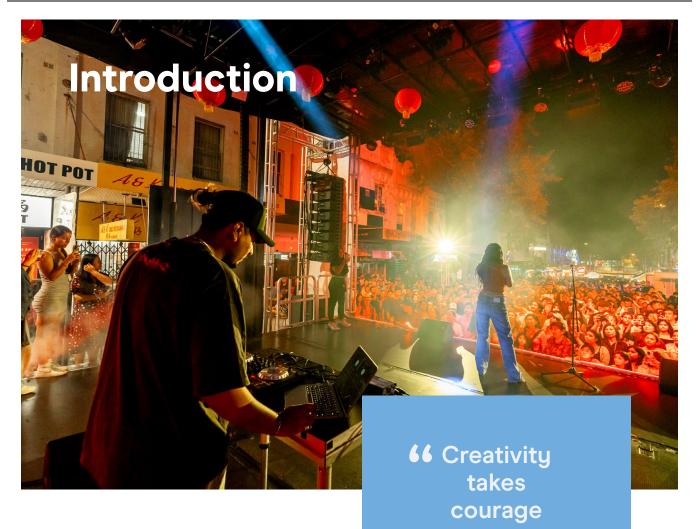
- Creative Economy and Practice: Supporting artists, cultural workers, and creative industries to thrive and contribute to our economic and social life.
- **Creative Experiences and Stories:** Enriching our community by sharing our stories, celebrating our diverse cultural narratives and providing opportunities 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

#### Item Number 11/25 - Attachment 1 Draft Creative Burwood Strategy 2025 - 2035



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.

#### Item Number 11/25 - Attachment 1 Draft Creative Burwood Strategy 2025 - 2035



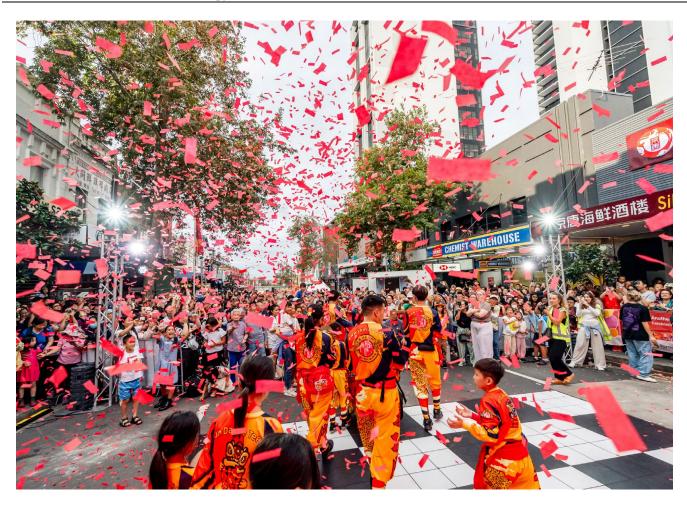
## Arts and culture in Burwood

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.

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.
Art prize	The Burwood Art Prize showcases Sydney's best emerging and established artists through an annual exhibition and creative public programs.
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.
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.
Grants and subsidies	Council's Community Grants and facility subsidy programs support a variety of cultural activities led by local community groups.
Business support	Council strengthens Burwood's creative economy through networking, learning, promotion and event opportunities.

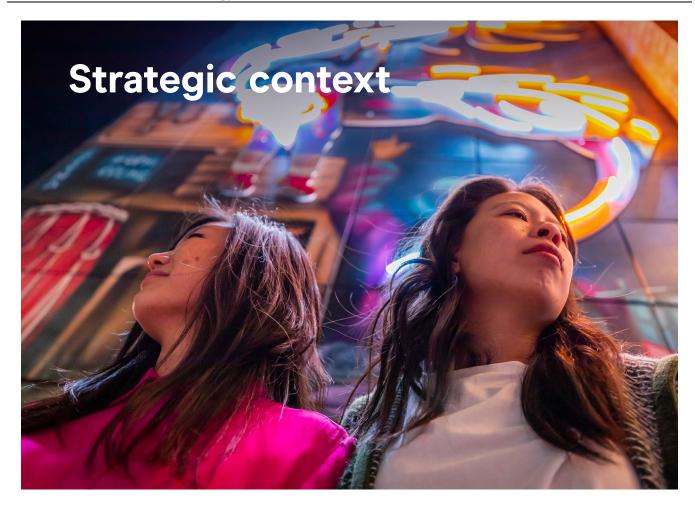
# Our vision

# 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.



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

10 Creative Burwood Strategy 2025-2035

#### 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**





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, highlyeducated 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 nighttime 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.





#### **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):

Al 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:**

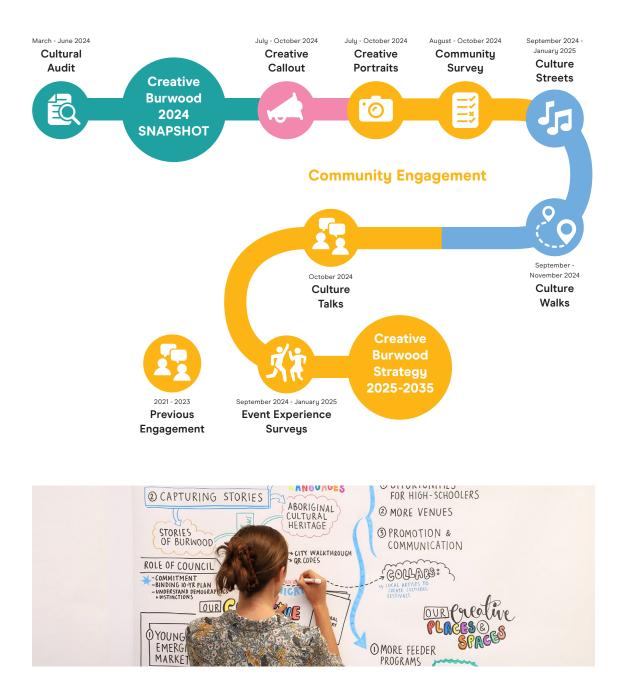
As Burwood's arts and culture scene grows, attracting and engaging diverse audiences will be essential to sustaining a vibrant arts and cultural sector. With a changing population, targeted strategies are needed to ensure access, inclusivity, and participation across all demographics.

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: Jackie Streit, A woman's work is never done

# How we developed this strategy

## What we did





## 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)

301

**Community Satisfaction Surveys** 

(2023)

**127** Culture Streets Visitor and Business Surveys (2024 and 2025)

#### Previous engagement activities:

## 24

Burwood Arts and Cultural Forum (2022)

## 13

Arts and Cultural Organisation Survey (2022)

## 210

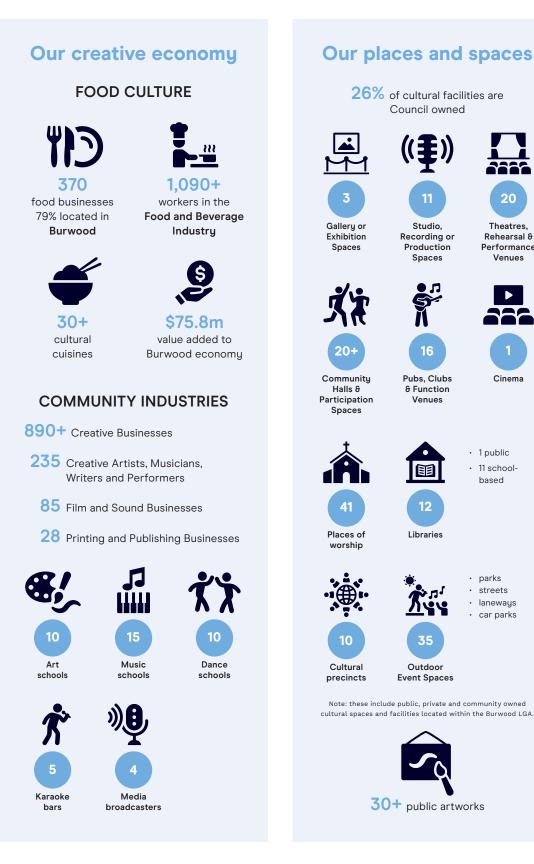
'Have Your Say' on the Proposed Burwood Urban Park and Cultural Centre (2021 and 2022)

# **Key findings**





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



Creative Burwood Strategy 2025-2035 17

20

Theatres.

Rehearsal &

Performance

Venues

Cinema

based

laneways

## What we heard

## **Our strengths**

#### Local Talent:

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

#### **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.

#### **Community Connections:**

**Community-Driven Activity:** 

by small grassroots groups.

Burwood hosts a significant amount of

community-led cultural initiatives, driven

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

#### **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.

#### **Cultural Diversity:**

e Burwood Strategy 2025

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.

#### **History and Heritage:**

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

Borrow

## Our challenges and gaps

#### Cultural infrastructure

#### **Live Music and Performance Venues:**

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

#### **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.

#### 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.

#### 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.

#### **Public Space Innovation:**

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



#### **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.

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#### **Promotion and Audience Development:**

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

URWOOD GIII

20 Creative Burwood Strateg

## 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.

#### Showcase:

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

#### **Destination:**

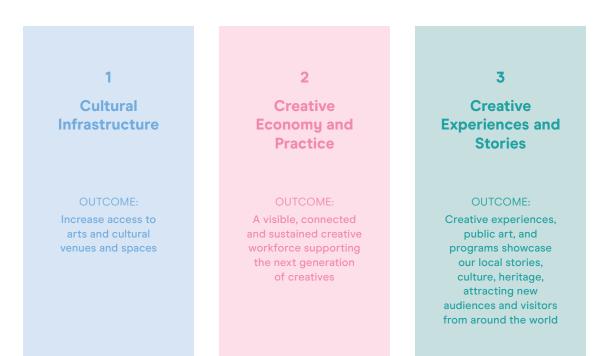
We continue to position Burwood as a unique destination for creative experiences, attracting diverse audiences to participate in arts and culture.



# **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**





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

#### **Delivery Timeframe:**

Short term: Immediate to 3 years

Medium term: 4 to 7 years

Long term: 8 to 10 years

## 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:
  - o It is hard for community groups to sustain costs for regular hire of venues for cultural maintenance, creation and rehearsal
  - o 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 279m² shortfall (2025), increasing to 1,466  $m^2$  (by 2036)^1

#### **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)

#### Item Number 11/25 - Attachment 1 Draft Creative Burwood Strategy 2025 - 2035

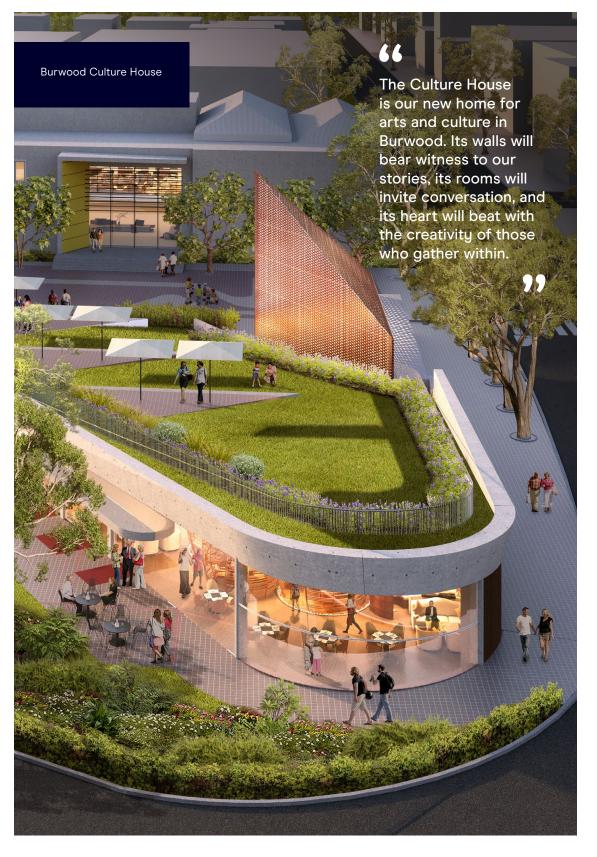
#		Deliv	ery Timef	rame
#	Strategic Action	Short	Medium	Long
GOA	1.1: Increase the number of arts and cultural facilities and spaces			
1.1.1	Develop and establish the Burwood Culture House as the premier home for arts and culture in Burwood			
1.1.2	Consider and identify opportunities through Voluntary 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			



## Item Number 11/25 - Attachment 1 Draft Creative Burwood Strategy 2025 - 2035

		Deliv	ery Timef	rame
#	Strategic Action	Short	Medium	Long
GOAI	. 1.2: Increase access to places and spaces that support arts and cultural	activity		
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			
GOAI	. 1.3: Protect and promote local heritage			
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			





## 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:

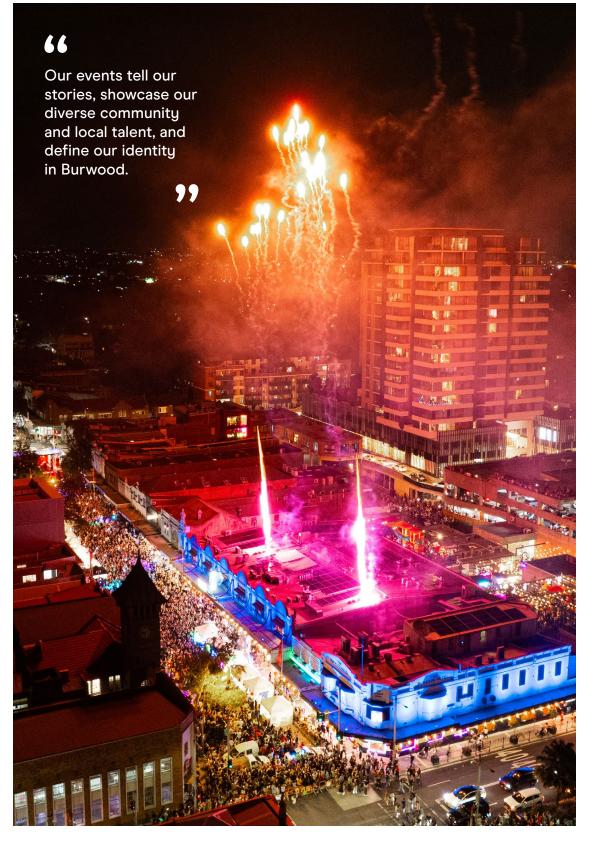
- Vocational pathways
- Financial and other support
- Learning opportunities and skills exchange
- Live music and performance opportunities
- Connection, collaboration and sector development
- Nurturing and showcasing local talent

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



ш		Deliv	ery Timef	rame
#	Strategic Action	Short	Medium	Long
GOAI	2.1: Increased pathways and sustainability of our Creative Workforce			
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			
GOAI	2.2: Growth of our Creative Sector and Creative Industries	I		
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			
GOA	2.3: Deliver a diverse program of events, festivals and activations	<u></u>		
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			



## 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

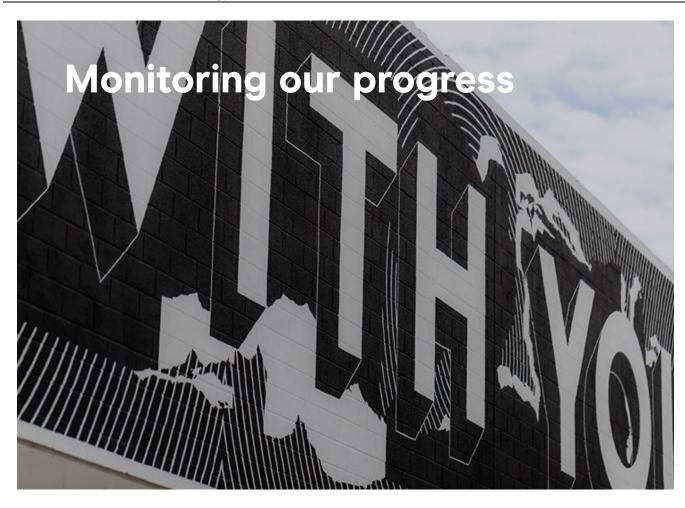
#### Key opportunities

- 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

		Deliv	ery Timef	rame
#	Strategic Action	Short	Medium	Long
GOAI	- 3.1: Expand audience engagement and participation			
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			
GOAI	. 3.2: Promote Burwood's unique assets, stories, heritage and local creative	e experie	nces	
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			
GOAI	. 3.3: Enhance the public domain and local identity through public art			
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			



32 Creative Burwood Strategy 2025-2035



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.

ABOVE: Georgia Hill, With You mural

#### Item Number 11/25 - Attachment 1 Draft Creative Burwood Strategy 2025 - 2035

	Measure
	Increased number and type of Council facilities and spaces for cultural activity
0 H H	Increased number and type of non-Council facilities and spaces unlocked for cultural activity
Cultural Infrastructure	Increased number of live music venues
	Increase in % of residents who are satisfied with Council's protection of heritage building and items
	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'
Creative Economy and Practice	Increase in % of residents who feel Burwood's 'local town centres are vibrant, inviting and economically healthy'
Flactice	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
	123.125 萬家樂 超级

### Item Number 11/25 - Attachment 1 Draft Creative Burwood Strategy 2025 - 2035

	Focus Area	Measure	
		Increase in % of residents who feel they have enough opportunities to participate in arts and cultural activities	
	Creative Experiences and Stories	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	
		Increase awareness of Burwood as an arts and cultural destination demonstrated by increased visitation figures	
	Overall	Increase in external investment in arts and culture	
		Increased profile of arts and culture through awards and industry recognition	
		<image/>	

Item Number 11/25 - Attachment 1 Draft Creative Burwood Strategy 2025 - 2035



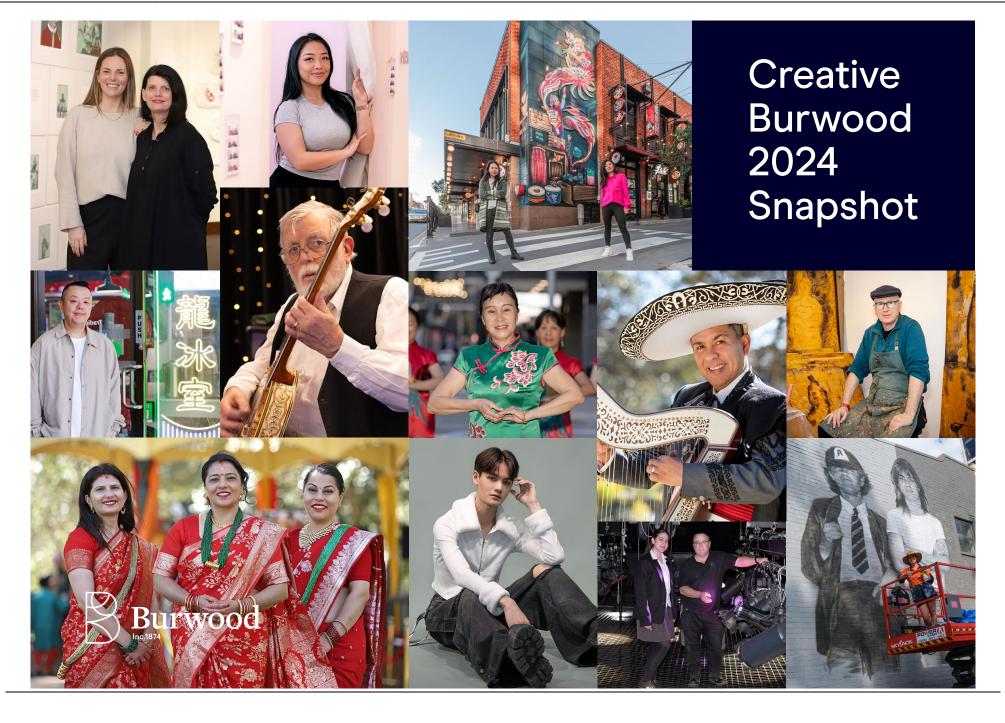
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### Item Number 11/25 - Attachment 2



## Contents

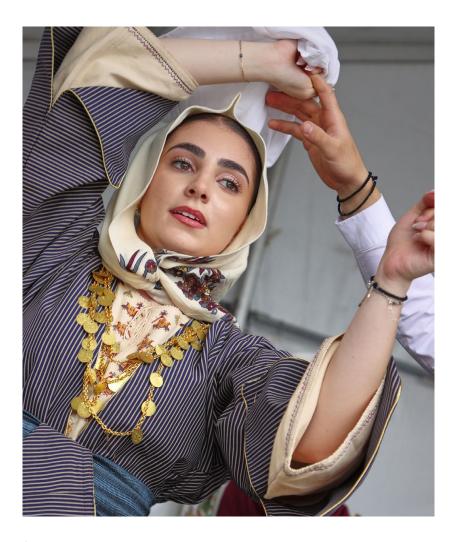
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GRAPHIC DESIGN: Michelle Tran

PHOTOGRAPHY: Damon AMB (Pages 10, 12, 14, 17, 18, 20, 22, 25, 28, 29, 31, 34, 36, 39, 40, 41, 44, 46, 49, 50, 51, 53, 61); Bourdo Photography (Page 4) ILLUSTRATION: Georgia Draws A House (Page 45)

## Introduction



This Snapshot provides an overview of some of the distinct people, places, programs and experiences that are unique to Burwood.

It has been developed following an extensive audit<sup>1</sup> of local cultural assets across 34 categories, under the broader themes of:

- Our Cultural Heritage
- Our Creative Community
- Our Creative Economy
- Our Places and Spaces.

This has involved online research, community engagement and physically visiting and mapping cultural infrastructure and assets across the Burwood area.

This snapshot also profiles individuals and creative businesses highlighting the diversity within our Creative Burwood community.

This Snapshot will inform our new 10-year Arts and Cultural Strategy: *Creative Burwood* 2025-2035.

<sup>1</sup> This information is based upon data currently known and/or available in 2024. We recognise that this is an ongoing and evolving process which will be updated as

new information becomes available.

## What are cultural assets?

These include the **places and spaces** that support arts and creativity, like performance and rehearsal spaces, art studios, parks and public spaces.

They also include the **people** - artists, performers, cultural groups and creative businesses - who create and share their products, services, talents and experiences, adding to Burwood's vibrancy.

Public art, events and cultural festivals, food experiences, cultural precincts and our unique **cultural heritage** also contribute to Burwood as a destination to experience arts and culture.

The following table shows the categories we have used to map Burwood's unique cultural assets.

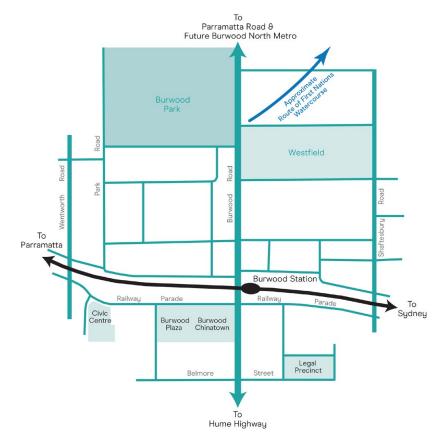
## Snapshot by suburb

	Cultural Asset/ Resource	Subcategories	Burwood	Burwood Heights	Croydon	Croydon Park	Enfield	Strathfield	Total
0		Heritage listed items	156	3	9	32	47	13	260
eritage	Cultural Heritage	Memorials and monuments	10				4		14
ural He		Cemeteries	1				1		2
Cult	Cultural holdings/ special collections	Collections	11		6	1	2	1	21
	Artists and Creatives	Creative Artists, Musicians, Writers, Performers	94	9	51	42	17	22	235
	Community cultural groups	Community, cultural and civic networks	300+						300+
	Events, Festivals, Markets and Cultural Experiences	Events, festivals and activations	40			1	3		50+
		Markets, fairs and cultural tours/experiences	10		4	1	1		16
unity		Art (visual, photography, pottery)	17		4			1	22
Comm		Literary/Film	13						13
eative		Craft and makers groups	4						4
Ŭ	Creative and	Dance	20		3		1		24
	Cultural Programs	Drama and theatre	4				1		5
		Music or singing	27		3		1	2	33
		Design/STEAM	6						6
		Arts and cultural prizes	6		1				7
	·							Contii	nued on Page 6

	Cultural Asset/ Resource	Subcategories	Burwood	Burwood Heights	Croydon	Croydon Park	Enfield	Strathfield	Total
o ک		Media	4						4
Creative Economy	Creative Industries	Creative businesses	382	21	168	162	68	92	893
Οŭ	Food Culture	Food businesses	255	1	21	17	12	18	324
	Public Art	Art in public spaces	20		4	5	16	3	43
		Cultural precincts	7		1		1	1	10
		Galleries and exhibition spaces	2		1				3
		Studio, recording and production spaces	8		2			1	11
		Theatres, rehearsal and performance venues	10		7		1	2	20
	Places and Spaces	Cinemas	1						1
Places and Spaces	Places and spaces	Pubs, clubs and function venues	11			1	1	3	16
and S		Karaoke venues	5						5
Places		Community halls and spaces	14		7	2	4	1	28
		Outdoor event spaces	29		2	1	2	1	35
		Places of worship	23		9	6	4	5	41
		Libraries	4		4	1	2	1	12
	Education and	Schools, vocational and higher learning	8		6	1	2	2	19
	Learning Language schools/classes		8		3			2	13
		Hospitality training facilities							2
		Total cultural assets	1,012	31	288	238	133	152	1,828
			55%	2%	16%	13%	7%	8%	100%

## **Our cultural heritage**

Burwood is a place rich in heritage and culture.



### **Aboriginal heritage**

The Wangal Peoples are the original custodians of the land that has become the Burwood Local Government Area.

### Aboriginal Heritage Sites

There are no Aboriginal archaeological cultural heritage sites recorded in the Burwood LGA.

This is largely because the area was fully urbanised by over half a century or more before the first Aboriginal heritage surveys were undertaken by amateur archaeologists in the 1960s and before the advent of the National Parks and Wildlife Act and Environmental Protection Act in the 1970s.

## Travel routes and water sources

Whilst information about the Wangal Clan in the area is limited, research indicates the Burwood area was an important pathway between the two rivers the Cooks River to the south and the Parramatta River to our north.<sup>2</sup>

These were an important food source for local Aboriginal communities. However, European farming settlement would have restricted the Wangal Peoples' access to their water sources and traditional travel routes.<sup>3</sup>

Most of the original watercourses used by Wangal people have long since been buried by housing and roads. However, the approximate route of a former Aboriginal watercourse in Burwood North has been identified.

Figure 1 shows the likely route where the watercourse would have originally crossed the land, connecting the forestland with the Parramatta River foreshore.<sup>4</sup>

<sup>2</sup> Burwood Pictorial History, Roger Coombs, 2024
 <sup>3</sup> Burwood North Precinct Masterplan – First Nations Design Principles Report – August 2023
 <sup>4</sup> Ibid

Figure 1: Wangal Watercourse







### Wangal Park

Wangal Park located in Croydon is a 4.2 hectare recreation reserve opened in 2015. It was named in recognition of the area's first custodians, following a long engagement process with Aboriginal community members.<sup>5</sup>

### Embedding Aboriginal Heritage in Planning Processes

Planning projects such as the Burwood North Masterplan have engaged Aboriginal stakeholders to ensure that Connecting with Country principles and practices are incorporated within the planning process.

### Public Art Curatorial Themes

Recognition of Aboriginal culture and history is embedded within the three curatorial themes established to guide public art projects in the Burwood LGA. These include:

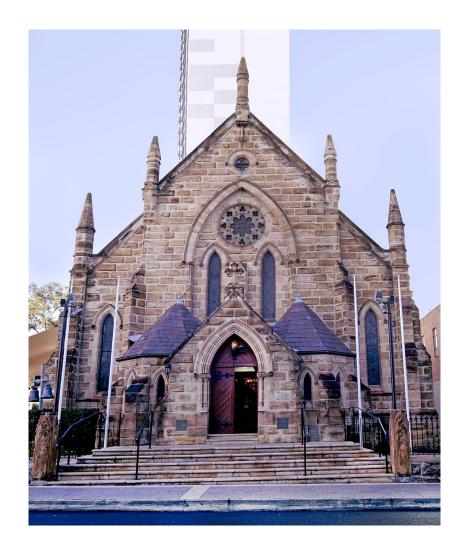
- **Past** Exploration of the history and ongoing culture of the Traditional Custodians of the Land, the Wangal Peoples
- **Present** Bringing to the forefront the recognition of the living culture and stories of the Wangal Peoples
- **Future** Acknowledging the ongoing presence and importance of Aboriginal culture.

ABOVE: David Cragg, Noni Cragg and Karla Hayes, *Storylines (featuring Kirli Sounders)* mural (detail)

<sup>5</sup> Burwood Pictorial History, Roger Coombs, 2024



### **Built Heritage**



### **Heritage-Listed** Items

Burwood has a rich and diverse history and heritage in the form of buildings and places that play an important role in our community and enhance our local character by providing a connection to the past.

The table below provides a summary of where these heritage items are located.



Conservation Areas

Summary of heritage items by suburb							
	Heritage Items			Heritage Conservation Areas	Total		
Suburb	Local	State	Total	Local	#	%	
Burwood	143	18	156	7	163	58%	
Burwood Heights	2	1	3		3	1%	
Croydon	41	8	47	11	58	21%	
Croydon Park	13	0	13	1	14	5%	
Enfield	9	0	9		9	3%	
Strathfield	29	3	32	2	34	12%	
Total	237	30	260	21	281	100%	

Note: There are no identified specific/separate Archaeological or Aboriginal Items, however some items have archaeological components.

The suburb of **Burwood has 58%** of all heritage items/areas within the LGA (163). **Croydon** has the second highest quantity of heritage items (21%), followed by Strathfield (12%).



#### **Burwood School of Arts**

The Burwood School of Arts in Conder Street was the cultural hub of the district for decades. Built in 1879, the building was also used as the first council chambers. It is now part of Burwood Public School. (Pictorial History Burwood, 2024)



#### Burwood Railway

The railway line from Sydney to Parramatta was opened in 1855, with Burwood being one of only four stations in between.

The first station was a little wooden platform on the western side of Burwood Road. It was relocated from its current location in 1892 when the new overhead bridge, station and railway line were built.

#### **Appian Way Precinct**

The Appian Way precinct comprises an estate of 36 elegant Federation houses, 30 of which remain standing today. (Pictorial History Burwood, 2024)

### Local Heritage

Burwood LGA has **237** local heritage items including school and public buildings, churches, historic houses, shop facades, Enfield Olympic Pool and more.

### **Burwood Heritage Self-Guided Walking Tours**

Council has developed a series of Heritage Walking Trails featuring buildings of Historical and Architectural interest exploring Burwood's Past and Present.

#### There are four trails:

- Burwood Heritage Walk
- Old Burwood Heritage Walk
- Croydon Heritage Walk
- Enfield Heritage Walk

### State Heritage

Burwood I GA has **30** state listed heritage items.

#### Examples include:

- Burwood Court House
- Burwood Fire Station
- Burwood Girls High School buildings
- Burwood Post Office (former)
- Burwood Public School buildings
- Burwood Railway Parcel's Office and Underbridge
- Croydon Public School buildings
- Shubra Hall, stables and garden (within PLC)
- St. Paul's Anglican Church and Pipe Organ
- Trinity Uniting Church
- The Priory and Grounds
- St. Cloud and Site, Burwood
- Lynton (including Stables and Fernery)
- Carinya, Burwood
- Federation Houses
- Sewer Vents Grantham St and Railway Pde, Burwood; Paisley Rd, Croydon
- Electricity Substations No. 48, 241, 250, 294, 308, 313, 219

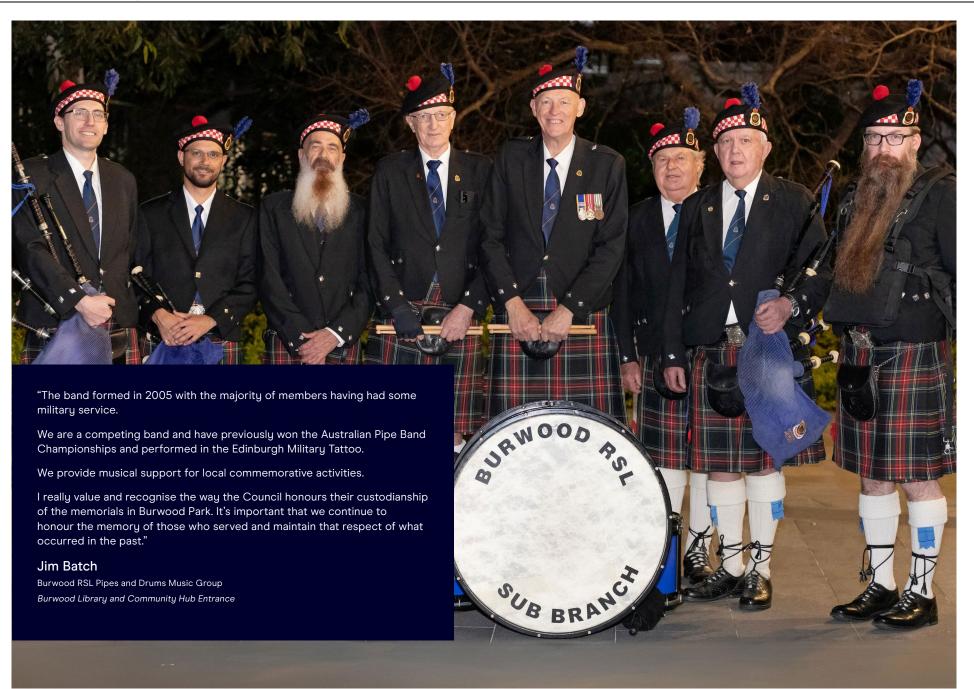
#### **Heritage Conservation Areas**

A Heritage Conservation Area (HCA) is a precinct, streetscape, suburb or group of buildings that has particular heritage values that give it a distinct identity worthy of preserving.

Burwood LGA has **21** heritage conservation areas.

Examples include:

- · Appian Way Precinct, Burwood
- Blair Avenue (Blair Park), Croydon
- Boronia Avenue Residential Precinct
- Burwood Road
- Cintra Estate, Burwood
- · Fitzroy Street, Burwood
- Ilfracombe Ave Residential Precinct, Burwood
- Malvern Hill Precinct, Croydon
- Phillip Street. Strathfield
- Rostherne Ave Residential Precinct, Croydon
- St Pauls Close Heritage Conservation Area



### Memorials and Monuments

Burwood has **14** memorials and monuments.

They range from sculptures, memorial gardens, and honour rolls to cenotaph and the Memorial Arch.

The majority are located within Burwood Park.



and Monuments

### Cemeteries

### Burwood has **2** cemeteries.

- St Thomas Anglican Church Cemetery, Enfield
- St Paul's Anglican Church Cemetery, Burwood

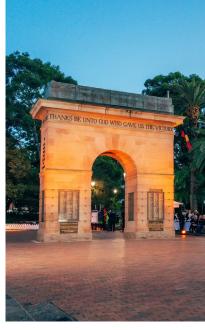


### St Thomas' Cemetery Tours

Surrounding the historic St Thomas Anglican Church in Enfield is a cemetery containing 4,000 grave sites and the headstones of many pioneer families.

Tours of the cemetery are regularly run to help promote and preserve the cemetery within the local community.

Volunteers also help families trace ancestors who may be buried in the cemetery through the internment database.











### Collections



13

Library collections



Visual Art collections

Historical archives						
Local Studies collection	Books on Burwood, ephemera, newspapers, maps, plans, photographs, council valuation books, building application registers, council reports					
Burwood Historical Society records	Photos, books, ephemera, maps, plans, historical artefacts					
Burwood Family History Group	Journals, books					
Burwood RSL Sub-branch records	Various historical war items, medals, photo books and other paper records					
MLC School Archives	Collection of official records and museum items: trophies, uniforms, minute books, official correspondence, programs, school photos, architectural plans, prize books, master plans, school magazines and publications, student enrolment registers and prize lists					
PLC School Archives	Student records, school publications, College Council minutes and records, photographs, memorabilia, school uniforms, architectural plans, oral histories and recollections					
Library records						
Burwood Library collection	64,612 items available, comprising: books, DVDs, newspapers, ebooks, MP3s, eAudiobooks, CDs, toys, STEAM kits, equipment					
Local Studies collection	Books on Burwood, ephemera, newspapers, maps, plans, photographs, council valuation books, building application registers, council reports					
School Library collections (x11)	<ul> <li>Burwood Girls High School</li> <li>Burwood Public School</li> <li>Croydon Park Primary School</li> <li>Croydon Public School</li> <li>Croydon Public School</li> <li>Enfield Public School</li> <li>St Joseph's Primary School</li> </ul>					
Visual arts collections						
Burwood Council Visual Arts Collection	8 items - various mediums: enamel and ink on polyester, watercolour, food colour on paper, mixed media, canvas, acrylic on canvas, video					
PLC Sydney Visual Arts Collection	Prints, paintings, drawings, photographs, sculpture, mixed media					

## **Our creative community**



Burwood is the **5th most culturally-diverse** community in Australia.

We speak more than 56 languages and come from 106 different ancestries.

Burwood has a vibrant and evolving arts and culture scene.

From new and emerging artists, creatives and cultural workers, to those with international profiles, Burwood is a place that celebrates its past as well as the people that make it vibrant today.

Burwood is enriched by our cultural diversity as well as our vast local, regional and international networks.

Arts and culture are a key way for residents and visitors to connect with, share and celebrate their cultural backgrounds, identities and heritages.<sup>6</sup>

### 66

The diverse and evolving culture in Burwood is exciting. Burwood's multicultural influences combine to give it a unique perspective and viewpoint on the arts.

The local festivals are a great showcase of Burwood's cultural art and music scene.

> **Chris Logan** Logans Pianos

> > 99

<sup>6</sup> Four in ten NSW residents connect with, and share, their cultural background through arts and creativity (40%), including by attending arts events (35%). In line with national findings, more than half of culturally and linguistically diverse (CALD) NSW residents attend arts events focused on their cultural background or community (57%) and more than eight in ten attend arts events overall (85%), including significant cross-cultural arts engagement and strong engagement with First Nations arts (Source: National Arts Participation Survey).

### Item Number 11/25 - Attachment 2



"I am a K-Pop cover dancer. In 2023, my team and I represented Australia in the finale of the largest international K-pop Dance Cover Competition held in South Korea.

I also work as a teacher at Burwood Girls High School. I am proud to be a part of the Burwood local community, and look forward to seeing more new and exciting events within the Burwood <u>area.</u>"

David Tu K-Pop Dancer Burwood

### Arts and cultural sector snapshot



### 430+

### Cultural and Creative Workers

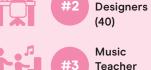
In 2021, more than 430 Burwood **residents** worked in the Creative Economy.<sup>7</sup>

### Top 3 Occupations<sup>8</sup>



Graphic

(38)





235 Creative Artists, Musicians, Writers and Performers<sup>9</sup>



### 80+

### artworks submitted

from local entrants in the Burwood Art Prize (2023 and 2024)

<sup>7</sup> Count of usual residents and workers in Burwood LGA by selected occupations - using 6-digit and 4-digit level OCCP Occupation data from ABS Census 2021 (TableBuilder)

<sup>8</sup> Court of usual residents and workers in Burwood LGA by selected occupations - using 6-digit level OCCP Occupation data from ABS Census 2021 (TableBuilder) ° Australian Business Register, as at 31 May 2024). ABR Explorer - Active ABNs with main location in Burwood LGA. These include sole traders and small business

\* The number of persons employed in Burwood LGA in 2022/23 in the creative sectors (full-time and part-time) regardless of where they live, Source: National Institute of Economic and Industry Research (NIEIR) @2023. Compiled and presented in economy.id by.id (informed decisions).



### **Burwood Art Prize**

The Burwood Art Prize, established in 2017, showcases Sydney's best emerging and established artists.

The Art Prize was expanded in 2022 to all Sydney-based artists, increasing the calibre of artworks. By 2025, the prize pool has increased to \$25,000.

The prize attracts over 300 entrants and exhibits 100 finalists each year across multiple artwork mediums. Finalists are exhibited in the Library and Community Hub over four-weeks.

The art prize theme has continued to evolve in recent years. In 2025, the Burwood Art Prize invites artists from across Sydney to engage with the theme *I AM HERE*, exploring the importance of diverse cultural stories and celebrating the many voices that shape contemporary multicultural Australia.

A series of creative public programs are delivered throughout the exhibition period in the Community Hub to enhance community engagement with the Prize and draw new audiences to the space. BURWOOD

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

"The Burwood area has been my home since my move to Sydney in 1998.

What truly excites me is the Council's interest in backing arts and culture within the diverse linguistic and cultural communities now present in the region.

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 Burwood Park

















### Events

Burwood is a vibrant events destination, hosting major cultural and religious festivals, unique food experiences, cultural walks and talks.

These events celebrate our diverse community, our authentic food and great places and activate our streets parks and public places.<sup>10</sup>

## 50+ events hosted annually

These range from major community events to local, place-based activations, including:

- Cultural/religious celebrations such as Lunar New Year, Greek Street Fair, Nepalese Teej Festival
- Arts, music and performance events such as Burwood Street Party, Australia Day and Burwood Summer
- **Community inclusion activities** such as Harmony Day, Seniors Week and Burwood Youth Fest
- **Markets and fairs** such as Woodstock Artisan Markets
- **Civic events** such as Anzac Day, National Serviceman's Day, Sandakan Remembrance Service

<sup>10</sup> Based on 2023/24 events and data and estimates compiled by Burwood Council







**1,500+** artists/performers engaged



450+ commercial and community vendors supported



### 66

What excites me about arts and culture in Burwood are the community events on Burwood Road and live street performances.

The nightlife in Burwood Chinatown, especially with the live singing on stage, really makes the area come alive, giving it a stylish, modern, and vibrant CBD atmosphere.



### Cultural organisations, networks and groups





### Item Number 11/25 - Attachment 2

### **Creative Burwood Snapshot 2024**

"Dae Hahn Culture School was established in 2017. Our aim is to educate senior Koreans about Australian culture and history and provide arts and cultural activities.

We have a choir, a dance group and an acting group. We also run poem recitals, art lectures and discussions on current affairs and cultural topics. Recently, we have been documenting the stories of our members' migration and life in Australia.

Burwood is a very safe, multicultural and welcoming area. It is also well-balanced with mainstream, established and new migrant communities.

Burwood residents are well connected to their countries of origin. It would be really exciting if Burwood could showcase those global connections and hold international cultural events like a film festival or other opportunities to promote these connections with so many places around the world."

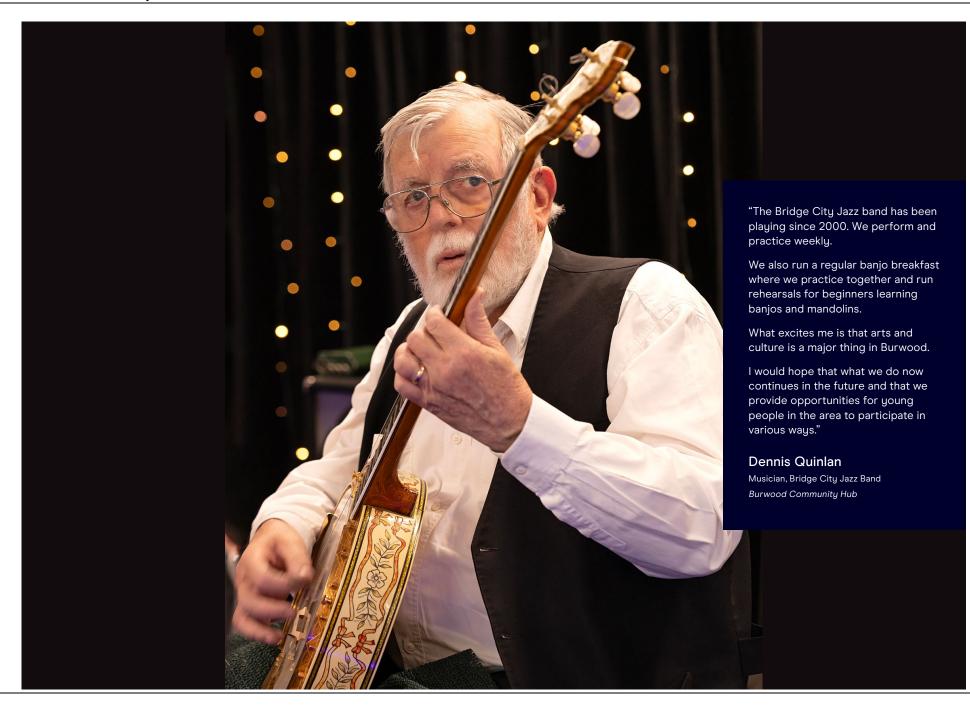
#### Hwa-Sur Hahn

Coordinator, Dae Hahn Culture School <u>Woodstoc</u>k Community Centre, Burwood



### Creative Burwood Snapshot 2024

### Item Number 11/25 - Attachment 2



### **Creative programs and infrastructure**

### Arts

Burwood has a vibrant arts scene, supported by many art schools and programs, offering local artists and residents opportunities to connect, express their creativityand celebrate their talents.

### **Visual Arts**

#### **20** Art classes/programs

Includes a range of private and community programs for all ages, including:

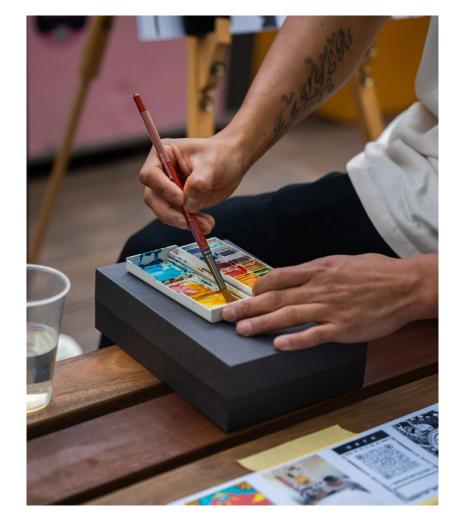
- 10 children's art schools
- 5 adult art schools
- **4** high school art and design programs
- 4 Chinese Painting groups
- 1 Calligraphy group
- 1 Latvian Artist Association

#### **2** Photography groups

- Australian Digital Photographic Association
- Burwood RSL Camera Club

#### 1 Artist-In-Residence program

 The PLC Sydney Artist-In-Residence program connects Visual Arts students with industry practitioners culminating in an annual Riversdale Dreaming Exhibition at Adelaide Perry Gallery, Croydon.



### Creative Burwood Snapshot 2024

### Item Number 11/25 - Attachment 2



"In 2000, I established the Croydon Art Studio, a place where I could share my love for art with the community.

Over the next ten years, I would love to see a continued and expanded commitment to arts and culture in Burwood and Croydon.

I would like to see greater collaboration between artists, local businesses, and for the Council to create a vibrant arts scene that integrates seamlessly into everyday life."

Min Woo Bang Artist and Director Croydon Art Studio, Croydon







### Wrap With Love

Since 2010, the Burwood branch of *Wrap With Love* knitters have been meeting regularly to hand knit wraps and rugs to distribute worldwide to communities in need.

The group meets regularly in the Burwood Library and Community Hub to create warm blankets for those in need. Beginners to expert knitters alike are welcome.

The *Wrap With Love* group is a diverse and really welcoming group. It's a blessing to have these beautiful people in my life.

### Craft and Makers Groups

### **4** Knitting, Sewing, Quilting and Embroidery groups

Craft groups hosted at Burwood Library and Burwood RSL include:

- Wrap With Love Knitting Group
- Sewing Bee Club (Days for Girls)
- Embroiders Guild
- QuiltNSW meetings

### Literary Programs

**11** Book clubs, literature discussion, reading, creative writing programs

### **Film Discussion**

**2** U3A groups meet regularly at Woodstock Community Centre:

- Popcorn Anyone: Movie Discussion Group
- Classic Movies Discussion Group

## Places and spaces supporting Arts

1 Gallery

- **1** Library and Community Hub
- **4** High School arts facilities
- **1** Pottery Studio (private)
- 1 Art School (private)
- 2 Exhibition Spaces
- 3 Community Centres/Venues

**1** Arts and Cultural Centre (*in development*)

32 Creative Burwood 2024 Snapshot

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### Art and Cultural Prizes

Burwood has a number of arts and cultural prizes which celebrate and nurture local talent.

### **3 Visual Arts Prizes**

- Burwood Art Prize (Burwood Council)
- Adelaide Perry Prize for Drawing (PLC Sydney)
- Arty Station Art School and Gallery

### **2 Performance Prizes**

- The Marcus Edwards Violin Prize (Inner West Eisteddfod)
- Inner West Eisteddfod: Piano, Vocal, String, Guitar, Dance, Speech and Drama

### **1 Creative Writing Prize**

• Beyond Words: Creative Writing Competition (Dymocks Tutoring)



# BURWOOD

ROGER COOMBS

Burwood Rd.

Kerry 2996 . BURWOOD

## Pictorial History of Burwood

by Roger Coombs

Published by Catherine Warne Kingsclear Books (2024)

As one of many initiatives in 2024 to celebrate the 150-year anniversary of the formation of the Burwood Local Government Area, Council commissioned the *Pictorial History of Burwood* by Roger Coombs.

The book chronicles 150 years of Burwood's development with over 180 carefully selected photographs, keeping our history alive and accessible to our community. Copies of the book are available from the Burwood Library collection as well as available for sale.

Other activities to build and promote our local heritage include:

- Online access to our extensive local studies collection and images via the library catalogue
- Your Story is Our Story encouraging ongoing donations from the community
- Local history talks, exhibitions and walking tours of local historical sites.

"I have lived in Burwood since 1990. I am a long-time member of the Burwood and District Historical Society and have also worked as a local studies librarian, historian and archivist for 30 years.

I have recently written a book about the local history of the Malvern Hill Estate. The Malvern Hill area of Croydon is one of the earliest conservation areas in NSW, widely regarded as one of best surviving examples of a Federation-era garden suburb, with many connections to important events in the 20th Century.

Burwood is a place of change and I love sharing the rich history of the area with new people. I am always discovering new connections and adding to the storehouse of knowledge about the area.

Over the next ten years, I would like to see greater support for the arts, culture and especially historical endeavour in Burwood. I welcome the new, whilst preserving the best of the old."

#### John Johnson

Local author, The Pick of the Western Suburbs: A History of the Malvern Hill Estate, Croydon



# **Performing Arts**

Burwood has a vibrant performing arts scene, with many opportunities to grow and celebrate talent supported by a range of quality music, dance and performing arts programs, performance and learning opportunities.

## **Music**

- 14 music schools (private)
- **18** music groups (including choirs and drumming)<sup>11</sup>
- 4 high school music programs
- 1 Strathfield Musical Society (founded in 1968, perform musicals and operas at the Latvian House in Strathfield)

# Dance

- 10 dance schools\*
- **11** community/cultural dance groups<sup>12</sup>
  - o **1** Greek
  - o 4 Chinese
- 4 high school dance programs

## Drama

• 6 speech/drama/theatre programs<sup>13</sup>

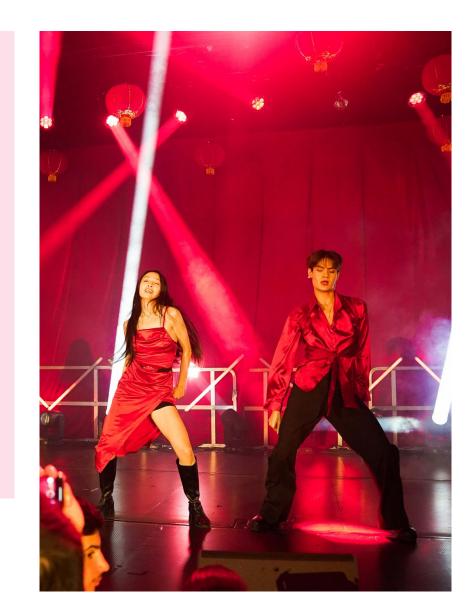
# Places and spaces supporting Performing Arts

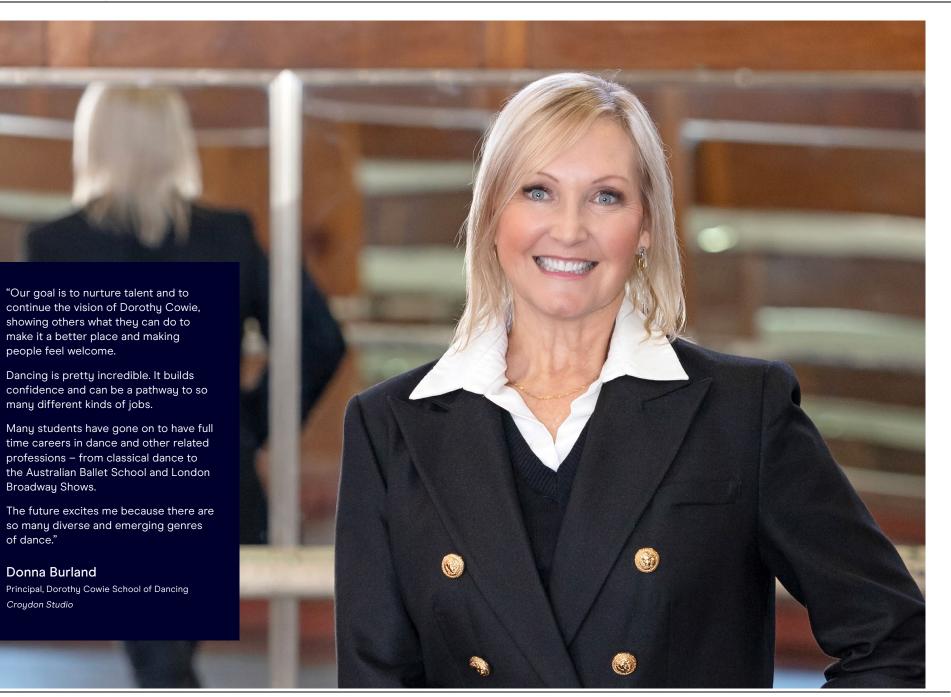
Across the Burwood LGA, there are a wide range of places and spaces supporting the performing arts. These include Council and public school facilities, as well as community and privately managed facilities.

- 7 Auditoriums/Halls (100-450 capacity)<sup>+</sup>
- 2 Theatres (200-550 capacity)<sup>^</sup>
- 11 Studio/Recording/ Production Spaces<sup>+</sup>
- 14 Music Studios (private)\*
- 10 Dance Studios (private)\*
- **11** Rehearsal and Performance facilities (within schools)
- 20+ Community Centres and Participation Spaces<sup>+</sup>

<sup>11</sup> includes for example Chinese Opera, jazz, recorder, orchestras, ensembles, choirs, 80s singing group, etc <sup>12</sup> includes for example Greek, Chinese, line dancing, 80s, baby ballet, seniors dancing and classes for people with disability <sup>14</sup> A high school programs, 2 private academies

+ Council, community and school facilities | \* Private/Commercial | ^ School facilities





# **Our creative economy**

\$21.2m in output generated from local Creative Industries (2022/23)<sup>14</sup>

**\$9m** in value added to the Burwood economy (2022/23)

# 893+ creative businesses<sup>®</sup>

A snapshot of creative businesses (including sole traders) within the Burwood local government area								
Creative Industry	Business Subcategories	Burwood	Burwood Heights	Croydon	Croydon Park	Enfield	Strathfield	LGA Total
Creative and	Creative Artists, Musicians, Writers and Performers	94	9	51	42	17	22	235
Performing Arts	Performing Arts Operation	12		11	19	5		47
Activities	Performing Arts Venue Operation	6		1				7
	Motion Picture and Video Production	26	1	6	8	2	2	45
Film and	Music and Other Sound Recording Activities	7		2	2	1	4	16
Sound	Music Publishing	1						1
	Post-production Services. Other Motion Picture and Video Activities	13	1	4	2		3	23
Broadcast	Radio Broadcasting	7		1				8
	Television Broadcasting	1		1				2
	Internet Publishing and Broadcasting	4		8	2	2	2	18
	Advertising Services	58	3	17	11	12	15	116
Creative	Architectural Services	35	2	15	20	4	10	86
Professional Services	Other Specialised Design Services	68	2	27	37	5	13	152
Services	Professional Photographic Services	36	2	19	9	16	20	102
	Other (artisans, entrepreneurs, etc)	3			1	1		4
Continued on Page 38								

<sup>14</sup> Source: National Institute of Economic and Industry Research (NIEIR) © 2024. Compiled and presented in economy.id

15 Source: Australian Business Register, as at 31 May 2024. ABR Explorer - Active ABNs with main location in Burwood LGA. These include sole traders and small business across a range of creative industries

Creative Industry	Business Subcategories	Burwood	Burwood Heights	Croydon	Croydon Park	Enfield	Strathfield	LGA Total
	Book Publishing	2			3	1	1	7
Printing and	Magazine and Other Publishing	1		1	1	1		4
Publishing	Printing and Printing Support Services	6	1	3	4	2		16
	Reproduction of Recorded Media				1			1
	Total cultural assets by suburb		21	168	162	68	92	893
	% of cultural assets by suburb		2%	19%	18%	8%	10%	100%

**Snapshot** 







schools



Karaoke bars



• **3** Radio stations (1 community, 2 commercial) broadcasting to **54+** multicultural communities

• 1 Television broadcaster

Media broadcasters

# **Creative Burwood Snapshot 2024**



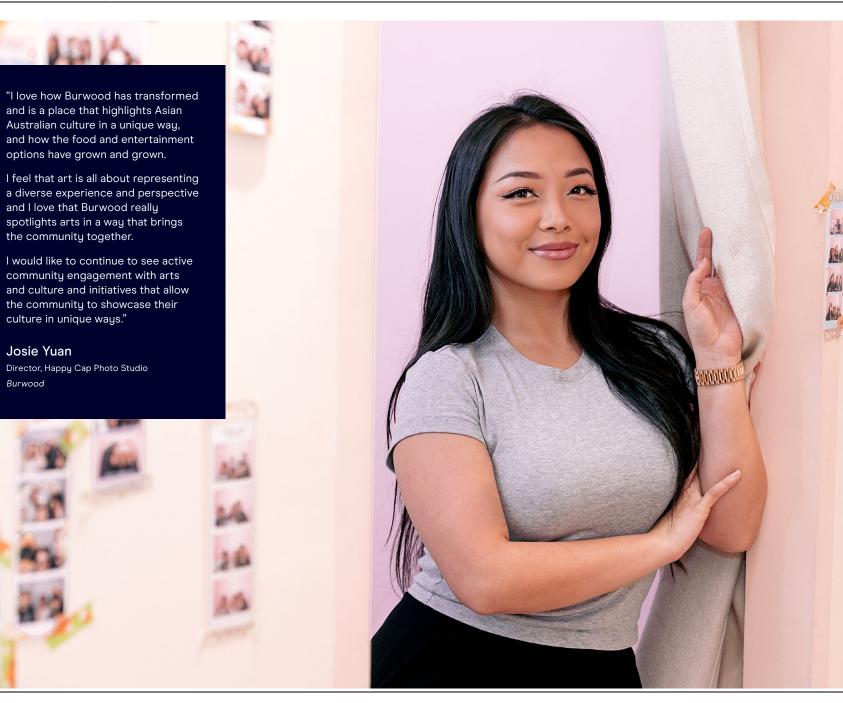
"Logans Pianos is Sydney's oldest independent music shop. We have been part of the Burwood community since 1935.

The diverse and evolving culture in Burwood is exciting. Burwood's multicultural influences combine to give it a unique perspective and viewpoint on the arts.

Many of the local schools do really amazing work at promoting art and music to students. I would like to see music and the arts further nurtured at a grass roots level, particularly for children and young people.

Music is a fantastic outlet and a lifelong skill that everyone should have the chance to enjoy."

Chris Logan Director, Logans Pianos Burwood



"We are an incubator of talent. A number of people have started their broadcasting here and gone on to careers at the ABC, commercial radio or as DJs. We also promote local events as well as individual artists and musicians. To me, the cultural diversity of the Burwood area is reflected in its arts scene and, in fact, in all facets of the Burwood lifestyle." June Donovan Broadcaster, Radio 2RDJ 88.1 FM Woodstock Community Centre, Burwood

# **Food culture**

Burwood is becoming one of Sydney's most interesting foodie destinations, famous for its diverse and authentic cuisine.

There are over 320 food and beverage businesses operating in the Burwood area<sup>16</sup>

**79%** of all food businesses are located in Burwood (suburb/ town centre)

**74%** of our food businesses showcase the diverse cuisines of our local community

including a huge variety of Chinese, Taiwanese, Hong Kong, Korean, Japanese, Thai, Vietnamese, Malaysian, Singapore, Mediterranean (Italian, Greek, French), Lebanese, Filipino, Nepalese, Indian, Italian, and Uyghur cuisines and various Asian fusions.<sup>17</sup>

<sup>16</sup> Based on an analysis of Council's food premises register as at October June 2024 and physical audits. <sup>17</sup> 2022/23 Burwood LGA data, 1 – Employment (total) by industry, NIEIR 2023 compiled and presented in <u>econmy.id</u> | 2 – Value added by industry sector 2022/23, NIEIR 2023 compiled and presented in econmy.id | 3 Accommodation and Food Services (ABS Australian Bureau of Statistics, Counts of Australian Businesses, including Entries and Exits, 2023), <u>economy.id</u>

# Food and Beverage Industry



workers



**7th** largest employer



**\$75.8m** value added to Burwood economy

### Food Culture:

includes food and cuisine-related businesses or experiences associated with the production, celebration, discovery or intaking of food and beverages.

# Unique Burwood food experiences

# **30+** different international cuisine types

These reflect the diversity of our community including our older established communities as well as our new and emerging communities.

- 116 Chinese restaurants
- 18 Korean food businesses
- Strathfield has the greatest number of Korean food businesses (76% of Korean food businesses)
- Authentic new and emerging Uyghur, Filipino, Nepalese, Taiwanese and Hong Kong cuisine
- Destination for Sydney-wide famous food businesses, Burwood Chinatown and unique good experiences
- 18 Bubble tea stores
- 15 Dessert shops
- Noodle and Bubble Tea Walking Tours



Diverse cuisines	Snapshot of food businesses and cuisine types within each town/local centre <sup>18</sup>					
	Town/Local Centre	# Food Businesses	% CALD Cuisine	Cultural Cuisine or Business Operator		
30+ cultural cuisines from around the world 49% Chinese/fusion 9% Asian/fusion	Burwood	255	76% (192)	Chinese (35%, 90 businesses)         Asian/Fusion (8%, 20 businesses)         Other (list from largest to smallest):         • Japanese       • Nepalese         • Taiwanese       • Turkish         • Thai       • Vietnamese         • Cantonese       • Indonesian         • Hong Kong       • Indian         • Italian       • Singapore         • Korean/fusion       • Uyghur (East Turkistan)         • Lebanese, Middle Eastern       • Filipino         • Mediterranean, Greek       • Malaysia		
<b>8%</b> Korean/fusion   Japanese	Strathfield	18	100% (18)	<b>Korean (72%, 13 businesses)</b> Other: Chinese/Asian fusion, Indian   Japanese   Nepalese		
5%	Croydon Park	17	71% (12)	<b>Lebanese   Italian   Thai (18%, 8 businesses each cuisine)</b> Other: Filipino, Turkish, Chinese		
Thai   Italian 4%	Croydon	21	48% (10)	<b>Italian (14%, 4 businesses)</b> Other: Indian, Lebanese, Thai, Japanese, Chinese, Greek		
Lebanese/Middle Eastern New and Emerging	Enfield	12	58% (7)	<b>Italian (25%, 3 businesses)</b> Other: Chinese, Thai, Lebanese, Colombian		
Nepalese, Indian, Uyghur, Filipino, Taiwanese,	Burwood Heights	1	0% (0)			
Cantonese and Hong Kong cuisines	Total	324	74% (239)	30+ different cultural cuisines		

<sup>18</sup> Based on an analysis of Council's food premises register as at September 2024.

# **Creative Burwood Snapshot 2024**



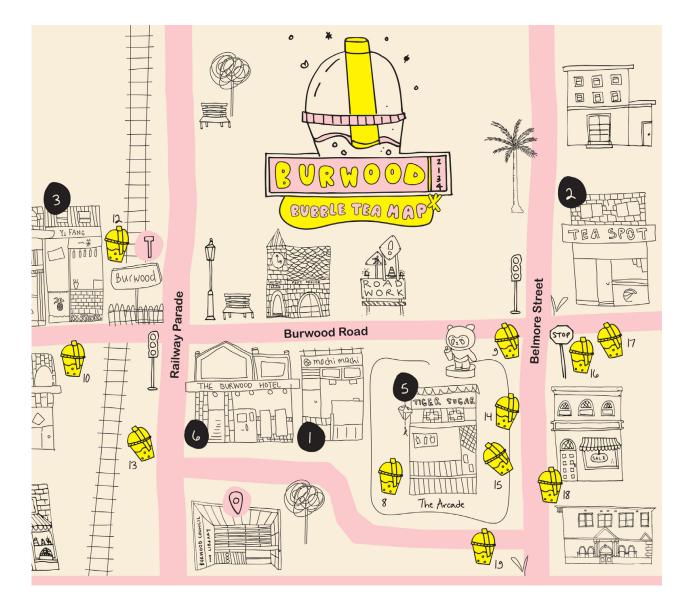
"We opened Kowloon Café in Burwood in 2021. We wanted to make it an iconic Hong Kong experience.

The idea is that when you step inside the café you are transported to a traditional eatery, capturing the true essence of the atmosphere and flavours of Hong Kong street food.

This includes good authentic, comfort food like our signature crispy butter pineapple bun, and our Instagram-able Hong Kong minibus.

Burwood is a real hub. There is lots of entertainment here. I would love to see more businesses and more people come to Burwood. We need the influx, the food influences, experiences and the vibrancy that comes from our diverse multicultural communities."

Howin Chui Co-owner, Kowloon Café Emerald Square, Burwood



# Creative Experiences

The Creative Experience Team at Burwood Library and Community Hub deliver a range of technology, arts and cultural programs catering for all ages and interests. Key highlights are the Burwood 'Bubble Tea' and 'Noodle' Walking Tours.

The **Bubble Tea Tour** explores Burwood's vibrant bubble tea culture, uncovering the stories behind specialty stores and popular drinks.

The **Noodle Tour** showcases Burwood's diverse noodle scene, from spicy Chinese dishes, milder Japanese ramen to hearty Uyghur lamb noodles and refreshing Vietnamese pho.

# **Creative Burwood Snapshot 2024**



"I've just moved into the area and I think the potential for arts and cultural offerings here is huge.

There is a significant local Chinese and South East Asian community that is already eating well and looking for things to do; and Burwood Road has become a destination for foodies all across Sydney.

The public art around Burwood Chinatown is captivating and I reckon audiences are looking to engage with arts, culture and events if given the opportunity.

One thing we could do better as a city is to provide pathways from creative pursuits in schools into broader practice as kids become young adults.

I think Burwood could become famous for providing support for senior school artists who are giving it a go, by connecting them to the existing audience and communities who patronise the Burwood area. And from there, we'll follow in the footsteps of the brothers Young of AC/DC fame I say!"

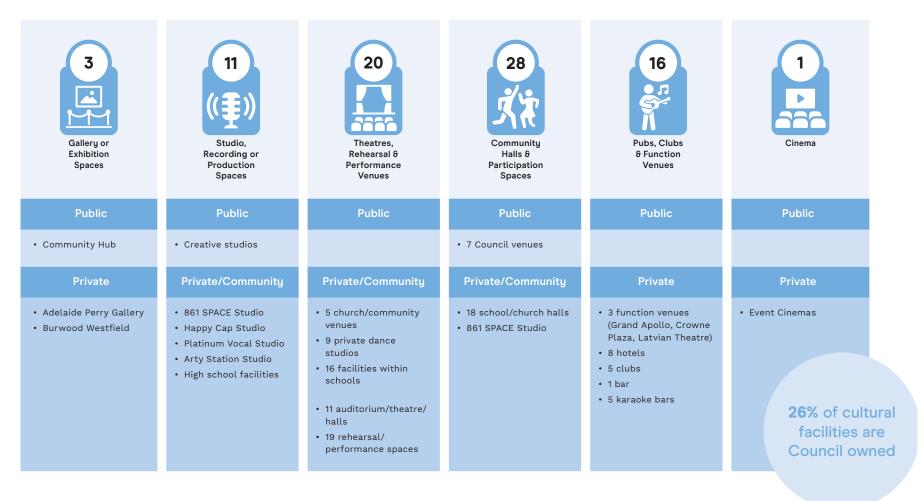
## **Michael Rodrigues**

24-Hour Economy Commissioner Burwood Chinatown, Burwood





# **Our places and spaces**



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

# Map of our places and spaces





11

Studio,

Recording or

Production

Spaces

12

Libraries

```
18
```

331 FF

2225

20

Theatres,

Rehearsal &

Performance

Venues

Schools & Colleges









"PLC Sydney established the Adelaide Perry Gallery in 2001 after transforming the Croydon Hotel into the Croydon Centre for Art, Design and Technology.

'The Croydon' as it is affectionately referred to at the College houses the Gallery. It is named after the modernist painter, printmaker and draughtswoman who was Art Mistress at PLC between 1930 and 1962.

Having opportunities for local artists to participate, exhibit and connect as a community makes an exciting impact on the energy within our area and the arts.

The friendly and supportive community of Croydon Village and the broader Burwood area is a warm and welcoming place."

Jo Knight Head of Visual Arts, PLC Sydney *Croydon* 

# **Creative Burwood Snapshot 2024**

"The Gallery showcases not only the work of our talented art and design students but also engages with and exhibits the practice of professional artists and designers to inspire our students and the wider community.

The Adelaide Perry Prize for Drawing is our premier annual event and is open to artists Australia-wide. The \$25,000 acquisitive Perry Prize emphasises the enduring significance of the discipline of drawing in the Visual Arts.

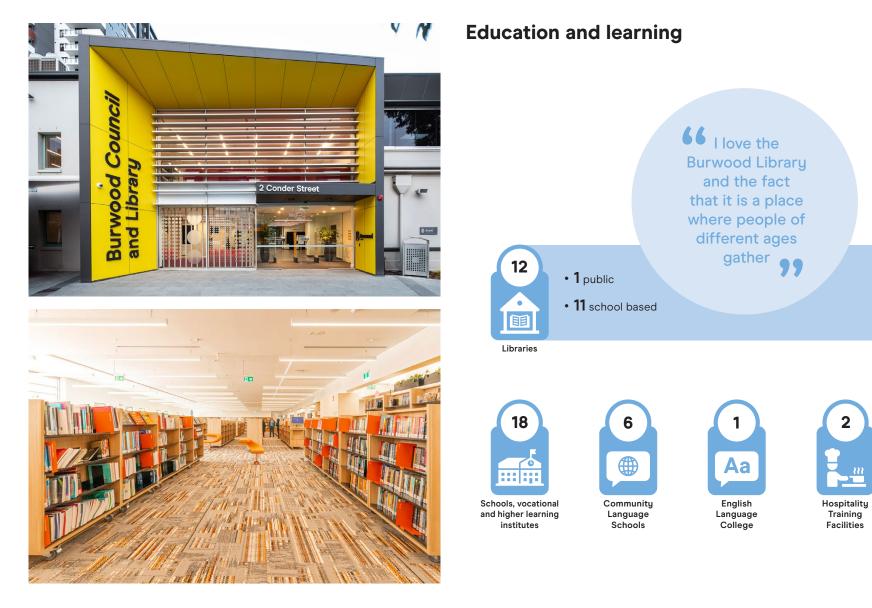
It would be great to see more community initiatives such as exhibition opportunities, open studios and events to promote to the community how the Visual Arts reflects who we are and what it means to be living in contemporary Sydney today."

## Jen Gair

Gallery Coordinator, Adelaide Perry Gallery Centre for Art, Design and Technology, Croydon







"Our Live Production Trainee program provides an opportunity for one Year 11 student to work alongside the Technical Manager to learn the craft of technical theatre. The student gets hands-on learning about lighting, audio, vision and staging as well as attending client and pre-production planning meetings to learn about the full process, not only the technical skills.

The highlight is seeing the students gain more and more confidence in, not only skills, but in themselves. For the trainee, the highlight is when they are able to do their first solo show.

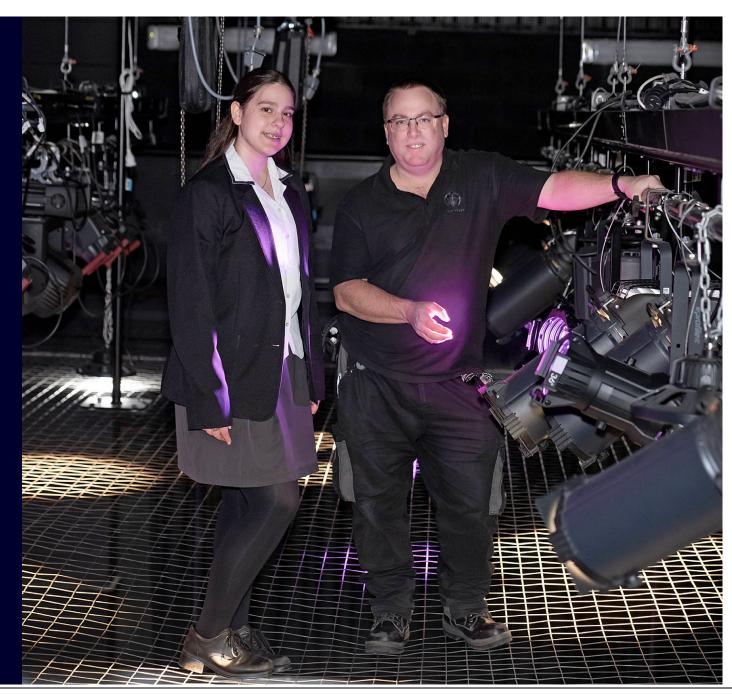
Burwood is like a second home. There's something that is starting to build here.

I would love to see Burwood turn into an arts and culture hub, to see more events in the amazing Burwood Park and for the Council to look at building an arts and culture centre to draw more people to the city centre. With the amazing transport options it really would be a great area for a small theatre."

## **Brett Wheeler**

Senior Technical Manager Southern Cross Catholic College, Burwood

Alexandra Vecik Live Production Trainee

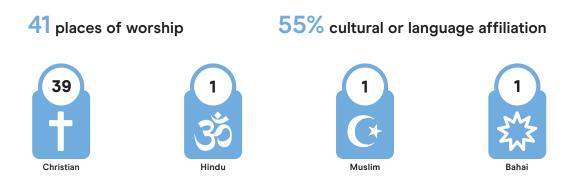


# **Outdoor event spaces**



# Places of worship

Burwood has many diverse and historical places of worship.<sup>19</sup>



#### In 2021, 49 Burwood residents were working as Ministers of Religion and 12 Religious Assistants.<sup>20</sup>

<sup>19</sup> Specific cultural or language affiliation includes: Greek, Chinese, Nepalese, Korean, Maronite, Syrian, Russian, Indian, Filipino and Romanian <sup>20</sup> Count of usual residents and workers in Burwood LGA by selected occupations - using 6-digit and 4-digit level OCCP Occupation data from ABS Census 2021

# Did you know?

Our largest 3 religions are:
1. Roman Catholic (19%)
2. Hindu (10%) - 2 times higher than Greater Sydney
3. Buddhist (8%) - 2 times higher than Greater Sydney

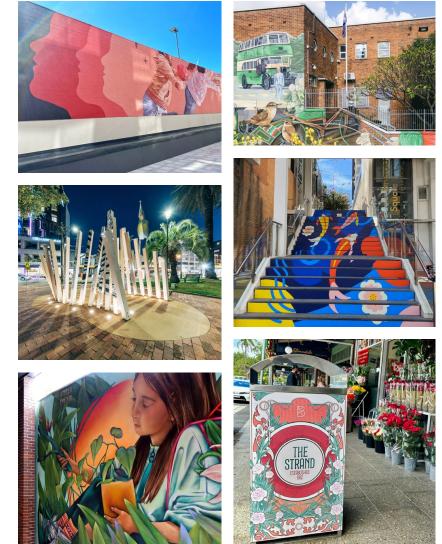
**Croydon Park** has the highest proportion of residents (63%) who affiliate with the Christian faith. 1 in 3 people are Roman Catholic.

Nearly 1 in 3 people in **Strathfield** are of Hindu faith.

The suburb of **Burwood** has the largest number of Buddhist followers.

# **Public art**











# Public art map

Public art map			Strathfield		
1 The Botanical Garden	Mural	Thomas Jackson			
2 Back in Black AC/DC Mural	Mural	Clare Foxton	32		
3 The Burwood Nest	Sculpture	Chris Goff and Kim Siew		33 9	
4 Meeting Places	Mural	Styna (Christina Huynh)			21
5 Scholar Seats	Sculpture	Louise Zhang	ALCONTRA LA	Burwood	
6 A Day in Burwood	Mural	Lotte Alexis Smith, Sharon Billinge			
7 The Last Lion	Mural	Christina Huynh and Sophi Odling		13 11 6 12	
8 Sissy	Mural	Sid Tapia			
9 Burwood Park Pavilion Mural	Mural	Brode Compton		15 19 18	
10 Chess In The Park	Mural	Mike Watt, Tom Deams, Gina Deams			
11 Emerald Square Project	Staircase Art	Nico and Kim Siew			
12 Columns des Burwood	Mural	Nadia Odlum			
13 Awakening	Sculpture	Inge King			
14 Mayoral Portraits	Mural	Suzanne Dias			
15 Wilay Mulaa: Spirit of Light	Sculptures	Nathan Peckham and Nicholas Tory			Croydon
16 Who Sat Here Before Me (13 artworks)	Seat Art	Squid Morgan			16/ III
17 Untitled (Burwood Telephone Exchange)	Mural	Burwood Public School	26		
18 The Botanist	Mural	Sophi Odling	25 31		
19 Miss Mahjong	Mural	Smackas	27		
20 Woody Pear Seed Pods	Sculpture	Dennis Golding		Burwood	
21 Life Cycle (Wangal Park Public Art Project)	Lights	MadWing			
22 The Strand Bin Wrap Project	Wrap Artwork		29_16		
23 Wangal Park Toilet Wrap	Wrap Artwork	Tahlia Henderson	<sup>28</sup> Enfield		Croydon
24 Untitled (Pawz in Style)	Mural	Unknown			Park
25 Cinema on a Cinema	Mural	Georgia Draws A House, Ann Woo and Sharon Billinge			
26 Pareidolia	Mural	George Rose	Assault And I am		
27 Pretty Things Which Go Together	Mural	Thomas Jackson		THIE	
28 Henley Park Amenities Building Murals	Mural	Karri McPherson			
29 Ann Street Wayfinding Mural	Mural	Michael Black			
30 Mosaic mural	Mural	Students from Enfield Public School	AND		
31 Untitled (Prince portrait)	Mural	Unknown			
32 Everton Road Pocket Park Sculptures	Sculpture	Pink Cactus			
33 Burwood Park Mural	Mural	Sharon Billinge			
34 Untitled (PLC Mural)	Mural	Sid Tapia			

"I love that there's always a buzzing ambience throughout Burwood, whether it's along a town strip, the Chinatown precinct or within the suburban parks.

It's great to see so many new public artworks popping up and adding character to the area; I hope to see that continued in the next ten years!"

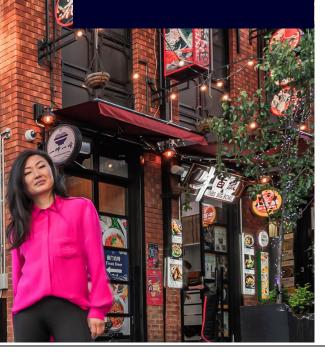
CLARENDON-PL

Christina Huynh (Styna) Artist, The Last Lion Mural Burwood Chinatown "I love the absolute melting pot of cultures and the hustle and bustle of the area.

Council has embraced public art which really adds to the scene and am so thankful to be able to also contribute to it.

In general, I would love to see the public art scene to continue growing in new ways pushing boundaries of what is expected and diversity in what is produced."

Sophie Odling Artist, The Last Lion Mural Burwood Chinatown





# **Cultural precincts**

- **10** distinct and emerging cultural precincts
  - Burwood Chinatown Dining Precinct and Clarendon Place
  - 2 Burwood Road Eat Street

Emerald Square, Burwood

- Burwood Park
- The Strand, Croydon
- 6 Enfield Flower Power Precinct
- Bells Lane, Strathfield
- Entertainment Central (future): Westfield Burwood, Deane Street, Uniting Church, Burwood RSL
- Arts and Cultural Quarter (future): Library and Community Hub, Unity Place, Burwood Culture House
- Burwood North (future)

### **Cultural Precinct:**

A distinctive urban area where at least a portion of the area has distinctive features that support a rich cultural identity, fostering social interaction and economic growth.



### Burwood Chinatown Dining Precinct and Clarendon Place

- Vibrant dining and retail precinct serving authentic Asian street food
- 30+ hawker style eateries
- Neon lit arcade
- Award winning public art (*The Last Lion*)
- Clarendon Place Night Markets

The nightlife in Burwood Chinatown, especially with the live singing on stage, really makes the area come alive, giving it a stylish, modern, and vibrant atmosphere.

Ken Jeung 861 SPACE Studio

### Burwood Road Eat Street

- Chinese and Asian Fusion restaurants
- Bubble tea and dessert stores
- Middle Eastern and Mediterranean restaurants
- Cafes and bakeries
- Asian supermarkets and fresh food grocers



Whether it's shopping, dining, or simply enjoying the vibrant atmosphere, Burwood is a special place for me. Its dynamic offerings are an essential part of my life, enriching my daily experiences and contributing to my overall well-being.





### **Emerald Square, Burwood**

- Entertainment, food and beverage precinct (22 retailers)
- Unique dining and entertainment experiences such as Kowloon Café, Sydney's largest pool and snooker hall, darts, bowling, karaoke and mahjong



### Bells Lane, Strathfield (emerging)

- Korean food destination
- Placemaking project will transform Bells Lane into a vibrant activated shared pedestrian-zone with outdoor dining, public art, suspended lighting installations

#### Burwood Park

- Major event and recreation space - over 26 events hosted annually
- 7 historical memorials including Burwood War Memorial Arch, Sandakan and Burwood Villa Memorials



### Deane Street | Entertainment Central Burwood's future entertainment sub-precinct:

- Deane Street Precinct
- Burwood Westfield and Cinema
- Burwood RSL
- Uniting Church
- Chinese and Asian Fusion restaurants





### The Strand, Croydon

- Historic shopping strip
- Arts and cultural businesses
- (e.g. Croydon Art Studio, Croydon Dance Studio, Scottish Accessories Shoppe and Kilt Hire)

#### Arts and Cultural Quarter, Burwood

- Library and Community Hub
- Unity Place
- Burwood Culture House (future)

### **Enfield Flower Power Precinct**

• Co-located garden and produce business hub with café, retail and other related businesses



### Burwood North (future)

- Burwood North Metro
- Crowne Plaza Burwood
- Master-planned features



## **Creative Burwood Snapshot 2024**



"When we started Burwood Chinatown fourteen years ago, there wasn't much here other than a couple of old shops and empty alleys. Now it's a vibrant, neon-lit destination attracting people from across Sydney seeking novel, inexpensive food experiences.

We wanted to focus on those things central to Chinese cultures family, friends and food - and took inspiration from places like Hong Kong, Singapore, and Shanghai.

I think what makes Burwood Chinatown different is the opportunity to try authentic foods from all over China you can't get anywhere else. It's also known for the neon lights.

What we've built here is a celebration of so many diverse Asian cultures.

I would love to see Burwood become even more of a destination. My dream is for Burwood Road to be a sensational shopping strip, lit up with neon lights and more illuminated public art.

What I love about Burwood is the Asian community. When I come to Burwood, I feel like I'm in China."

Louie Semrani Property Manager, Burwood Chinatown

# **Appendix** Cultural settlement in Burwood

The following shows a brief timeline of cultural settlement in the Burwood area:

60,000 >	1794–1874	1940s	1970s
Traditional Custodians: Wangal Clan of the Eora Nation	European settlement 1794 First settler, Sarah Nelson, established a farm at Malvern Hill, Croydon 1799 'Burwood' Farm established by Captain Thomas Rowley 1834 First Italian immigrant 1874 Municipality of Burwood established	Post-war migration 1942 Chinese evacuees find new home in Burwood 1948-1974 Woodstock Villa operated as a Migrant Hostel (Broughton House) for immigrant families from Europe and Great Britain 1950S Russian community, faith and businesses established in Strathfield and Burwood 1950S-1970S Greek and Italian migrants arrive 1964 First citizenship ceremony held in Burwood 1970 Establishment of Saint Nectarios Greek Orthodox Parish, Burwood	1970s Lebanese arrive 1974 First Burwood Festival (centenary celebration) 1976-1985 Vietnamese settlement 1978 Establishment of St Joseph's Maronite Catholic Church, Croydon

1980s	2000s	2010s	2020s
1980s Skilled migrants arrive (Korean, Nepalese, Indonesian and others) 1988 Onwards Chinese, Indian migration and others	2008 First Burwood Lunar New Year Festival	2012 First Greek Street Fair held 2015 Burwood Council declared a 'Refugee Welcome Zone' 2018 First Moon Festival held in Burwood	2021 Burwood Council adopted #RacismNotWelcome Campaign 2021 Census results show Nepalese fastest growing community in Burwood 2022 Nepal Festival Sydney held in Burwood 2023 Depalese Teej Festival held in Burwood 2024 So years since Burwood municipality established Holi Festival Sydney held in Burwood





# **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, create and visit here.

Creative Burwood: Arts and Cultural Strategy 2025 - 2035 Engagement Report

# **Executive Summary**

This report summarises the key findings from engagement activities undertaken to inform Council's 10-year Arts and Cultural Strategy, *Creative Burwood*.

1,021 people participated in engagement activities. Overall, the following key themes were identified.

### **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
- **Our Challenges and Gaps:**

### CULTURAL INFRASTRUCTURE:

 Live Music and Performance Venues: There is a lack of local live music venues and performance spaces, despite a strong appetite for more live music and performance, particularly within the Burwood Town Centre



- 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 for performance
  - Networking and collaborating

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

- 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

## **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

Creative Burwood: Arts and Cultural Strategy 2025 - 2035 Engagement Report

## **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



- 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
- **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
- **Promotion and Audience Development:** Showcasing our cultural assets can attract new audiences and highlight our people, places, events, and creative industries
- Cultural Exchange: Increasing recognition of Aboriginal culture and fostering cross-cultural connections can ensure all community stories are represented
- Access to Cultural Infrastructure: Partnerships with education, community, and business sectors could unlock access to high-quality, privately held cultural facilities within Burwood
- **Public Space Innovation:** Continuing to use non-traditional spaces for cultural expression can further strengthen community identity through public art and placemaking

### **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
- **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
- Storytelling: We share the diverse stories and history of our community through art and culture
- **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
- **Connection:** Burwood is a welcoming place to connect, collaborate and have shared experiences and engage in cross-cultural exchange
- **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

These engagement findings will inform Council's new Arts and Cultural Strategy and the future operation and programming at the Burwood Arts and Cultural Centre.

Burwood Council would like to thank all members of the community who participated in this community engagement process and continue to provide valuable input into the advancement of arts and culture in Burwood.

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Creative Burwood: Arts and Cultural Strategy 2025 - 2035 Engagement Report

# **Overview**

The following summarises the key findings from engagement activities undertaken to inform Creative Burwood, Council's 10-year Arts and Cultural Strategy. These included:

- Community Satisfaction Survey (6 14 March 2023) ٠
- Interviews with Creative Burwood Portrait subjects (23 July 22 October 2024)
- Community Surveys (online and face to face) (30 August 2024 21 October 2024)

25

- Burwood 'Culture Talks' (28 and 29 October 2024) .
- Licence to Play: Burwood Event-Ready Streets (18 Oct 2024 6 Dec 2024) •
- Arts and Cultural Forum (August 2022)
- 'Have Your Say' on the Proposed Burwood Urban Park and Cultural Centre (30 November 2020 - 28 February 2021)

# How We Engaged and Who We Heard From

226

# 75

Arts and Culture Surveys (2024)

**Burwood Culture** Talks (2024)

**Creative Portrait** Interviews (2024)

20

# 127

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

Culture Streets Visitor and **Business Surveys** (2024 and 2025)

Previous engagement activities:

# 301

Community Satisfaction Surveys (2023)

# 13

(2022)

24

Arts and Cultural Organisation Survey (2022)

Burwood Arts and

Cultural Forum

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

210

1,021

contributions

### Creative Burwood: Arts and Cultural Strategy 2025 - 2035 Engagement Report

# Community Satisfaction Survey results (2023)

# WHO WE HEARD FROM

# 301

Burwood residents were surveyed The sample was weighted by age and gender to reflect the 2021 ABS Census data for Burwood LGA

# WHAT WE HEARD

# **Our Strengths**

High levels of resident satisfaction:

95% Council library programs and services

**93%** Festivals, events, and public space activations

- 86% Recognition of First Nations people, their culture and heritage
- **85%** Protection of heritage buildings and items

64% Local town centres are vibrant, inviting and economically healthy

 $\textbf{60\%} \quad \text{Local events offer opportunities for}$ communities to connect

(Community Satisfaction Survey results 2023)



# **Our Challenges**

Only 32%

of residents rate Council's communication and information about upcoming events as 'Excellent' or 'Very Good'

Only 47%

#### of residents surveyed feel they 'have enough opportunities to participate in arts and cultural activities'

(2023 Community Satisfaction Survey)

It is worth noting that following this survey, Burwood Council delivered a significant program of events and activities during 2023/24.

These included:

- 31 events attracting 32,678 attendees
- 12 partnered events, engaging 18,630 attendees
- Burwood Art Prize showcasing 19 local artists
- 17 Public Art Projects employing 22 artists
- A range of arts and cultural programs, Local Studies talks, tours and exhibitions at our library, community centres and local parks

# Arts and Culture Community Survey (2024)

Between August and October 2024, Council administered a community survey inviting local residents, workers and visitors to 'Share their Ideas for the future of Arts and Culture in Burwood'.

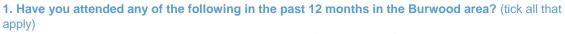
The survey was administered online as well as in person, including during cultural festivals, 'Burwood Culture Streets' events, Cultural Walks and Tours, Library, Creative Hub and community programs. It was available in English, Simplified Chinese and Korean.

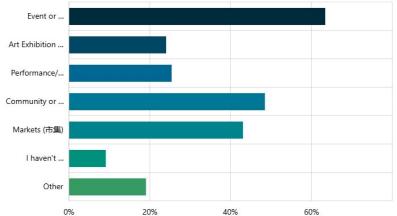
WHO WE HEARD FROM

# 226 survey responses

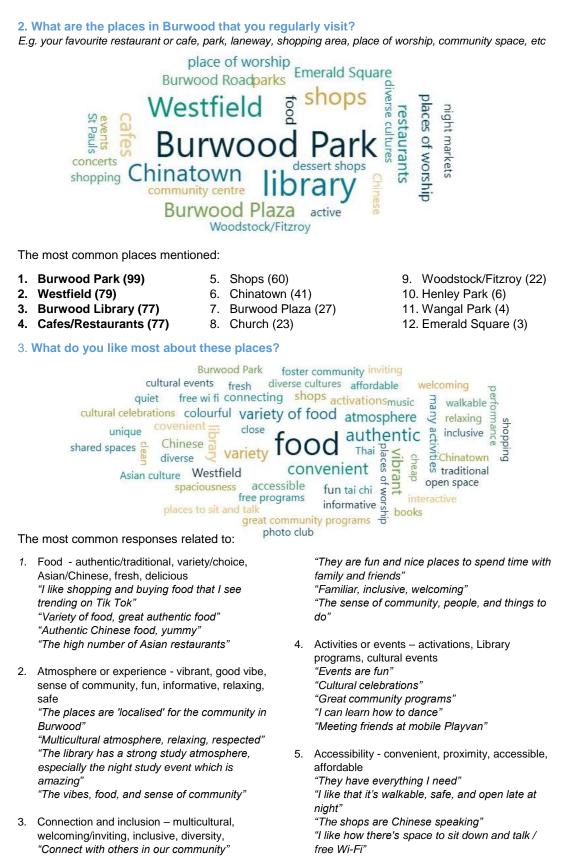
WHAT WE HEARD

**91%** of survey respondents had participated in one or more arts and cultural activity or events held in the Burwood LGA in the last 12 months





Cultural Participation (activity type)	%	#	Rank
Event or Festival	63%	140	1
Art Exhibition	24%	53	5
Performance/Concert	25%	56	4
Community or Cultural activity/class	48%	107	2
Markets	43%	95	3
I haven't attended any	9%	20	7
Other: (Library, activations - Culture Streets, church, park activities)	19%	42	6
Total	100%	221	



# 4. What do you like most about arts and culture in Burwood?

# Responses were grouped by key theme

Rank	Key themes	#	Example comments
1	Cultural diversity (mix of cultures, multicultural)	19%	Very multicultural in the truest sense - lots of areas are multicultural but Burwood is the one that is genuinely authentic. Every culture here is celebrated, authentic and tasty food, diverse food from all over the world, great festivals for example, the biggest Teej Festival
2	Vibrant	8%	Fun A variety of activities Lots to see and do I like the various festivals
	Inclusive		There's always various cultural events happening and the whole community feels involved in it
	Chinese / Asian focus, celebration	7%	shows richness of Chinese culture A nice window for insight into Chinese lifestyles – it makes me very curious
3	Art activities including Public Art	- 770	I like the murals on vision lane and the neon art in Burwood Chinatown Installations in the park are my favourite especially with the recent possum lights I appreciate how Burwood features local artists in street art, and encourages live music performances
Events, festivals & activations			Events and performances in Burwood Park and other places, like Greek Festival events and dances and Moon Festival I like art and culture festivals held in Burwood Park. We can enjoy different cultures and food as well
4	Food (variety, authentic, options)	6%	Food more delicious than other places, authentic taste the China The diverse options represented means I can grab almost any kind of cuisine for lunch, Indonesian, Japanese, etc
	Colourful, Vibrant		It is colourful and adds culture in the community I love the colour and vibrancy and uniqueness too I like how Burwood is a diverse community reflected by its arts scene Colourful main street
5	Programming	5%	Diversity of programming lots of activity, energetic atmosphere is great, you can see lots has been invested here, it's different, lots to do
6	Welcoming, Friendly	4%	I like that there's always various cultural events happening and
7	Connecting Places, Community spaces	3%	the whole community feels involved in it well maintained community spaces Burwood Chinatown is unique
	Music	-	love music - variety of different types and live music performances
	Library	_	Burwood Library is awesome, clean, modern Free courses offered by library are fantastic! Focus on visual arts is much appreciated and fairly unique to this library The free kids activities held in the library
8	Authentic	2%	Food more delicious than other places, authentic taste the China
	Engaging, Vibe, Lively		There's always something happening at Burwood Park Chinatown is always bustling
	Dance		I like the cultural music and dances especially the Chinese traditional dances with beautiful costumes, fans and shoes
	Traditional		Connection to my Chinese culture and heritage
0	Shopping	1%	Shops - variety Different shopping, so many interesting things here
9	History, Heritage		Trying to blend old with new as well as the history of the area
	Modern		Not only tradition but also modern, cultural and popular

Rank	Key themes	#	Example comments
	Informative, Learning		Informative and helpful for learning about various aspects of different cultures and interests
	Convenient	I love how accessible and frequent it is. I grew up in an area	
	Destination		where arts and culture wasn't widely funded, so being in Burwood is a lovely experience for me. I love spending my weekends engaging in my local community

# VISION FOR ARTS AND CULTURE IN THE FUTURE:

# 5. Use 3 words to describe how you want arts and culture in Burwood to be like in the future?

Responses were grouped by common themes

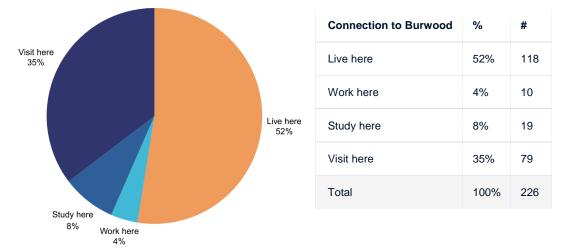
Rank	Key themes	Number	%
1	Multicultural, Diverse	100	13%
2	Inclusive, Welcoming, Inviting, Belonging	83	11%
3	Vibrant, Fun, Exciting	67	9%
4	Innovative, Unique, Modern	44	6%
5	Music, Performance	43	6%
6	Accessible, Affordable, Free, Convenient, Safe	39	5%
7	Embrace, celebrate, cultural heritage, expression	37	5%
8	Food	35	5%
8	Frequent, Variety of activities, More or continue	35	5%
8	Placemaking, Atmosphere, Vibe, Destination	35	5%
9	(More) diversified, mix of cultures, variety	33	4%
10	Events, festivals, Cultural celebrations, Markets	32	4%
11	Creative expression, Art	29	4%
12	Colourful, bright	22	3%
12	Family friendly, seniors, youth	22	3%
13	Interactive experiences, engaging, participation, informative	21	3%
14	Connecting, interconnected, Togetherness, Community, Unity	19	3%
15	Murals, public art	11	1%
16	Authentic	10	1%
16	Chinese, Asian culture	10	1%
17	Activations	8	1%
17	Tradition, Heritage	8	1%
18	Quality	7	1%
19	Facilities, Spaces	5	1%
	TOTAL	755	100%



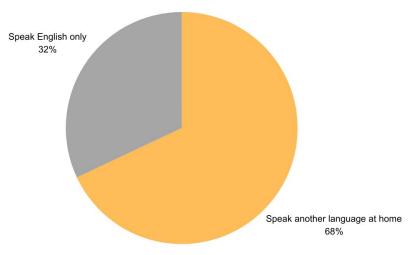
The following reflects the main themes expressed by survey respondents for their vision for Arts and Culture in ten years:

#### DEMOGRAPHICS OF SURVEY PARTICIPANTS:

Which best describes your connection to the Burwood Local Government Area?



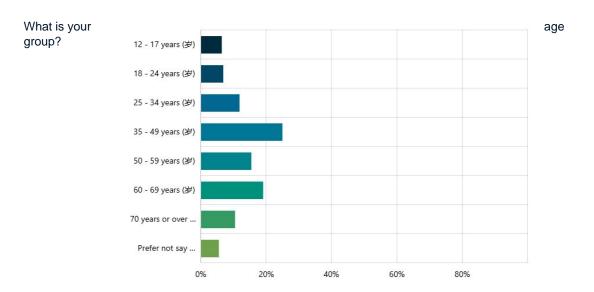




**68%** speak other language(s) at home

**28** community languages spoken including:

Burmese, Cambodian, Cantonese, Chinese, Filipino, French, German, Hindi, Indonesian, Irish, Italian, Konkani, Korean, Kurdish, Malay, Mandarin, Nepali, Portuguese, Russian, Shanghainese, Shona, Spanish, Tagalog, Taiwanese, Tamil, Thai, Turkish, Vietnamese



#### What is your gender (optional)?

Gender	%
Female	72%
Male	25%
Non-Binary/Other	1%
Prefer not to say	1%
Total	100%

#### Other feedback/comments:

#### Suggestions for events and activities:

- Continuation of the celebration of our history
- More musical performances
- More concerts in Burwood Park
- Would Burwood Library offer mah-jong classes (Hong Kong style)?
- Zen tangle classes would be fun
- cooking classes in the library
- more English courses / I want to study English speaking
- I would like to do an art exhibition here
- love to attend some more groups like
   knitting
- Would you consider a seniors club?
- More craft
- More music and festivals at Burwood would be great for the community

- I would love more events for adults between high school and parenthood
- Keep doing great job and please bring events to Croydon Park
- Would be great to have more art and craft programs as well as a writers group
- More child friendly events and playgroups
- opportunities to learn about other cultures, I like this place generally, sometimes there is a language barrier
- Too many Chinese events

#### Accessibility feedback:

- Please ask about participants' accessibility needs in event invitations so that a diverse audience can join in
- Need a multi-lingual engagement officer in Council/at community events

- Perhaps more family-friendly, clean, toilet facilities at Burwood Park during events
- You need to keep an eye on the diversity of language

#### Feedback re. Place:

- There should be more garden art in Burwood Park
- Don't live in area and don't know all the great things happening here, would be good to have signage in Burwood Park about what events are on e.g. Teej Festival don't know what is happening here
- I would love to see the creation of a more peaceful refuge/space for those to chill amongst the growing hustle and bustle of Burwood's vibrant culture. If there could be a Zen teahouse, temple or garden created within new developments or inside the park
- Need a seniors centre to drop in; I'd like more public seating
- Close and turn Burwood Road into a plaza between Belmore Street and Railway Parade
- Would like to get aquatic centre in Burwood with swimming pool and spa, sports for seniors to be more heath and active
- Expand Chinatown to other Asian shopping centres
- No more high rise apartments, the roads are the same and more and more cars around here

#### Feedback for Council:

- Burwood Library provides a very good service for people
- Thanks for all the facilities and all the work involved in maintaining it :)
- Keep up the good work! It's really lovely to live here, and I think you should be proud of yourself for the good work you're doing!
- Congratulations this [activation] is wonderful!
- Great holding more small events. We are impressed with Burwood's efforts
- Thank you very much. I really appreciate the art workshops at Burwood library.
- I'm worried about the health of some of the ficus trees in Burwood Park
- We enjoyed the street art walk today
- Enjoyed the activation!
- Council does a great job, staff are very friendly
- Great work Burwood Council I love coming to visit every time
- Thanks for all you do
- Love that the council are promoting art and culture
- Wish you could get together or influence other surrounding councils like Strathfield and Canada Bay to adopt a similar strategy

#### Other:

- I like living this this area
- Burwood is too Asian now and has frozen out other ethnic groups, which is unfair
- I love Burwood Westfield and I feel safe even at night time

# 'Burwood Culture Talks' Summary (2024)



# WHO WE HEARD FROM

**50** people attended the 'Burwood Culture Talks' held on Monday 28 October 2024

- Attendees comprised a vibrant mix of artists, musicians, performers, cultural groups and creative businesses from across the Burwood LGA
- Attendees participated in an immersive journey, rotating through various stations learning about the 2,000+ unique cultural assets, places and people who make up Burwood's vibrant creative community and economy. These focused on 4 key areas:
  - Our Cultural Heritage
  - Our Creative Community
  - Our Creative Economy
  - Our Places and Spaces

**25** Council staff added to these ideas during a staff 'Culture Talk' session held on Tuesday 29 October 2024

## WHAT WE HEARD

The following summarises the many ideas shared on how to build on what is already here and opportunities to collaborate to grow Arts and Culture in Burwood over the next ten years.

Participants were invited to share their ideas on how to:

- Recognise and celebrate our Cultural Heritage?
- Support and grow our Places and Spaces?
- Support our Creative Community?
- Support our Creative Economy?

Participants also shared:

- Their Vision for Arts and Culture in Burwood in the next 10 years, and
- The steps we need to get there



# #1 Cultural Heritage, Cultural Exchange and Storytelling

#### KEY THEMES AND IDEAS

The following summarises the key themes and ideas identified to recognise and celebrate our **Cultural Heritage**\*<sup>1</sup>

#### **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

#### **Engagement Quotes**

#### ABORIGINAL HERITAGE:

- "I would love to know more about Aboriginal heritage in the area and how water/river/swamps crossed the local landscape"
- "More of Aunty Deb telling the community stories from a First Nations perspective - it was so powerful hearing it from her"

#### CULTURAL DIVERSITY:

- "There are so many different multicultural communities here"
- "I would like to continue to see initiatives that allow the community to showcase their culture in unique ways"
- "I would like to see more representation of other [non dominant] cultures around main roads which represent the make-up of Burwood"

#### EXPERIENCES:

 "I would like to arrive to places such as restaurants, cafes and enjoy a cultural environment - free music, art exhibitions"

#### **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

#### HERITAGE:

- "Continue to maintain that respect of what occurred in the past and what people did in the past"
- "[I would like to see] Woodstock being used for more and different activities not just classes"
- "Historical pages [on the Burwood Council website] have very minimal information about historical stories. There are only hand-drawn sketches of historical figures, no videos at all"

#### CONNECTION AND EXCHANGE:

- "Make Burwood a place of connection and belonging for all"
- "Opportunities to learn about other cultures"
- "History is shared create opportunities for connections and celebration of Elders and multicultural communities"
- "The main focus has been the historical struggle between white people and Aboriginal people we ethnic Koreans would like to learn and build relationships with Aboriginal people starting from Burwood"



<sup>&</sup>lt;sup>1</sup> Cultural Heritage refers to Aboriginal Heritage, Multicultural Heritage, Built Heritage and Collections

# **Engagement Findings**

Key theme	Opportunities and Ideas
Storytelling and	CAPTURE AND SHARE ABORIGINAL STORIES:
recognition of	<ul> <li>More telling of stories from Aboriginal perspectives</li> </ul>
Aboriginal	Story telling - word of month
Cultural	Tap into what happened in Burwood LGA in relation to Wangal People - finding
Heritage	and having a Wangal country Aboriginal icon that relates to Burwood
	Learn by doing - opportunity for young people to learn symbolism of art
	appropriate to this land and the Wangal People
	<ul> <li>Rich asset pool of stories in Burwood and expertise in storytelling - capture in all types of formats e.g. Video/Long series documentary on Burwood's First Nations People - 'This is my village' to know where people come from, user friendly, dignity</li> </ul>
	to the people, future proof (capture stories) - research, feedback, write, record WAYFINDING:
	Wayfinding that showcases the Indigenous song lines
	• Walking tour - Identify some of the significant landmarks for indigenous people and create a walk for those who organise local walks where there is a recorded voice that people can activate to learn about that site, perhaps something
	<ul> <li>ARTIST COLLABORATION:</li> <li>Create opportunities for artists to collaborate with First Nation artists and an Artist</li> </ul>
	Directory
	PUBLIC ART/PUBLIC DOMAIN:
	Public art and more recognition of Aboriginal culture and cultural practices in the
	public domain
Celebrate and	<ul> <li>Understanding of all cultural and stories within the LGA</li> </ul>
connect all our	<ul> <li>Reflecting/telling stories about the area's older established as well as</li> </ul>
multicultural	new/emerging communities - sharing the history of the people coming through
communities	Local producers and directors should be consulted to help tell Burwood story - just
	like you engage with mural artists
	<ul> <li>Educational workshops and story telling</li> <li>Through cultural festivals and events</li> </ul>
	Public art and Murals
	Showcase cultures of small communities more
	More cultural exchange events
	<ul> <li>create/provide more events reflecting each of Burwood's different community groups</li> </ul>
	<ul> <li>Website design - lots of events for people of different cultures (Taiwan, Chinese, Malaysian, Greek etc)</li> </ul>
	Connection of all peoples and cultures - sharing of information
	Use every space available to promote our rich multicultural community     Showson suburse of ameli communities more
	<ul> <li>Showcase cultures of small communities more</li> <li>Help them fit in Australian mainstream culture and strengthen their connection with</li> </ul>
	mainstream cultures
	EVENTS
	Kids culture music event (inspiration: Chatswood - Culture Bites)
	Heritage and Culture Day or awards
	Creation of 'street parades' using vehicle floats. These could be supporting a
	cultural theme or activity promoting the different/many ethnic identities in the area. Allows 'sponsorship' of a float, competition for the 'best float' - this is a community oriented activity
	Parades during festivals
	Celebrate and showcasing the multicultural communities of Burwood by dance,
	music, exhibitions, cultural festivals
	PUBLIC ART:
	<ul> <li>Story telling of all cultures through public art pieces or on murals on hoarding/construction sites</li> </ul>
	ทั้งสามการู/อย่างแน่อเอก จแลง

Key theme	Opportunities and Ideas
	Augmented reality artworks with cultural heritage information
	Mural artworks with cultural heritage concept
Promote	STORYTELLING:
Heritage and	Create short stories of Burwood ie 10-20 second to have 'Burwood in Bites' (easy
Tell Local	to learn and time efficient)
Stories	Develop "Living Library of Cultures" where community elders become human
	books sharing their migration stories and cultural knowledge – could
	promote/leverage from Citizenship Ceremonies
	Reflect/Tell stories about the area's older established as well as new/emerging
	<ul> <li>communities - sharing the history of the people coming through</li> <li>Local producers and directors should be consulted to help tell Burwood story - just</li> </ul>
	like you engage with mural artists
	Stories of Burwood's past:
	Document people's history, especially relating to Burwood
	More information on Council's Historical pages about historical stories
	WALKS:
	<ul> <li>self-guided/audio-able or guided walking tours (sign posted with</li> </ul>
	wayfinding/educational information online/download tour/map/information) -
	including in cemeteries and wetlands
	<ul> <li>Self-guided, walking groups and biking routes - centred around areas such as public transport (connection and access), parks, public artworks, houses,</li> </ul>
	cemeteries - helps health and wellbeing
	<ul> <li>Is there a way to do a cultural walking tour around Burwood so a bit longer and</li> </ul>
	focusing on different spots and cultural aspects in the LGA?
	Council to encourage local residents (youth) to create contents for the QR code
	through a local competition in order to increase local participation and
	understanding
	APP:
	Create an app with AR features showing historical photos and stories of cultural
	sites (Council or Local Historic Society could potentially lead this) SIGNAGE:
	Blue heritage plaques like in London e.g. sign posting in Appian Way and other
	places
	OPEN DAYS AND EVENTS:
	• 'Open House/ Open doors Day' programs to showcase the heritage of the area -
	give opportunity to visit heritage buildings - Historic and other community, public
	and high interest buildings open up to the public on select days so people can look
	around area they can't normally access
	Rolling program of event at the various heritage sites such as opening up to the     public the menumerate and paralyze
	public the monuments and gardens INTERACTIVE ACTIVITIES/QR CODES:
	Using our cultural sites to tell the local stories - through QR Code, events and
	engage children and young people through 'walkathons' and other activities
	By installing QR codes for respective heritage sites to that residents and visitors
	can access the general information of each heritage site. If possible, adding some
	interesting and short relevant video clips to the QR code - this will help
	understanding the background and the meaning/value of the heritage
	Activities to engage kids e.g. collecting stamps from different historical sites
	QR code on signs (e.g. Malvern Hill Estate at Croydon)
	<ul><li>HOARDINGS:</li><li>Display Heritage photo collection on construction hoardings</li></ul>
	VIDEOS:
	<ul> <li>More info on website about Burwood history with videos of historical stories</li> </ul>
	<ul> <li>Create videos of the historical features of the LGA (e.g. Rockwood videos @</li> </ul>
	www.rookwoodcemetery.com.au/about-us/videos)

Key theme	Opportunities and Ideas
	MUSEUM:
	<ul> <li>Establish a Burwood Museum to tell the history, importance of buildings, promotion and education</li> <li>EXHIBITIONS:</li> </ul>
	<ul> <li>Have exhibitions to present photos or related history documents for heritage assets</li> </ul>
	WORKSHOPS:
	<ul> <li>How to do things that were done or made in Burwood's history i.e. cooking, building, arts, textile</li> </ul>
Cultural	GRANTS:
Exchange and Connection	'Cross-Cultural Arts Grant' specifically for projects blending different cultural artistic traditions or could even be "Innovation Grants" for projects that use technology to deliver creative interactive technology in our public domain
	CULTURAL EXCHANGE AND CONNECTION:
	Facilitate opportunities to connect people and celebrate cultural heritage
	<ul> <li>Launch "Cultural Exchange Dinners" program where families from different backgrounds share meals and stories in Council's public spaces</li> </ul>
	Create a 'Cultural Concierge' program where volunteer community members help
	new arrivals navigate local services and connections – leverage again from Citizenship Ceremonies
Preserve and	<ul> <li>Preserve the physical places of the past. Document people's history especially</li> </ul>
promote our	relating to Burwood
local built	Incorporate heritage into design of new structures i.e. preserving brick in metro
heritage	Investment or funding for upgrades and preservation of Woodstock Community
	Centre and host events that showcase the venue and history GRANTS:
	Heritage grants - help preserve / look after heritage buildings/cemeteries
Cultural or	CULTURAL 'EXPERIENCES':
'experience'	Public Art, Cultural Discovery and Heritage Walking Tours and maps (e.g.
tourism and	<ul> <li>'Creative Trails')</li> <li>Promote Burwood Food Culture e.g. a guidebook and tour of Burwood Food -</li> </ul>
placemaking	Promote Burwood Food Culture e.g. a guidebook and tour of Burwood Food - think Maeve O'Meara etc
	<ul> <li>Food Tours - Rolling program of events that are curated like Bubble Tea Tours that promote what is local to Burwood</li> </ul>
	<ul> <li>Cultural events and immersive or interactive art experiences</li> <li>A street or guide map on the street for people to know where they can go and have fun. The map shows what historical site they can reach</li> <li>'Footsteps in Burwood' historical walks</li> </ul>
	Architecture tours of Burwood
	<ul> <li>'Destination Burwood' promotion campaign to showcase unique local places and experiences</li> </ul>
	PLACEMAKING
	<ul> <li>Activations:</li> <li>Pop-up musicians and art during the day</li> </ul>
	<ul> <li>Support Creative Industries through cultural activation initiatives</li> <li>Art:</li> </ul>
	Art and About - install photos in temporary spots
	Lightings / LED / projectors / digital art
	Collaborate ART with AR (Augmented Reality) and VR (Virtual Reality)
	More garden art in Burwood Park     more art activations like the passum aculature in trees to bring visitors
	more art activations like the possum sculpture in trees to bring visitors Music:
	ambience, soundscape music with seasonal payment for musicians
	<ul> <li>stage at different corners of live music - not just pop music Enabling infrastructure:</li> </ul>
	<ul> <li>Provide adequate power and lighting provisions in our public spaces</li> </ul>

Key theme	Opportunities and Ideas	
	more public seating	
	Community-led:	
	Create "Cultural Precinct Innovation Teams" giving local businesses and residents	
	direct input into placemaking	
	The Strand:	
	could be activated more - busking / outdoor music and/or arts event, could	
	construct a temporary stage for a weekend	
	Burwood Chinatown:	
	provide more beating opaced in eninate with	
	consider expansion/traffic and crowd management in Chinatown Burwood Road:	
	transforming Burwood Road	
	<ul> <li>Close and turn Burwood Road into a plaza between Belmore Street and Railway</li> </ul>	
	Parade	
	<ul> <li>The streetscape of Burwood Road needs to be improved in appearance and</li> </ul>	
	practicability - more street cafes. Need to dialogue with the shop owners to reflect	
	their views	
	Pedestrianised areas e.g. take cars off Burwood Road - no buses and taxis only,	
	use Shaftsbury Road and Comer Street	
	use shansbury Road and somer street	
	ner:	
	· Precinct development - set out different blocks that have different atmosphere lik	
	hand craft shop with nice dim street lights	
	Street design - visual with stylish for shops	
	<ul> <li>Expand Chinatown to other Asian shopping centres</li> </ul>	
	Better linkages between established places - give people a reason to move within	
	the LGA	
	Highlight heritage buildings (lighting, signage, walking tours, etc)	
	Green spaces and place making links	
	Changing displays e.g. seasons (summer, winter, autumn, spring or bi-monthly,	
	etc. Always having something that people can look forward to seeing something	
0	new - all this in an existing new space	
Continue	More temporary public art commissions     Deliver accord music and interactive light installations in public analyses (this could	
investing and	<ul> <li>Deliver sound, music and interactive light installations in public spaces (this could be supported via VPA's and 7.12s)</li> </ul>	
expanding <b>public</b> art	<ul> <li>be supported via VPA's and 7.12s)</li> <li>Story telling of all cultures through public art pieces or on murals on</li> </ul>	
ait	<ul> <li>Story telling of all cultures through public art pieces or on murals on hoarding/construction sites</li> </ul>	
	<ul> <li>Augmented reality artworks with cultural heritage information</li> </ul>	
	<ul> <li>Mural artworks with cultural heritage concept</li> </ul>	
	<ul> <li>Gateway art - look at marking the LGA entry points with major sculptures - think</li> </ul>	
	"Gormley's Angel of the North": www.gateshead.gov.uk/article/3957/Angel-of-the-	
	North	
	HOLLI	

# **KEY ENABLERS**

Resources	<ul><li>Financial investment, grants, subsidies</li><li>Partnerships and collaborations</li></ul>
Accessibility and transport	<ul> <li>Safe reliable access and transport e.g. free shuttle bus to take people to different sections of Burwood Road</li> <li>Parking fee should be cheaper. Not enough parking space</li> <li>parking after 6pm at certain areas should be free</li> </ul>
Ongoing commitment	<ul> <li>A binding 10-year plan - need a commitment from incoming Councillors to prioritise arts and culture, Need to keep the current ideas 'permanent' i.e. not easily altered</li> <li>Be the leaders and have accountability - ensure incoming Councillors 'keep the faith' so to speak</li> </ul>
Promotion	Promote what is available and what is unique to Burwood

# #2 Places and Spaces (Cultural Infrastructure)

#### KEY THEMES AND IDEAS

The following summarises the key themes and ideas identified to support and grow our **Places and Spaces** 

#### **KEY CHALLENGES AND NEEDS**

- Lack of live music venues in Burwood
- Access to creative studios and purpose built spaces for creating, practice, and performance
- Spaces for networking and collaboration
- Lack of awareness of what's available and how to access venues and spaces
- 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
- Protection, preservation and promotion of local heritage assets

#### **KEY OPPORTUNITIES**

- Increase live music and performance venues
- Create a dynamic entertainment precinct in the Burwood Town Centre
- Facilitate local access to creative spaces in schools, churches, and private businesses
- 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
- Increase awareness and promote access to facilities that support cultural participation, creativity, and connection
- Facilitate access to artist studios or residencies
- Expand library facilities and creative spaces.
- Develop a vibrant arts and cultural hub around the Burwood Arts and Cultural Centre with diverse and responsive arts and cultural programming

#### **Engagement Quotes**

#### LIVE MUSIC VENUES

- "Burwood LGA currently has one live music venue for every 42,498 people, in comparison with Inner West LGA (with over 40 venues) which provides one venue for every 4,708 people"
- "We need a licenced music venue. Council should allocate a place of the cultural licenced space as a music venue, which can be run independently"
- "Music venues provide an outlet for school music groups, therapy for loneliness. They showcase up-and-coming young adult groups and provide employment for musicians"

#### ARTS and CULTURAL VENUES:

- "Burwood has the second highest number of music teachers but no venues for students"
- "I would love to see Council to look at building an arts and culture centre to draw more people to the city centre"
- "I would love to see Burwood turn into an arts culture hub"
- "More venues work hard to hold these here are present and work to increase more"
- "Developing partnerships with existing facilities/institutions to unlock spaces for the public"
- "The costs are high for musicians to hire venues for rehearsal and performances. No subsidies are available because if you do this as a living, the activity is considered commercial"

#### LIBRARY:

# • "Continue investing and expanding library collections, programs and activities"

# **Engagement Findings**

#### PRESERVE LOCAL HERITAGE

• "I would love to see more care being taken of the Woodstock building

Key theme	Need/Gap/Challenge	Opportunity/Ideas to support and grow
Affordable and	For creation, rehearsal and	More free space
accessible spaces	practice	Venue hire accessibility in terms of price
for cultural	<ul> <li>Despite current subsidies,</li> </ul>	A good piano at Woodstock Community
activity, rehearsal	hard for community groups to	Centre
and performance	sustain costs for regular hire	FOR COMMUNITY GROUPS:
	of venues for cultural	<ul> <li>Free/greater subsidies for rehearsal etc</li> </ul>
	maintenance, creation and	(cost/process of hiring venues affects
	rehearsal	cultural communities to be able to
	<ul> <li>Places to meet, connect and</li> </ul>	express themselves)
	create	<ul> <li>More opportunities for cultural groups to</li> </ul>
	For performance	rehearse and perform our cultural dance
	<ul> <li>Professional creatives are</li> </ul>	and music (traditional)
	unable to access subsidised	FOR CREATIVES
	access to venues	Criteria for Council venue hire: music
		events should achieve not-for-profit status
	Access and transport	rather than be considered commercial
	More parking spaces	activities when supporting local musicians
	<ul> <li>Accessibility for seniors</li> </ul>	<ul> <li>Dedicated Creative Hub and art</li> </ul>
	<ul> <li>More facilities for teenagers in</li> </ul>	<b>spaces:</b> for artists and creators to
	Burwood Park	collaborate and innovate, bring in new
	Barwood Fark	concept and ideas
		<ul> <li>establish professional studios for</li> </ul>
		performance, sound or artists'
		<ul> <li>workshop facilities for amateur makers</li> </ul>
		<ul> <li>open up council spaces for creatives to</li> </ul>
		use/hold events / hire out
		<ul> <li>Subsidies/grants for creative workers -</li> </ul>
		rental subsidies
		Small arts and cultural grants/creative
		and arts grants/incentive programs
		Give back to artists through incentive
		programs - possible art studio spaces in
		dis-used spaces across the LGA
		ACCESS and TRANSPORT
		Shuttle buses going around venues - to
		increase accessibility and exposure and
		support local night life
Live music	Lack of live music venues –	Support the establishment of more live
venues	only Club Burwood (and	music venues in Burwood
Vollabo	Croydon Park Club once a	Busking opportunities
	year)	<ul> <li>Establish a music venue in the town</li> </ul>
	Note: Burwood RSL Club has	centre or in the new Arts and Cultural
	an entertainment dome and	centre
	utilises it for music / real gigs	We need a <i>licenced</i> music venue -
	– the club is (soon) to build a	Council should allocate a place of the
	new Burwood RSL club near	cultural licenced space as a music venue
	the railway station which have	which can be run independently
	will have 2 large venues	INSPIRATION:
	suitable for music - this will	Inner West:
	replace the existing club	<ul> <li>Creative Town Halls program will see the</li> </ul>
		opening of the basement of Marrickville
		Town Hall as a live music venue in 2025
		rowith tall as a live thusic vehice in 2023

Key theme	Need/Gap/Challenge	Opportunity/Ideas to support and grow
Key theme Artist studios and exhibition spaces	<ul> <li>Need/Gap/Challenge</li> <li>For creation/collaboration         <ul> <li>Need for affordable artists' studio spaces (and housing)</li> <li>Need for artists' studio spaces</li> <li>Affordable studio spaces (and housing!)</li> </ul> </li> <li>For exhibition</li> </ul>	<ul> <li>Opportunity/Ideas to support and grow</li> <li>Artist Studios</li> <li>Affordable and long term studio spaces</li> <li>Council-managed studios (i.e. like Parramatta Art Studio or Blacktown studios - think of the old library building or similar)</li> <li>Work with other strong LGA facilities like Parramatta and Blacktown studios, Hazlehurst</li> <li>Start-up 'Burwood Artist Studios' - spaces for rent at low cost to local artists</li> <li>Artist graffiti walls</li> <li>Artist-run initiatives</li> <li>Upskilling artists to run spaces</li> <li>Spaces for artist to run their own</li> </ul>
		<ul> <li>endeavours and support to build cultural capacity</li> <li>For exhibition/showcasing <ul> <li>For example, tiny space/empty shop beside Croydon Train Station at The Strand has potential for pop up exhibitions or an Artist in Residence Studio/studio space (like <u>Revitalise Newcastle</u>)</li> <li>Using public facilities for exhibitions of local artists</li> <li>Dedicated spaces for art exhibition of indigenous art</li> <li>Reducing the length of periods of each exhibition so that more local artists can get opportunities to display their artworks</li> <li>Building up networks with local facilities like schools, hospitals and community centres to display creative artist's artworks</li> <li>Inner West Council is opening up all its town halls for artists free - could we do this in Burwood? –</li> </ul> </li> </ul>
		<ul> <li>Inspiration:</li> <li>See: <u>Creative Town Halls program</u> (7 Inner West town halls converted into arts venues, available for free for exhibition, rehearsal and live performance and also longer term <u>residency spaces</u></li> <li><u>Revitalise Newcastle</u> - an initiative that took otherwise empty shops and offices in commercial and public buildings in Newcastle and made them available for short-term use by artists, creative projects and community groups. Now replicated around Australia e.g. <u>Campbelltown</u>, Docklands, Marrickville</li> <li>Artist-run spaces like Frontyard in Marrickville (<u>www.frontyardprojects.org</u> is</li> </ul>

Key theme	Need/Gap/Challenge	Opportunity/Ideas to support and grow
		supported by a rental subsidy from Inner West Council) • City of Sydney artist residencies in library/community centres
New venues	<ul> <li>More multipurpose venues</li> <li>Dance studios</li> <li>Rehearsal spaces</li> <li>performance spaces</li> <li>better/larger venues for dramatic art</li> <li>venue for a Men's Shed/programs</li> <li>more community venues and green spaces for community</li> <li>community garden - to help with cost of living</li> <li>indoor sport facility</li> <li>have more sports and fitness facilities in the open space</li> <li>"Give arts and culture an excellent venue for the local community"</li> <li>"More nice venues"</li> </ul>	<ul> <li>Ideas for new venues:</li> <li>Burwood Museum / Gallery</li> <li>Burwood Art Gallery</li> <li>Gallery with art and live music</li> <li>Create a performance space/theatre/auditorium</li> <li>A seniors drop in centre</li> <li>Provision of a range of studio spaces and storage options that are subsidised</li> <li>How:</li> <li>VPAs (Voluntary Planning Agreements)</li> <li>Talk with developers/builders regarding rents/use of spaces/zoning</li> </ul>
Library	<ul> <li>Continue investing and expanding library collections and programs/activities</li> </ul>	<ul> <li>Show the value placed on the library as a cultural space by investing in multicultural collections, event and exhibitions</li> <li>Leverage the multicultural community already established and attracted to the library to expand library events into other spaces</li> </ul>
Unlocking / Greater Access	<ul> <li>Current spaces are not accessible</li> <li>While there is a significant amount of creative spaces within the LGA (within schools, churches or commercially operated) these but are not accessible or affordable - need to explore opportunities for partnerships and innovative ways to unlock these</li> <li>More event and open spaces:</li> <li>More places to hold various events</li> <li>More open space is needed</li> </ul>	<ul> <li>Need to unlock existing creative spaces</li> <li>Facilitate access to rehearsal spaces in schools, churches, commercial spaces etc</li> <li>Access to school facilities/halls/share spaces</li> <li>Access to commercial spaces/make private spaces more available</li> <li>Rentable church spaces/Use of sacred spaces (e.g. churches) for music concerts or galleries with changing exhibitions</li> <li>Work with private businesses to incentivise use of their space by creatives</li> <li>Open halls/venues for musician to use free and sell door tickets like Marrickville - Inner West offer spaces for people to use freely</li> <li>Expand streets, i.e. close parking lanes to create more space at night for live music/busking/dancing</li> </ul>
Awareness and promotion	<ul> <li>Lack of awareness of what's available - how many places and spaces, what are they, where are they?</li> </ul>	<ul> <li>Share/get out the information that was presented at this session (Places and Spaces audit info) / make available on the Council website</li> <li>Greater role for Council in advertising and promoting music venues and more use/coordination of social media</li> </ul>

Key theme	Need/Gap/Challenge	Opportunity/Ideas to support and grow
		<ul> <li>Include library in walking tour of cultural spaces</li> <li>Incorporate heritage into the design of new structures/development e.g. preserving brick in metro</li> <li>Map with venues available Council website (or use <u>Melbourne</u>'s Creative Spaces website: <u>www.creativespaces.net.au</u>)</li> <li>Directory or website providing venue hire information e.g. Air BNB for community venues</li> <li>Use of Council social media or community radio to promote places and spaces</li> </ul>
Land Use Planning		<ul> <li>Opportunities for traditional land uses to co-exist with creative uses</li> <li>BURWOOD CULTURAL PRECINCT</li> <li>A cultural precinct in the Burwood Town Centre that celebrates many aspects of Burwood's cultural and social histories (such as ACDC, First Nations and Multicultural community achievements, Tooheys, celebrating achievers across industry, and the like)</li> </ul>
		<b>Example:</b> Industry City in Brooklyn, New York - <u>industrycity.com</u> - On weekdays, IC is a bustling workplace for professionals. After hours and on weekends, it becomes Brooklyn's unofficial backyard, offering live music, festivals, great dining, and exciting retail experiences
Funding/grants for preservation	<ul> <li>Funding/investment in preserving our heritage</li> </ul>	<ul> <li>Money / funding for upgrades and preservation of Woodstock Community Centre</li> <li>Heritage grants to help preserve / look after heritage buildings/cemeteries</li> <li>Preserve the physical places</li> </ul>

# **#3 Supporting our Creative Sector**

#### KEY THEMES AND IDEAS

The following summarises the key themes and ideas identified to support and grow our **Creative Community and Creative Economy** 

#### 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

# **Engagement Quotes**

## PROMOTING AND NURTURING LOCAL TALENT:

- "Go local"
- "Our vision for Burwood is a thriving cultural hub with:
  - youth-led creative initiatives, events and exhibitions;
  - visual arts and technology exhibitions, public art and activations;
  - live music venues and cultural festivals run by cultural leaders in collabo-ration;
  - providing creative school students clear pathways to thrive locally"

#### YOUTH PATHWAYS:

• "The number of high school graduates that go on to choose a music career is dwindling"

#### GREATER VISIBILITY AND ACCESS:

• "Make art more visible"

# 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 unique community and arts and cultural events

- "[I would love to see more] free art and performance in public spaces (e.g. sculptures, murals, construction hoarding, schools, cafes, streets, parks, trees (e.g. possum sculpture), beautiful buildings)"
- "I would like to see greater collaboration between artists, local businesses, and the council to create a vibrant arts scene that integrates seamlessly into everyday life. This could involve transforming public spaces into creative hubs and supporting artist-led initiatives that engage the community"

#### EVENTS:

- "More music and festivals at Burwood would be great for the community"
- "A continuation of the celebration of our history"
- "Please bring events to Croydon Park"
- "More child friendly events and events for young adults"



# **Engagement Findings**

Key theme	Opportunity/Ideas to support and grow
SECTOR DEVE	
Connection	MEETING SPACES AND COLLABORATION:
and	Spaces to meet
collaboration	Burwood meeting place - for creatives in the neighbourhood
	Venues where artists can meet and perform
	<ul> <li>Sketchbook sessions and meet n greet – meetups</li> </ul>
	A place where creatives and business people and consumers can come together
	Create forums or contact points for new businesses
	Have more sessions like tonight (Culture Talks)!
	GRANTS/FUNDING:
	<ul> <li>"Cross-Cultural Arts Grant" specifically for projects blending different cultural artistic traditions</li> </ul>
	Funding for networking events
	· Funding for hetworking events
	MENTORING:
	• Buddy system between ageing community and younger generation - elder are able to
	mentor young generation using their experience
	Connection of all peoples and cultures - sharing of information
	Restaurant chef exchanges
	Cultural arts to be encouraged by providing a platform
	Professional mentoring services and educate through schools
	Collaboration with community (workshops, cultural education, school initiatives,
	performances - cultural groups, participation of young people at high school)
Awaranaaa	Facilitate gathering between older generation and young generation     ARTIST/CREATIVE REGISTER/PLATFORM
Awareness and	Create an Artists and Cultural Directory or Register (share call outs e.g. seeking
Promotion	tutoring, events)
riomotion	Musicians/artists can file for registration for events/street fair (Creative
	Register/Events EOI)
	'Yellow book' for one stop shop index
	Mailing list/ communication channels for all creative and cultural workers
	Is there a publicly available 'listing' of cultural/ethnic associations/groups? This
	especially good for new comers to the area
	PROMOTION/MARKETING/SHOWCASING:
	Artist and Culture directory / online list to promote creative workers in Burwood
	Create a digital cultural marketplace platform showcasing local cultural businesses,     ortigene and performers, net just through Durused's regular changels, this would
	artisans, and performers – not just through Burwood's regular channels – this would
	<ul> <li>need to be its own platform</li> <li>Website for people to register their interest in performances, social media advertising</li> </ul>
	on Facebook, Instagram as well
	<ul> <li>Create a database that all can access - live bands, art gallery shows for anyone to</li> </ul>
	display their art
	<ul> <li>Online directory of creative businesses (knowledge = spend)</li> </ul>
	Support local artists and business to promote their arts and talents
	Promote talented and creative artists in social media
	Social media - interview local businesses, residents, organisations
	Marketing and promotion through Council
	Organise events to showcase local performance business and support
	Create opportunities to showcase skill set and services
	Expo/open day of tutoring schools / businesses in Burwood
	Make it easy to find the good businesses / Resource for parents to find local [creative businesses asheels programe]
	businesses, schools, programs]
	<ul> <li>EVENTS:</li> <li>Marketing portal for all events across Burwood / shared information portals for</li> </ul>
	communicating events

Key theme	Opportunity/Ideas to support and grow
•	More information on upcoming events
	Promote markets and performances run at the Sydney Latvian Society
	RADIO:
	<ul> <li>encourage and promote the local radio by getting people to submit music and to host radio shows</li> </ul>
	OTHER:
	Communication to promote live music and arts in general from Burwood to other
	areas
	<ul> <li>Display in a large screen at a public area with all the information</li> </ul>
	Consider different ways to reach more / new audiences
	Ensure we advertise both online and non-online for events as there is so much     approximately a stallar at the stations of fluore or posters
	<ul> <li>content i.e. stalls at the stations or flyers or posters</li> <li>Social media team - Instagram - Facebook – YouTube</li> </ul>
	<ul> <li>Encourage local residents to recommend to their friends. Then they can get little</li> </ul>
	prizes
	Changing methods of communication especially for the older and elderly who don't
	access digital media (which is good for youth)
	Advertise
	<ul> <li>Improve information and communication about what is happening</li> <li>More promotion and communication to the public - Better community</li> </ul>
	information that goes out to neighbouring council areas
	<ul> <li>A way for people to be notified about what's happening / publication /</li> </ul>
	newspaper / other forms of communication other than social media
	<ul> <li>Better communication to the community - more information on what's going</li> </ul>
	on MULTI-LINGUAL:
	<ul> <li>Access to information (community updates, booking venues) in multiple languages</li> </ul>
	<ul> <li>Council's website able to support multiple languages</li> </ul>
	CAPACITY BUILDING:
	Launch a "Cross-Cultural Business Mentor" program pairing established cultural
Supporting	business owners with new entrepreneurs
Creative Workers <sup>2</sup>	<ul> <li>Support Chinese arts and culture school to teach traditional dancing and music as a business</li> </ul>
	<ul> <li>Help start-up businesses along major roadways - work with business people for</li> </ul>
Practice and	information sessions to start a business
Sustainable	Professional consultants to provide free consultation for start-up businesses to help
Careers)	with viability of the business
	INCUBATION AND INNOVATION:
	Create a "Cultural Kitchen Incubator" program where home-based cultural cooks     can test restaurant concepts in pop-up spaces, helping them transition into formal
	businesses
	• Establish a "Burwood Creative Night School" where local artists and craftspeople
	from diverse backgrounds can teach their traditional skills in evening classes
	<ul> <li>"Innovation Grants" for projects that use technology to deliver creative interactive</li> </ul>
	<ul> <li>technology in our public domain</li> <li>TAFE collaboration - encourages upcoming artists</li> </ul>
	DEVELOPMENT OPPORTUNITIES FOR YOUNG PEOPLE:
Pathways For	<ul> <li>Reach out to local schools across the LGA to identify and promote performance</li> </ul>
Next	opportunities and encourage students to attend/participate
	Creative workshops - connect with schools - performance opportunities
Creatives	Support students and young people (e.g. Burwood Girls High, PLC) - encourage new     separations of youth talant, provide pathways from after high package for music
	generations of youth talent, provide pathways from after high school for music students
	<ul> <li>Visits by community 'creatives' to schools to promote interest in various activities e.g.</li> </ul>
	music, dance and woodwork
	<ul> <li>Program for young people to improve skills and confidence</li> </ul>
	<ul> <li>School students have clear pathways to thrive locals</li> </ul>

<sup>2</sup> Creative Communities uses term 'artists and creative practitioners"

Key theme	Opportunity/Ideas to support and grow
itey meme	Youth engagement and talent development program
	<ul> <li>Something similar to Bankstown TAP (Talent Advancement Program) - sponsoring</li> </ul>
	and developing new talents by providing training and performance events – See: The
	<u>Talent Advancement Program</u> - identifies, nurtures and promotes young vocalists
	from within local schools)
	Collaboration with the TAFE Burwood - students get exposure and experience
	Education (community and schools)
	Burwood Council should be the key facilitator for the improvement/engagement for
	the population of Burwood e.g. engage with schools to create student competitions.
	Make sure the competitions are significant. You can sell that story to mainstream
	media
Financial and	SUBSIDIES/GRANTS/ INCENTIVES:
Other Support	Allocate annual grants to keep the artist's talent alive and promote their business
	Provide grants to local artists
	Opportunities to exhibit work that is subsidised
	MIN WAGE/RECOGNITION:
	Basic, universal minimum wage for practising artists
	Recognition that artistic practice should exist independently of commercial evaluation
	FUNDING/GRANTS/FINANCIAL SUPPORT
	Funding - not only for performers, but for the collection of the participant's intellectual
	property
	Project funding for each year/season
	Community grants
	For collaboration:
	<ul> <li>Providing grants and collaborations between artists and Council to create</li> </ul>
	events such as festivals
	<ul> <li>Cross-Cultural Arts Grant" specifically for projects blending different cultural artistic traditions</li> </ul>
	<ul> <li>Give financial support for the best performing creative community and encourage</li> </ul>
	those not performing well all encouragements
	<ul> <li>Financial assistance for the Inner West Eisteddfod scholarships (speech, drama,</li> </ul>
	violins) - will Council support our Eisteddfod financially?
	Grants for artists to do murals
	<ul> <li>"Innovation Grants" for projects that use technology to deliver creative interactive</li> </ul>
	technology in our public domain
	SUBSIDIES/OTHER
	Subsidise artist/music workshops
	<ul> <li>Subsidy for art/musicians with good payments</li> </ul>
	<ul> <li>Free venues for musicians/artist to perform or display their work together - door</li> </ul>
	tickets e.g. \$20 per ticket - from small venues to hall/theatre
	Mentorship and workshops
	AFFORDABLE
	• Affordable for residents to attend the cultural events (council to support with funding)
	Affordable programs
	Fundraising event for each cultural or religious community
CREATION AND	D PRESENTATION OPPORTUNITIES
Opportunities	ART EVENTS, EXHIBITIONS AND PERFORMANCE
for artists to	Art exhibitions
create and	A continuous program or art connected with the culture of the area
exhibit	Art exhibitions in places such as restaurants, cafes - use every space available to
" •	promote our rich multicultural community
"Promote a	Venues where artists can meet and perform
broader	Multicultural art events that celebrate our diversity
understandin	More free art performances     More high lovel teleptod attists in our lovely and diverse Rurwood
g of what art	More high-level talented artists in our lovely and diverse Burwood     Free art and performance in public appage (a.g. soulptures, murale, construction)
is and greater	Free art and performance in public spaces (e.g. sculptures, murals, construction     hearding schools cafes streets parks trees (e.g. possum sculpture), heartiful
opportunities for artists to	hoarding, schools, cafes, streets, parks, trees (e.g. possum sculpture), beautiful
	buildings

create and express"• Widen the scope of 'Burwood Art Prize' to include 3D works like carving, embroidery, etc • Art gallery shows for anyone to display their art • Exhibitions - Saturday and Sunday afternoons • Indigenous art exhibitions of well-known and respected artists a opportunity to buy canvases that will increase in value • Promotion to photographers and provide a platform to exhibit. T motivate local talent • More frequent exhibitions to present youth worksOpportunities andLIVE MUSIC OPPORTUNITIES: • live music in businesses (e.g. pubs)/ bands playing in pubs	nd provide the
<ul> <li>Art gallery shows for anyone to display their art</li> <li>Exhibitions - Saturday and Sunday afternoons</li> <li>Indigenous art exhibitions of well-known and respected artists a opportunity to buy canvases that will increase in value</li> <li>Promotion to photographers and provide a platform to exhibit. T motivate local talent</li> <li>More frequent exhibitions to present youth works</li> <li>Dpportunities</li> </ul>	
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<ul> <li>opportunity to buy canvases that will increase in value</li> <li>Promotion to photographers and provide a platform to exhibit. T motivate local talent</li> <li>More frequent exhibitions to present youth works</li> <li>Dpportunities</li> <li>LIVE MUSIC OPPORTUNITIES:</li> </ul>	
Promotion to photographers and provide a platform to exhibit. T motivate local talent     More frequent exhibitions to present youth works     LIVE MUSIC OPPORTUNITIES:	his will inspire and
motivate local talent           • More frequent exhibitions to present youth works           Opportunities         LIVE MUSIC OPPORTUNITIES:	his will inspire and
More frequent exhibitions to present youth works     Dpportunities     LIVE MUSIC OPPORTUNITIES:	
Opportunities LIVE MUSIC OPPORTUNITIES:	
promotion of • live music venues	
<b>live music and</b> • busking opportunities/places for different performers	
music events • diverse places and events which enable busking	
MUSIC AND LIVE MUSIC	
More music events	
More live music outside of cultural events	
Live bands	
Outdoor music (in Inner West they called it pop-up musicians - 2	2 hours of music at
certain corners in one or 2 days on weekends with commercial p	
A live music precinct	
Free music in restaurants and cafes	
Council to make it easier for restaurants to present live music	
More support / focus on music venues outside of Burwood Towr	
Enfield and Croydon so that opportunities for younger performer	s are made available
Amateur band contests like 'fete de la musique' (in France)	
Many kids studying English with have many cultures behind the	m – provide an
opportunity to showcase their cultural heritage through music an	a performance
Performance/         STREET PERFORMANCE PASSPORT:           Exhibition         • Drawing on Licence to Play theme, develop a "Street Performa"	nco Passnort"
<b>Opportunities</b> System that makes it easier for cultural performers to activate pu	
maintaining quality standards	iblic spaces write
PERFORMANCE:	
Provide more performance opportunities	
An annual competition for schools to create and perform a 'stage	ed' dance activity
More opportunities for cultural groups to rehearse and perform of	
music (traditional)	
Support cultural groups from other areas to perform	
DANCE:	
Promote buskers and dancers around the street	
Young artists can increase their fame through dance	
EVENTS	nt community arous
Arts and Create/provide more events reflecting each of Burwood's differe SHOWCASE LOCAL AND INTERNATIONAL TALENT	ni community groups
<b>Events</b> • Burwood should have annual signature event which brings the let	ncal talent and
surrounding "Talk of the town"	
Live concerts of students / international artists	
Attract famous artists and performers	
STREET EVENTS	
Burwood Street Fair with installations/activations (artist and must	sicians in parts of the
street)	
Running events and supporting the economy in other areas e.g.	
Create events that cross industries including food (chefs), e.g. F	ood and Art Mexican
Festival	
Street parties like Rock n Roll	
ART EVENTS:	
More events for artists in Burwood     Chalk East a fastival of artworks on sidewalks and laneways	
Chalk Fest - a festival of artworks on sidewalks and laneways	

Key theme	Opportunity/Ideas to support and grow
	<ul> <li>Art Battles - invite artists from across Sydney to create artworks within time limit,</li> </ul>
	people vote, have music and food
	More free art performances
	Cultural festivals led by local artists
	Multicultural art events that celebrate our diversity
	MUSIC EVENTS: • Organise singing competition
	<ul> <li>Organise singing competition</li> <li>Music studio/school 'superstar'</li> </ul>
	Live concerts in the park
	More musical performances
	More concerts in Burwood Park
	A Burwood equivalent of France's Fete de la Mustique - a community day of Music
	<ul> <li>Taking up/over Blacktown's Art Centre's World Music Festival Day. (It seemed to</li> </ul>
	have disappeared). It was very, very good
	Ongoing music programs associated with the local churches e.g. the organisers of the Misiam Llude concert at St Davi's are locan to portrop with Council to incorrected
	the Miriam Hyde concert at St Paul's are keen to partner with Council to incorporate classical music as a part of its cultural program
	<ul> <li>Kids culture music event (inspiration: Chatswood - Culture Bites)</li> </ul>
	<ul> <li>Making the most of MLC's music tradition as well as the St Paul's concert series</li> </ul>
	Both high artistic level performances (like Miriam Hyde concert) as well as supporting
	grassroots and emerging musicians/talent
	Promoting/ encouraging Pub music
	Collaboration with local business e.g. live music / dine in restaurant and club
	Council to make it easier for restaurants to present live music
	DANCE EVENTS: • Organise dance battle events
	<ul> <li>Organise dance battle events</li> <li>Dance festivals</li> </ul>
	Dance competitions
Events	<ul> <li>Hold trial dance class (to ensure the quality of performances)</li> </ul>
(continued)	COMEDY:
	• In my hometown, we have a lot of events, and a big festival, with stand-up comedy at
	its heart comedy. Comedy is often not as big a focus as arts but it can support a
	<ul><li>really diverse audience with events for children, young people, different language etc</li><li>Children's music/comedy performances</li></ul>
	Comedy performances
	FILM:
	<ul> <li>Film festival (short films, amateurs and professionals)</li> </ul>
	Outdoor cinemas over January
	MULTICULTURAL EVENTS:
	Multicultural festivals every month
	<ul> <li>Woodstock Multicultural Festival</li> <li>More cultural exchange events</li> </ul>
	<ul> <li>Create/provide more events reflecting each of Burwood's different community groups</li> </ul>
	<ul> <li>Cultural Heritage Day or awards to celebrate and recognise cultural heritage</li> </ul>
	Celebrate and showcasing the multicultural communities of Burwood by dance,
	music, exhibitions, cultural festivals
	Create an equivalent or Parramatta's Parramasala Festival to something in Burwood
	e.g. Korean or Northern Chinese
	<ul> <li>Creation of 'street parades' using vehicle floats during festivals. These could be supporting a cultural theme or activity promoting the different/many ethnic identities</li> </ul>
	in the area. Allows 'sponsorship' of a float, competition for the 'best float' - this is a
	community oriented activity
	<ul> <li>Cultural festival - schedule events celebrating art, music, dance and food</li> </ul>
	Festival with each season
	Vibrant diverse community events
	CULTURAL COLLABORATION:
	<ul> <li>Collaborative community events - connecting the creatives together / Be able to work</li> </ul>
	<ul><li>together to create festivals</li><li>All Chinese groups from all areas perform together</li></ul>
One of these Discourses in the	Arts and Cultural Strategy 2025 - 2035 Engagement Report 32

Key theme	Opportunity/Ideas to support and grow
Key theme	<ul> <li>Opportunity/Ideas to support and grow</li> <li>Extend culture events to include evening and night shows</li> <li>Host Burwood Mexican Festival 2025 (music, food, dance, handcrafts, activities) - will bring any other cultural backgrounds to celebrate diversity (similar to Primavera Latin American Festival Liverpool - www.liverpool.nsw.gov.au/community/major-events/primavera)</li> <li>Organise events for local multicultural families, in helping them fit in the Australian mainstream cultural life</li> <li>Cross-cultural presentation</li> <li>INCLUSIVE COMMUNITY EVENTS</li> <li>More festivals that have food and music - bring all peoples/cultures/religions/gender/generations</li> <li>Outdoor cinemas and music in Burwood Park</li> <li>Park /Street festivals</li> <li>Free events inclusive to diverse age groups and interests</li> <li>More child friendly events</li> <li>Organise events far tailored for people with disabilities along with their carers, single-parent families, and elders with diverse cultural backgrounds</li> <li>MARKETS</li> <li>Young/artists markets</li> <li>Youth - stage - night markets</li> <li>Artist car boot sales</li> <li>Attract and support business suited to late night economy - music and dance</li> <li>Non-alcohol/non music late night venues such as cafes, book shops and tea shops with study space</li> <li>Late night creative economy that is not based on alcohol (young people are less likely to drink than previous generations)</li> <li>more diversity of food and cultures including established communities (Italy, Greek, Lebanese)</li> <li>Showcase Burwood as a place to go before concerts in Olympic park or the city - a stop off / warm up point that leads to stronger, long term connection in Burwood and increases dwell time</li> </ul>
	<ul> <li>Promotion of cultural events outside of Western Sydney to put Burwood on the map as a destination</li> </ul>

# Accessibility:

- Ask about participants' accessibility needs in event invitations so that a diverse audience can join in
- Need a multi-lingual engagement officer in Council/at community events
- Perhaps more family-friendly, clean, toilet facilities at Burwood Park during events
- Keep an eye on the diversity of language

Other comments:

- avoid the word 'economy' it's too bureaucratic
- when we say in 'Burwood' are we speaking of the municipality or the LGA suburbs of Burwood, Croydon, Enfield etc

# **FUTURE VISION**

# KEY THEMES AND IDEAS

The following summarises the key themes and ideas from Culture Talks participants about their Vision for Arts and Culture in Burwood in the next 10 years

Themes	Sample responses
Cultural Incubator	<ul> <li>I envision Burwood as a living cultural lab</li> <li>Establish Burwood as a destination for cross-cultural artistic innovation – as well as every precinct having its own distinct cultural character while remaining connected to the whole</li> <li>Supporting small arts and creative start-ups to grow into significant businesses</li> <li>For the Burwood area to continue to grow and innovate in the art and culture space</li> </ul>
Promoting our unique assets	<ul> <li>Representation and understanding of who we are - what is distinctive from other areas</li> <li>Highlight foods, flavours, of all cultures along Burwood Road. By doing this it will make Burwood a vibrant cultural place to connect and have shared experience</li> <li>Showcasing arts and music through events, street art and sculptures - both formal and informal opportunities so it is embedded everywhere</li> <li>Retain and celebrate local heritage architecture</li> </ul>
Celebrating and connecting all our multicultural communities	<ul> <li>Use every space available to promote our rich multicultural community</li> <li>Showcase cultures of small communities more</li> <li>Create/provide more events reflecting each of Burwood's different community groups</li> </ul>
Nurturing local talent	<ul> <li>A thriving cultural hub with: youth-led creative initiatives, events and exhibitions; visual arts and technology exhibitions, public art and activations; live music venues and cultural festivals run by cultural leaders in collaboration; providing creative school students clear pathways to thrive locally</li> <li>Remains local and personal - knowing people by name</li> </ul>
More visible art and live music	<ul> <li>Making art more visible</li> <li>Promote a broader understanding of what art is and greater opportunities for artists to create and express</li> <li>A live music precinct, more live music and music events</li> <li>I would like to arrive to places such as restaurants, cafes and enjoy a cultural environment - free music, art exhibitions</li> <li>Attract famous artists and performers</li> </ul>
Better venues and opportunities for collaboration	<ul> <li>Excellent arts and cultural venues for the local community</li> <li>Venues where artists and musicians can meet and perform</li> <li>A place where creatives can come together and collaborate</li> <li>Connection of all peoples and cultures</li> </ul>
A variety of events and activities	<ul> <li>Vibrant diverse community events</li> <li>More cultural exchange events</li> <li>Cater for diverse audiences</li> <li>More events reflecting each of Burwood's different community groups</li> </ul>

The key themes identified by Culture Talks participants about 'What we need to do get there' included:

- More venues and spaces
- · Creation, development and performance opportunities (art, music, etc)
- Events
- Connection and sector capacity building
- Promotion
- Consider accessibility and affordability
- Financial support and ongoing commitment
- Place making initiatives



# Interviews with Creative Burwood Portrait Subjects (2024)

# WHO WE HEARD FROM



**Creative Portrait Interviews** 

Portrait subjects represent the diversity of arts and culture across our community, including local artists, musicians, dancers, educators, cultural facility and business operators, representatives of local heritage and diverse cultural groups and other stakeholders reflecting the unique places and people who make up Burwood's vibrant creative community and economy.

# WHAT WE HEARD

## OUR STRENGTHS AND UNIQUE ASSETS

#### PUBLIC ART INVESTMENT

"The public art around Burwood Chinatown is captivating and I reckon audiences are looking to engage with arts, culture and



events if given the opportunity" (Michael Rodrigues)

"Council has embraced public art, which really adds to the scene and am so thankful to be able to also contribute to it" (Sophi Odling)

"It's great to see so many new public artworks popping up and adding character to the area; I hope to see that continued in the next ten years!" (Christina Huynh)

#### **ARTS INITIATIVES**

*"It is great to see the rise in profile of the Adelaide Perry Prize for Drawing and the Burwood Art Prize and the role of* 

the council in actively promoting the arts within the area in recent years" (Jo Knight)

# HISTORY AND HERITAGE

"I love the history of the area and the wealth of interesting architecture" (Lachlan Warner)

# CULTURAL FESTIVALS

"Some of our most memorable experiences in Burwood are the annual Chinese New Year and Mid-Autumn Moon Festival events held in Burwood Park. Additionally, the Greek





Festival is always a highlight, bringing the community together in celebration" (Ken Jeung)



## DIVERSITY

"I love the absolute melting pot of cultures and the hustle and bustle of the area" (Sophi Odling)

"The diverse and evolving culture in Burwood is exciting. Burwood's multicultural influences combine to give it a unique perspective and viewpoint on the arts. The local festivals are a great showcase of Burwood's cultural art and music scene" (Chris Logan)

"To me, the cultural diversity of the Burwood area is reflected in its arts scene and, in fact in all facets of the Burwood lifestyle" (June Donovan)

"The diversity and inclusiveness of arts and culture in Burwood makes for a rich and interesting experience" (Susan Borel)

"I love that there's always a buzzing ambience throughout Burwood, whether it's along a town strip, the Chinatown precinct or within the suburban parks" (Christina Huynh)

"Our strongest connection to Burwood is undoubtedly its vibrant Chinese community, which has been a significant part of our business and personal life" (Ken Lueng)



**DESTINATION** "Burwood is a popular food hub for teenagers, young adults and families, and plenty of

entertainment options" (Josie Yuan)

"The potential for arts and cultural offerings here is "I like that there is so much potential to do things huge. There is a significant local Chinese and South here. We have such a diverse mix of cultures and East Asian community that is already eating well and that has started to show in places like Chinatown"

looking for things to do; and Burwood Road has become a destination for foodies all across Sydney'

(Michael Rodrigues)

# NIGHT TIME ECONOMY

"It's a self-contained great night out for me and my family. Incredible eateries, plenty of retail



and groceries open until late. It's well lit with great transport connections and it welcomes all ages" (Michael Rodrigues)

"What excites me about arts and culture in Burwood are the events on Burwood Road, as well as the live street performances. The nightlife in Burwood Chinatown, especially with the live singing on stage, really makes the area come alive, giving it a stylish, modern, and vibrant CBD atmosphere" (Ken Jeung)

# UNIQUE PLACEMAKING

"One of my favourite initiatives that Burwood implemented was the piano near Burwood Grand which I saw both beginner

children & talented adults enjoying, as well as the recent initiative of floor vinyls on the pavement which improved the sense of liveliness in the area. I love that these arts and culture initiatives are unique yet bring a sense of community to Burwood" (Josie Yuan)

# **CENTRAL MEETING PLACE**

(Lachlan Warner)

"I love the Burwood library and the fact that it is a place where people of different ages gather" (Lachlan Warner)



"Many family and friends regularly frequent the Burwood LGA for the great food, nightlife and facilities like Burwood Library; it's a welcoming and resourceful meeting place between the City and the West' (Christina Huynh - Styna)

#### INCLUSIVE AND WELCOMING DESTINATION

"The friendly and supportive community of Croydon Village and the broader Burwood area is a warm and welcoming place to live and work" (Jo Knight)



"I have been living in Croydon for over 30 years, and during this time, Burwood has always been a cherished neighbour destination. Whether it's shopping, dining, or simply enjoying the vibrant atmosphere, Burwood is a special place for me. Its dynamic offerings are an essential part of my life, enriching my daily experiences and contributing to my overall well-being" (Min Woo Bang)

# KEY OPPORTUNITIES AND FUTURE VISION FOR ARTS AND CULTURE

## **ARTS AND CULTURAL HUB – VENUES** SUPPORTING MUSIC+PERFORMING ARTS

- I would love to see Burwood turn into an arts and culture hub
- For Council to look at building an arts and culture centre to draw more people to the city centre
- I would like to see music and theatre be more a part of the area. It would be great to see a performing arts venue here.



- With the amazing transport options, it really would be a great area for a small theatre
- To expand and keep up with the diverse dance genres that haven't even arrived yet

"Expanding public events, creating more cultural spaces, and fostering youth engagement in the arts would strengthen community connections and ensure that Burwood remains a vibrant cultural hub" (Jenny Shrestha)

#### PERFORMANCE AND DEVELOPMENT PATHWAYS FOR YOUNG PEOPLE

 I would like to see the local schools really shine in the arts generally - shows, concerts etc



- I would like to see more community engagement of music and the arts. This should be further nurtured at a grass roots level in schools to children and teenagers. Music is a fantastic outlet and a lifelong skill that everyone should have the chance to enjoy
- I hope to see increased funding and resources for arts education, ensuring that young people have ample opportunities to explore and develop their creative talents
- For students/children to take up dancing if they haven't already (connections with people, confidence etc) and for them to experience a positive experience and being provided with pathways to future careers
- I would hope that what we do now continues in the future ... that we give the opportunity for young people in the area to participate in various ways. For example through murals, art shows, performance opportunities and continued involvement in Anzac ceremonies

"It would also be wonderful to offer more opportunities and performance spaces for young and talented individuals to showcase their skills and creativity" (Ken Leung)

"Many of the local schools do really amazing work at promoting art and music to students, who begin their musical journey at school and hopefully continue that on as a part of their adult life" (Chris Logan)

"One thing we could do better as city is to provide **pathways from creative pursuits in schools** into broader practice as kids become young adults.

I think Burwood could become famous for providing support for senior school artists who are giving it ago, by connecting them to the existing audience and communities who patronise the Burwood area. And from there, we'll follow in the footsteps of the brothers Young of AC/DC fame I say!" (Michael Rodrigues)

- "Over the next ten years, I would love to see a continued and expanded commitment to arts and culture in Burwood and Croydon. This includes Burwood Art Prize, regular art festivals, and community events that celebrate local artists"
- "I would like to see greater collaboration between artists, local businesses, and the council to create a vibrant arts scene that integrates seamlessly into everyday life. This

could involve transforming public spaces into creative hubs and supporting artist-led initiatives that engage the community"



# PUBLIC ART

 "It's great to see so many new public artworks popping up and adding character to the area; I hope to see that continued in the next ten years!"

"In general, I would love to see the public art scene to continue growing in new ways pushing boundaries of what is expected and diversity in what is produced" (Sophi Odling)

## **VISUAL ARTS INITIATIVES**

"Having opportunities for local artists to participate, exhibit and connect as a community makes an exciting impact on the energy within our area and the arts.



It would be great to see more community initiatives such as exhibition opportunities, open studios and events to promote to the community how the Visual Arts reflects who we are and what it means to be living in contemporary Sydney today" (Jo Knight)

#### EVENTS, FESTIVALS AND NIGHT MARKETS

- "More new and exciting events within the Burwood area. A variety of festivals, parades, and cultural exhibitions"
- "I would love to see more events in the amazing Burwood Park"

"Over the next decade, I'd love to see more night events, such as night markets and live street performances, similar to what you might find in Thailand" (Ken Leung)

### PRESERVE AND PROMOTE OUR PAST

 "I would like to see the architecture of the area celebrated, both old and new"



- "I would like to see Council providing greater support to arts, culture and especially historical endeavour in Burwood. I welcome the new, whilst preserving the best of the old"
- "I would like to see the same commitment of Burwood Council towards St Thomas' Church and Cemetery continue into the future. Greater engagement with the local community would ensure this important historical place remains recognised and preserved"
- "More care being taken of the Woodstock building and it being used for more and different activities not just classes"
- "Maintaining what's happening at the moment

   continue to maintain that respect of what
   occurred in the past and what people did in
   the past"

#### SHOWCASING OUR CULTURAL HERITAGE, UNIQUE IDENTITY AND GLOBAL CONNECTIONS

- "I would like to continue to see active community engagement with the arts and culture and initiatives that allow the community to showcase their culture in unique ways"
- "We hope to see the Burwood becoming one of the major cultural and artistic centres with a diverse array of artistic expressions from different ethnic groups coming together"



- "It would be really exciting if Burwood could be the initiator of global events from migrants around the world"
- "We have lots of very successful arts and culture events and many local Burwood residents are global and well connected – they have ongoing connection to their countries of origin (e.g. many members travel to Korean 1 or 2 a year and participate in local provincial cultural events)

Burwood could promote these international connections and hold international culture events like a film festival. I'd love to invite Korean amateur video makers and we can showcase and hold an event in Burwood a film festival" (Hwa Sur Hahn)

 "Burwood is a hub. There is lots of entertainment and there are lots of Asian faces. I would love to see more businesses and more people come to Burwood. We need the influx and the vibrancy that comes from this multicultural community."

"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)

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

# OVERVIEW

Between October 2024 and December 2024, Council administered an online survey inviting local residents, workers and visitors to share:

- their vision for future street activations
- the types of events and activities they would like to see more of.

The engagement was undertaken to support the 'Licence to Play: Burwood Event-Ready Streets' pilot project which aims to transform key public spaces into vibrant 'event-ready' cultural event spaces by streamlining approval processes for temporary road closures and public events.

The project focuses on activating public spaces in three locations within the Burwood Town Centre and enhancing their vibrancy with infrastructure such as public art, lighting and street closure infrastructure. The locations are:

- 1. Burwood Road
- 2. Clarendon Place
- 3. Ford Lane

The project is supported by funding from the NSW Government through the **Permit Plug Play Pilot Program.** The initiative seeks to reduce barriers for event organisers and increase community engagement by making events more frequent and accessible.

#### WHO WE HEARD FROM

# 20

people responded to the online survey

40% live locally 40% work or own a local business 20% visit Burwood

# WHAT WE HEARD

High levels of support for the proposal:

**90%** of respondents 'Strongly support'

**10%** 'Support' or 'Somewhat Support' (5% respectively)

I hope to see more interactive events that allow residents to engage and immerse themselves in Burwood's vibrant atmosphere as it continues to thrive"

"I have a business in the Burwood area and know if we continue to grow this location by developing this as much as possible so that it could contend with for example The streets of Tokyo then Burwood would become an incredible destination to not only be a contender for Sydney CBD but a must visit place that rivals some super cities

Creative Burwood: Arts and Cultural Strategy 2025 - 2035 Engagement Report







# What is your vision for future street activations, and what are the types of events and activities you would like to see more of?

A sample of responses included:

- More street closures for big festive events on Burwood Road
- I would like to see more entertainment facilities such as possibly musicians, street performers and other permanent activities like arcades and children's activities to bring more families to the area
- Local performances, murals, destination events like Burwood Street Party
- I would love to see more **live performances** and sit down spaces around Burwood
- More talent and dance, sing, art, sports, and more fun games and live bands on stage playing. More prize giving
- I would like to see Burwood become a major tourist destination and food hub for locals and tourists alike
- Cultural activities: More cultural diversity especially Korean cultural activities into the area, like food stalls, kpop culture, kpop dance
   events
- Local performances, murals, destination events like Burwood Street Party
- More events where pedestrians can takeover the road, experience our space from different vantage points and fill the street with cool vibe, art and bring usual activities inside out
- Street art projects, free spaces to create art like Hosier Lane in Melbourne (is one of the most visited places because of that)
- Live painting art battles
- Artists or craftsman making stuff in an open air workshop
- Open stores, 24/7 non-closure. Open until 4am all food, drinks and snacks stores
- I'd personally like to see a regular monthly or twice monthly night market. I think that would do really well to showcase local products and invigorate the night life
- I would love to see the Clarendon Place Lane painted with some amazing artwork Asian style graffiti
- I would love to see more live performances and sit down spaces around Burwood. The art work and bright colours give me and my family so much joy. Burwood has certainly become our happy place

"Convert Burwood into the first city to become the first place to offer "**Night Life City**" and have really fun happy moments for the world to see"

- I would also like the Clarendon Lane closed every week if possible to support not only food vendors but also retail vendors on a permanent basis so that the area is bolstered by retail opportunities which will help further increase the foot traffic to the area
- I would like more food dining seating areas within Burwood Chinatown in the back lane way with some exotic and highly modern Asian style 3D TV to make Burwood appear more developed than other Sydney areas

#### Other comments:

- Burwood has grown from an overlooked area to a location that now garners significant attention
- This will make Burwood fun to visit. We don't have anything like this in Sydney and it good to be the first one
- These family friendly initiates are great and I would like to see more of them. Not many local areas have such life and vibrancy in them
- It would be great if it could be something like Enmore, where it is possible to have a bite after 8pm and where it is possible to congregate and be with people feeling safe
- The art work and bright colours give me and my family so much joy. Burwood has certainly become our happy place
- Any outdoor festival is a positive for the community ... [but we need to also think about] what really brings communities together [rather than] just end up with the same food trucks and performing arts groups that do the circuit around Sydney... There needs to be more to a gathering like this that speaks to the quintessential character of who or what we are becoming as a community. Perhaps historians, artists, performers and poets could be engaged to identify themes that challenge but also engage the broader community in this question ... we are no longer villages that have an understanding of where we came from, nor do we have the social connections that weave across our suburbs. Having some level of rigor around the approach to social cohesion and understanding diverse social groups may be helpful

# 'Burwood Culture Streets' Visitor and Business Surveys (2024/2025)

# OVERVIEW

Between September 2024 and January 2025, Council undertook engagement to seek feedback on the experience and impact of the 'Burwood Culture Streets'.

The project was supported by funding from Transport NSW through the **Open Streets program.** It aimed to transform key public spaces into vibrant 'event-ready' cultural event spaces by streamlining approval processes for temporary road closures and public events.

Three arts and cultural-based 'Culture Streets' events were delivered:

- 1. **Burwood Culture Streets** (30 September 13 October 2024): A temporary urban art and performance zone on Burwood Road (fronting Burwood Croydon Uniting Church) through the transformation of parking spaces into a stage for music performances and artist-led activities
- 2. **Christmas in Croydon** (7 8 December 2024): Creation of a temporary public square at The Strand to support a weekend long 'Christmas in Croydon' event. Council collaborated with businesses to extend trading and beautify 34 shopfronts with bespoke artworks, alongside festive decorations, roving entertainment, and curated performances
- 3. Lunar New Year Street Party (31 January 2025): A spectacular cultural festival marking the beginning of Lunar New Year and transforming Burwood Road into a vibrant event destination, drawing 20,000 visitors from across Sydney

Council administered two surveys for each event:

- Visitor Experience survey during the event
- Post-Event Business Survey

The engagement aimed to inform the design of future street-based events and identify ongoing opportunities to support the future activation of public spaces in the Burwood Local Government Area. Data counts were also undertaken before, during and after each event to measure the impact of each activation.

# WHO WE HEARD FROM

# 127

visitors and businesses provided feedback

69 people completed the Visitor Experience Surveys

59 businesses completed the Economic Impact Surveys



### WHAT WE HEARD

### EVENT 1: Burwood Culture Streets (Sept - October 2024)

The activation involved:

- Installation of a parklet with temporary decking and planter barrier on the roadway and temporary event infrastructure including lighting, seating and AV equipment to support performances and artist led activities
- Live music and artist led activities engaging 20 musicians, performers and artists
- Installation of a large-scale mural on a wall adjacent to the project site fronting Burwood Road
- Installation of Council's *Wilay Mulaa* possum sculptures to light up the activation site at night

The 2-week long activation achieved the following results:

- 45,864 visitors
- 35 artists, 9 event contractors, 1 delivery partner engaged
- 97% of event experience survey respondents rated the activation as 'good' or 'excellent'
- 34% increase in foot traffic to the activation area
- 325% increase in dwell time at the activation area when compared with pre-event data
- 48% overall improvement to people's experience of the public domain, measured by people's ability to play, stay and connect at the space during the activation
- 77% of businesses surveyed rated the activation 'Good' or 'Excellent'
- 36% of businesses surveyed reported a notable increase in customers/foot traffic with one business an additional \$500-\$1,000 in daily sales over the activation period

A sample of visitor feedback:

- "Enjoyed the activation!"
- "Great holding more small events"

### What did you like most about the event?

A sample of responses included:

- Music and performances
- Mural
- Seating, place to sit and relax
- People gathering and connecting
- Positive vibe

### What types of events or activities would you like to see on Burwood Road in the future?

A sample of responses included:

- Markets, including night markets
- Street festivals
- Regular musicians and performers
- Street decorations

- Light shows
- More interactive children's activities

43

• Food related events

Creative Burwood: Arts and Cultural Strategy 2025 - 2035 Engagement Report

### EVENT 2: Christmas in Croydon (7 – 8 December 2024)

The activation involved:

- Partial road closure at the cul-de-sac at the end of Paisley Lane next to the Croydon Train Station and creation of a temporary public square at The Strand, Croydon
- Activation of The Strand, Croydon with installation of bespoke hand-painted Christmas themed artworks across 34 shopfront windows, Christmas decorations and roving entertainment to generate economic activity and broader social and cultural outcomes

The weekend-long activation achieved the following results:

- 1,600 visitors
- 94 artists, 12 event contractors, 34 local businesses engaged
- 94 artists and performers, 12 event contractors and 34 local businesses supported the activation delivery
- 100% of event experience survey respondents rated the activation as 'good' or 'excellent'
- 700% increase in foot traffic to the activation area
- 5,900% increase in dwell time at the activation area when compared with pre-event data
- 131% overall improvement to people's experience of the public domain, measured by people's ability to play, stay and connect at the space during the activation
- 91% of businesses surveyed rated the activation 'Good,' 'Very Good' or 'Excellent'
- 64% of businesses surveyed reported a notable increase in customers/foot traffic

### What do you like most about the event?

A sample of visitor responses included:

- "Nice community event to bring everyone together"
- "Community based nature and vibe"
- *"It's new and engaging"*
- "I like the road closure, good atmosphere"
- "Live music"
- "Variety of entertainment, feels like a community event"
- *"The quality of entertainment"*
- A sample of business responses included:
- Music and entertainment
- Good vibes and atmosphere

### What aspects of the event could be improved in the future?

A sample of responses included:

- "More dancing, more seats"
- "More live music, more roving performers, connecting with schools and use of the Paisley Street carpark to draw more people in"
- Increased sense of community/bringing the community together

"Sense of community and intimate scale"

"Decorations and shopfront artwork has been

"Nice to have an intimate event in Croydon"

"Community and

atmosphere, the

performances"

friendly

amazing"

 "More entertainment and music for young people like Christmas DJ's. Not much catering for younger age group but they come with their families"

Creative Burwood: Arts and Cultural Strategy 2025 - 2035 Engagement Report

### EVENT 3: Lunar New Year (31 January 2025)

The activation involved:

- A 150-metre closure of Burwood Road and main stage program hosting world-class cultural performances and music, alongside opportunities for local artists and cultural groups to share their stories and showcase their talents
- Art, food and market stalls, interactive activities and activations promoting cultural exchange
- Contemporary and traditional roving performances, connecting with local businesses and Burwood Chinatown and a fireworks display from the Burwood Chinatown rooftop

The one night only major event was successful in achieving the following results:

- 32,678 visitors to one night only event
- 129 artists and performers engaged, 18 event contractors engaged and 2 delivery partners/sponsors
- 100% of event experience survey respondents rated the activation as 'good' or 'excellent'
- 213% increase in foot traffic to the activation area
- 2186% increase in dwell time at the activation area when compared with pre-event data
- 24% overall improvement to people's experience of the public domain, measured by people's ability to play, stay and connect at the space during the activation
- 97% of businesses surveyed rated the activation 'Good,' 'Very Good' or 'Excellent'
- 73% of businesses surveyed reported a notable increase in customers/foot traffic

### What do you like most about the event?

A sample of visitor responses included:

- Music, cultural dance and performances
- Variety of food/food stalls
- Child friendly activities, including face painting

A sample of business responses included:

- Attracted greater visitation to Burwood, more customers
- Variety of performances and music
- Traditional Chinese elements (e.g. lion dancing)
- Right time and duration for local businesses
- Good vibe

### What types of events or activities would you like to see on Burwood Road in the future?

- More street parties and festivals
- More events that support businesses
- Food Markets
- Lunar New Year is the biggest calendar date for Chinese people followed by Moon Festival
- Multiple day events
- Greater representation of other Asian cultures that celebrate Lunar New Year, not just Chinese

Creative Burwood: Arts and Cultural Strategy 2025 - 2035 Engagement Report

- atmosphere
- Fireworks The
- Inclusion of Korean performances
- Cultural diversity of the crowd, social inclusion
- Food stalls
- Right timing for local business
- Seating for customers
- "Event was great for the store. The business had such a long line. People left because it was so busy"

### Arts and Cultural Forum (2022)

In August 2022, in response to the growing arts and cultural sector within our community and Burwood's planned Urban Park, Arts and Cultural Centre, Council held an '**Burwood Arts and Cultural Forum'.** 

The purpose of the forum was to:

- Connect with local organisations and groups currently working on arts and cultural initiatives or with a desire to do so in the near future;
- Share information about a range of upcoming Council-led arts and cultural projects and emerging opportunities with artists, arts professionals, community organisations and groups; and
- Hear from participants about how Council can best work with local organisations, better support arts, and cultural activity in the local area.

### WHO WE HEARD FROM

### 13

people completed the online survey

Participants:

 Included local artists, arts industry professionals and representatives of cultural, community and faith organisations either involved, or with an interest, in arts and cultural projects

24

people attended the forum

 Represented a broad range of culturally and linguistically diverse community and faith communities as well as multi-art forms and practice

### WHAT WE HEARD

Key findings from the Forum and Organisation Survey indicated:

• There is an emerging vision and appetite for Burwood to be a centre for arts and culture with opportunities to participate in or access diverse art forms, ranging from accessible exhibitions and workshops to unique music performances and cultural festivals

This vision is underpinned by a desire to build stronger connections across the local arts and cultural sector, establish links with local business and improve access to purpose built spaces that support the growth of arts and culture

- Forum participants identified multiple opportunities to:
  - Grow arts and culture in Burwood, notably by capturing local stories and promoting local cultural assets,
  - Increase the number of exhibitions and events,
  - $\circ$   $\,$  Expand public art beyond the Burwood Town Centre and
  - Improve access to spaces that enable collaboration, community connection, performance or the display of artworks
- Key support needs of local organisations included:
  - Support in accessing funding, including assistance in preparing grant applications;
  - Promotion and marketing support for community led arts and cultural initiatives;
  - Facilitating new networking opportunities;
  - o Support in planning community events; and
  - More venues for more diverse activities, including art workshops, exhibitions, events, maker or residency spaces that are free or low cost
- Forum participants saw there was a need for Council to play a leadership role in addressing the above support needs, and also in facilitating more effective opportunities for building local networks and connections between groups and communities

Creative Burwood: Arts and Cultural Strategy 2025 - 2035 Engagement Report



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

Between November 2020 and February 2021, Council sought community feedback on the proposed Urban Park and Cultural Centre at the corner of Conder Street and Railway Parade, Burwood.

Engagement activities invited community input on the:

- Concept plans for the new facility
- Potential operations of the site, including the types of programs, activities and services that will be required in order to meet the Burwood community's needs and priorities into the future

From June to July 2022, Council delivered a further communications and community engagement program to coincide with the DA Notification process.

### WHO WE HEARD FROM

### 210 people

Engagement included:

### 86

people participated in face-to-face community consultation stalls

### 23

people attended community workshops targeting community organisations, residents, hirers, schools and community groups

### WHAT WE HEARD

Key engagement findings highlighted strong support for the proposed Cultural Centre, with the following features most valued:

- Multipurpose, flexible design supporting a broad range of community activity
- Theatre space to meet both local and regional demand
- Opportunities to reflect Aboriginal history and culture in design elements

Top priority spaces for the Centre included:

- Theatrette
- Large multipurpose hall/performance space
- Multipurpose rooms
- Flexible studio space

### 45

people completed the online survey

### 25 - 30

people were engaged via stakeholders meetings or targeted presentations

### 30

people were engaged via public 'drop in sessions' during the DA Notification period

To ensure accessibility, participants emphasized the need for:

- Free or low-cost activities and facility hire
- Priority access for local residents and groups
- groups

- 1. Creative arts and cultural programs (e.g. art exhibitions, music programs, artist and author talks, arts workshops, readings, poetry slams, storytelling, artist in residency program)
- 2. Community events and celebrations
- 3. Theatre programs (e.g. performances, music concerts, kids' theatre)
- 4. Recreational programs (e.g. dancing)

Creative Burwood: Arts and Cultural Strategy 2025 - 2035 Engagement Report

Extensive promotion to a range of user

Desired activities included:



Other suggestions included:

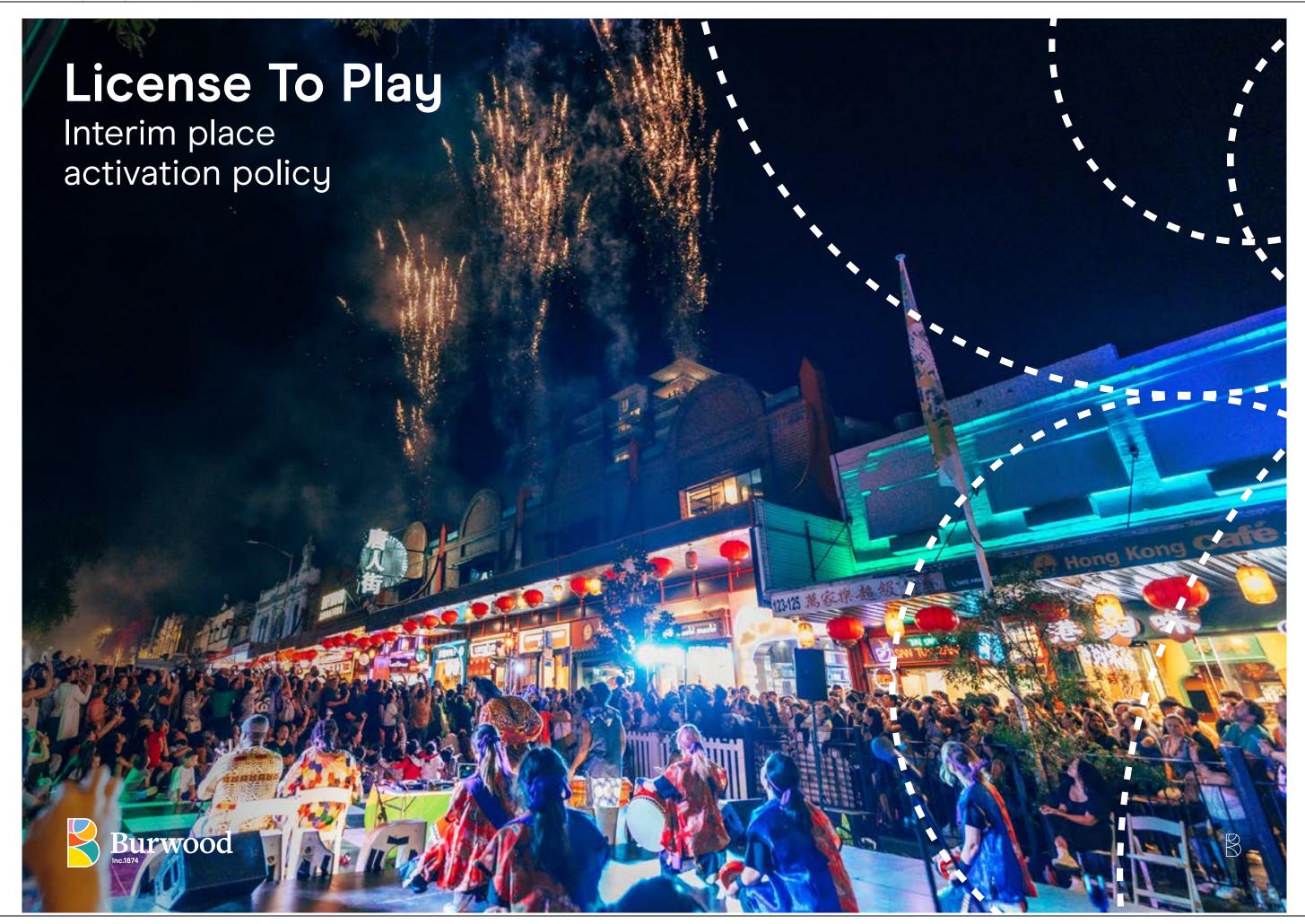
- Art exhibitions
- Street artists and performers
- Stand-up comedy
- Light installations and projections
- Open air cinema and film screenings
- A bar with live music
- Karaoke room
- Youth programs
- Sculptures in the park

Design features desired included:

- Public art with heritage and interactive elements
- Covered outdoor event space with infrastructure (lighting, fencing, power outlets)
- Acoustics and sound proofing for music and choir performances
- Larger stage, theatre, loading dock, and green room
- Facilities for pottery, painting, and drawing

Aspirations for the Centre shared by participants included:

- "A place that allows for creativity, a long awaited investment for the future"
- "A place with activities to attract people to the area"
- "Improving quality of community life, celebrating arts and cultural diversity at Burwood"
- "Recreation, art, culture and play"





### Acknowledgement of Country

We acknowledge the Wangal Clan of the Eora Nation, the traditional custodians of the lands on which the Burwood Local Government Area is located. We pay our respects to their elders past, present and emerging. We acknowledge and respect their cultural heritage, beliefs, and ongoing relationship with the land. LICENSE TO PLAY

### Section 1: Introduction

Policy Context
Purpose
Key Objectives
Scope
Proposal
Permissibility and Assessment
Benefits

### Section 2: License To Play Provisions

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### Section 3: Policy Provisions

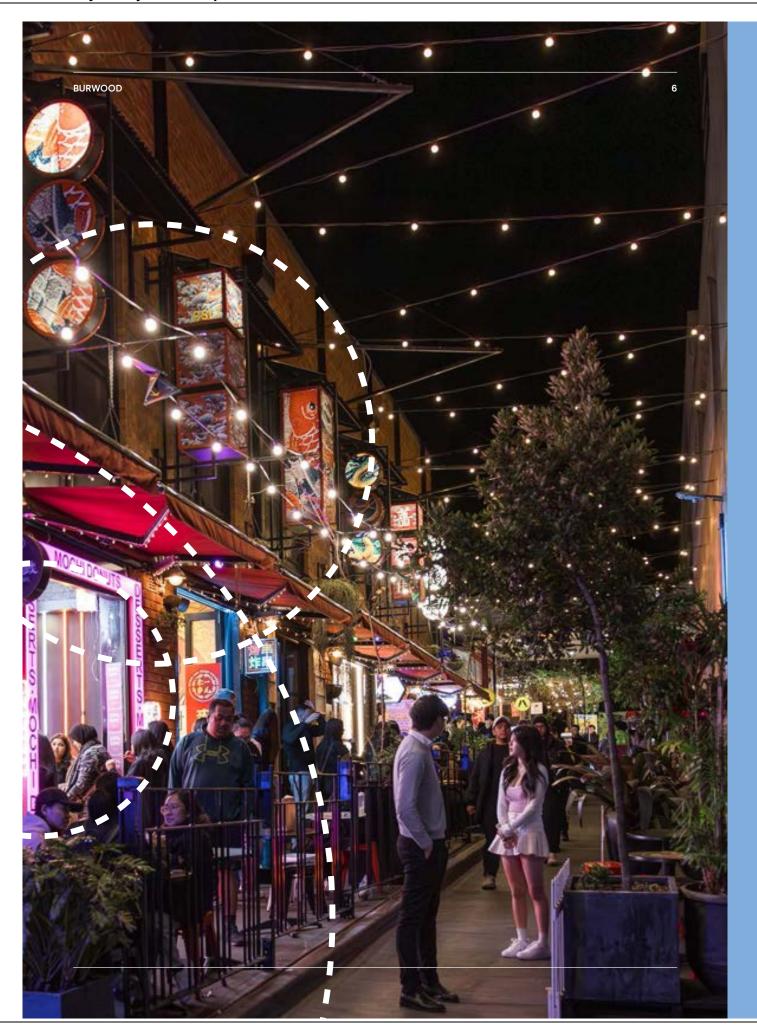
### Busking

Burwood Urban Street Art Wall Program Extended Eats Temporary Terrace Parklet Program Streets Alive Bookable Streets Street Appeal Vacant to Vibrant Art Front Burwood Waysign Policy Context

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LICENSE TO PLAY

# Introduction

The License to Play policy (L2P) represents an innovative and enabling approach to placemaking in the Burwood LGA. It is a comprehensive, interagency permitting policy that streamlines the delivery of trial and demonstration projects and public activations across the Burwood Local Government Area (LGA).

It signals a new era for city-making, fostering opportunities for dynamic partnerships between local government, businesses, property owners, and the community.

### Policy Context

The placemaking movement is at a pivotal juncture, with grassroots activities now effectively integrated into government planning strategies. This integration has led to more responsive planning approaches, marked policy shifts, and improved governance models. The License to Play policy embodies this shift.

L2P supports the Burwood Placemaking Framework, which sets out Council and the community's vision, priorities and aspirations for the creation of vibrant spaces and places in Burwood.

### Purpose

The purpose of L2P is to provide guidance on permissibility, requirements and management responsibilities for Council and third party (applicant) proposals to deliver vibrant public spaces on Council owned and private land.



# BURWOOD LICENSE TO PLAY

### **Key Objectives**

The L2P policy seeks to empower others (particularly local businesses and residents) to act to facilitate investment in the public realm. Its objectives include:

### **1.** Lower Barriers to Participation:

- Simplify the regulatory framework to encourage greater involvement from local businesses and residents.
- Provide clear guidelines and support to navigate the permitting process.

### 2. Streamline Permitting and Agency Review Processes:

- $\cdot$  Create a more efficient and coordinated review process across multiple agencies.
- Reduce the time and complexity associated with obtaining necessary permits.

### **3.** Create Self-Financing Opportunities:

- Develop mechanisms to support the long-term stewardship of public spaces.
- Encourage innovative funding models to sustain ongoing projects.

### 4. Define Parameters for Operations and Permit Terms:

- Establish clear operational guidelines and permit conditions.
- Ensure transparency and consistency in permit issuance and management.

### 5. Facilitate Greater Equity in Project Distribution:

- Promote equitable geographic distribution of projects across all neighbourhoods.
- Ensure that all communities benefit from public space activation.

### 6. Enabling Frequent, Diverse, and Free Public Activation:

- Supporting a wide range of activation events that are accessible to the public.
- Encouraging diverse programming to cater to various community interests and needs.

### Scope

This policy offers enables the delivery of vibrant public activity on private and Council-owned land. It applies to the following:

### Parks and Open Spaces

Land in which Council owns and is listed as the registered proprietor.

### **Road Reserve**

The verge, kerb, carriageway and footpath areas adjacent to roads which Council has care, control and management of.

### **Streets and Laneways**

The carriageway of streets and laneways designated as 'unclassified local roads', which are under the designation of Burwood Council.

### **Private land**

Land which is not owned by Burwood Council but can play a role in creating a more vibrant and dynamic town centre.

Additional details on the geographic application of each provision is provided in Section 2 of this document



### Proposal

The License to Play policy necessitates a shift towards a more flexible, adaptive, and responsive regulatory framework that supports the rapid implementation of public space activations for a trial period of 12 months.

# 9

### **Permissibility and Assessment**

The suitability of utilising public space to facilitate L2P proposals is site specific and dependent on the individual streetscape and context relevant to each proposal.

### Permissions Based Approach

By adopting the permissions-based approach to the provisions set out in this policy, businesses in Burwood can save time, reduce costs, and operate more efficiently. This allows them to focus on innovation, expansion, and improving their products and services.

Moreover, a streamlined regulatory framework can attract investors and businesses from outside the area, boosting job opportunities, tax revenues, and overall economic development.

### **Benefits**

By promoting a business friendly climate through the removal of unnecessary bureaucracy, Burwood can unleash the potential of local businesses, stimulate economic activity, and create an environment conducive to long-term prosperity. Its benefits are also social. They include:

### **Economic Impact:**

- Streamline processes and removing red tape will positively impact the local economy and businesses.
- Enhance ease of doing business in Burwood, attracting investment, and stimulating economic growth.
- Encourage entrepreneurship and facilitating the establishment of new businesses, fostering a vibrant and competitive business environment.

### **Community Engagement and Empowerment:**

- Engage and empower local businesses and residents to take an active role in placemaking.
- Leverage local knowledge, ideas, and potential to create vibrant public spaces.
- Encourage innovation and creativity through a permissive regulatory framework.





# License to Play Provisions

2

11



FREE



# 2 Street Art

### BURWOOD URBAN STREET ART WALL

Burwood's laneways are set to ignite with colour, creativity, and culture through the Burwood Street Art Wall Program, a bold initiative transforming a designated lane in the Burwood Town Centre, into a dynamic outdoor gallery. Timed with the laneway night markets, this program invites preselected street artists to contribute to an evolving masterpiece that grows throughout the year.

Each quarter, a new section of the wall will come to life, with Council selecting participating artists, and in an exciting twist, an "art battle" at the end of the 12-month trial, to determine the standout mural of the year.

To make participation as seamless as possible, artists only need to submit a simple concept description and a portfolio link, letting their work speak for itself.

The Burwood Urban Street Art Wall is more than just a space for murals, it's a celebration of artistic expression, community engagement, and public placemaking, evolving each season into a powerful reflection of Burwood's creative identity.



LICENSE TO PLAY

# 3 **Outdoor Dining**

### **EXTENDED EATS**

beyond traditional boundaries with Extended Eats, an initiative that allows food and beverage businesses to extend their and community-focused streetscapes.

With no additional fees to participate, from the neighbouring property owner and their extended space. Registration is fast and easy through the Licence to Play Online Portal.

The provision applies to active adjacent retail frontages that are not occupied by another

Applications are open to businesses with existing outdoor dining approval, that have fully utilised their own frontage, and

businesses can enhance their setup with public seating, optional planter boxes, and greenery, Burwood's streets.

spaces into thriving social hubs, maximising the potential of active retail frontages while fostering a dynamic, outdoor dining culture that

FEE FREE FULL FEE WAIVER See Policy Outlines  $\rightarrow$ 



Businesses interested in trialling a parklet dining space must submit an Expression of Interest via the Licence to Play Online Portal and obtain a permit, ensuring compliance

With a strong focus on placemaking and public space activation, this initiative offers a unique opportunity for businesses to redefine their street presence while contributing to a more engaging and

### TEMPORARY TERRACE PARKLET PROGRAM

the Temporary Terrace Parklet Program, an initiative allowing eligible food and one to two on-street parking spaces into

This program provides expanded trading opportunities while transforming parking enhance both local businesses and the community experience.

### FEE FREE

See Policy Outlines ightarrow



PROVISIONS

# **4** Streets Alive

### EVENTS OR ACTIVITIES ON PUBLICLY ACCESSIBLE PRIVATE LAND

Imagine car parks transformed into dynamic activated spaces, filled with arts, culture, food, and entertainment, this is the vision behind the Streets Alive: Events in Publicly Accessible Private Land Program.

This initiative allows for the activation of eligible privately owned spaces with temporary pop-up events and cultural experiences, creating a more vibrant and engaging urban environment.

In a thriving and densely populated area like Burwood, this initiative maximises the potential of existing public spaces.

To support activations, Council will facilitate fast-tracked assessment for temporary use development applications under the Temporary Use Provisions, ensuring a quicker, more efficient approval process for events that align with this policy.

### Event categories include:

Pop-up food trucks, carts and market stalls

- Live music and entertainmen
- Health and Wellness events

Organisers can apply for individual events such as a market stall one day or a series of temporary recurring activations such as a farmers' market in a publicly accessible car park.

To maintain safety and accessibility, event organisers will need to consider pedestriar flow, emergency access, and waste management, minimising disruption to the surrounding area.

By reimagining how we use public spaces, this initiative fosters a thriving, energetic, and community-focused atmosphere, bringing people together in new and exciting ways.

See Policy Outline ightarrow



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# 5 Shopfront Activations

### **STREET APPEAL: SHOPFRONT IMPROVEMENT PROGRAM**

Burwood's streets are set to become more vibrant, welcoming, and visually engaging with Street Appeal, an expansion and evolution of Council's existing Shopfront Improvement Program. This initiative broadens eligibility to more locations, removes the previous \$3,000 funding cap, and encourages co-located businesses to collaborate, maximising public benefit and creating a more dynamic, attractive streetscape.

Council will also waive all fees associated with conducting works on council property for successful applicants undertaking work funded by this program.

Businesses can propose their shopfront upgrades by registering via the **Licence** to Play Online Portal, with a streamlined application process and Council-provided funding to support their improvements.

By investing in the look and feel of Burwood's commercial areas, the Street Appeal Program helps businesses enhance their street presence, attract customers, and contribute to a thriving urban environment.

### **GRANT FUNDED**

See Policy Outline ightarrow



### VACANT TO VIBRANT

the Licence to Play Online Portal to bring their ideas to life.

Vacant to Vibrant showcases the value of cultural and commercial assets.

### FEE FREE

See Policy Outline  $\rightarrow$ 





### **ART FRONT**

artistic leasing showcases that energise the

pre-approved artwork by local artists. These

By turning vacancies into vibrant showcases, Art Front creates a win-win, providing a



See Policy Outline ightarrow



# 6

# Wayfinding

# DESTINATION BURWOOD WAYFINDING

Burwood is a modern, dynamic urban centre, and the Destination Burwood Wayfinding Program is set to enhance navigation, visibility, and the streetscape through vibrant, illuminated signage at key locations across the LGA.

This initiative allows select anchor commercial operators to sponsor and participate in the creation of striking wayfinding signage, helping visitors and customers easily locate points of interest while contributing to Burwood's distinctive urban identity. Council will lead the design and installation process, ensuring a high-quality, cohesive aesthetic that integrates seamlessly into the public realm. While operators can provide input into the design, Council retains final approval to maintain consistency and visual impact.

To participate, eligible operators must register via the **Licence to Play Online Portal**. Approved businesses will sponsor fabrication and installation, while Council manages installation in the public realm.

By combining practical wayfinding with bold urban design, Destination Burwood Wayfinding facilitates access to frequented and sought after landmarks; enhancing the pedestrian experience, and reinforcing Burwood's status as a vibrant, connected city.



### FEES APPLY

See Policy Outline ightarrow







### **Burwood Unplugged**

### Introduction

The Burwood Unplugged initiative allows individuals and gorups to perform as buskers in designated public spaces within the Burwood Local Government Area, promoting creativity, cultural expression, and vibrant street life. This policy outlines the requirements, responsibilities, and regulations for buskers to ensure their performances enhance public spaces while maintaining safety and accessibility.

### Definitions

Term	Definition
Busker	An individual who performs in public spaces for voluntary donations or exposure. Performances can include, but are not limited to, music, dance, juggling, magic, or visual arts.
Public Spaces	Designated areas where busking is permitted, including: Railway Square, Deane Street, Emerald Square, Unity Place and Burwood Park.

### Objective

- 1. Foster a vibrant and dynamic street culture in Burwood
- 2. Provide opportunities for artistic and cultural expression.
- 3. Ensure busking activities are conducted safely and harmoniously with the community.
- 4. Encourage community engagement and support local talent.

### **Eligibility Criteria and Locations Eligibility Requirements:**

- 1. Buskers must adhere to all regulations outlined in this policy.
- 2. Performances must be appropriate for a public audience and adhere to community standards.

### **Designated Locations:**

Busking is allowed in designated areas that:

- Are open spaces with sufficient room for performances and audiences.
- Do not interfere with specific uses (e.g., bus stops, vehicle zones).
- Examples of suitable locations include plazas, wide footpaths, and parks.

### Responsibilitu

Buskers must comply with the following responsibilities:

- 1. Noise Control: Ensure performances remain within acceptable noise levels as determined by Council guidelines. Amplified sound must not disrupt surrounding businesses or residents.
- 2. Crowd Management: Performers must ensure audiences do not block pedestrian pathways or create unsafe conditions.
- 3. Pedestrian Flow: Ensure performances do not obstruct entrances to businesses, or access to public amenities.
- 4. Public Safety: Performances must be safe for both buskers and the public, avoiding any hazardous activities or equipment.
- 5. Cleanliness: Keep the performance area clean and dispose of any waste responsibly.
- 6. Permit Display: Carry the approved digital permit at all times while performing and present it upon request by Council staff.

### **Decision making principles**

To ensure fairness, safety, and the alignment of busking performances with community values, Burwood Council will assess applications quarterly based on the following principles:

- 1. Artistic Merit and Quality
  - Performances should showcase creativity, originality, and skill.
  - Preference may be given to performances that enhance the cultural and artistic diversity of the Burwood LGA.
- 2. Public Safety and Accessibility
  - · Performances that adhere to Council regulations.
  - · Buskers must demonstrate how they will manage noise levels, crowd control, and pedestrian flow to avoid disruptions or hazards.
  - · Performances must not involve unsafe or prohibited activities (e.g. fire, sharp objects, or acts posing a risk to the public).
- 3. Suitability for Public Spaces
  - · Performances must be appropriate for a familyfriendly audience and uphold community standards.
  - The type and style of performance should be suitable for the designated location and compatible with the existing use of the space.

- 4. Contribution to Vibrancy and Engagement
  - Buskers who can engage audiences and contribute to creating a lively and inclusive atmosphere will be prioritised.

### 5. Diversity and Inclusivity

- Council encourages applications from
- performers of diverse backgrounds, including youth, culturally diverse artists, and individuals with disabilities.
- Performances that reflect and celebrate the cultural diversity of Burwood will be highly regarded.

### 6. Practical Feasibility

- The performance must be feasible for the proposed location, considering space requirements, environmental conditions, and any equipment used.
- Applications will be evaluated for their ability to comply with Council's conditions of use and logistical requirements.

### 7. Fair Distribution of Opportunities

- Council will aim to provide fair opportunities for all applicants, ensuring a variety of performers are featured throughout the trial period.
- Efforts will be made to avoid over representation of any single performer or style to maintain a dynamic mix of entertainment.

### Conditions of Use

- 1. Performances must enhance the public domain and contribute positively to the community.
- 2. Buskers must not display offensive materials or engage in inappropriate behavior.
- 3. Busking is not permitted in areas that could compromise public safety, such as roadways or areas with high vehicular traffic.
- 4. Council reserves the right to relocate or terminate performances if they conflict with events, traffic management, or community use of the space.

### Monitoring and Compliance

Burwood Council will monitor compliance with this policy. Failure to comply with the policy may result in:

- Revocation of the busking permit.
- Suspension of the ability to busk in the Burwood LGA.
- · Other actions deemed appropriate by Council.

- Costs • There are no fees associated with busking during the 12-month trial period. • Burwood Council is waiving all charges to encourage participation and support local creativity. Locations Busking is permitted in the following designated public spaces within the Burwood LGA: 1. Railway Square 2. Deane Street 3. Emerald Square

- 4. Unity Place
- 5. Burwood Park
- These locations have been chosen for their suitability, including open spaces, wide footpaths,
- and areas conducive to public performances. Performances must avoid spaces used for

### **Review and Evaluation**

This policy will be reviewed after the 12-month trial period to evaluate its impact and determine the potential for long-term implementation.

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### **Expression of Interest Opportunity** Process

- To participate in the Burwood Unplugged program, individuals must follow these steps:
- 1. Registration: Submit an application through the Burwood Council Licence to Play Online Portal.
- 2. Documentation: Provide required information, including:
  - o Contact details.
  - o Description of the performance type.
  - o Parental/guardian consent for applicants under 18 years of age.
- 3. Permit Issuance: Upon approval, buskers will receive a digital permit, which must be carried while performing.

- specific purposes, such as bookable spaces, bus
- stops or vehicle zones. Council reserves the right
- to approve or deny applications based on sitespecific considerations.



### **Burwood Urban Street Art Wall**

### Program

### Introduction

The Burwood Street Art Wall Program is a vibrant initiative to transform public spaces and promote artistic expression. The program will see a laneway designatesd for urban street art. This initiative invites artists to showcase their talent and creativity through a permissions based community-driven approach.

### Definitions

Term	Definition
Street Art Wall	A designated portion of a wall for murals and urban art.
Art Battle	An annual competition where artists complete their murals, and the public votes to select a winner.
EOI	Expression of Interest process managed by Burwood Council to select participating artists

### Objective

- 1. Enhance the urban environment with unique, high-quality street art.
- 2. Provide opportunities for emerging and established artists to display their work.
- 3. Foster community engagement and participation through art competitions and public voting.
- 4. Activate Clarendon Place as a vibrant cultural and artistic hub.

### **Eligibility Criteria**

### Who Can Apply:

- Open to individuals or groups of artists, aged 18 and above.
- Applicants under 18 years require parent/guardian/ carer consent and accompaniment during the event.

### Application Requirements:

- Submit a description of the proposed artwork.
- Provide a link to a portfolio of previous works.
   Ensure all designs are appropriate for public display and free from offensive, obscene, or discriminatory content.

### **Program Structure**

### Timeline:

• The wall will be divided into sections, with one portion painted each quarter.

### Art Battle:

- The public will be invited to gather to watch artists create their murals
- Attendees will vote on their favorite artwork to determine the winner.

### Wall Preparation:

- Council will prepare the wall in advance, including cleaning, marking a grid for artist spaces, and ensuring it is ready for use.
- Murals must be painted at standing level; no lifts are required.

### Responsibility

### Council:

- Coordinate wall access and wall preparation.
- Manage the EOI process and artist selection.
- Organise and promote the quarterly art battles and annual public voting.

### Artists:

- Deliver the approved artwork within the allocated time.
- Comply with risk management protocols and conditions of use.
- Supply materials
- Ensure the work area is left clean after completion.

### **Decision making principles**

To ensure fairness, quality, and alignment with the Burwood Street Art Wall Program's objectives, Burwood Council will evaluate artist submissions based on the following principles:

- 1. Artistic Quality and Creativity
- The proposed artwork must demonstrate
- originality, creativity, and artistic merit.
- Designs should reflect a high standard of skill and technique, showcasing the artist's unique style.
- 2. Alignment with Program Objectives
  - The artwork should enhance the vibrancy of the designated laneway and contribute to its cultural and artistic appeal.
  - Designs should align with the program's vision of fostering community engagement and celebrating creativity in public spaces.

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### 3. Public Appropriateness

- All submissions must be suitable for public display and adhere to community standards.
- Artwork must avoid offensive, obscene, or discriminatory content, ensuring inclusivity
- and respect for Burwood's diverse community.

### 4. Feasibility and Practicality

- The proposed design must be practical to execute within the allocated two-day timeframe.
- Submissions should align with the program's logistical constraints, such as painting at standing level and the use of Council marked grid spaces

### 5. Community Engagement Potential

- Preference will be given to designs that are engaging, thought-provoking, or culturally enriching for the public.
- Submissions that encourage interaction or storytelling and resonate with the community will be prioritised.

### 6. Portfolio and Experience

- The artist's portfolio should demonstrate a track record of high-quality work and experience in similar projects.
- Emerging artists with compelling proposals and potential for growth will also be considered.
- 7. Contribution to Diversity and Inclusion
  - Submissions from artists of diverse backgrounds, including First Nations artists, culturally and linguistically diverse artists, and underrepresented groups, are highly encouraged.
  - Designs that celebrate Burwood's diversity and cultural richness will be favorably regarded.

### 8. Fair Distribution of Opportunities

- The selection process will aim to feature a variety of artistic styles and perspectives over the course of the program.
- Council will ensure opportunities are distributed equitably among applicants to maintain diversity and inclusivity.
- 9. Sustainability and Safety
- Submissions should consider the use of environmentally friendly materials and practices where possible.
- Designs must comply with Council's risk
  management protocols to ensure safety during
  the creation process.

### Conditions of Use Risk Management:

- Artists must follow a risk management process provided by Council.
- Ensure safe handling and use of materials.
- Adhere to Council-provided traffic management
  - protocols during installation.

### Materials and Insurance:

- Artists are responsible for providing their
  - own materials, including paint and
  - brushes.
- level and the use of Council-marked grid spaces. Artists must have public liability insurance

### Public Appropriateness:

- All artwork must align with community
  - standards and avoid offensive, obscene,
  - or discriminatory content.

### Timeline Adherence:

- Artists must complete their murals within the
  - two-day period allocated during laneway closures.

### Wall Access Coordination:

Council will coordinate access to the wall four times
 per year, coinciding with quarterly competitions.

### Risk Management Protocols

### 1. General Safety Measures

- Public Safety: Artists must ensure that their activities do not pose any risk to pedestrians or other participants.
- Workspace Boundaries: Artists must remain within the designated work zone provided by Council, marked clearly on the wall and surrounding area.
  Material Safety: All materials, including paints and tools, must be supplied by the artist and stored safely to prevent spills, accidents, or injuries.
  No Hazardous Substances: The use of flammable, toxic, or hazardous substances is strictly
- prohibited.

### 2. Traffic Management

• Restricted Access: No vehicles, except those authorisd by Council, will be allowed in the work zone during the mural installation period.



- 3. Personal Protective Equipment (PPE)
  - Mandatory PPE: Artists must wear appropriate PPE during mural installation, including:
  - o Closed-toe shoes.
  - o Gloves for handling paint and chemicals.
  - o Eye protection if using sprays or chemicals.
  - First Aid: Artists are encouraged to have a basic first aid kit on hand.

### 4. Environmental Considerations

- Weather Monitoring: Artists should monitor weather conditions and halt work during severe weather, including high winds or heavy rain.
- No Lifts Required: All murals must be painted at standing level.

### 5. Insurance Requirements

 Public Liability Insurance: All participating artists must have public liability insurance to cover any potential risks, including property damage or personal injury. Proof of insurance must be provided during the EOI process.

### 6. Council Responsibilities

- Wall Preparation: Council will prepare the wall and work area in advance, ensuring it is safe and ready for use.
- Supervision: Council staff will monitor the work area during mural installations to ensure compliance with protocols and address any issues that arise.
- Emergency Support: Council will provide emergency contact details for staff on-site during 5. Public Feedback the event.

### 7. Compliance with Regulations

- Adherence to Guidelines: Artists must comply with all relevant Council guidelines, State Acts, Regulations, and Codes.
- Non-Compliance: Failure to follow these protocols may result in immediate removal from the program.

### Monitoring and Compliance

### 1. Oversight and Inspections

- Burwood Council will oversee all aspects of the program to ensure that artists and participants adhere to the program's guidelines and conditions.
- Regular inspections will be conducted during and after the mural installation process to ensure compliance with:
- o Risk management protocols.
- o Public safety standards.

### o Timely completion of artwork.

### 2. Compliance with Conditions of Use

- Artists must:
- Follow the risk management process provided by Council to ensure safe handling of materials and
- compliance with traffic management protocols. • Adhere to the agreed timeline for completing the
- mural (within the allocated two-day period).
- Ensure that artwork aligns with community standards and does not include offensive, obscene, or discriminatory content.
- Maintain a clean and safe workspace during and after the mural installation.
- 3. Reporting Requirements
  - Artists are required to report any incidents, accidents, or issues encountered during the mural creation process to Burwood Council immediately.
  - Any damage to the wall or surrounding areas caused by the artist must be reported and resolved in consultation with Council.

### 4. Non-Compliance Consequences

If an artist fails to comply with the program's guidelines or conditions, Burwood Council reserves the right to:

- Halt the artist's participation in the program.
- Remove or modify artwork that breaches community standards or safety protocols. • Exclude the artist from future Council programs or opportunities.

- The public will be invited to provide feedback on completed murals, ensuring alignment with community expectations and program objectives.
- Complaints or concerns raised by the community will be reviewed and addressed by Burwood Council accordingly.

### 6. Program Evaluation

program.

• Burwood Council will monitor the program's overall success by evaluating public engagement, artist participation, and the quality of completed murals. Insights gained through monitoring and feedback will inform adjustments to future iterations of the

### LICENSE TO PLAY

### Evaluation • Artistic quality and originality. • Alignment with community standards and program objectives. • Feasibility of completing the artwork within the allocated time. • Ability to enhance the cultural and artistic value of Clarendon Place. Community sentiment Costs Public Engagement The public will play a key role in the program by voting for their favorite artwork at the annual art battle. Winners will receive recognition and may have future opportunities to collaborate with Burwood **Review and Expansion** At the end of the first year, Burwood Council will review the program's success and consider expanding its scope or adding more sections of the wall for future projects. Expression of Interest Opportunity Locations Submission: o Artists interested in participating in the Burwood Street Art Wall Program must submit an Expression of Interest (EOI) via the Licence to Play Online Portal. o Applications must include:

- A description of the proposed artwork.
- A link to a portfolio of previous works.
- Parent/guardian consent for applicants under 18 years of age.

### • Selection:

Council.

Process

o Submissions will be reviewed by Burwood Council based on artistic merit, alignment with community standards, and feasibility.



- o Selected artists will be notified and provided with further guidelines, including risk management protocols and allocated mural space.
- Art Battle Participation:
  - o Selected artists will create their murals during the designated two-day painting period.
  - o The public will vote for their favorite artwork at the end of the 12 month pilot determining the quarterly winner.
- No Participation Fees:
- o There is no cost to participate in the Burwood Street Art Wall Program.
- o Council will cover the cost of wall preparation, including cleaning, grid marking, and traffic
- management during the event.
- Artist Responsibilities:
  - o Artists are responsible for providing their own materials, including paints, brushes, and other
  - supplies required for their mural.
  - o Artists must secure their own public liability insurance to participate.
- Designated Street Art Location:
  - o Murals will be painted on a designated wall, as advised by Council
- Access and Timing:
- o Artists must adhere to the allocated timeframes and guidelines provided by Burwood Council.





### **Extended Eats**

### Introduction

The Extended Eats program allows food and beverage (F&B) businesses in the Burwood LGA to extend their outdoor dining area along adjacent building frontages, provided permission is obtained from the neighbouring business and property owner. This initiative supports vibrant street life, encourages community interaction, and maximises the use of public space for dining.

This policy sets out the conditions, responsibilities, and approval process for participating businesses to ensure safe and harmonious integration with the surrounding streetscape.

### Definitions

Term	Definition
Extended Outdoor Dining	The temporary use of an adjacent footpath for additional seating and dining space, subject to permission from the neighbouring business & property owne
Active Retail Frontage	A building frontage that is occupied by a retail business (excluding food and beverage businesses) and engages with the public through window displays, customer entry points, or other forms of street activation.
Neighbouring Property Owner	The legal owner of the adjacent commercial property or their authorised representative who provides consent for the use of their frontage for extended outdoor dining.
Food and Beverage Business	A commercial establishment that primarily serves food and/or beverages for consumption, such as cafés, restaurants, and takeaway shops.
Vacant Tenancy	A retail or commercial space that is currently unoccupied and does not have an active business in operation
Licence to Play Online Portal	Burwood Council's digital platform where businesses can submit applications for the Extended Eats program and access program guidelines.

e additional space for outdoor dining, ting business growth and an active economy.	•	Pe o
e Burwood's streets and retail precincts by g a lively and inviting atmosphere.		0
age businesses to enhance the streetscape Iblic seating, greenery, and high-quality experiences.	•	V8 0
pedestrian access, public safety, and use of shared spaces.		0
<b>Criteria and Locations</b> Requirements: blicy applies to all food and beverage (F&B) sses seeking to extend their outdoor dining long adjacent building frontages within the od LGA.	•	C 0
sses must have an existing outdoor dining and must have already utilised all available In front of their premises.		C Po esp
d Locations: ded Eats provision applies to active retail that are not occupied by food or beverage s or vacant tenancies.		usir ust Pi o
tenancy becomes occupied by a food or business, the approval for extended dining ace may be revoked or amended.		0
<b>Charges</b> nd charges will apply to the Extended Eats ther fees and charges relating to	·	С 0
s existing outdoor dining still apply. <b>s</b>		0
Requirements: ations are only open to businesses that:	•	Pı o
an existing outdoor dining approval. utilised all available outdoor dining space ont of their premises before seeking an nsion.		0
in written permission from the adjacent ness and property owner to extend into frontage.	•	B
Conditions: ouring Business Consent: adjoining business must be consulted about		0
proposal, and an agreement must be reached. extended area must not obstruct, conceal, or tively impact the neighbouring business.		Pi

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edestrian and Traffic Safety:

- The extension must not interfere with pedestrian flow, accessibility, or vehicular movement.
- Pathways must remain clear, and appropriate space must be maintained for pedestrian circulation.
- acant Tenancies:
- If a currently vacant tenancy becomes occupied by a new food or beverage business, the approval for extended dining may be amended or revoked to ensure fair use of space.
- Council reserves the right to review approvals in response to changes in tenancy.
- ouncil Discretion:
- Burwood Council reserves the right to modify, revoke, or refuse approvals if the extended area is misused, becomes a safety concern, or is no longer deemed suitable.
- ompliance with Council's Footpath Activation olicy

### onsibility

- nesses participating in the Extended Eats program adhere to the following responsibilities:
- rovision of Seating & Streetscape Enhancements: The operator must provide tables and seating. Additional enhancements such as umbrellas, planter boxes, and vegetation are encouraged to create an inviting streetscape.
- leanliness and Maintenance:
- The operator is responsible for maintaining the cleanliness and aesthetic quality of the extended dining area.
- Waste must be managed appropriately, and litter must be removed regularly.
- ublic Safety and Accessibility:
- The extended area must not obstruct
- pedestrian movement, emergency access points, or key pathways.
- The operator must ensure compliance with all accessibility requirements to allow safe access for all community members.
- usiness Engagement:
- The operator must maintain positive relationships with neighbouring businesses and address any concerns that arise regarding the extended dining area.
- Any disputes or issues should be communicated to Council for resolution if necessary.
- ublic Liability Insurance:
- The operator must hold a valid Public Liability Insurance policy to the value of \$20,000,000 that covers the extended outdoor dining area.



### **Decision making principles**

To ensure fairness, safety, and the successful implementation of the Extended Eats program, Burwood Council will assess applications based on the following key principles:

### 1. Feasibility and Eligibility

- Applications must be submitted by businesses with existing outdoor dining approval.
- The applicant must demonstrate that they have fully utilised their available outdoor dining space 7. Adaptability and Review before seeking an extension.
- The proposed extended dining area must be within an active retail frontage and comply with program guidelines.

### 2. Neighbouring Business and Property Owner Consent

- The adjacent business owner and property owner must provide written consent for the use of their frontage.
- The extended dining area must not obstruct, conceal, or negatively impact the adjacent business's operations.

### 3. Public Safety and Accessibility

- The proposed extension must not obstruct pedestrian movement, accessibility ramps, or emergency exits.
- The application must consider safe pedestrian flow and ensure compliance with accessibility standards
- The extension must not interfere with traffic sightlines, bus stops, or designated loading zones.

### 4. Contribution to the Streetscape and Public Realm

- · Applications should contribute to a highquality and visually appealing public domain, incorporating elements such as:
- o Well-maintained tables and seating.
- o Umbrellas
- o Cleanliness and upkeep of the extended space.
- The extended dining area should support street activation and improve the overall dining experience in Burwood's commercial precincts.

### 5. Fair Use and Equity

 Council will assess applications equitably, ensuring that opportunities for extended outdoor dining are fairly distributed across different precincts.

### 6. Compliance with Regulations and Conditions • The applicant must hold valid Public Liability Insurance covering the extended dining space.

- The operator must comply with all local, state, and federal laws, including food safety, noise control, and environmental health regulations.
- Burwood Council reserves the right to modify or revoke approvals if businesses fail to meet compliance requirements.
- Applications will be assessed with a flexible and trial-based approach, with Council monitoring the program's effectiveness.
- Approvals may be subject to periodic review to ensure alignment with Council's placemaking priorities and community feedback.

### **Conditions of Use**

### Permitted use and compliance

- The extended outdoor dining area must only be used for food and beverage service and must not be repurposed for storage or other non-approved activities.
- Businesses must comply with all local, state, and federal regulations, including food safety, public health. and environmental standards.
- Burwood Council reserves the right to modify, suspend, or revoke approvals if a business fails to comply with the policy.
- If a vacant tenancy becomes occupied by another food or beverage business, the extended dining approval may be reassessed by Council.

### Public safety and accessibility

- The extended dining area must not obstruct pedestrian access, footpaths, or accessibility ramps.
- There must be a clear and unobstructed pedestrian pathway of at least 1.8 metres at all times.
- Outdoor dining elements must be positioned to avoid hazards for pedestrians, cyclists, and people with disabilities.
- The extended area must not interfere with traffic sightlines, emergency exits, or designated transport zones (bus stops, loading zones, taxi ranks, etc.).

### Setup and Streetscape Enhancements

- The operator must provide and maintain high-quality outdoor dining furniture (tables and seating).
- With Council approval, businesses may also include:
- o Planter boxes or greenery to enhance the streetscape.
- o Umbrellas and shading (must be securely fixed and removed in extreme weather).

### **Cleanliness and Maintenance**

- Businesses must keep the extended dining area clean and free from litter at all times.
- Waste must be disposed of correctly, and public bins must not be used for business waste.
- Any food spills, debris, or hazards must be cleaned up immediately to prevent safety risks

### Hours of Operation

- Extended outdoor dining must operate within the approved trading hours of the business.
- Furniture and other outdoor elements must be removed or secured outside business hours, unless otherwise approved by Council.

### Public Liability Insurance

- The operator must hold and maintain Public Liability Insurance to cover any risks associated with the extended outdoor dining area.
- Proof of insurance must be provided upon application and updated as required.

### No Exclusive Use of Public Space

- While the extended outdoor dining area directly benefits the participating business, the space remains part of the public domain.
- The operator cannot block public access or prevent general community use of the space.

### **Review and Amendments**

- Council reserves the right to:
- o Amend, suspend, or revoke an approval if conditions are not met.
- o Reassess approvals if changes occur, such as new business tenancies.
- o Modify the policy based on community feedback, safety considerations, or placemaking priorities.

Locations

### **Review and Evaluation**

### Monitoring and Compliance

• Council Oversight:

- o Burwood Council will monitor compliance with the program's guidelines to ensure the space is used responsibly and enhances the public domain. Periodic Reviews:
  - o The program's effectiveness will be reviewed periodically, with adjustments made as necessary based on community feedback, business participation, and overall impact.
- Non-Compliance:
  - o If businesses fail to comply with the policy requirements, Council reserves the right to revoke the extended dining approval.
- This policy will be reviewed after the 12-month trial period to evaluate its impact and determine the potential for long-term implementation.

### **Expression of Interest Opportunity**

Process

- Businesses interested in participating must:
- 1. Register via the Licence to Play Online Portal.
- 2. Submit a formal request, including:
  - o Confirmation of existing outdoor dining approval. o Written consent from the adjacent business and property owner.
  - o Description of proposed enhancements (e.g. seating, umbrellas).
- 3. Await Council approval, which will be granted based on eligibility, safety considerations, and sitespecific conditions.

- The Extended Eats program applies to all active retail frontages within the Burwood LGA, excluding food and beverage businesses.
- These locations have been chosen to maximise the use of underutilised public space while ensuring fairness among businesses. By allowing F&B businesses to extend their dining areas into adjacent retail frontages (with permission), the program
- enhances street activation, pedestrian engagement, and the overall vibrancy of commercial precincts.
- This approach also supports businesses with limited outdoor dining space, fostering a more inclusive and community-driven dining experience without negatively impacting neighbouring properties or obstructing pedestrian movement.



### **Temporary Terrace Parklet**

### Introduction

Burwood Council is providing businesses with expanded opportunities for trade including the temporary use of on-street car parking spaces for outdoor dining.

Parklets provide additional public space for people to stop rest and socialise and encourages a stronger sense of community through the creation of safe public gathering spaces.

Council is seeking expressions of interest from suitable businesses who wish to trial the use of a Parklet during the period July 2022 to June 2023.

### Definitions

An extension of the footpath that uses
on-street parking to provide temporary
eating, greenery and space for passersby.
Mobile parklets are designed for quick and easy removal for emergencies or other maintenance requirements.
Designated parking spaces located on public roads that may be occupied by a vehicle for a specified period.

- 1. Support the economic recovery of Burwood.
- 2. Promote an activated and vibrant street culture.
- 3. Encourage and facilitate safe high quality outdoor dining that takes into account the needs of the public as well as businesses.
- 4. Enhance the provisions set out in existing Council policies and support the State and Federal Government's commitment to encourage the use of public spaces for outdoor dining post-lockdown.
- 5. Maintain a high quality public domain that contributes to public amenity.
- 6. Facilitate opportunities for expanded outdoor dining that does not impact or obstruct pedestrian traffic.

### **Eligibility Criteria**

In order to be eligible, applicants must:

- Be a café or restaurant that serves food and drinks for consumption at the premises. The exceptions are stand-alone bottle shops, tobacco shops, venues with an electronic gaming machine or other gambling components.
- Be a businesses located in the Burwood Local Government Area.

• Have an existing footpath dining approval and a registered COVID Safety Plan.

. Have appropriate kerb side road space next to or adjoining their business which would not interfere with the movement of traffic.

All applications are considered on a case-by-case basis due to the complexity of our streets, and the specific context of your location, the parking restrictions and the neighbouring businesses and road environment.

### **Road Spaces**

- Unsuitable road spaces Potentially suitable road spaces
- Bus stops or bus zones
- Roads with speed limits of more than 50km/hr
- Clearways
- Parking for police, fire, ambulance, or car share • Mail zone
- No stopping zones
- Bike lanes
- Accessible parking
- Taxi zone
- Where there is a permanent fence fixed between the road and footpath
- Kerb ramps
- Services or pits

### Potentially suitable road spaces

- Hourly parking, including metered parking
- Permit exempt parking spaces
- Drop off/pick up 15-minute parking
- Loading zone
- No parking zone

### Responsibility

Burwood Council will install and remove the Temporary Terrace Parklet from the selected site at no cost to the business/operator.

Once installed, the business/operator is responsible for the day to day maintenance of the Parklet and ensuring that the area remains clean and attractive.

### Public Liability Insurance

Operators will be required to maintain a public liability insurance policy with an insurer acceptable to Council to cover any legal liability of property damage and personal injury to the public.

### Maintenance and Cleanliness

- The Parklet is to be:
- Kept clean and maintained in good order suitable for its purpose

### LICENSE TO PLAY

- Waste and litter is to be well managed bu:
- Removing waste promptly from the outdoor seating area
- Disposing of any waste properly (public litter bins are not to be used for the disposal of waste from outdoor seating areas).

### **Decision making principles**

Council's decision to issue a temporary approval for reallocated road space for outdoor dining is based on the following five guiding principles to ensure fairness, safety and consistency.

### 1. Appropriate location

- The venue must be located within the Burwood Local Government Area and have development consent to serve food for eating at the premises.
- The location should contribute positively to an area's retail environment, sense of place and character, and must take into account COVID-19 safety considerations.
- Consider pedestrian and vehicular flow, the convenience and safety of the public and patrons, neighbouring properties, other uses of the public domain and existing street fixtures.

### 2. Safety and accessibility

- The business must have a Covid safe plan
- The extension to a venue's trading parameters must still allow adequate access for pedestrians, residents and essential vehicles.
- Outdoor dining should be integrated into the public domain in a way that does not compromise existing uses, furniture, buildings, entrances, exits, disability access and pedestrian safety.

### 3. Public amenitu

• Outdoor dining should add to, rather than disrupt, the community's engagement with the public domain.

### 4. Management and operations

• Any proposed dining area expansion should consider operational matters, such as, but not limited to safety, traffic, noise, waste and access. Approved businesses must comply with all relevant State Acts, Regulations, Codes and applicable laws.

### 5. Increased opportunitu

• Where possible, the Parklet should support businesses who currently have limited space for outdoor dining, maximising opportunities for trade.

### **Conditions of Use**

- 1. The business operator must keep the Parklet in good condition during the trial period.
- 2. While businesses will directly benefit from the

Process Costs Locations

This policy will be reviewed after the 12-month trial period to evaluate its impact and determine the potential for long-term implementation.

2. placement of the Parklet outside their premise, the Parklet must remain accessible to the general public at all times i.e. businesses do not have exclusive use of the Parklet.

- 3. Regular inspections of the Parklet will be held and if it is deemed not to be kept in a reasonable condition, the Parklet will be removed from the location.
- 4. Any damages or repairs must be reported to Council immediately including photos.
- 5. If damages are incurred as a result of neglect or carelessness by the hirer, the hirer will be liable to pay costs of damages/repairs to Council.
- 6. No alcohol is to be served on the Parklet.
- 7. A copy of the hirer's Pubic Liability Insurance Policy must be supplied to Council prior to activation.
- 8. The Parklet umbrella must be lowered and secured in the event of severe weather
- 9. Plants must be watered regularly, i.e. once a week 10. Council has the right to remove the Parklet from any approved location due to changes in traffic conditions, special event clearways, roadworks or to support the delivery of council run events.
- 11. Businesses are not permitted to make any alterations or additions to the reallocated road area or erect or place any structures or fixtures or
- display any advertisement, signs or hoarding. 12. Council reserves the right to select Parklet proposals at its discretion based on the merits of individual applications. Council may at any time
- relocate the Parklet for use at council run community events or activations.

## **Expression of Interest Opportunity**

- Suitable businesses within the Burwood Local Government Area are invited to submit an EOI for review and selection by Burwood Council.
- Parklets will operate outside the premises of each participating business for a period of 3 months, after which Council may choose to extend or relocate the Parklet.
- Council will not charge fees for use the Parklet during the trial period.
- The Parklet trial is available to businesses who operate a hospitality business in the Burwood Town Centre.
- Council will not approve Parklets where it deems that traffic flow and safety will be compromised.

### **Review and Evaluation**



### Streets Alive: Events or Activities on Publicly Accessible Private Land

### Introduction

Burwood Council supports the activation of publicly accessible private spaces, such as privately owned car parks and forecourts, by enabling temporary popup activations in otherwise underutilised spaces. This policy facilitates fast-tracked assessment by Council for temporary use development applications under the relevant temporary use provisions for onetime or recurring events, ensuring a more rapid implementation of events that are safe, accessible, and minimally disruptive to surrounding areas.

### Definitions

Term	Definition
Bump in bump out	The setup and pack-down period before and after an event, during which temporary structures, equipment, and installations are put in place and later removed.
Traffic Management Plan	A document required for events that impact roads or pedestrian flow, detailing how vehicles, public access, and emergency routes will be managed safely.
Event Noise Management	Strategies to control sound levels from performances, music, or amplified speech, ensuring events do not disrupt surrounding businesses or residents.

### Objective

- 1. Expand opportunities for activation spaces and commercial activities in a high-density area, making better use of available public spaces like car parks, forecourts and plazas, to enhance community engagement and economic activity.
- 2. Support local businesses, creatives, and entrepreneurs by enabling temporary event opportunities.
- 3. Ensure pedestrian access, emergency routes, and waste management are maintained to minimise disruption.
- 4. Provide a clear, efficient approval process for property owners.

### Who the policy applies to

This policy applies to business and property owners who wish to host events on privately owned land that is publicly accessible, such as:

### 1. Privately Owned Car Parks

- o Ideal for pop-up markets, food truck activations, or recurring events (e.g. farmers' markets).
- o Must ensure pedestrian safety and appropriate vehicular access where required.

### 2. Privately Owned Forecourts and Plazas

- o Suitable for small-scale cultural performances, seasonal festivities, and arts activations.
- o The event must not obstruct access to commercial buildings or residences.

### 3. Privately Owned Laneways

- o Can be used for small-scale street festivals, art installations, and pop-up activations. o Requires Council assessment to ensure suitability
- based on access and safety considerations.
- 4. Other Publicly Accessible Private Spaces o Other locations may be considered on a case-bycase basis, provided they are open to the public and align with Council's urban activation priorities.

Council will assess each application based on the specific location's suitability, accessibility, and compliance with safety and operational guidelines.

### Eligible event categories include:

- Pop-up food trucks, carts and market stalls
- Live music and entertainment
- Health and Wellness events (e.g., outdoor yoga, fitness pop-ups)

### **Eligibility Criteria**

### **Eligibility Requirements:** To be eligible for hosting an event or temporary

activation under the Streets Alive policy, applicants must meet the following criteria:

- 1. Applicant Type
- Applications must be submitted by the property owner or an approved third party with owner consent.
- 2. Event Tupe: The event must fall within an eligible category approved by Council.
- 3. Location Events must take place on privately owned land
- that is publicly accessible. 4. Regulatory Compliance:
  - Events must maintain pedestrian access, emergency routes, and essential services, with waste and noise management measures in place. Required licenses and approvals must be secured for food, beverage, or retail activities.

### 5. Insurance & Safetu

Organisers must have Public Liability Insurance and outline key safety measures, including crowd control, traffic management, and emergency access.

### **Fees and Charges**

Standard fees apply. Participants are responsible for their own event costs. There are no fees payable to Council for expediting applications as part of the Streets Alive program. Council Food Safety and Health Inspection Fees may apply (where applicable).

### Approvals

Applications will undergo expedited assessment by Council as temporary use development applications under the relevant temporary use provisions.

### Applications must include:

- Event details (date, time, location).
- Nature of the event.
- Pedestrian access, emergency routes, and noise considerations.
- Commercial activities (if applicable).
- Safety and waste management plans appropriate to the scale of the event.
- Any other information deemed appropriate by Council including relevant insurances.

Council will assess applications based on site suitability, safety, accessibility, and compliance, ensuring a fast-tracked approval process.

Council will then provide changes to the property's conditions of consent on a temporary basis in line with the application and Licence to Play Policy 12month trial period.

- Events must keep pedestrian pathways clear and maintain accessibility for all users.
- Emergency vehicle access must be maintained, and traffic management measures implemented if required.

• Risk assessments and safety plans must be provided to ensure compliance with regulations.

### **Community Benefit and Activation**

- Events that create vibrant spaces, engage the community, and support local businesses, artists, and entrepreneurs will be favoured.

- to limit disruption to nearby residents and businesses. • Events should prioritise sustainability through waste

- management and responsible resource use.
- Council may set operating hours to minimise disruption.
- Priority will be given to events that enhance placemaking, culture, and economic activity.
- Applicants must have noise management strategies

### Responsibility

- Approved property owners must:
- Maintain clear pedestrian pathways and emergency access routes at all times.
- Implement noise management to minimise
- disruption to nearby businesses and residents. Comply with traffic and safety regulations when
  - using car parks or modifying public spaces.
- Provide waste management to keep event areas
  - clean, ensuring prompt and responsible disposal.
- Manage event setup and pack-down (bump-in
  - and bump-out) within approved timeframes, minimising disruption.
- · Obtain necessary approvals for food, beverage, or retail sales and pay any applicable fees for commercial events.
- · Adhere to Council guidelines and relevant laws, maintaining Public Liability Insurance to cover event-related risks.

### **Decision making principles**

- Site Suitability and Landowner Permission
- The event must be appropriate for the location and fit within the space's intended use.
- Applications must be lodged by the private landowner for approval.
- Events should not interfere with existing businesses, tenants, or public users.

### Public Access and Safety

### Noise and Environmental Impact



### **Regulatory Compliance and Operations**

- Events must comply with all Local, State, and Federal laws, including food safety and liquor licensing.
- Vendors and market stalls must be registered and licensed as required.
- Applications must include an operational plan covering event setup, security, crowd management, and infrastructure needs.

### **Event Duration and Frequency**

- One-time events must outline their schedule and pack-down procedures.
- Recurring events (e.g. weekly markets) must show how they will maintain compliance and minimise disruption.
- Periodic reviews may be required for ongoing events.

### **Economic Impact and Fees**

 Commercial events will be assessed based on their contribution to the local economy and impact on public spaces.

### Trial-Based Approach and Adaptability

- As part of a 12-month trial, Council will monitor applications and adjust requirements as needed.
- Successful activations may influence future policies or expand location options.

### **Conditions of Use**

### 1. Landowner Permission and Council Approval

- Applications must be lodged by the private landowner for approval.
- Applications must be lodged via the NSW Planning Portal. A 'how to fast track your application' checklist can be accessed via the Licence to Play Online Portal.
- · Council may modify or revoke approvals if event conditions are breached or unforeseen issues arise.

### 2. Public Safety and Accessibility

- Pedestrian pathways must remain clear, with at least 1.8 metres of unobstructed space.
- Emergency vehicle access must be maintained, with clear entry and exit points.
- Events must comply with accessibility standards to ensure safe participation for all, including people with disabilities.

### 3. Waste Management and Cleanliness

- Organisers must provide sufficient waste and recycling bins and ensure waste is disposed of responsibly.
- The event area must be cleaned and restored to its original condition immediately after the event. • Public bins must not be used for event waste.
- 4. Noise and Environmental Considerations
  - Noise levels must be kept within acceptable limits and comply with Council regulations.
  - Sound and live performances must be managed to avoid disruption to surrounding businesses and residents.
  - · Sustainable practices, such as reducing singleuse plastics and responsible waste disposal, are encouraged.

### 5. Commercial Activities and Food Safety

- Commercial activities such as food stalls and retail pop-ups must be registered and licensed under NSW regulations.
- Food and beverage vendors must comply with food safety laws.
- If alcohol is served, organisers must obtain the necessary liquor licensing approvals.

### 6. Insurance and Risk Management

- Organisers must hold Public Liability Insurance covering event-related risks.
- A risk management plan must be provided, outlining: o Public safety measures.
- o Crowd control strategies (if applicable).
- o Plans for managing weather-related risks and hazards.

### 7. Event Setup and Pack-down

### (Bump-in and Bump-out)

- Setup and pack-down must occur within the approved timeframe to minimise disruption.
- Temporary structures (e.g marquees, tables, signage) must be securely installed and meet safety regulations.
- 8. Traffic and Transport Considerations
  - If the event impacts traffic, organisers must provide a traffic management plan detailing:
  - o Vehicle and pedestrian flow management.
  - o Access to parking facilities.
  - o Coordination of deliveries and setup.

### **Monitoring and Compliance**

Regular inspections will be conducted to ensure events comply with approved conditions.

If an event causes excessive disruption, safety issues, or breaches approval conditions, Council reserves the right to:

- Modify, suspend, or revoke the event approval.
- Deny future applications from non-compliant organisers.



Council may impose additional conditions based on the event's location and scale. By agreeing to these conditions, event organisers commit to delivering a safe, well-managed activation that benefits the community while respecting adjacent businesses, property owners, and public spaces.

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### **Review and Evaluation**

This policy will be reviewed after the 12-month trial period to evaluate its impact and determine the potential for long-term implementation.

### **Bookable Streets**

### Introduction

The Bookable Streets program offers commercial operators the opportunity to hire designated road spaces for events and activations, creating dynamic and engaging public spaces. This initiative provides a structured and regulated framework for activating key laneways while ensuring public safety and accessibility. Under this policy, two locations have been identified for hire:

- 1. Clarendon Place
- 2. Ford Lane

Additional road spaces may be considered on a case-by-case basis, subject to Council approval and suitability assessment.

### Definitions

Term	Definition
Commercial Operator	A business, event organiser, or brand that applies to hire a road space for commercial purposes, such as food markets, pop-up retail, entertainment events, or cultural activations.
Road Space Hire	The temporary use of a designated road or laneway for an approved event or activation, which requires a formal booking, payment of fees, and compliance with Council conditions.
Traffic Management Plan (TMP)	A detailed plan that outlines how road closures, pedestrian access, and emergency vehicle movement will be managed safely during an event. A Council-approved TMP is required for all road space hires.
Global Traffic Management Plan	A pre-approved Council traffic management framework for Clarendon Place and Ford Lane, available for use by applicants free of charge to streamline aligned road closure approvals.
Waste Management Plan	A plan that outlines how waste will be managed, collected, and disposed of to ensure the event space is clean and restored after use.

### Objective

- 1. Provide new opportunities for commercial operators to activate road spaces in a safe and regulated manner.
- 2. Enhance public space utilisation by allowing activations that support business, cultural, and community engagement.
- 3. Ensure that pedestrian safety, traffic flow, and emergency access are maintained at all times.
- 4. Establish a transparent, fair, and structured process for road space hire through the Licence to Play Online Portal.

### **Eligibility Criteria and Locations** Eligibility Requirements:

This policy applies to commercial operators seeking to hire and activate designated road spaces within the Burwood LGA, including but not limited to:

- Market operators
   Retail and hospitality businesses
- Event organisers
- Corporate and brand activations
- Health and wellness pop-ups
- Entertainment and cultural event producers

### **Designated Locations:**

The Bookable Streets program designates two key road spaces within the Burwood LGA for hire by commercial operators:

- ClarendonPlace A high-profile laneway suitable for food markets, cultural activations, entertainment events, and brand activations. This space offers a vibrant setting for community engagement and placemaking initiatives.
- 2. FordLane A flexible and evolving road space ideal for small-scale markets and pop-up retail. Its location provides opportunities for intimate ticketed activations that integrate with the surrounding business precinct. The laneway is currently being beautified with additional murals and a lighting installation, enhancing its appeal as a vibrant and creative activation space.

Additional road spaces may be considered on a case-by-case basis, subject to Council approval. Fees and conditions have been determined based on site suitability, safety considerations, and expected community impact, as outlines in Council's Fees and Charges.

### LICENSE TO PLAY

All locations must adhere to strict traffic and pedestrian management protocols to ensure public safety, minimal disruption, and compliance with Council's Placemaking Frameowrk.. Fees and Charges The following fees apply for road space hire: Road Space Hire Fee Inclusions

Clarendon Place	\$1,500 per day	Use of entire road space during a road closure	
Ford Lane	\$1,500 per day	Use of entire road space during a road closure	
Other Road Spaces	Case-by-case	Fees determined based on location and event impact	3.

Traffic Management Fees: Operators must cover all related traffic management costs, including road closure applications.

### Approvals

- All applicants must apply through the Licence to Play Online Portal.
- Council approval is required for all applications before the event can proceed.
- Applicants must submit a Traffic Management Plan (TMP) detailing how they will manage road closures, pedestrian safety, and emergency access.
- To streamline the process, Council has developed a Global Traffic Management Plan for Clarendon Place and Ford Lane, which can be used by applicants free of charge for complying activations.
- Council will submit road closure applications to the Local Traffic Committee on behalf of applicants.
- Subsequent Council approval must be sought before road closures can take place.

### Responsibility

Operators hiring road spaces under the Bookable Streets program must adhere to the following responsibilities to ensure a safe, well-managed, and compliant activation:

- 1. Compliance with Council Guidelines and Approvals
  - Operators must obtain Council approval through the Licence to Play Online Portal before closing the road space.
- All activities must comply with Burwood Council's policy, local laws, and relevant state and federal regulations.

- Operators must follow all conditions of use set by Council, including traffic management, waste disposal, noise control, and pedestrian safety.
- 2. Traffic Management and Public Safety
  Operators must submit a Traffic Management Plan (TMP) as part of their application.
  - Road closures must be coordinated with Council and relevant authorities, ensuring minimal
  - disruption to surrounding businesses and traffic. Adequate signage, barriers, and safety measures must be in place to protect pedestrians, event attendees, and road users.
  - Operators must maintain clear pedestrian pathways (minimum 1.8m clearance) and ensure unobstructed emergency access at all times.
  - Event Setup, Operations, and Pack-Down
    Operators must ensure a smooth bump-in and bump-out process, adhering to the allocated event timeframe.
  - Temporary structures (e.g. stalls, stages, marquees) must be securely installed and comply with safety standards.
  - Operators must mitigate noise impacts, ensuring respect for surrounding businesses and residents.
  - Any deliveries or vehicle movements related to the event must be managed responsibly to avoid congestion or hazards.
- 4. Community and Business Engagement
  - Operators must notify nearby businesses and residents as prescribed by Council in writing at least 14 days prior to the event.
  - Any complaints or concerns from the public must be addressed promptly and reported to Council if necessary.
  - Operators must work collaboratively with Council to ensure their activation contributes positively to the precinct.
- 5. Waste Management and Environmental Responsibility
  - Operators must provide waste and recycling bins and ensure all litter is removed immediately after the event.
  - The event space must be returned to its original condition, with no damage to public property.
  - Single-use plastics should be minimised, and sustainable practices are encouraged.





- 6. Insurance and Risk Management
  - Operators must hold Public Liability Insurance (minimum \$20 million coverage) and provide proof of insurance before approval.
- A risk management plan must be in place to address potential hazards, crowd control, and emergency procedures.
- 7. Noise and Operational Limitations
- Sound amplification and entertainment must be managed responsibly to avoid disruption to nearby businesses and residents.
- Events must operate within approved hours, with any extensions requiring Council approval.
- 8. Security and Crowd Management
- For large events, operators must implement a security and crowd control plan.
- If required, licensed security personnel must be engaged to manage large crowds and ensure public safety.
- Safe and accessible entry and exit points must be established for event attendees.
- 9. Financial and Legal Responsibilities
  - Operators must pay all required fees before the event, including:
  - o Road space hire fees (\$1,500 per day for Clarendon Place and Ford Lane).
  - o Traffic management fees (where applicable).
  - Any fines or penalties resulting from breaches of policy or failure to meet conditions will be the responsibility of the operator.

### 10. Compliance and Enforcement

- Council reserves the right to inspect the event at any time to ensure compliance.
- · If an operator fails to meet requirements, Council may:
- o Suspend or revoke event approval. o Issue fines or legal action for breaches..
- Operators must cooperate fully with Council officers, emergency services, and relevant authorities.

### **Decision making principles**

Burwood Council will assess all applications based on the following principles:

- 1. Suitability of the Event for the Location
  - · The proposed activation must align with the intended purpose of the space and complement surrounding businesses and public use.
  - Events must not cause excessive disruption to local residents or businesses.
- 2. Public Safety and Accessibility
  - Applications must comply with Councils Universal Traffic Management Plan (TMP) and demonstrate how:
  - o Pedestrian access will be maintained.
  - o Emergency access routes will remain unobstructed.
  - o Traffic control and road closures will be managed.
  - Events must comply with NSW road safety laws and Burwood Council regulations.

- 3. Minimal Impact on Surrounding Areas • Organisers must notify nearby businesses and residents in advance. • Noise, waste, and disruption must be managed effectively. • Council may impose operating hours or additional conditions based on location-specific considerations. 4. Contribution to the Public Realm and **Economic Benefit**  Events should enhance public space activation and support local businesses and cultural engagement. • Priority may be given to activations that support community or economic development in Burwood. 8. Compliance and Enforcement 5. Compliance with Legal and Regulatory Requirements · The event must meet all local, state, and federal laws, including those relating to: o Noise management o Public liability insurance o Food and beverage licensing o Occupational health and safety standards **Conditions of Use** Approved operators must comply with the following conditions: 1. Traffic Management and Safety · Operators must comply with Council's Universal Traffic Management Plan or submit a Traffic Management Plan (TMP) for Council approval. Road closures must be managed according to Council and NSW traffic regulations. Organisers must implement clear signage and barriers to ensure public safety. 2. Pedestrian and Emergency Access • A minimum 1.8m pedestrian clearance must be maintained at all times. • Emergency access must not be obstructed. 3. Waste and Clean-Up Responsibilities • Operators must provide adequate waste bins and ensure all rubbish is removed immediately after the event. • Any damage to public property will be charged to the operator. 4. Noise and Environmental Considerations · Noise levels must be kept within acceptable limits.
  - Use of environmentally friendly materials and sustainable waste management is encouraged.

### 5. Business and Community Notification

• Operators must notify adjacent businesses and residents about the event at least 14 days in advance.

### 6. Insurance and Liability

• Operators must hold a minimum of \$20 million Public Liability Insurance.

• The applicant is responsible for any injury, damage, or claims arising from the event.

### 7. Security and Crowd Management

• For larger events, operators must provide trained security personnel and have a crowd control plan in place.

· Council reserves the right to inspect, modify, or cancel approvals if conditions are breached. • Non-compliance may result in fines, or exclusion from future bookings.

### Monitoring and Compliance

• This policy will be reviewed annually to assess effectiveness, community impact, and operator compliance.

• Adjustments may be made to fees, conditions, or eligible locations based on feedback and operational needs.

By establishing the Bookable Streets program, Burwood Council ensures that road spaces are safely and effectively activated, supporting commercial, cultural, and community engagement while maintaining public safety and accessibility.

### **Review and Evaluation**

This policy will be reviewed after the 12-month trial period to evaluate its impact and determine the potential for long-term implementation.



### Street Appeal: Shopfront Improvement Program

### Introduction

Objective

The Street Appeal: Shopfront Improvement Program seeks to enhance the visual appeal of shopfronts across the Burwood LGA. This program expands upon the existing Shopfront Improvement Program, making the following key amendments:

- Broadened eligibility to include businesses throughout the entire LGA (not just specific precincts).
- Removal of the previous \$3,000 funding cap, allowing funding to be based on project merit and impact.
- Encouraging co-located businesses to submit joint applications, maximising public benefit and improving entire streetscapes.

This policy provides advice and guidelines for local business owners and tenants who want to improve the appearance of their shopfront and/or building façade. Approval for such works is required and this policy details the process for obtaining consent.

### Definitions

To support the growth of local businesses whilst ensuring the overall look and impression of the Burwood Town Centre and other eligible local centres is enhanced for visitors and customers.

- 1. Enhance Public Spaces
  - Improve the visual appeal and attractiveness of shopfronts across the Burwood LGA.
  - Create a more vibrant and welcoming streetscape that encourages foot traffic and community engagement.
- 2. Support Local Businesses
  - Provide businesses with funding and resources to improve their shopfronts.
  - Encourage businesses to collaborate and create a unified and engaging retail environment.
- 3. Stimulate Economic Activity
  - Attract more visitors and customers by enhancing the visual identity of shopping precincts.
  - Support economic growth and revitalisation through shopfront beautification.

### ommunity Engagement and Activation

- Foster a sense of community pride through shopfront enhancements.
- Activate streetscapes and create engaging public spaces through coordinated shopfront improvements.
- romote Innovation and Creativity
  - Encourage innovative and creative approaches to shopfront design.
  - Celebrate diverse and unique shopfronts that reflect Burwood's vibrant cultural character.

### eautification of the Public Realm

- Utilise program funds to deliver improvements to public land that complement shopfront enhancements.
- Ensure that public spaces adjacent to businesses are also beautified to create a cohesive urban environment.

### ibility Criteria and Locations

policy applies to business owners and/or tenants owner's consent) seeking to enhance their fronts across the Burwood Local Government Area.

### LICENSE TO PLAY

### Fees and Charges

Council will contribute 100% of the overall eligible project cost of the upgrade for any eligible project. There is no maximum funding cap, projects will be assessed on merit and potential impact.

Two quotes must be supplied. Quotes must be from registered businesses and/or licensed contractors experienced in the types of work being applied for under the program (e.g. licensed painter).

The funding will be paid directly to the applicant upon completion of the works. Council will require the following documentation in order to release the funds:

- 1. Written advice that the works have been completed
- 2. Photos of the completed work
- 3. A receipt from the contractor (including ABN) showing that the project works have been paid in full • Public space enhancements directly linked to
- 4. A tax invoice (including ABN) to Council for the agreed funding amount (inclusive of GST)
- 5. Confirmation that the work has been completed within 12 months of the funding approval from Council.

Council will waive all fees associated with conducting works on council property for successful applicants undertaking work funded by this program.

### **Application Requirements**

- Any person wishing to apply to improve the appearance of their shopfront and/or building
- façade under this policy must:
- Complete the required application form
- Obtain owners consent (as required)
- Provide supporting documentation that describes the proposed design
- Submit any structural certificates from certified organisations (as required)
- Provide a copy of \$20 million public liability insurance ensuring that such policy covers the type of work involved
- Complete any additional application forms required as part of the works (e.g. work zone, temporary road closures, hoardings etc.
- Provide two quotes from registered businesses and/or licensed contractors.

Council Officers will assess the application and all applicants will be notified of the outcome. It is important to note that the submission of the application form does not guarantee approval and no work is to begin until a formal approval has been given.

Any work that, in the opinion of Council Officers and at their discretion, would preclude more worthu applications from being funded.

- Application, and where that consent has not yet been approved by Council or other Consent Authority.
- cleaning, cleaning of gutters).
- appearance, detail, fabric or finish of the premises.

- plans or policies.

- and at their discretion, would not improve the and at their discretion, is not in keeping with the general intent of Council's development controls,
- Any work that, in the opinion of Council Officers

- Any work that, in the opinion of Council Officers
- Works for which another organisation is providing grant funding.

- Works which require consent under a Development • Routine maintenance or interior work (e.g. carpet
- time of application.
- Council will not fund the following: • Works already commenced or completed at the
- shopfront improvements. Projects already funded by another grant program. What will not be funded?
- Interior renovations. • Works that require Development Application (DA) approval without prior Council consent.

### **Eligible Improvements**

Funding can be used for projects that enhance shopfronts and the surrounding streetscape, including but not limited to:

- Painting and façade upgrades (excluding routine maintenance).
- Signage improvements (ensuring compliance with Council regulations).
- Awning repairs or replacements to improve street-level aesthetics.
- Lighting enhancements to increase safety and visual appeal.
- Removal of graffiti or unsightly elements that detract from the streetscape.
- Installation of greenery or decorative elements that improve shopfront visibility.
- businesses, such as street furniture, planter boxes, and façade lighting.
- What is not funded?
- Routine maintenance (e.g., window cleaning, gutter clearing).
- Advertising or branding unrelated to





### **Guidelines and requirements**

The signage, colours, facade treatment and awnings on individual shopfronts contribute to the overall look of the Burwood Town Centre or other eligible local centres. Businesses which apply for funding should consider the following information:

### Façade

The objective of any upgrade should be to improve the building and contribute to the sense of harmony within the streetscape. Facade material should enhance the architectural quality of the building and be in harmony with its neighbours.

Preference will be given to projects which provide a genuine and discernible improvement to the appearance of a shopfront within its streetscape. Examples of such façade works include:

- The relocation of air conditioning units away from the street-facing façade of retail/commercial premises.
- The removal of obtrusive elements upon a façade, such as projecting signs, satellite dishes and the like.
- The reinstatement of heritage or architectural features of merit.
- The removal of graffiti.
- o The repair of damaged, distorted or rusted awnings.

### Signage

Signage should be in keeping with the scale and character of the building and conform to Council regulations. Generally, Council will limit signage to one under-awning sign, one fascia sign and one top hamper sign on each shopfront, but even fewer may be permitted in the case of a significant façade or heritage properties. Council's Burwood Development Control Plan details guidelines for commercial signage.

Council encourages businesses to work with their neighbours on a standard approach to colour and signage if possible.

Funding will be directed to improving the identification • Work zone of businesses, e.g. street numbers and business names. • Temporary closure of roadway/footpath Funding will not be provided to general advertising of products and services (e.g. Coca-Cola).

The use of colour can contribute to a building's character and help to achieve a coordinated look along the street. The use of appropriate colour on a building • Installation or replacement of private stormwater can promote its attributes, minimise its deficiencies and even reduce the appearance of its scale and bulk.

Each shop or commercial facade should consider its own colour scheme but the colours should be in harmony with the rest of the colours in the streetscape. When choosing colours the era of the building should be considered.

Colours such activity:

The colour scheme of heritage properties should be appropriate to the architectural period and style of the building. Applications involving heritage properties will be referred to Council's Heritage Advisor for advice. Council's Fact Sheet 'Preparing a Heritage Paint Scheme' (can be found on Council's website) may be a useful resource for applicants.

Preference will be given to painting projects which provide a genuine and discernible improvement to the appearance of that shopfront. Solid colours painted over significant heritage or architectural features of a building will not be supported. Corporate colour schemes and overly dominant or bright paint colours will not be supported.

Awnings and Associated Structures

Awnings attached to buildings and free-standing awning/shade structures including semi-permanent umbrellas provide weather protection for pedestrians and contribute to the creation of a comfortable environment for people to walk, shop and dine in the public domain. Awnings and associated structures should be designed to enhance the character of the streetscape.

Under-awning lighting should be installed to increase pedestrian safety and shopfront security and should be concealed unless they are consistent with the character of the building.

Refer to Council's Burwood Development Control Plan for specific details on awnings and associated structures.

### Additional Approvals

Should the proposed shopfront improvement works require any of the following on public property (footpaths, roads, reserves), an application shall be submitted to, and approved by, Council prior to the commencement of the works associated with

• Mobile crane or any standing plan

• Scaffolding/Hoardings (fencing on public land) • Road works including vehicle crossing/kerb and guttering, footpath, stormwater provisions etc.

drain, utility service or water supply

### **Approvals**

The Program is intended to facilitate work which is simple in its execution and would not typically require complex approvals or consents. In most instances, it is anticipated that the supported projects will fall under Exempt Development provisions and, as such, not require the formal development consent of Council or other consent authority.

Where a Development Application is required for example outdoor awnings and permanent free standing shelter structures – it is expected that the Development Application has been lodged and

consent granted prior to the application for funding under the Streetscape Improvement Program.

Note: Given the limited funding available some applications may be denied. Council reserves the right to deny applications on the basis that it believes more worthy applications will be submitted in later funding rounds.

Applications will be determined by a panel of at least three Council Officers having regard to the content of this policy.

- Businesses must register and apply through the Licence to Play Online Portal.
- Applications must include:
  - o Detailed proposal outlining the planned shopfront improvements.
  - o Budget breakdown of proposed works.
  - o Photographs of the existing shopfront and reference images for proposed changes.
  - o Collaborative plans (if applying as a group of businesses).
- Council will assess applications based on impact, feasibility, and contribution to the streetscape.
- Funding approvals will be prioritised for projects that: o Offer clear public benefits.
- o Improve the aesthetic and commercial appeal of the area.
- o Enhance public safety and accessibility.
- Council will waive all fees associated with conducting works on council property for successful applicants undertaking work funded by this program.
- Successful applicants must complete their projects within 12 months of approval

### **Applicants Responsibility**

- Ensuring that the application form is completed correctly and truthfully
- Providing owners consent where required
- Ensuring the plans provided are legible and adequately describe the proposed shopfront improvement works
- Ensuring any structural certificates are included from certified organisations where required
- Providing a copy of a current public liability insurance certificate such that the policy covers the type of work that is involved in the proposed shopfront improvement works
- Completing any additional application forms
- required as part of the works such as work zone, temporary road closures, hoardings etc.
- Providing two quotes from licensed contractors.
- For co-located businesses:

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o Coordinate improvements to maximise impact. o Demonstrate how the collective project enhances the streetscape.

Breaches to any of the approved conditions imparted by Council will result in an infringement notice being served. Continued non-compliance may result in the cancellation of the approval and withdrawal of the funding. Infringement notices may be issued as prescribed in the fixed handbook submitted by the State Debt Recovery Office.

### **Decision making principles**

Burwood Council will assess all applications based on the following criteria:

- 1. Visual Impact and Streetscape Enhancement • Will the project significantly improve the appearance of the shopfront and surrounding area?
  - Does the proposal align with Council's urban beautification objectives?
- 2. Public Benefit and Economic Activation
  - Will the improvement increase foot traffic and stimulate economic activity?
  - Does the project contribute to a more inviting and engaging retail environment?
- 3. Feasibility and Deliverability
  - Is the project practical, cost-effective, and achievable within the funding guidelines?
  - Does the applicant demonstrate a clear and realistic plan for implementation?

### 4. Collaboration and Innovation

- Does the project involve multiple businesses working together for a greater collective impact?
- Are there creative or unique elements that make the activation stand out?
- 5. Long-Term Maintenance and Sustainability
  - Has the applicant outlined how the improvement will be maintained long-term?
- Will the changes remain visually appealing and functional over time?

### Monitoring and Compliance

- Council will inspect completed projects to ensure compliance with approved plans.
- Failure to comply may result in:
- o Revocation of funding approval.
- o Exclusion from future funding rounds.
- o Potential reimbursement of funding if conditions are not met.
- Businesses are responsible for maintaining their improved shopfronts.

### **Review and Evaluation**

This policy will be reviewed after the 12-month trial period to evaluate its impact and determine the potential for long-term implementation.

- Policy

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### **Expression of Interest Opportunity**

- Process
- Register and Apply
  - o Submit an online application via the Licence to Play Online Portal.
- Council Review
- o Applications are assessed based on impact,
- feasibility, and public benefit.
- Approval and Funding Agreement o Successful applicants receive formal approval and funding conditions.
- Implementation
- o Businesses complete their shopfront
- improvements within 12 months.
- Final Inspection
  - o Council verifies completion of the project and
  - compliance with approved plans.
- Maintenance Commitment o Businesses maintain improvements for long-term benefit.

### **Related Information**

- Burwood Development Control Plan Roads Act 1993
- Outdoor Eating Policy
- Temporary Road Closure (including Standing Plant)
- Work Zone Policy
- Code for Activities Affecting Roads



### Vacant to Vibrant

### Introduction

The Vacant to Vibrant program invites artists, creatives, property owners, and real estate agents to activate vacant shopfronts through temporary art, lighting, and creative advertising installations within the Burwood LGA. This initiative aims to beautify vacant spaces, support local artists, and demonstrate the potential of short-term pop-up opportunities for property owners and developers.

Installations will align with Burwood's Cultural Strategy and may include:

- Art studios and exhibition spaces
- Lighting and digital art displays
- Creative advertising and branding activations
- Other artistic interventions that enhance the public realm

Council will facilitate connections between real estate agents, property owners, and the creative industry to activate these spaces while also providing employment opportunities for local artists.

### Definitions

Term	Definition
Vacant Shopfront	A commercial space that is currently unoccupied and available for temporary activation under the program. These spaces are identified in collaboration with property owners, real estate agents, and Council to ensure suitable locations for creative installations.
Creative Activation	A temporary artistic intervention designed to enhance the visual appeal and engagement with a vacant space. This may include art installations and lighting displays.

### Objective

- 1. Enhance Public Spaces
  - o Transform vacant shopfronts into vibrant, engaging, and visually appealing spaces.
  - o Encourage creative placemaking that aligns with Burwood's Cultural Strategy.

### 2. Support Local Artists and Creatives

- o Provide opportunities for local artists to showcase their work in a highly visible, public-facing setting.
- o Foster collaboration between artists, property owners, and tenants.

- 3. Stimulate Economic Activity
  - o Increase foot traffic to local businesses by turning underutilised spaces into attractions.
- o Demonstrate to property owners and developers the viability of short-term pop-ups as a commercial activation strategy.
- Community Engagement and Activation

   Encourage community participation through
   accessible, interactive, and engaging public art.
  - o Create a sense of pride and ownership in the streetscape.
- 5. Promote Innovation and Creativity
- o Encourage bold, experimental, and creative approaches to revitalizing vacant spaces.
- o Showcase a diverse range of artistic expressions both day and night through lighting, projection, and digital installations.

### Eligibility Criteria

This policy applies to:

- Property owners and real estate agents who have vacant shopfronts in the Burwood LGA.
- Artists, designers, and creatives seeking to install temporary activations.
- Businesses and tenants collaborating on creative shopfront activations.

### **Approvals Process**

Participants must register and apply through the Licence to Play Online Portal.

- Applications must include:
  - o Detailed proposal (concept, materials, and intended impact).
- o Safety measures to ensure public safety and pedestrian flow.
- o Proposed duration of the installation.
- o Collaboration agreements with property owners/tenants (if applicable).
- Council will assess applications based on creative merit, feasibility, safety, and alignment with program objectives.
- This provision does not enable land owners to change the property's approved use. It does however promote the activation of vacant spaces visible from footpath (not involving physical access to the premises).
- Final approval will be granted by Council, ensuring all activations contribute positively to the public realm.

### LICENSE TO PLAY

Program Structure Phase Key Activities		1.	P
Phase Expression of Interest (EOI) Submission	Key Activities         Artists, creatives, and property         owners submit proposals via the         Licence to Play Online Portal.		•
EOI Assessment & Shortlisting	Council reviews applications based on creative merit, feasibility, and public benefit. Shortlisted applicants are invited to proceed.		•
Creative- Property Owner Matchmaking	Council facilitates introductions between artists, property owners, and real estate agents to establish agreements.		A S'
Final Approvals & Agreements	Approved applicants sign agreements, confirming timeline, and other responsibilities.		
Installation Phase	Participants execute their installations.		•
Program Launch & Promotion	Council supports the promotion of the activity including via social media, and eNewsletters.	3.	С
Display & Public Engagement	Installations remain in place, with ongoing monitoring and engagement opportunities.		
Removal & Restoration	Participants remove installations and restore shopfronts to their original condition.		-
Program Evaluation & Adjustments	Council assesses program success and gathers feedback to inform future application.	4.	•
Responsibility			•
Property Owners r	nust		
	and maintain their activation in good ne duration of the display period.	5.	s
<ul> <li>Ensure installat o Safe and stru safety standa</li> </ul>	ucturally sound, meeting all relevant	0.	
	ealing and suitable for public display. tive to pedestrian pathways and		•
o Free from of content.	fensive, obscene, or discriminatory		
location.	ions are appropriate for the		
	he display, remove all materials and opfront to its original condition.		

### ision making principles

- **ublic Benefit and Community Engagement** Does the proposed installation enhance the streetscape and improve the visual appeal of the area?
- Will it engage and attract the community, encouraging foot traffic and activation of underutilised spaces?
- Does the project provide opportunities for public interaction, cultural expression, or creative engagement?
- lignment with Burwood's Cultural and trategic Priorities
- Does the proposal align with Burwood's Cultural Strategy and Council's broader placemaking goals?
- Does it support the growth of Burwood's creative
- sector, showcasing local artists or designers? Will it contribute to a vibrant and diverse
- urban environment, encouraging further creative interventions?

### reative Merit and Innovation

- Is the project concept innovative and unique, bringing a fresh perspective to public space activation?
- Does the project introduce new ways of engaging audiences, such as through interactive or illuminated elements?

### easibility and Deliverability

- Is the project realistic, cost-effective, and achievable within the proposed timeline?
- Does the applicant have a clear plan for installation, maintenance, and removal of the activation?
- Are the materials, construction, and setup practical and suitable for the environment?
- afety, Compliance, and Accessibility Does the installation comply with all safety regulations?
- Has the applicant included appropriate risk management and public liability considerations?
- Will the installation avoid obstructing footpaths, doorways, emergency exits, or visibility for existing tenants?

B

- 6. Collaboration and Stakeholder Support
- Has the proposal demonstrated a clear plan for collaboration, ensuring alignment between creatives and commercial stakeholders?
- For co-located projects, does the submission showcase a cohesive approach, benefiting multiple businesses or spaces?
- 7. Long-Term Activation and Economic Impact
- Does the proposal help showcase the viability of short-term pop-ups as a successful ongoing strategy?
- Will the activation increase commercial interest in the space and contribute to economic revitalization?
- Does the project have the potential to influence future leasing models for vacant properties in Burwood?

### **Fees and Charges**

• Participants are responsible for costs related to design, fabrication, installation, maintenance, and removal of the installation.

### **Risk Management Protocols**

- Safety & Structural Integrity

   Installations must be secure, stable, and free
   from hazards.
- o Installations should be visible from the footpath.
- o Installations should not be discracting to motorists
- Fire & Electrical Safety
- o All electrical components must meet Australian safety standards, with fire-resistant materials used where required.
- Public Liability Insurance
  - o A minimum of \$20 million in Public Liability Insurance is required, with proof submitted before approval.
- Accessibility & Pedestrian Flow

   A 1.8m clear pedestrian pathway must be
   maintained at all times.
- Compliance & Permits

   Installations must comply with Council
   regulations, with further approvals obtained if
   necessary.
- Removal
- o Participants must restore spaces to their original condition after removal, covering any associated costs.

### Monitoring and Compliance

- Council will conduct inspections to ensure installations remain safe, well-maintained, and compliant.
- If an installation poses a safety hazard, is poorly maintained, or fails to meet agreed conditions, Council reserves the right to rescind approval for the activation.
- Participants who fail to comply with program guidelines may be ineligible for future funding opportunities.

### **Review and Expansion**

This policy will be reviewed after the 12-month trial period (April 2025) to evaluate its impact and determine the potential for long-term implementation.

### Location

The Vacant to Vibrant Program applies to eligible vacant shopfronts and across the Burwood LGA, with a focus on:

- High-foot-traffic ground floor retail areas within the Burwood Town Centre and neighbourhood centres including The Strand, Croydon.
- Commercial precincts with vacant shopfronts that would benefit from activation.
- Properties where owners, real estate agents, or tenants support creative activation.

Council will determine final locations to ensure activations align with urban planning and placemaking strategies.



BURWOOD

## **Art Front**

## Introduction

The Art Front Program aims to transform vacant shopfronts into visually appealing leasing showcases through the use of artistic 'for lease' vinyl wraps commissioned by Burwood Council. This initiative enhances public spaces, supports local artists, and stimulates economic activity by increasing the attractiveness of vacant properties for potential tenants.

This provision allows real estate agents to install up to 100% vinul wrap coverage on shopfront windows, using pre-approved artwork designed by local artists to activate these spaces while also providing employment opportunities for local artists.

## Definitions

Term	Definition
Artistic Vinyl Wrap	A high-quality, adhesive material used to cover vacant shopfront windows, displaying Council- commissioned artwork alongside leasing information. These wraps transform empty spaces into visually appealing leasing showcases while supporting local artists.
Shopfronts For Lease	Vacant shopfronts that are temporarily transformed into visually engaging leasing spaces using artistic vinyl wraps to increase visibility and interest from potential tenants.

## Objective

- Enhance Public Spaces
- o Convert empty shopfronts into attractive leasing showcases, improving streetscape aesthetics.
- o Create a vibrant and engaging environment that draws attention from potential lessees and the community.

## Support Local Artists

o Wherever possible, Council will commission artworks from local artists, providing opportunities for exposure and cultural contribution.

- Stimulate Economic Activity
  - o Improve the leasing potential of vacant properties by making them more visually appealing.
  - o Encourage economic revitalisation through increased interest and foot traffic in key commercial precincts.
- Community Engagement
  - o Foster community pride by engaging local artists and real estate agents in beautifying public spaces.
  - o Create visually stimulating, creative displays that activate shopfronts while awaiting new tenants.

## **Eligibility Criteria**

This policy applies to:

- Real estate agents operating within the Burwood LGA who wish to use artistic vinul wraps as a leasing tool.
- Property owners partnering with agents to enhance their vacant shopfronts.
- Local artists commissioned by Council to create artwork for the vinyl wraps.

## **Approvals Process**

- Application Submission
- o Real estate agents or property owners must register and apply through the Licence to Play
- **Online Portal.**
- o Applications must include:
- Details of the vacant property.
- Confirmation of property owner consent.
- Selection of a pre-approved Councilcommissioned design.
- Council Review & Approval
- o Council will review applications to ensure:
- The location is suitable for vinul
- wrap installation.
- The selected artwork aligns with Council guidelines.
- Installation & Compliance
  - o Once approved, agents must print and install the vinul wraps within four weeks.
  - o Council will monitor compliance and conduct periodic site inspections.

## LICENSE TO PLAY

## Responsibility

- **Real Estate Agents and/or Property Owners**
- Print, install, and maintain the vinul wraps.
- Ensure wraps remain clean, undamaged, and free from vandalism.
- Comply with all provisions of Council's Hoarding Policy.
- · Remove wraps and restore shopfronts once leased.
- Provide feedback to Council on the effectiveness of the program.

## **Burwood Council**

- Commission four different artworks for vinul wraps, selecting high-quality, engaging designs.
- Maintain a catalogue of pre-approved artworks for real estate agents to choose from.
- Facilitate the application and approvals process through the Licence to Play Online Portal.

## **Decision making principles**

- 1. Public Benefit & Streetscape Improvement
  - Does the proposed installation enhance the visual appeal of the streetscape?
  - · Will it contribute to a vibrant and attractive leasing environment?

## 2. Feasibility & Compliance

Is the property suitable for vinyl wrap installation? • Can the wrap be installed and maintained without causing damage or safety issues?

## 3. Economic Impact & Leasing Potential

- Will the installation increase interest from potential lessees?
- Does the program support economic revitalization of key commercial precincts?

## 4. Community & Stakeholder Engagement

- Does the real estate agent commit to maintaining the wrap in good condition?
- Will the program encourage ongoing collaboration between artists, businesses, and Council?

## 5. Compliance and Monitoring

- Council will conduct periodic inspections to ensure vinyl wraps remain in good condition.
- Council reserves the right to remove any wrap that does not meet program guidelines or has exceeded the permitted leasing display period.
- Failure to comply may result in removal from the program or restrictions on future participation.

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Real Estate Agents and Property Owners are responsible for maintaining the wraps, addressing any damage, vandalism, or deterioration promptly. Once a property is leased, agents must remove the

vinul wrap and restore the shopfront to its original condition. Council reserves the right to remove non-compliant

At the end of the first year, Burwood Council will review the program's success and consider expanding its scope for future projects.

- Process

o Agents remove wraps once the property is leased and restore the shopfront.

The Art Front Program applies to vacant shopfronts across the Burwood LGA, with a focus on: • Retail and commercial precincts on main streets with high foot traffic.

- Shopfronts in key business and activation zones identified by Council.
- Final locations will be determined by Council based on assessment of suitability and impact.
- Location

## **Fees and Charges**

Council will commission and fund the artwork designs for the installation of up to 20 vinul wraps. Real Estate Agents or property owners must cover the cost of printing and installation of the vinul wraps thereafter. Designs will consistently be available for use free of charge. No Council permit fees will be charged for participation in this program.

## **Monitoring and Compliance**

wraps or restrict future participation for agents who fail to uphold program requirements.

## **Review and Expansion**

## **Expression of Interest Opportunity**

- Application Submission
- o Agents provide property details, owner
- consent, and artwork selection from Council's
- pre-approved designs.
- Council Review & Approval
  - o Applications are assessed for suitability,
  - compliance, and alignment with program objectives.
- Printing & Installation
- o Approved agents print and install the vinul wraps within four weeks of approval.
- Monitoring & Compliance
  - o Council inspects wraps to ensure maintenance
  - and compliance throughout the leasing period.
- Wrap Removal

BURWOOD

## **Burwood Waysign**

## Introduction

The Destination Burwood Wayfinding Policy provides a framework for select commercial operators to participate in the creation and installation of vibrant, illuminated wayfinding signage at key locations within the Burwood LGA.

This initiative aims to improve navigation, enhance the public realm, and create visually striking landmarks that align with Burwood's modern, dynamic urban identity. Council will oversee the design and installation of wayfinding signage, ensuring a consistent and high-quality aesthetic that integrates seamlessly into the streetscape. Selected commercial operators will have the opportunity to contribute to the design process, but Council will make the final decision on all design elements.

Operators will be required to fund the fabrication and installation costs, while Council will manage the project's execution in the public realm.

## Definitions

Term	Definition
Wayfinding Signage	A publicly installed sign designed to guide pedestrians and visitors to key commercial locations, transport hubs, and attractions within the Burwood Town Centre. The signage is intended to improve navigation, visibility, and accessibility for businesses while enhancing the urban streetscape.
Anchor Commercial Operator	A major business, retailer, shopping centre, entertainment venue, or cultural institution within the Burwood Town Centre that contributes significantly to economic activity, visitor engagement, and foot traffic. Only eligible anchor commercial operators may apply for wayfinding signage.
Public Realm	The shared urban spaces that are accessible to the public, including footpaths, plazas, transport hubs, and main streets. Under this program, wayfinding signage will be installed in the public realm, ensuring maximum visibility and accessibility for pedestrians.

## Objective

- 1. Enhance wayfinding and navigation by providing clear, visually engaging signage at key commercial locations.
- 2. Support anchor commercial operators by improving their visibility through strategically placed signage.
- 3. Ensure design consistency and aesthetic appeal by creating vibrant, illuminated wayfinding assets that align with Council's urban design principles.
- 4. Streamline the approval process for wayfinding signage while maintaining Council's control over design and integration into the public domain.
- 5. Encourage collaboration between Council and selected commercial operators to develop signage that reflects the identity of key locations.

## **Eligibility Criteria and Locations** Eligibility Requirements:

- Applicants must be significant commercial operators (e.g., major retailers, shopping centres, entertainment venues, or cultural institutions) contributing to local economic activity.
- Businesses must demonstrate the need for wayfinding signage to improve accessibility for customers or visitors.
- Applicants must commit to funding the fabrication and installation costs as per Council's approved pricing.
- Selected businesses will participate in the design process, but Council will have the final say on design, placement, and materials.

buncil reserves the right to determine eligibility and pprove signage locations on a case-by-case basis. esignated Locations:

he Destination Burwood Wayfinding Program applies o major commercial operators located within the urwood Town Centre.

ne exact placement of wayfinding signage will be termined at Council's discretion to ensure maximum sibility and public benefit. Signage will be strategically sitioned in high-traffic areas for example transport ubs such as Burwood Station and at the intersection key main streets, to enhance navigation and ccessibility for visitors, shoppers, and commuters. ouncil will assess each location in consultation with ected businesses to ensure it aligns with urban design nciples, pedestrian flow, and wayfinding effectiveness le maintaining the integrity of the streetscape.

## LICENSE TO PLAY

## Fees and Charges

- Commercial operators will be responsible for all costs related to the fabrication and installation of the signage.
- A registration and application fee is required to apply through the Licence to Play Online Portal.
- Council will cover the costs of developing the signage design and will manage the installation in the public realm.
- Fees will be determined based on materials. complexity, and installation requirements and will be reviewed annually.
- Council will provide the selected applicants with full terms and conditions in a lease agreement prior to delivery.

## Approvals

- Applicants must submit an expression of interest via the Licence to Play Online Portal.
- Council will assess applications based on eligibility criteria, location suitability, and public benefit.
- Selected businesses will participate in a collaborative design process led by Council to ensure a cohesive and high-quality outcome.
- Council will: o Develop all wayfinding designs, ensuring
  - consistency with Burwood's urban identity.
  - o Determine the materials and lighting specifications, with a focus on illuminated and visually impactful signage.
  - o Select the final location and integration method within the public realm.
- Businesses will not be permitted to develop or propose independent designs, ensuring consistency across all wayfinding assets.

Once designs are finalised, Council will manage fabrication and oversee installation, ensuring compliance with safety, planning, and accessibility regulations.

## Responsibility

- Approved businesses must:
- Submit a formal application through the Licence to Play Online Portal.
- Fund all costs related to the fabrication and installation of the signage.
- Collaborate with Council in the design process, adhering to the approved style guide.
- Adhere to Council's final design decisions, including materials, placement, and lighting specifications.
- Ensure ongoing participation in the signage maintenance program as determined by Council.

## Decision making principles

- Burwood Council will assess all applications based on the following criteria:
- 1. Public Benefit and Accessibility
- Does the signage enhance wayfinding for pedestrians, visitors, and customers?
- Will it improve navigation and visibility for a key commercial destination?
- 2. Design and Streetscape Integration • Does the proposal align with Council's urban
  - design and public realm strategy? • Will the signage be aesthetic, illuminated, and
  - visually cohesive within the streetscape?
- 3. Suitability of Location
  - Is the proposed location high-traffic and appropriate for wayfinding purposes?
  - Will the signage be positioned to maximise visibility without obstructing pedestrian movement?
- 4. Compliance with Regulations
  - Does the proposed signage comply with Burwood Council's signage regulations?
  - Are there any safety or planning restrictions that need to be considered?
- 5. Financial and Operational Feasibility • Can the commercial operator cover the
  - fabrication and installation costs?
  - Will the signage be durable and easily maintained by Council?

## **Review and Evaluation**

This policy will be reviewed after the 12-month trial period (April 2025) to evaluate its impact and determine the potential for long-term implementation.

BURWOOD

## Expression of Interest Opportunity Process

- 1. Registration and Application Submission
- Eligible major commercial operators within the Burwood Town Centre must submit an EOI application through the Licence to Play Online Portal.
- Applicants must provide:
- o Business details (name, location, ABN, contact information).
- o Justification for signage (why it is needed and
- how it benefits navigation and accessibility).
   o Proposed signage location preference (Council will have final discretion on placement).
- o Confirmation of commitment to fund signage fabrication and installation costs.

## 2. Council Review and Selection

- Council will assess applications based on:
- o Eligibility criteria (major commercial operator contributing to local economic activity).
- o Public benefit and accessibility impact.
- o Integration with Burwood's wayfinding and public realm strategy.
- Successful applicants will be notified, and selected businesses will be invited to participate in a collaborative design process with Council.

## 3. Design and Approval

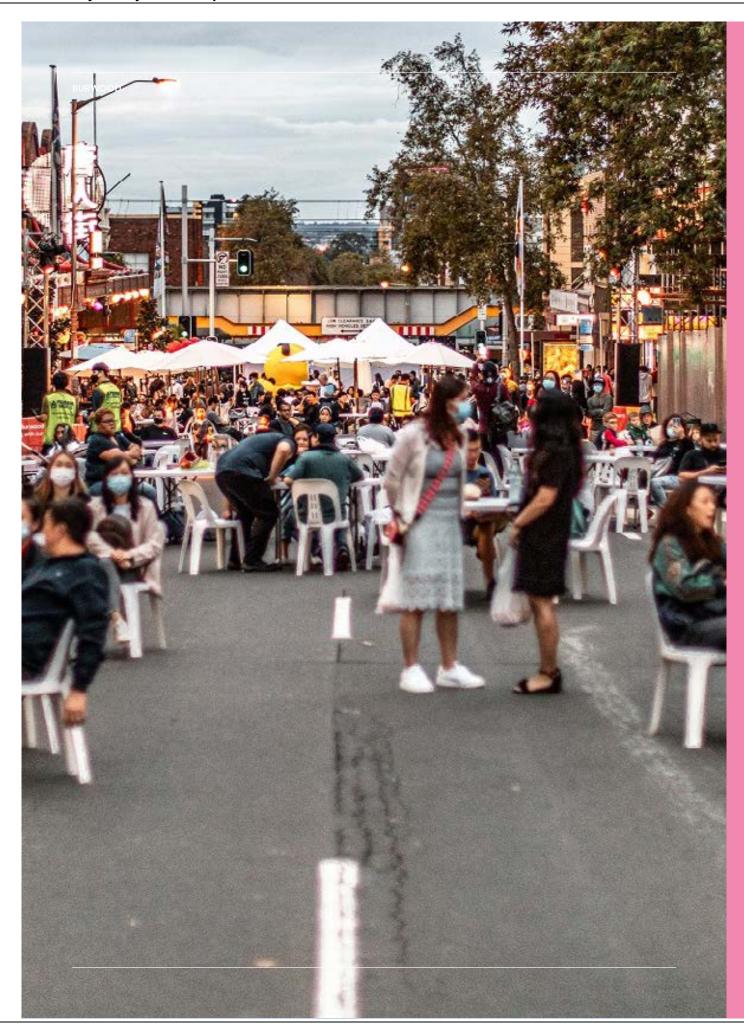
- Council will:
- o Develop all wayfinding signage designs, ensuring consistency with Burwood's streetscape.
- o Consult with selected operators for input while maintaining final design authority.
- o Determine signage placement at key locations near transport hubs and main streets.
- Once the design is finalised, Council will provide cost estimates for fabrication and installation, which must be covered by the commercial operator.

## 4. Payment and Installation

- Selected businesses must:
  - o Confirm acceptance of the final signage design and location.
  - o Pay the full fabrication and installation cost before production begins.
- Council will oversee fabrication and installation in the public realm to ensure quality and compliance with safety regulations.
- 5. Maintenance and Compliance
  - Council will retain responsibility for ongoing maintenance of installed wayfinding signage.
  - If a business relocates or ceases operations, Council may remove or repurpose the signage.
  - Council reserves the right to revoke approvals or remove signage if applicants fail to meet financial commitments or attempt to modify Council-approved designs.

LICENSE TO PLAY





LICENSE TO PLAY

## **Policy Context**

The License to Play policy serves as a statement of intended effects and will act as an evidence base for formal enabling changes to the Local Environment Plan (LEP) through the planning proposal process.

Moreover, it will serve as a catalyst for further policy reforms, to enable consistency through the instruments and assessment processes now being addressed through this Policy via the State Environmental Planning Policy (Exempt and Complying Development Codes) 2008, Local Government Act 1993 and Roads Act 1993. Council through various internal teams will facilitate instrument changes to reduce time and red tape associated with the delivery of the License to Play provisions.

This will encourage a culture of innovation and experimentation within local governance. By embracing this forward-thinking approach, Burwood Council can set a precedent for other municipalities, positioning itself as a leader in contemporary placemaking practices.

## **Related Information**

The License to Play policy will take effect for a trial period of 12 months, ensuring a streamlined and cohesive approach to placemaking.

## Related Legislation:

- Roads Act 1993
- Food Act 2003
- Local Government Act 1993
- Law Enforcement Powers and Responsibilities Act 2
- Protection of Environment Operations Act 1997
- Environmental Planning and Assessment Act 1979

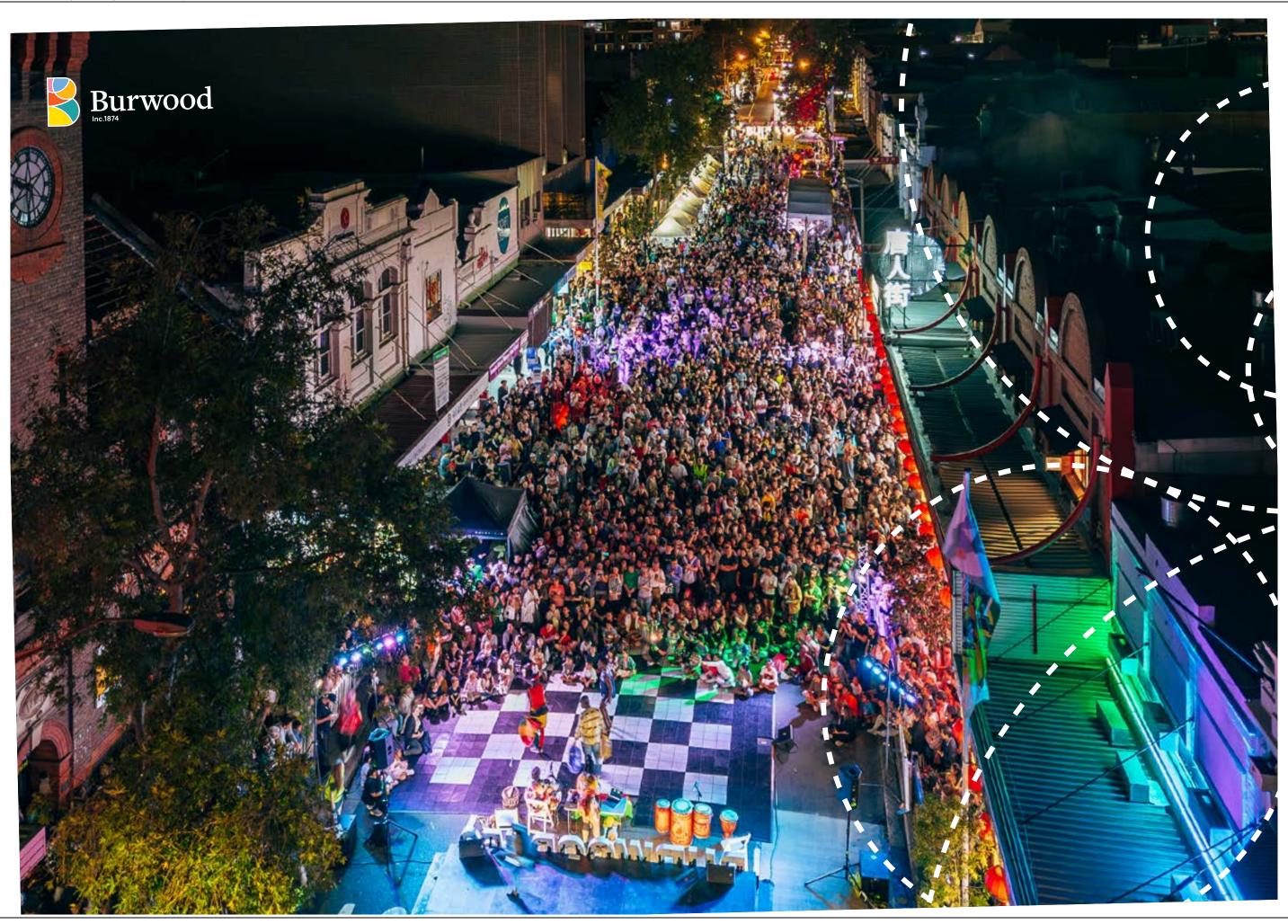
## Related Council Policies:

- Footpath Activation Policu
- Temporary Road Closure (including Standing Plant) I
- Works on Council's Road Reserve Asset Policy
- Compliance and Enforcement Policy
- Busking Policy
- Shopfront Improvement Program Policy
- Public Art Policy
- Burwood Development Control Plan

002

Policy





# DRAFT **Reflect** Reconciliation Action Plan 2025-2026



~

# Acknowledgement of Country

We acknowledge the Wangal Peoples as 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, study, work and visit here.

We acknowledge our responsibility to care for these lands and uphold the values of community, custodianship and culture.

We also acknowledge all those who have generously shared their wisdom, time and culture with us in the development

> Storylines (featuring Kirli Saunders) by artists: Karla Hayes, David Cragg, Noni Cragg

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# About the artwork

Yenmara bembul-ra (walking on earth) by artists: JK Koori Designs (Jasmine Sarin) and Yukupin (Toby Bishop)

The artwork is one of a series, commissioned by Burwood Council in 2023, for the design of 12 flags to be flown in Burwood Park to reference local Aboriginal history and culture.

Working with Wangal elder Kerrie Kenton, Kamilaroi and Jerrinja artist Jasmine Sarin and Kungarakan artist Toby Bishop developed the series *Yenmara bembul-ra (walking on earth).* 

## About the artists

**Toby Bishop (Yukupin)** is a proud Kungarakan man, who grew up on the South Coast of New South Wales, and now resides on Kungarakan Country in the Northern Territory. Toby draws influence from both Indigenous culture and modern design.

Jasmine Sarin (JS Koori Designs) is a proud Kamilaroi and Jerrinja woman from NSW. Born and raised in Wollongong (Dharawal country) as well as South Coast in Nowra (Jerrinja and Yuin country) and has family connections to Coonabarabran (Kamilaroi country). Jasmine is a self-taught Aboriginal artist and graphic designer.

## Artist statement

"This artwork combines the elements and knowledge from both our bodies of work and what we know about Wangal Country and ancient tracks. We wanted to acknowledge the interwoven connection to Country with a hint of flora, earth, people and culture within the design. To do this we used the natural line work of scribbly gums as a main feature throughout the artwork. This is in reference to the crisscrossed tracks which formed trade, social and ceremonial networks for the Wangal Peoples.

The changing in-line detail compliments, and is in synergy with, the natural shapes of the scribbly gum tracks. These in-lines signify the ongoing connection to stories and culture of Wangal People. Their stories, like all of us mob, are linked and embedded within the physical surroundings of mother earth. The repeating lines represent the fluidity of the meandering waterways along the Parramatta River.

The colours are taken from inspiration of the incredibly diverse flora that encompasses the area, from wattles and eucalypts, lily pillies, acacias and the magnificent waratah. With the added inclusion of blue hues, we are able to connect sky and water country. All the parts of country signify a change in the seasons, six seasons to be exact, that play a vital role in governing the cultural connection to country and the responsibility and skill to care for it."

# About this document



This document outlines Burwood Council's commitment to reconciliation and the things we will do to build stronger relationships, understanding and respect and create meaningful opportunities for Aboriginal and Torres Strait Islander peoples, the First Peoples of Australia.



## What is 'Reconciliation'?

Reconciliation is about strengthening relationships between Aboriginal and Torres Strait Islander peoples and non-Indigenous peoples, for the benefit of all.

It involves:

- Understanding and acknowledging our shared history
- Aboriginal and non-Aboriginal Australians talking and working together to build respect and overcome the division and inequality between Aboriginal and non-Aboriginal Australians.

A reconciled Australia is one where the rights, cultures and histories of all Aboriginal and Torres Strait Islander peoples are valued and championed.

Reconciliation is not just a single act but an ongoing journey that requires non-Aboriginal Australians to take responsibility for their own learning and role in the process.<sup>1</sup>

There are five core dimensions of reconciliation:

- **RELATIONSHIPS** All Australians understand and value Aboriginal and Torres Strait Islander and non-Indigenous cultures, rights and experiences, resulting in stronger relationships based on trust and respect, free of racism. Positive two-way relationships built on trust and respect.
- EQUALITY AND EQUITY Aboriginal and Torres Strait Islander Australians participate equally and equitably in all areas of life and the unique rights of Aboriginal and Torres Strait Islander peoples are recognised and upheld.
- **HISTORICAL ACCEPTANCE** All Australians understand and accept the wrongs of our nation's past, their impact on Aboriginal and Torres Strait Islander peoples, and ensure they are never repeated.
- **UNITY** Aboriginal and Torres Strait Islander histories, cultures and rights are a valued and recognised part of our shared national identity.
- **INSTITUTIONAL INTEGRITY** Our political, business and community institutions actively support all dimensions of reconciliation.

1 Adapted from Reconciliation Victoria, www.reconciliationvic.org.au/reconciliation2/whatisreconciliation The Five Dimensions of Reconciliation: Reconciliation Australia, www.reconciliation.org.au/reconciliation/what-is-reconciliation

# Our commitment to reconciliation

## Message from the Mayor, John Faker

## I am proud to present Burwood Council's Reflect Reconciliation Action Plan for 2025–2026.

This Plan marks a significant milestone as our first Reconciliation Action Plan, laying a solid foundation for our ongoing commitment to reconciliation. It will not only guide our actions but will also play a pivotal role in fostering meaningful and lasting relationships with Aboriginal and Torres Strait Islander peoples, alongside the broader Burwood community.

Burwood Council has long recognised and celebrated the Wangal people, the Traditional Custodians of this area, as well as the rich diversity of Aboriginal and Torres Strait Islander cultures. This Reflect Reconciliation Action Plan provides Council with an important opportunity to build on our previous work and create new initiatives that will strengthen relationships, enhance understanding, and increase recognition. Over the next 18 months, we are committed to promoting equity and providing further opportunities for Aboriginal and Torres Strait Islander peoples.

Developed in consultation with First Nations community members and stakeholders, Burwood's Reconciliation Working Group, and Council staff across all levels, this plan provides a framework for building even stronger connections with our First Nations community. It also offers a platform for reflecting on how we can effectively bring our diverse community together to work towards a shared vision for reconciliation.

I am confident that our Reflect Reconciliation Action Plan will guide our organisation in making meaningful progress toward reconciliation. Together, we can bring about lasting, positive change that benefits all Australians and contributes to a more respectful and inclusive future.

# Our vision for reconciliation

A community united by respect, where Aboriginal and Torres Strait Islander cultures are celebrated as central to our shared identity.

Guided by respect for the Wangal peoples and all First Nations peoples, we commit to building genuine partnerships that honour cultural knowledge and foster inclusion.

# Our business

Burwood Council is a local government authority, located in the heart of Sydney's inner western suburbs, approximately 12 kilometres from the Sydney Central Business District.

We are located on Wangal Country and fall within the boundaries of the Metropolitan Local Aboriginal Land Council.

We are responsible for providing services, facilities and making decisions that support people who live, work, study or visit the Burwood Local Government Area (LGA).

Burwood is the second smallest LGA in NSW.

Burwood Council is governed by 7 Councillors and led by a Mayor who is popularly elected by the community.



# 6 suburbs

Burwood Burwood Heights Croydon Croydon Park Enfield Strathfield

8 Draft Reflect Reconciliation Action Plan 2025–2026

## Our community vision:

<sup>6</sup> Burwood is a welcoming and inclusive community that is defined by our diversity of people, liveable places and progressive ideas. We acknowledge and celebrate our history and place, protect our heritage and environment and share a quality of life that is equitable, sustainable and supports each other to thrive and prosper.'

Burwood2036, Community Strategic Plan

# **3**sites/offices:

180staff

Burwood Civic Centre, Library and Community Hub Enfield Aquatic Centre Enfield Operations Centre

# Our community

The Traditional Custodians of the Burwood area are the Wangal Peoples.



Burwood has a vibrant, rapidly growing multicultural community.

**5**th most culturally diverse community in Australia **58%** of residents were born overseas

63% speak a language other than English

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Aboriginal and Torres Strait Islander community snapshot cont'd









families are lone parents

COMPARED TO 4% OF ALL HOUSEHOLDS



22% of Aboriginal

families have children under 15

COMPARED TO 11% OF ALL HOUSEHOLDS











of Aboriginal/ Torres Strait Islander workforce are unemployed

COMPARED TO 7% OF ALL HOUSEHOLDS

THAN OVERALL MEDIAN<sup>2</sup>



households own their own home, COMPARED TO 43% OF ALL HOUSEHOLDS

Age of Aboriginal community



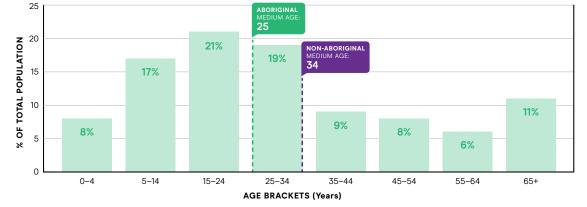
18%

of Aboriginal/ Torres Strait Islander households live in social housing COMPARED TO 3% OF ALL HOUSEHOLDS



**10%** higher average weekly median income for Aboriginal/Torres Strait Islander

households



All data sourced from ABS, Census of Population and Housing 2021 2 Median household weekly income for LGA is \$1,867, compared to \$2,053 (Aboriginal households)

# Our RAP

## In 2022, Burwood Council committed to 'acknowledge, respect and engage First Nations peoples, their culture and heritage' within our 10-year Community Strategic Plan, Burwood 2036.

The development of a Reconciliation Action Plan (RAP) is a key outcome within our 2022-2026 Delivery Program and operational plans.

We decided to start our RAP journey with a *Reflect RAP*, giving us time to build relationships and understanding, listen to our community, develop our internal capacity, remove barriers and build on what we have learned.

Council's Reflect RAP is an 18-month plan which aims to:

- Build connections, trust and strengthen the way we work with Aboriginal and Torres Strait Islander peoples
- Build understanding and respect for Aboriginal and Torres Strait Islander history and culture and increase connections with the wider Burwood community
- Celebrate and acknowledge the unique Wangal heritage and Aboriginal stories in our places
- Build culturally safety and improve how we deliver and provide access to Council services and facilities
- Improve outcomes for Aboriginal and Torres Strait peoples through Council's procurement, employment and service arrangements

Working in partnership with our community and embedding the outcomes from the plan into our everyday business and other plans, policies and practices will be key.

The Plan will be championed by our Leadership Team and Reconciliation Working Group. It will be monitored and reviewed by Council and the Working Group.

The Reflect RAP has a strong focus on our internal operations and sets out the steps we will take to prepare our workplace and lay strong foundations for ongoing reconciliation initiatives. Reconciliation should fit into what we're already doing – diversity, engagement, community building. It doesn't need to stand alone, but rather enhance our work across the board."

> Life Cycle by artists: Maddison Gibbs and Jason Wing

## Item Number 13/25 - Attachment 1 Draft Burwood Reflect Reconciliation Action Plan 2025 – 2026

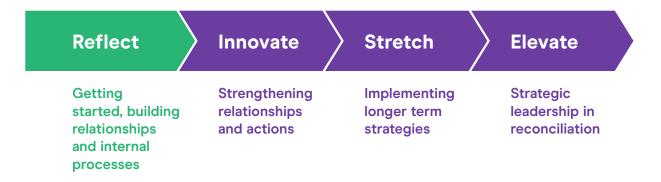




## Why develop a Reconciliation Action Plan (RAP)?

A Reconciliation Action Plan provides a framework to help Council to build respectful relationships and create meaningful opportunities with Aboriginal and Torres Strait Islander peoples, both internally and in the local community.

## **Our RAP journey**



NN

"The community needs to see our commitment to reconciliation. Public events, artwork, and open discussions about history and culture go a long way in showing we're serious."

# Who we heard from

12 Stakeholders (1:1 Interviews and a Yarning Circle)

50 'Culture Talks' Group Discussions on promoting our Aboriginal heritage

Reconciliation Working Group members **38** Staff consultation and cultural audit survey

## What we heard

Aboriginal stakeholders, community members and staff told us their vision and ideas for reconciliation.

## CONNECTION, RESPECT AND BELONGING

- " To make Burwood a place of connection and belonging for all."
- " Council and our community are more aware of, recognise, respect and celebrate the First Nations history and culture of this area."
- " We ethnic Koreans would like to learn and build relationships with Aboriginal people."
- " Invite local Aboriginal elders to attend Citizenship Ceremonies to speak to new residents."

## **STRONGER RELATIONSHIPS**

- " Strong and authentic relationships and trust with First Nations community members, elders and Council."
- "We are working on Wangal land and Council has a strong desire to have direct connection with Traditional Owners."
- " I would love to know more about Aboriginal heritage in the area and how water/rivers/ swamps crossed the local landscape."
- " There's a real hunger for knowledge about First Nations culture within the Council. Staff want to understand and engage meaningfully."

Who we heard from cont'd

## CULTURAL AWARENESS AND UNDERSTANDING

- "We need to make recognition of Aboriginal culture and language normal, not exceptional. It needs to be part of everyday so young people can feel proud and engaged."
- " Build awareness and understanding of First Nations protocols and culture across the organisation."
- " What we can learn from and how we can engage with local Aboriginal people, especially around sustainability."
- "Without a clear framework, staff sometimes feel uncertain about the right way to approach cultural matters. Having established protocols would give us more confidence."

## STORYTELLING AND PLACEMAKING

- "Seeing Aboriginal culture represented in public spaces reminds the community of our shared history and responsibility."
- " Storytelling through public art pieces, murals or walking tours."
- " We need more telling of stories from Aboriginal perspectives."
- " Profile First Nations people/groups and successful case studies."

## CULTURAL SAFETY AND VISIBILITY

- " A culturally safe and visibly welcoming Council."
- "We need to provide a space, a place where Aboriginal people feel respected, included and involved."
- " Aboriginal people don't want to walk into places where they are not acknowledged or welcomed."
- " Engagement should go beyond symbolic gestures. It needs to be a continuous, active commitment backed by resources."
- " Make Council a welcoming and inviting place for our mob to talk to you."

Who we heard from cont'd

## **COMMUNITY-LED EVENTS**

"There are lots of opportunities to do this better, with greater engagement and authenticity and as part of an ongoing dialogue rather than one-off isolated events."

" Aboriginal students don't feel they are given a strong voice. They are a small minority in a large school. They get involved in things like NAIDOC but this can feel tokenistic."

## PARTNERSHIPS AND COLLABORATION

- " Partner with neighbouring councils make sure we are consistent and tell a continuous story."
- " Working with Aboriginal organisations would help us build trust and show that we're committed to learning and growing together."
- " Support Indigenous businesses."
- " Building potential collaborations and partnerships with schools and Aboriginal organisations."



# **Our activities**

Although this is our first Reconciliation Action Plan, Council has acknowledged the Wangal peoples and engaged with Aboriginal and Torres Strait Islander peoples for many years.

Our reconciliation journey and some of our key activities include:



## Place naming

Wangal Park, located in Croydon, was named in recognition of the area's first custodians following a long engagement process with Aboriginal community members. The 4.2 hectare recreation reserve was opened in 2015.



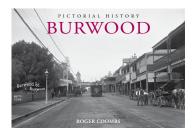
# Connecting with Country

Planning projects such as the Burwood North Masterplan have engaged Aboriginal stakeholders to ensure that Connecting with Country principles and practices are embedded within the planning process.



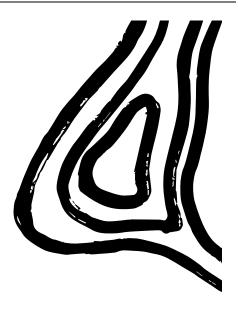
Aboriginal flags

Aboriginal flags are flown permanently in front of our Civic Centre, in Burwood Park and in our Council Chamber.



Wangal research

Research on the Wangal Clan was undertaken for the Burwood Pictorial History book launched in 2024.





## Public art curatorial themes

Recognition of Aboriginal culture and history is embedded within the three curatorial themes established to guide public art projects. These include:

- **Past** Exploration of the history and ongoing culture of the Traditional Custodians of the Land, the Wangal Peoples
- **Present** Bringing to the forefront the recognition of the living culture and stories of the Wangal Peoples
- Future Acknowledging the ongoing presence and importance of Aboriginal culture



# Public art commissions

Aboriginal and Torres Strait Islander artists have been engaged to develop a series of public art including temporary light sculptures, murals, banners, wraps and sculptures which affirm our respect for Wangal Country and reflect Aboriginal stories in the public realm.



## Welcome to Country

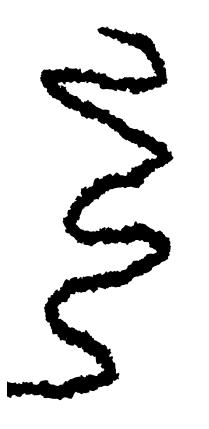
Aboriginal elders are engaged to perform the 'Welcome to Country' at significant events and meetings.

An 'Acknowledgment of Country' is incorporated into all citizenship ceremonies, Council meetings, corporate plans, policies, Council website, and email signatures.



## Aboriginal and Torres Strait Islanderthemed story-time

Aboriginal and Torres Strait Islander-themed story-time sessions or events, displays and recommendations of library resources are promoted during NAIDOC Week, National Sorry Day and National Reconciliation Week





# Cultural awareness training

Cultural awareness training has been delivered to Council's Executive and Leadership team, Reconciliation Working Group, frontline staff and local community organisations.



# Community programs and events

Led by various Aboriginal and Torres Strait Islander creatives, elders and community members, we have come together in Smoking Ceremonies, music, dance, exhibitions, workshops, and weaving, to build our understanding.

'Yarn and Wander' and other cultural awareness activities celebrating Wangal and other Aboriginal and Torres Strait cultures are also regularly delivered in our libraries, parks and community centres.





## **Council planning**

Specific actions related to recognising are embedded within Council's planning framework including our Community Strategic Plan, Delivery Program, operational plans, Resourcing Strategy, Local Strategic Planning Statement, Burwood North Masterplan, Multicultural Burwood and Creative Burwood.



Aboriginal suppliers Engagement of Aboriginal suppliers for both one-off and ongoing contract work. Our Reflect RAP has been developed through a series of formal and informal consultations throughout 2024, involving Aboriginal stakeholders, community members, local schools and Council staff, with support from Aboriginal consultants, YarnnUp.

Our RAP will build on these existing and future relationships.

"It's not just about knowing the history – it's about embedding respect and understanding in everything we do at Council."

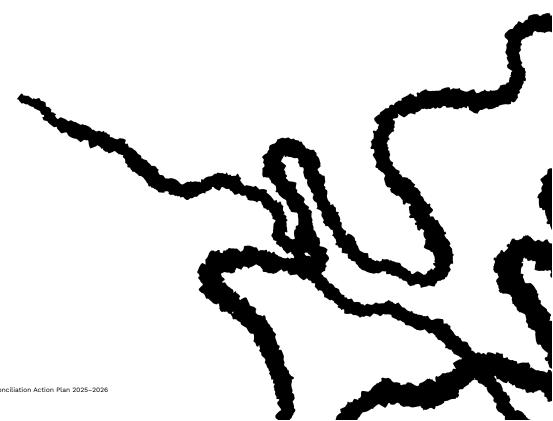
## Item Number 13/25 - Attachment 1 Draft Burwood Reflect Reconciliation Action Plan 2025 – 2026



# Relationships

Act	Action		verable	Timeline	Responsibility
1.1	Establish and strengthen mutually beneficial relationships with Aboriginal and Torres Strait Islander	1.1.1	Continue to identify and build relationships with Aboriginal and Torres Strait Islander stakeholders and organisations within our local area or sphere of influence	September 2025	Manager People and Culture
	stakeholders and organisations	1.1.2	Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations	September 2025	Manager Community and Culture
		1.1.3	Establish an Aboriginal and Torres Strait Islander Advisory Panel	September 2025	Manager Community and Culture
1.2	Build relationships through celebrating National Reconciliation Week (NRW)	1.2.1	Circulate Reconciliation Australia's National Reconciliation Week (NRW) resources and reconciliation materials to our staff and volunteers	27 May – 3 June 2025 and 2026	Manager Community and Culture
		1.2.2	Reconciliation Working Group members to participate in an external National Reconciliation Week activity	27 May – 3 June 2025 and 2026	Manager People and Culture
		1.2.3	Encourage and support staff and senior leaders to participate in at least one external activity to recognise and celebrate National Reconciliation Week	27 May – 3 June 2025 and 2026	General Manager

Act	Action		verable	Timeline	Responsibility
1.3.	Promote reconciliation through our sphere of influence	1.3.1	Communicate our commitment to reconciliation to all staff and our community	June 2025	General Manager
	or initiaence	1.3.2	Identify external stakeholders that Council can engage with on our reconciliation journey	July 2025	Manager Community and Culture
		1.3.3	Identify other like-minded organisations that we could approach to collaborate with on our reconciliation journey	July 2025	Manager Community and Culture
1.4.	Promote positive race relations through anti-discrimination strategies	1.4.1	Research best practice and policies in areas of race relations and anti-discrimination, in order to inform our RAP strategies	August 2025	Manager People and Culture
		1.4.2	Conduct a review of Council's Human Resource policies and procedures to identify existing anti-discrimination provisions, and future needs, in alignment with Council's Workforce Strategy	September 2025	Manager People and Culture



## Respect

Act	ion	Deli	verable	Timeline	Responsibility
2.1	Increase understanding, value and	2.1.1	Conduct a review of cultural learning needs within Council	September 2025	Manager People and Culture
	recognition of 2 Aboriginal and Torres Strait Islander cultures,	2.1.2	Develop a resource for increasing understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights within Council	October 2025	Manager Community and Culture
	histories, knowledge and rights through cultural learning	2.1.3	Incorporate cultural awareness training within staff induction and professional development processes	December 2025	Manager People and Culture
		2.1.4	Provide information on local Aboriginal history, culture and current cultural activities on Council's website	October 2025	Manager Community and Culture
	-	2.1.5	Deliver initiatives that aim to build understanding and knowledge between Aboriginal and Torres Strait Islander peoples and Burwood's culturally diverse communities	June 2026	Manager Community and Culture
2.2	respect to Aboriginal and Torres Strait ——	2.2.1	Develop an understanding of the local Traditional Owners or Custodians of the lands and waters within the Burwood LGA	October 2025	Manager Community and Culture
		2.2.2	Increase staff understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country and develop appropriate and accessible protocols for Council	November 2025	Manager Community and Culture
		2.2.3	Include a statement of cultural protocols in Council's Events Toolkit as a guide for internal and external event organisers staging events in the Burwood LGA	March 2026	Manager Community and Culture
		2.2.4	Develop a child-friendly Acknowledgement of Country for use in Council's Children's programs, in consultation with Aboriginal Elders and stakeholders, and share this with local schools and pre-schools	June 2026	Manager Community and Culture
2.3	Build respect for Aboriginal and Torres Strait Islander cultures	2.3.1	Raise awareness about the meaning of NAIDOC Week, promote local NAIDOC Week events and encourage staff participation	June–July 2025, June–July 2026	Manager People and Culture
	and histories by celebrating NAIDOC Week	2.3.2	Reconciliation Working Group to participate in a NAIDOC Week activity	July 2025, July 2026	Manager Community and Culture

# **Opportunities**

Act	Action		verable	Timeline	Responsibility
3.1	Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment,	3.1.1	Build our understanding of Council's current Aboriginal and Torres Islander staffing to inform future employment and professional development opportunities	September 2025	Manager People and Culture
	retention and professional development	3.1.2	Explore opportunities for Aboriginal and Torres Strait Islander employment within Council, including traineeships and apprenticeships	March 2025	Manager People and Culture
3.2	Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes	3.2.1	Review Council's procurement policies and processes to ensure access for Aboriginal and Torres Strait Islander businesses, including investigation of Supply Nation membership	September 2025	Manager Procurement
	and social outcomes	3.2.2	Continue to commission Aboriginal artists for public art and cultural projects	Ongoing – December 2026	Manager Community and Culture
		3.2.3	Continue to engage Aboriginal community members, elders and creatives in the delivery of Council's community and cultural programs and events	Ongoing – December 2026	Manager Community and Culture
3.3	Incorporate Connecting and Designing with Country through urban design	3.3.1	Investigate opportunities to incorporate Designing with Country and Caring for Country outcomes within Council's planning processes, where possible	September 2026	Manager City Planning

## Governance

Act	ion	Deli	verable	Timeline	Responsibility
4.1	Establish and maintain an effective RAP Working Group (RWG) to drive governance of the RAP	4.1.1	Review the Terms of Reference and maintain our Reconciliation Working Group to govern RAP implementation	July 2025	Manager Community and Culture
		4.1.2	Establish Aboriginal and Torres Strait Islander representation on the Reconciliation Working Group	December 2025	Manager Community and Culture
4.2	Provide appropriate support for effective implementation of RAP commitments	4.2.1	Define resource needs for RAP implementation and embed into Council's corporate planning documents	June 2025	Manager Community and Culture, All Managers
		4.2.2	Engage senior leaders and staff in the delivery of RAP commitments	July 2025	General Manager
		4.2.3	Maintain a senior leader to champion our RAP internally	June 2025	General Manager
		4.2.4	Define appropriate systems to track, measure and report on RAP commitments	July 2025	Manager Community and Culture
	Build accountability and transparency through reporting RAP achievements, challenges and learnings both internally and externally	4.3.1	Contact Reconciliation Australia to verify that our primary and secondary contact details are up to date	June 2025 and 2026	Manager Community and Culture
		4.3.2	Contact Reconciliation Australia to request our unique link, to access the online RAP Impact Survey	1 August 2025 and 2026	Manager Community and Culture
	externation	4.3.3	Complete and submit the annual RAP Impact Survey to Reconciliation Australia	30 September 2025 and 2026	Manager Community and Culture
		4.3.4	Provide progress reports to Council and all staff via internal communication channels and corporate reporting	September 2025 and 2026	Manager Community and Culture
4.4	Continue our reconciliation journey by developing our next RAP	4.4.1	Register via Reconciliation Australia's website to begin developing our next RAP	October 2026	Manager Community and Culture

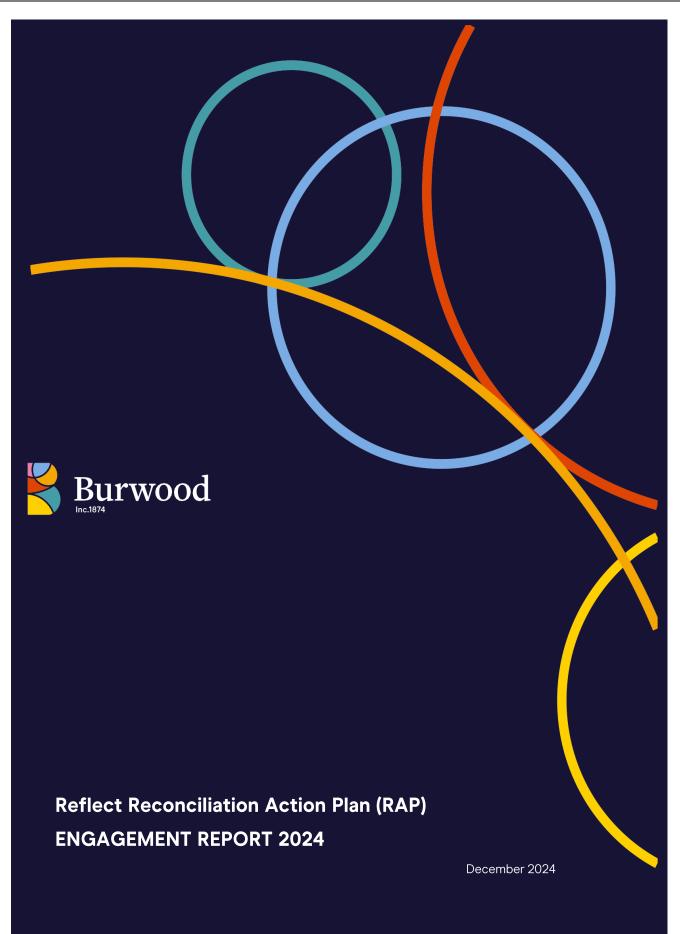
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# For all enquiries about our RAP:

Merryn Howell – Senior Social Planner P 02 9911 9911 or 9911 9834 E council@burwood.nsw.gov.au burwood.nsw.gov.au





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## Acknowledgement of Country

Burwood Council acknowledges the Wangal Peoples, the traditional custodians of the area.

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

We acknowledge and respect their cultural heritage, beliefs and ongoing relationship with the land.

A note re language: This report includes direct quotes and comments captured through the engagement process. As a result, a range of different terms are used throughout the report including Aboriginal and Torres Strait Islander peoples, First Nations, Indigenous.

Burwood Council Reflect Reconciliation Action Plan (RAP): ENGAGEMENT REPORT

## Overview

The following summarises the key findings from engagement activities undertaken by Council related to reconciliation and recognition of Burwood's Aboriginal Cultural Heritage. This has included:

- Community satisfaction survey (2023)
- Internal Cultural Audit Survey (June to July 2024)
- 1:1 Interviews/discussions or yarning circle with Key Stakeholders (undertaken by Council and/or YarnnUp, between May and November 2024)
- 'Culture Talks' group discussions focused on Burwood's Aboriginal Cultural Heritage (October 2024)
- RAP Working Group meetings, training, co-design session (May to November 2024)
- Internal staff consultations (Feb to November 2024)

These engagement findings have been used to inform both Council's first Reflect Reconciliation Action Plan (RAP) and our new 10-year Arts and Cultural Strategy (Creative Burwood).

## How We Engaged and Who We Heard From

9	50	9	14	30	8
1:1 Stakeholder interviews	'Culture Talks' group discussions	Stakeholders 'Yarning Circle'	Reconciliation Working Group	Staff consultations	Internal Cultural Audit surveus

## Summary of Key Findings

- Strong interest in cultural awareness, understanding and connection (both within Council and in our community)
- Need for continued relationship-building and long term partnerships
- Continue to build on current initiatives e.g. public art, events, programs, placemaking
- · Potential opportunities in relation to Procurement and Employment practices
- Opportunities for alignment with existing and future strategies
- Quality over quantity importance of genuine engagement and meaningful outcomes
- Other visible and practical actions include: developing Aboriginal cultural protocols, partnering with Aboriginal organisations, supporting community-led projects, and creating culturally safe spaces within Burwood.

There are 14 high level actions in our Draft Reflect RAP, with four key actions that will drive implementation, including:

- 1. Establish an Aboriginal Advisory Group/Panel (to provide an ongoing mechanism for input/advice)
- 2. Increase education, awareness and connection:
  - Cultural awareness training and education (for Council and for our community)
  - · Community-Led cultural events aligned to days of significance
- 3. Explore opportunities to support procurement by Aboriginal and Torres Strait Islander businesses/suppliers and increase access to employment opportunities
- 4. Continue to engage Aboriginal Artists and Creatives for public art and cultural projects and integrate Aboriginal design elements into public spaces.

Burwood Council Reflect Reconciliation Action Plan (RAP): ENGAGEMENT REPORT

## **Community Satisfaction Survey results (2023)**

## WHO WE ENGAGED

301 Burwood residents were surveyed, 1% of the 301 survey respondents identified as Aboriginal/Torres Strait Islander. The sample was weighted by age and gender to reflect the 2021 ABS Census data for Burwood LGA.

## WHAT WE HEARD

**IMPORTANCE:** 



74% of Burwood residents rate local

recognition of First Nations people, their culture and heritage as an important role of Council

(^ 11% above the Sydney Metro LGA benchmark)

## SATISFACTION:

86% of Burwood residents are satisfied with local recognition of First

Nations people, their culture and heritage

(^ 4% above the Sydney Metro LGA benchmark)

(Community Satisfaction Survey results 2023)

## Internal Cultural Audit Survey results (2024)

## WHO WE ENGAGED

f 8 members of the RAP Working Group, representing a cross section of Council, completed an Internal Cultural Audit Survey, developed by Aboriginal Consultants, YarnnUp.

The survey captured:

- Individual and organisation aspirations and vision for reconciliation
- Alignment with Council policies and plans
- Existing engagement with Aboriginal communities, suppliers and stakeholders
- Our reconciliation journey so far and existing initiatives
- Key considerations, potential challenges and opportunities for the RAP.

## WHAT WE HEARD

## Why are we developing a RAP?

- To provide Burwood Council with a roadmap for engaging respectfully with First Nations communities'
- 'A RAP is a recognition of Council's desire to prioritise and improve relationships in this space and it's a priority in our strategic plans'

Vision for Reconciliation and desired outcomes included:

Outcomes	Comments				
Connection and belonging	<ul> <li>To make Burwood a place of connection and belonging for all people</li> <li>To strengthen relationships with First Nations communities to establish an ongoing and meaningful dialogue that will enrich and create a stronger sense of place and community</li> </ul>				

Outcomes	Comments				
	• Creating a more inclusive, equitable, and sustainable future				
Awareness, recognition and respect	<ul> <li>To build awareness and understanding of First Nations protocols and culture across our organisation</li> <li>Burwood Council and our diverse community are more aware of, recognise, respect and celebrate the First Nations history and culture of this area</li> <li>More cultural awareness for our teams</li> <li>Education and awareness</li> <li>Greater understanding, respect, value and awareness by non-Aboriginal people of Aboriginal and Torres Strait Islander people and their cultures, and the issues they faced/face</li> <li>The adoption of pathways for the inclusive empowerment of these cultures and people</li> </ul>				
Strong and authentic relationships	<ul> <li>Improved relationships which are authentic and ongoing between First Nations people, elders, Council and community members</li> <li>Stronger and authentic relationships and trust with First Nations community members, elders and Council</li> <li>A greater understanding of the protocols and processes required to develop more meaningful relationships with Aboriginal elders and Aboriginal community members that will in turn influence our work as a Council</li> <li>That we develop meaningful, ongoing relationships with First Nations people connected to our community in one way or another</li> </ul>				
Embed in our planning/ organisation	<ul> <li>To put First Nations first in all key planning and infrastructure projects</li> <li>That we embed the principles of reconciliation in everything that we do across the organisation</li> <li>Inform how we operate as an organisation moving forward</li> <li>Improved awareness and understanding for our organisation with respect to the meaning and purpose of reconciliation and how we as an organisation can make tangible steps that contribute towards reconciliation</li> </ul>				
Culturally safe and welcoming Council/ workplace	<ul> <li>A culturally safe and welcoming Council (workplace, services, spaces and facilities) that is also visibly reflected</li> <li>Improved awareness and education of Council staff and community members</li> <li>The structures and practices to support a culturally safe workplace and services delivery by Council</li> </ul>				
Opportunities for Aboriginal businesses	<ul> <li>Support Indigenous Businesses to access procurement opportunities</li> <li>Increase awareness of local Aboriginal businesses</li> </ul>				

## Key opportunities identified included:

Building relationships	<ul> <li>Further engagement/stronger relationships with First Nations stakeholders and local communities</li> <li>Better understanding of the needs of the First Nations community</li> <li>Building potential collaborations/partnerships</li> <li>Some of our Committee members and community organisations have also expressed that they'd like to know more about how to work with First Nations People. This is an action in our Multicultural Strategy</li> </ul>
Building awareness and understanding	<ul> <li>Cultural Awareness Training for the organisation</li> <li>Build awareness and understanding of First Nations protocols and culture across our organisation</li> <li>Community education initiatives with our diverse multicultural communities (and also more internally)</li> <li>Tailored Acknowledgement of Country developed for Council</li> </ul>
Partnerships	Building potential collaborations/partnerships
Procurement opportunities	<ul> <li>Review of Council's procurement policies/processes</li> <li>Increased engagement of First Nations/Supply Nations suppliers</li> </ul>

## Key challenges identified included:

Developing relationships	<ul> <li>Lack of existing relationships with Aboriginal stakeholders and time pressures, knowing and navigating who are the Aboriginal 'community authorities'</li> <li>We do not have an identified Aboriginal position within our organisation or well developed relationships, which also means the RAP process requires more time to identify key stakeholders and make meaningful connections for the long term</li> <li>Making connections with First Nations people with a connection to Burwood</li> </ul>
Resourcing	<ul> <li>Burwood has an incredibly small and hard to reach Aboriginal community. We are also the second smallest council in NSW and have limited internal resources by comparison to many other councils</li> <li>Limited resourcing, particularly in terms of time availability of staff</li> <li>Lack of understanding and limited resourcing for implementation of actions</li> <li>Limited resources (budget, staff time), small number of staff, lack of visibility and cultural safety for First Nations people, competing priorities, managing expectations</li> </ul>
Ongoing learning	<ul> <li>Understanding and learning as we go</li> <li>Making mistakes and causing offence/damaging relationships</li> <li>Lack of first-hand experience of First Nations cultures and communities</li> </ul>
Bringing organisation on journey	Challenges with getting the whole organisation on board and seeing the value and relevance across all roles at Council

<ul> <li>Taking the Leadership Team, Councillors, Executive and staff on the journey will be critical to implementation for real outcomes</li> <li>There is an interest from the political level down to have a RAP but a limited understanding of what Reconciliation means for Burwood and Counciltaking people on the journey will demonstrate how effective our RAP is</li> <li>Resistance to change and resource constraints</li> <li>Lack of empathy, understanding and interest</li> <li>I feel that we are quite delayed by comparison to some other councils</li> </ul>
• I feel that we are quite delayed by comparison to some other councils that may be into their second or third RAPs

## Considerations and what to include:

Managing expectations, delivering outcomes	<ul> <li>Need to be realistic about what we can achieve in 18 months and ensure we can deliver on what we say we will do</li> <li>It's a clean slate so this RAP will shape how the organisation and our community understands reconciliation and future RAPs</li> <li>Transparent and meaningful plan that reflects Council's commitment to positive change</li> </ul>
Plain English and simple	<ul> <li>Plain English should be used to communicate the purpose, goals and actions within the RAP so it can be easily understood across our culturally and linguistically diverse community</li> <li>RAP and engagement results should be plain English and visual</li> </ul>
Alignment	Alignment with Council's strategies and direction
Our Commitment	• I believe it's important to demonstrate the alignment and commitment to the project from the elected body of Council (through the Mayor) as well as from the staff of the Council (through the General Manager)
Connections and case studies	<ul> <li>Burwood's connection to First Nations people</li> <li>Successful case studies</li> <li>Profiles of First Nations People/Groups with a connection to Wangal peoples</li> </ul>



WILAY MULAA: Spirit of Light, Nathan Peckham and Nicholas Tory

# 1:1 Stakeholder Interviews and Feedback (2024)

# WHO WE ENGAGED

9

1:1 stakeholder interviews (conducted by Council and/or with YarnnUp) External stakeholders participated in a 'Yarning Circle' with Council staff

4

Feedback from informal conversations with staff and other community members

# WHAT WE HEARD

Aboriginal stakeholders, community members and staff told us their ideas to support reconciliation and key opportunities to enhance recognition, as summarised in the following table.

Key theme	Opportunities/Ideas		
WELCOME AND INC	WELCOME AND INCLUSION		
Welcoming places	<ul> <li>Display visible recognition of traditional custodians ('Welcome to Wangal Country') on digital screens at library, on doors or in the foyer or out front of Council buildings, hang Aboriginal flags.</li> </ul>		
	"Make Council a welcoming and inviting place for our mob to talk to you. Aboriginal people don't want to walk into places where they are not acknowledged or welcomed".		
Acknowledgement	<ul> <li>Mayor should do an Acknowledgement at Council meetings - should be done by the heart, not just words.</li> <li>Include Acknowledgement on bottom of emails.</li> <li>Child-friendly Acknowledgement of Country for use in children's programs e.g. Canterbury Bankstown ran a competition in local childcare centres sharing what they do.</li> </ul>		
Language	<ul> <li>Name meeting rooms or facilities using Aboriginal names/Darug language.</li> </ul>		
Access	<ul> <li>Consider how to make Council programs more accessible and if Aboriginal people are involved in our programs? Consider things like when it is the busiest time (May to July: National Reconciliation Week and NAIDOC Week) and try avoid these. Consider if our forms/processes can be simpler.</li> <li>Have an identified position within Council or key contact person to help build connection.</li> </ul>		
Placemaking/ Way Finding	<ul> <li>Install plaques/wayfinding signage with historical information and inclusion of Aboriginal perspectives.</li> </ul>		

Key theme	Opportunities/Ideas
POLICIES, PLANS A	ND PROCESSES
Procurement	• Use local Aboriginal suppliers (Supply Nation members and others) e.g. Inner West have contracts for landscaping, printer paper supplier who also does sustainable tree planting, EOIs for public art, construction. Inner West found a nearby Aboriginal consultant and graphic arts company (based in Canterbury Bankstown) who they use for designs for all Aboriginal board names.
Planning <del>8</del> Environment	<ul> <li>Incorporate Designing with Country outcomes in Urban design/planning.</li> <li>Incorporate Caring for Country outcomes in our Environment and Sustainability strategies and initiatives.</li> <li>Work with local Land Care group to look at employing Environmental Aboriginal Land Management Strategies e.g. cool burns around the Cooks River where there's lots of Iron Bark.</li> <li>Explore opportunities to re-introduce plants and species that were once in the Burwood area and enhance biodiversity of the area.</li> <li>Establish pockets throughout the LGA where education on species and the area can be relayed to school students, residents and community members.</li> </ul>
Library	<ul> <li>Purchase books from Narragunnawali (www.narragunnawali.org.au) with resources for different ages.</li> <li>First Nations themed storytime sessions during NAIDOC Week. Displays featuring NAIDOC Week and recommendations of First Nations library resources.</li> </ul>
Engagement And Remuneration Protocols	<ul> <li>Remunerate people for their time and adopt a remuneration guide</li> <li>Create a protocols document.</li> <li>Develop an internal doc that outlines the process for Council staff to book an elder for Welcome to Country.</li> </ul>
PARTNERSHIPS	
Strategic Partnerships	<ul> <li>Develop an MOU or working agreement with Metro Aboriginal Land Council (their act is similar to the NSW Local Government Act). Inner West have one - when working on public land will consult with them, they are the first to come and review.</li> <li>Need to connect at senior level e.g. CEO or Mayor to meet with CEO of Metro Local Aboriginal Land Council.</li> </ul>
Partner Regionally	<ul> <li>Partner with neighbouring Councils, make sure we are consistent and tell a continuous story e.g. we have Parramatta River in common with several councils and can work through Parramatta River Catchment Group to tell the same stories - use qualified tour guides, use consistency in signage in language.</li> <li>Library info resources - develop a language name map for the region.</li> </ul>
Connect With Local Schools	• Work with schools to engage with local young people and families.

Key theme	Opportunities/Ideas
	• Provide space for Aboriginal students to understand their place and have their say on issues that affect them e.g. design of public spaces, youth programs or events.
Advisory Panel	<ul> <li>Establish an Aboriginal Advisory Panel to advise on key projects e.g. public art and/or other Council business.</li> <li>Note: advisory groups are often held after-hours and people need to get there and get home. This is not easy for members with young kids. You can also put limits on the numbers of members but this can be particularly hard to limit - people come and go based on what's important to them. Needs to be flexible.</li> </ul>
Community-Led/ Partnered Events	<ul> <li>Involve community in the planning and delivery of NAIDOC week, Reconciliation Week, flag raising ceremonies or host a morning tea for elders.</li> </ul>
With Elders & Community	<ul> <li>Invite local Aboriginal elders to attend Citizenship Ceremonies to speak to new residents.</li> <li>E.g. one Aunty spoke to new citizens about how "I wasn't a citizen in my own country. It took 100 years to make me a citizen here. You have something I didn't have. Now you add your story to the shared story of our country and it's a long history".</li> <li>Hold a morning tea for elders during NAIDOC week or for flag raising ceremonies - it's simple and goes a long way with building stronger relationships.</li> </ul>



Co-design workshop with Will Trewlynn, YarnnUp and Reconciliation Working Group members

# **Cultural Talks Group Discussions (2024)**

WHO WE ENGAGED

50 people attended the 'Burwood Culture Talks' held on Monday 28 October 2024

- Attendees comprised a vibrant mix of artists, musicians, performers, cultural groups and creative businesses from across the Burwood LGA.
- Attendees participated in an immersive journey, rotating through various stations learning about the 2,000+ unique cultural assets, places and people who make up Burwood's vibrant creative community and economy. These focused on 4 key areas:
  - Our Cultural Heritage (including Aboriginal cultural heritage)
  - o Our Creative Community
  - Our Creative Economy
  - Our Places and Spaces

**25+** Council staff added to these ideas during a staff 'Culture Talk' session held on Tuesday 29 October 2024.

# WHAT WE HEARD

The following summarises the many ideas shared related to opportunities to recognise and celebrate our Aboriginal Cultural Heritage.

Category	Community feedback
Aboriginal Cultural Heritage	<ul> <li>No Aboriginal cultural sites identified</li> <li>Need more telling of stories from Aboriginal perspectives</li> <li>Wayfinding that showcases the Indigenous song lines</li> <li>More recognition of Aboriginal culture and cultural practices in the public domain</li> <li>Would love to know more about Aboriginal heritage in the area and how water/rivers/swamps crossed the local landscape</li> </ul>
Connection with multicultural communities	<ul> <li>Main focus has been the historical struggle between white people and Aboriginal people - we ethnic Koreans would like to learn and build relationships with Aboriginal people starting from Burwood</li> <li>History is shared – create opportunities for connections and celebration of Elders and multicultural communities</li> </ul>
Storytelling	<ul> <li>Aboriginal</li> <li>Rich asset pool of stories in Burwood and expertise in storytelling - capture in all types of formats e.g. video/long series documentary on Burwood's First Nations People - 'This is my village' to know where we all come from, make it user friendly, give dignity to the people, future proof (capture stories) - research, feedback, write, record</li> <li>Walking tour - Identify some of the significant landmarks for indigenous people and create a walk for those who organise local walks where there is a recorded voice that people can activate to learn about that site, perhaps something interactive</li> <li>Create opportunities for artists to collaborate with First Nations artists and an Artist Directory</li> </ul>

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Category	Community feedback
	<ul> <li>More of Aunty Deb telling the community stories from a First Nations perspective (it was so powerful hearing it from her)</li> <li>Tap into what happened in Burwood LGA in relation to Wangal People - finding and having a Wangal Country Aboriginal icon that relates to Burwood</li> </ul>
Public Art	<ul> <li>Story telling through public art pieces or on murals</li> <li>Augmented reality artworks with cultural heritage information</li> </ul>



# **Engagement Summary - Key Themes and Quotes**

Interest in building cultural awareness and understanding	We need to make recognition of Aboriginal culture and language normal, not exceptional. It needs to be part of everyday so young people can feel proud and engaged What we can learn from and how we can engage with local Aboriginal people, especially around sustainability Would love to know more about Aboriginal heritage in the area and how water/ rivers/swamps crossed the local landscape
Desire for	
connection	Invite local Aboriginal elders to attend Citizenship Ceremonies to speak to new residents We are working on Wangal land. Having a direct connection with Traditional Ownees is a strang
Stronger	Traditional Owners is a strong desire for Council, particularly as
Relationships	we embark on new and significant
	community infrastructure
	projects and our ongoing focus on arts, culture, community development and education Further engagement and stronger relationships with First Nations stakeholders and local communities
Community-led	
Events	Aboriginal students don't feel they are given a strong voice. They are a small minority in a large school. They get involved in things like NAIDOC but this can feel tokenistic There are lots of opportunities to do this better, with greater engagement and authenticity and as part of an
	ongoing dialogue rather than one off isolated events
Ctorutalling and	
Storytelling and Placemaking	We need more telling of stories from Aboriginal perspectives
Flacemaking	More recognition of Aboriginal culture and cultural practices in the public domain
Cultural safety and	
visibility	Aboriginal people don't want to walk into places where they are not acknowledged or welcomed
	Make Council a welcoming and inviting place for our mob to talk to you" e.g. 'Welcome to Wangal Country' and flags displayed
Partnerships	Partner with neighbouring Councils make sure
	we are consistent and tell a continuous story
Building potential	collaborations and partnerships with
	nd Aboriginal organisations

# **Appendix 1: Key Findings and Recommendations from YarnnUp**

# STAFF CONSULTATION INSIGHTS

# Key Quotes

"Reconciliation should fit into what we're already doing - diversity, engagement, community building. It doesn't need to stand alone, but rather enhance our work across the board."

"By embedding reconciliation within our existing frameworks, we're showing that it's part of our commitment to everyone in Burwood, not just First Nations people."

"Community members want to see that reconciliation isn't just an add-on. When it's aligned with our diversity and engagement strategies, it becomes part of how we operate, every day."

"Seeing Aboriginal culture represented in public spaces reminds the community of our shared history and responsibility. It's a daily, visual reminder of our commitment to reconciliation."

"Community events that celebrate Aboriginal culture help us learn together and break down barriers. It makes reconciliation feel real and part of who we are as a city."

"A heritage trail or cultural walk would be a powerful way for residents and visitors to connect with the land's history and understand the deep ties First Nations people have to this area."

# On Cultural Awareness:

"There's a real hunger for knowledge about First Nations culture within the Council. Staff want to understand and engage meaningfully, but we need the tools to do so effectively."

"I feel that I lack the knowledge and confidence to engage appropriately with First Nations communities. Training would help me build that confidence and understanding." "There's a strong interest in knowing more about the history of the Wangal Clan and understanding the meaning behind cultural practices we encounter in our work."

## On Consistency and Protocols:

"Without a clear framework, staff sometimes feel uncertain about the right way to approach cultural matters. Having established protocols would give us more confidence."

This insight highlights the need for formalised guidelines to support culturally appropriate engagement, empowering staff to navigate interactions with First Nations communities respectfully and confidently.

#### **On Resource Challenges:**

"We have the willingness, but without dedicated resources, it's difficult to keep the momentum going. Engagement can't just happen during special events - it needs to be ongoing."

"Our efforts are often limited by what we can realistically achieve with the resources available. We need to prioritise reconciliation and allocate resources accordingly."

#### **On Strategy Alignment:**

"Reconciliation shouldn't sit apart from our other diversity initiatives. Integrating it into our existing frameworks would make it more effective and help everyone see its relevance."

#### **On Visible Actions:**

"The community needs to see our commitment to reconciliation. Public events, artwork, and open discussions about history and culture would go a long way in showing we're serious."

Visible actions make reconciliation accessible to the whole community and demonstrate that Burwood Council's commitment is both genuine and enduring.

# STAKEHOLDER CONSULTATION INSIGHTS

## Stakeholder Aspirations

- Stakeholders consistently expressed a desire for Burwood Council to lead by example in its commitment to reconciliation.
- The community envisions a Council that champions deeper understanding, mutual respect, and cultural awareness of Aboriginal and Torres Strait Islander heritage.
- Stakeholders hope to see the Council create a workplace and community environment that actively celebrates and values First Nations cultures, histories, and contributions.
- Many stakeholders see reconciliation as an opportunity to strengthen Council's community engagement and demonstrate its commitment to genuine inclusivity.

# Stakeholder Quotes

The following stakeholder quotes highlight the importance of a structured, resource-supported approach to reconciliation, with an emphasis on partnership, respect, and adherence to cultural protocols:

## **On Cultural Awareness:**

"It's not just about knowing the history it's about embedding respect and understanding in everything we do at Council."

This statement reflects a broader call for Council to go beyond awareness and commit to internalising respect and cultural understanding across all departments and activities.

# **On Resource Needs:**

Feedback from stakeholders highlight the importance of addressing resource challenges:

"We want to be part of a reconciliation journey that's consistent and wellsupported. Without dedicated resources, it's hard to see these efforts lasting."

"Engagement should go beyond symbolic gestures. It needs to be a continuous, active commitment backed by resources."

"For reconciliation to be meaningful, it requires dedicated people who can focus on these relationships full-time - not just during Reconciliation Week."

Stakeholders expressed a desire for Council to take visible, actionable steps - such as hosting culturally significant events, creating public art installations, and fostering open discussions about history and culture - to signal its dedication to reconciliation.

This requires Council to reflect its reconciliation values in its budgeting and resource planning.

# On Collaboration:

"Working with Aboriginal organisations would help us build trust and show that we're committed to learning and growing together."

This sentiment encapsulates the importance of partnership, as stakeholders believe that Council's commitment to reconciliation will be demonstrated most effectively through ongoing collaboration with First Nations organisations and leaders.

# SUMMARY OF KEY ENGAGEMENT FINDINGS

The following summarises the key opportunities and challenges identified for Burwood Council on its reconciliation journey. This has been informed by an internal cultural audit, community consultations and a co-design workshop.

# 1. Aspiration for Cultural Awareness and Relationship-Building:

Council staff and stakeholders voiced a need for greater cultural competency and a deeper understanding of First Nations histories and contributions.

Providing cultural awareness training will help toward creating a workplace culture that embodies respect, empathy, and inclusivity for Aboriginal and Torres Strait Islander peoples.

# 2. Resource Constraints and Engagement Challenges:

The audit revealed critical barriers including limited resources, sporadic engagement, and inconsistent application of cultural protocols.

Stakeholders emphasised the importance of establishing a structured engagement framework that supports regular, meaningful relationships with First Nations communities, rather than ad hoc or symbolic gestures.

# 1. Alignment with Existing Strategies:

Opportunities to embed reconciliation goals within Burwood Council's existing frameworks, such as the Community Engagement Strategy, to foster a more cohesive approach to community engagement and ensure that First Nations voices are actively included in Council decision-making processes. This approach reinforces the idea that reconciliation is not an isolated goal but part of a broader vision for a connected, collaborative community.

# 2. Pathways for Visible and Practical Reconciliation Actions:

Suggested initiatives included incorporating Aboriginal cultural protocols across Council activities, partnering with Aboriginal organisations, supporting community-led projects, and creating culturally safe public spaces within Burwood.

# KEY CHALLENGES IDENTIFIED Resource and Engagement Challenges

## 1. Lack of Dedicated Resources:

Stakeholders indicated that Burwood Council's capacity to engage meaningfully with First Nations communities is limited by the absence of dedicated resources and funding.

Current engagement activities are often ad hoc, and without a clear allocation of financial and human resources, they risk becoming sporadic rather than continuous.

By investing in dedicated roles focused on reconciliation and cultural engagement, Council can ensure that reconciliation actions are embedded and maintained over time rather than treated as one-off projects.

# 2. Sustaining Engagement Over Time:

Genuine reconciliation requires sustained effort, relationship-building, and a long-term commitment to cultural understanding and partnership. However, the audit highlighted that due to resource constraints, some initiatives may only be conducted during culturally significant dates, such as NAIDOC Week or National Reconciliation Week.

While these events are important, limiting engagement to specific periods could unintentionally reinforce tokenism. Establishing ongoing initiatives, such as regular cultural workshops, community forums, or advisory meetings, would provide opportunities for continuous engagement, fostering trust and reciprocity.

#### 3. Insufficient Staff Capacity and Training:

Burwood Council staff expressed a need for more internal capacity to carry out reconciliation initiatives.

Limited staff time and expertise in this area mean that many responsibilities related to reconciliation are added to existing roles, reducing the capacity to develop deeper, more focused relationships with First Nations communities.

Additionally, staff require access to specialised training on culturally appropriate communication and engagement to perform their roles effectively.

Establishing roles specifically focused on cultural engagement, combined with ongoing staff training, would build a more capable and responsive team.

#### 4. Coordination Across Departments:

A successful RAP implementation requires the alignment of various departments and teams. The audit found that due to resource constraints, there is limited crossdepartmental collaboration on reconciliation initiatives.

In particular, without a dedicated reconciliation coordinator or team, efforts to embed reconciliation across all Council operations lack centralisation, which can hinder coherence and continuity in engagement practices.

Allocating resources to a reconciliation team or coordinator would facilitate better coordination across departments, ensuring that reconciliation principles are integrated into every aspect of the Council's work.

Stakeholders also highlighted several challenges to achieving the Council's reconciliation objectives:

#### 5. Tokenism:

A key concern raised was the risk of reconciliation efforts being perceived as symbolic rather than substantive. Stakeholders cautioned that, without genuine, ongoing commitment, initiatives could be seen as token gestures that fail to effect real change.

There was a strong sentiment that reconciliation must be more than surfacelevel acknowledgments and that Council actions should reflect a deep, sustained commitment to respectful partnerships with First Nations communities.

## 6. Resource Limitations:

The need for dedicated resources was frequently cited as a significant constraint.

Stakeholders noted that while there is strong support within the Council for reconciliation, limited financial and human resources often prevent the full realisation of its goals.

Many expressed that prioritising reconciliation through adequate resource allocation is crucial to ensuring that initiatives can be impactful, consistent, and sustainable over time.

## 7. Gaps in Protocols:

Another challenge was the absence of established cultural protocols and frameworks for engaging with First Nations communities.

Without clear guidelines, staff can feel uncertain about how to approach cultural interactions appropriately. This lack of structure not only creates inconsistencies but can also lead to missed opportunities for meaningful engagement.

Stakeholders recommended that establishing formal protocols would give staff greater confidence and improve the quality of interactions with Aboriginal and Torres Strait Islander communities.

# RECOMMENDATIONS AND OPPORTUNITIES

Consultations have identified a number of recommendations and opportunities to help Burwood Council strengthen its approach to reconciliation.

By embedding these practices, and drawing inspiration from other councils, Burwood Council can transform reconciliation from a set of separate actions into an integral component of its social and cultural framework.

#### ADVISORY GROUP

1. Establish a First Nations Advisory Group:

A widely supported recommendation was to establish a First Nations advisory group within the Council.

This would involve members from local Aboriginal and Torres Strait Islander communities, including Elders, cultural leaders, and representatives from key organisations.

The advisory group would serve as an ongoing channel for direct input from Aboriginal and Torres Strait Islander representatives, providing culturallyinformed guidance and providing feedback on Council initiatives, helping shape public events, and ensuring protocols are upheld in all Council interactions and guiding the implementation of the RAP.

This approach would align with Burwood Council's strategic focus on inclusive decision-making, fostering long-term relationships built on mutual trust and respect.

INSPIRATION: Similar advisory groups have been successfully implemented by **Parramatta City Council** and have proven valuable in embedding authentic Indigenous perspectives within Council operations.

### CULTURAL AWARENESS AND PROTOCOLS

# 2. Develop and Implement Comprehensive Cultural Awareness Training:

Introduce mandatory cultural competency training across all departments within Burwood Council, which aligns with the goals of the Community Engagement Strategy.

Training should be designed to cover Aboriginal and Torres Strait Islander histories, contemporary issues, cultural values, and the importance of protocols such as Acknowledgment of Country and Welcome to Country.

Training sessions can include interactive workshops, guest speakers, and storytelling from local Elders.

INSPIRATION: Burwood can draw inspiration from **Brisbane City Council**'s training programs, which have been instrumental in building staff understanding and respect for First Nations cultures, contributing to a more inclusive workplace culture.

# Create a Welcome to Country and Acknowledgment Protocol for Council Events:

Develop a clear, accessible protocol outlining when and how Welcome to Country and Acknowledgment of Country should be performed at Council events, meetings, and official gatherings.

This protocol would ensure that cultural practices are upheld consistently and respectfully, in line with Council's commitment to cultural respect in *the Community Engagement Strategy.* 

# 4. Develop Resources for Staff on Cultural Protocols and Engagement:

Provide Council staff with user-friendly resources, such as a Cultural Protocol Guide and a Quick Reference Handbook on Aboriginal and Torres Strait Islander engagement. These resources would empower Council staff to approach their work with cultural sensitivity and respect, ensuring that all interactions are culturally informed and appropriate. INSPIRATION: Similar resources have been employed by **Melbourne City Council** to assist staff in engaging with First Nations communities respectfully.

# 5. Organise a Cultural Competency Workshop Series for Key Community Partners:

Invite key community organisations, businesses, and schools to participate in a series of cultural competency workshops. By extending cultural awareness training beyond Council staff, Burwood can foster a ripple effect of understanding and respect within the broader community, building a cohesive approach to cultural inclusion.

INSPIRATION: This initiative echoes **City of Sydney's** partnership programs that extend cultural training and engagement to external partners, reinforcing shared responsibility in reconciliation.

# CULTURAL EVENTS AND INITIATIVES

# 6. Host a Community Event Celebrating Aboriginal Culture and History/Culturally Significant Public Events:

Organise an annual event in partnership with local Aboriginal and Torres Strait Islander organisations to celebrate First Nations culture, art, and history. This event could be scheduled to mark important dates such as **NAIDOC Week** or **Reconciliation Week** and include elements such as music, dance, storytelling, art displays, and traditional food.

Organising these events in collaboration with First Nations communities ensures they are culturally authentic and meaningful.

Additionally, these events provide platforms for First Nations voices, artists, and storytellers, encouraging the broader Burwood community to engage, learn, and celebrate the richness of First Nations culture.

Events that celebrate Aboriginal and Torres Strait Islander culture is a powerful way to build awareness, respect, and engagement within the community. They also reinforce the Council's goals of inclusivity and

# respect, as outlined in the *Community Strategic Plan*.

INSPIRATION: City of Sydney has successfully implemented similar events that engage and educate the wider community while honouring Aboriginal culture.

# 7. Develop Joint Cultural Initiatives:

Creating joint programs or events that celebrate First Nations culture alongside other cultural groups would help illustrate reconciliation's role within Burwood's broader commitment to diversity.

Examples could include cultural festivals, exhibitions, or educational workshops that highlight Aboriginal and Torres Strait Islander culture alongside other cultural traditions.

These events would provide opportunities for shared learning and strengthen relationships across different segments of the community, advancing both reconciliation and multicultural goals.

# PUBLIC ART

# 8. Permanent and Temporary Art Installations:

Art installations, such as murals, sculptures, and public artworks, offer a lasting and visible way to embed First Nations culture in the Burwood landscape.

By commissioning artworks from First Nations artists or community-led art initiatives, Council can ensure the artworks reflect the local heritage and cultural significance of the area.

Temporary installations, such as exhibitions or art displays within Council facilities or community spaces, could also be used to showcase First Nations artists and storytellers.

Visible art installations act as daily reminders of the community's commitment to reconciliation and provide opportunities for residents and visitors to engage with Aboriginal and Torres Strait Islander culture in a meaningful way. STORYTELLING AND CELEBRATING CULTURAL HERITAGE

# 9. Engage in Collaborative Storytelling with Local Schools:

Partner with local schools to introduce a series of cultural storytelling events, where First Nations Elders and knowledge holders can share stories, history, and cultural practices with students and promote intergenerational learning and respect. This fosters early cultural awareness in youth and strengthens the community's connection to local Aboriginal heritage.

This aligns with Burwood's commitment to lifelong learning as outlined in the *Community Strategic Plan, Burwood 2036.* 

# 10. Initiate an "Acknowledgment of Local History" Campaign:

Develop a series of educational materials, digital displays, or social media posts that highlight local Aboriginal history, including the contributions and experiences of the Wangal Peoples. This can include regular features on Council's website, social media, and at public spaces.

INSPIRATION: The campaign would promote ongoing community engagement and education, echoing Brisbane City Council's approach to embedding local history in public awareness initiatives.

# Creating a 'Cultural Trail' or Indigenous Heritage Walk:

Establishing a cultural trail or Indigenous heritage walk would provide a unique, immersive way for community members and visitors to learn about local Aboriginal heritage, significant sites, and cultural practices. This trail could feature plaques, artwork, and interpretive signage developed in collaboration with local Aboriginal communities, offering a self-guided or guided educational experience.

The cultural trail aligns with the Multicultural Strategy goals by encouraging community members to engage deeply with the local heritage and history. Additionally, a cultural trail could support tourism and promote Burwood as a destination that values and honours Aboriginal history, further embedding reconciliation into the fabric of the city.

# 12. Utilise Public Spaces to Celebrate First Nations Culture:

Leverage public spaces to showcase Aboriginal and Torres Strait Islander culture through art installations, heritage markers, and cultural events.

This aligns with Burwood's goals of fostering a diverse and inclusive community.

## 13. Launch a Cultural Spaces Initiative:

Designate spaces within Council facilities where Aboriginal culture and art can be displayed year-round.

Partner with local artists and cultural organisations to co-create murals, art installations, or interactive spaces that reflect Aboriginal heritage.

These cultural spaces would serve as a visible reminder of Council's commitment to reconciliation and cultural inclusion.

INSPIRATION: **Yarra City Council** has set a precedent for such initiatives through its public art collaborations with Aboriginal communities.

# EMPLOYMENT AND PROCUREMENT OPPORTUNITIES

# Create Opportunities for Local Employment and Procurement with Aboriginal Businesses:

Work with Aboriginal-owned businesses to support local employment and procurement efforts, aligning with both the RAP goals and the economic empowerment objectives of the *Burwood 2036 Community Strategic Plan.*  PARTNERSHIPS AND COLLABORATIVE PROJECTS

# 15. Collaborative Projects with Aboriginal Organisations:

Developing collaborative projects with local First Nations organisations offers a pathway for genuine engagement and creates opportunities for shared learning and cultural exchange that benefit both First Nations and broader community members.

These projects could include initiatives such as community gardens with native plantings that are significant to First Nations communities, educational workshops, or storytelling sessions.

Such projects, co-designed with First Nations input, reflect Council's commitment to long-term partnerships and respect for cultural knowledge, enhancing the principles of inclusivity and cultural respect embedded in the *Community Engagement Strategy*.

# 16. Youth Engagement and Education Programs:

Implementing youth-focused programs that educate young people about First Nations history, culture, and traditions would support reconciliation at a foundational level.

School partnerships, youth workshops, and cultural education sessions can foster respect and understanding among younger generations. These programs could include storytelling sessions by Aboriginal Elders, workshops on traditional practices, or educational materials developed in collaboration with First Nations organisations.

By investing in youth engagement, Burwood Council can foster a culture of respect and inclusivity that will influence future generations and ensure that reconciliation becomes a sustained community value.



# GOOD PRACTICE: STRATEGIC RECOMMENDATIONS AND APPROACHES

The following good practice strategies and approaches can help to optimise the impact of reconciliation initiatives:

## For Implementing Visible Reconciliation Actions

#### 1. Engage First Nations Community in Planning and Delivery:

Involving Aboriginal and Torres Strait Islander representatives from the outset ensures that events, installations, and programs are culturally respectful and resonate with the community.

A co-design approach not only builds trust but also ensures that First Nations communities have agency in how their culture is represented in Burwood.

Regular consultations with local Elders, community leaders, and cultural experts should inform the development and implementation of visible actions.

#### 2. Embed Visibility within Existing Council Events and Facilities:

Where possible, integrating reconciliation initiatives into existing Council events and public spaces, such as libraries, parks, and community centres, maximises exposure and reduces additional resource needs.

This could include dedicating spaces for First Nations art in public buildings, featuring First Nations speakers at community events, or incorporating cultural displays into Burwood's annual calendar.

Embedding reconciliation within these established platforms demonstrates that it is not an additional or separate agenda but a core component of Burwood's identity.

## 3. Promote Partnerships and Sponsorships for Sustainable Funding:

Sustainable funding models, such as partnerships with businesses, educational institutions, and cultural organisations, could support the ongoing costs of visible reconciliation actions.

Sponsorships or grant funding would help to sustain initiatives such as public art installations or educational programs, ensuring their longevity.

Additionally, collaborations with businesses may present opportunities for joint events or contributions to community projects, which enhances the visibility and reach of reconciliation actions.

#### 4. Publicly Celebrate Milestones and Achievements:

Recognising and celebrating milestones in the Council's reconciliation journey, such as the unveiling of a new artwork, the success of a cultural event, or the completion of a heritage walk, helps maintain momentum and visibility for the Council's reconciliation commitments.

These celebrations should be open to all community members, with media coverage, newsletters, and digital updates to promote awareness.

Sharing success stories and testimonials further engages the community and showcases the impact of Council's reconciliation efforts.

## For Addressing Resource and Engagement Challenges

#### 1. Investment in Dedicated Reconciliation Roles:

Establishing dedicated roles within Burwood Council for reconciliation and cultural engagement would be a significant step toward overcoming resource limitations.

These roles could include a Reconciliation Coordinator or a Cultural Engagement Officer responsible for implementing the RAP, managing partnerships with First Nations communities, and coordinating cultural competency initiatives.

This approach reflects best practices seen in other councils that have successfully embedded reconciliation into their operational frameworks.

## 2. Annual Budget Allocation for Reconciliation Initiatives:

Securing an annual budget dedicated to reconciliation actions would allow for more consistent and meaningful engagement with First Nations communities.

A designated budget could support regular events, cultural competency training, and resources needed for sustained relationship-building.

This budget allocation would reflect the Council's long-term commitment to reconciliation and ensure that reconciliation initiatives are not compromised by competing priorities.

## 3. Implementing Multi-Year Reconciliation Projects:

To achieve sustained impact, Council should consider adopting multi-year reconciliation projects, aligned with the Community Engagement Strategy's focus on long-term relationship-building.

These projects could include partnership-based programs, such as youth mentorship initiatives, cultural exchange programs, or support for First Nations-owned businesses.

By committing to multi-year timelines, these projects will receive the attention and resources necessary to make meaningful contributions to reconciliation and community cohesion.

## CULTURAL AWARENESS TRAINING: RECOMMENDED KEY AREAS OF FOCUS

To build cultural competency, a structured, ongoing training program is recommended, focusing on several key areas:

#### 1. Historical Context and Impact of Colonisation:

Training should begin with an overview of Australia's colonial history and its lasting effects on Aboriginal and Torres Strait Islander communities. This foundation will provide staff with a more nuanced understanding of the social, economic, and political challenges that First Nations people have faced and continue to face today.

#### 2. Cultural Protocols and Respectful Engagement:

Understanding cultural protocols, such as the importance of Acknowledgement of Country and Welcome to Country ceremonies, is crucial for fostering respectful engagement. Staff should be educated on why these protocols matter and how they reflect a commitment to recognising First Nations sovereignty and cultural authority.

#### 3. Lived Experiences and Contemporary Issues:

Beyond historical context, it is essential to include the perspectives of contemporary First Nations voices.

Staff should be encouraged to learn about current issues affecting First Nations communities, including health disparities, education gaps, land rights, and cultural preservation efforts.

This focus on lived experiences can help staff move beyond a theoretical understanding, connecting them more personally with the communities they serve.

#### 4. Local Knowledge of the Wangal Peoples:

Given Burwood's location, it is vital that Council staff develop a specific understanding of the Wangal Peoples, the Traditional Custodians of this area.

Training should include local knowledge about the Wangal people's culture, history, and their ongoing connection to Country.

This localised learning will reinforce Council's commitment to honouring the unique cultural heritage of the land on which it operates.

## 5. Practical Application and Continuous Learning:

Cultural awareness should not be viewed as one-time training but rather as a commitment to continuous learning.

Practical tools and resources should be made available to staff, including guides on culturally appropriate language, advice on respectful communication, and access to further reading and resources.

Continuous professional development can be encouraged through follow-up workshops, community engagement activities, and participation in cultural events.

## PHASED IMPLEMENTATION

Training should be implemented in a phased approach. Suggested structure:

Initial Induction Training:

This introductory session for all new staff should cover essential aspects of Aboriginal and Torres Strait Islander culture, protocols, and local history.

### • In-Depth Workshops:

In-depth, interactive workshops can be delivered annually or biannually to ensure ongoing engagement and deeper learning.

These could include guest speakers from First Nations communities, experiential learning activities, and case studies to reinforce concepts.

#### • On-Demand Resources:

Providing access to a library of on-demand resources, such as online courses, articles, and video content, can support continuous learning.

These resources should be regularly updated to reflect current issues and best practices.

