



Targeted Conversation #3: Economy and the arts summary

Moreland City Council: Community Panel

6:30pm - 9pm Tuesday 25th May, Online via Zoom

Overview of the day

This session was the third of six targeted conversations with the Community Panel, on the topic of “**Economy and the arts**”. To focus the discussion, the Panel was presented with a relevant problem and remit that had been developed by Council, as shown below:

Problem: To ensure that local businesses, the creative industries, sole traders and precincts, which are important to enhance quality of life, receive the support they need to thrive, especially in relation to the impacts of the COVID-19 pandemic.

Remit: What might be the best way for Council to provide support (including pandemic recovery support) for both local businesses and creative industries? (strategies provided to panel)

The session included:

- An introduction to the session and topic
- Presentations from ML Nardella and Lisa Dempster
- An opportunity to make sense of the information provided
- Two working sessions to review and provide feedback on the areas of opportunity identified by Council for:
 - The Economy
 - The Arts

Panel members were also briefed on an activity to wrap up the work completed in the last session (Targeted conversation #3) on the topic of **Health and equity** which would be made available on the Panel’s online portal.



Presentations

ML Nardella, Manager Economic Development, Moreland City Council

ML's presentation gave an economic snapshot of Moreland, firstly providing a discussion on how industry in Moreland is changing. ML then covered the findings from Moreland's business survey last year, and the programs that were rolled out to help with the recovery following the lockdown.

Lisa Dempster, Manager Cultural Development, Moreland City Council

Lisa's presentation focussed on the arts and the creativity industries in Moreland. She first introduced Moreland as a creative hub, with Moreland's number of creative workers being twice that of the nation's average. She then explained the role of Council in the arts, and the potential areas for further growth.

ML and Lisa then presented 8 areas of opportunity for Moreland. This was made up of:

- Four areas of opportunity to further support the economy:
 - Attract new commercial and industry investment through new initiatives (which bring more jobs)
 - Progress the work of the Brunswick Design District – for more design led enterprises, education and employment pathways
 - Use Council's procurement spend to buy goods and services from local and social enterprises & link this to the Love Moreland Buy Local campaign
 - Develop and implement the Plus One program for microbusinesses (also referred to as Sole Traders)

- Four areas of opportunity to further support the arts:
 - Increase arts infrastructure in the north
 - Increased grants for artists
 - Develop a festival of significance in Glenroy
 - Increase public art and street murals

These areas were revisited in the second and third activities for feedback from the Panel.

Following the presentations, the Panel had the opportunity to ask questions of the two presenters.

i.e.

Activity 1 - Sense-making

The first activity was used to consolidate the information from the two presentations. In small groups, the Panel was asked to reflect on the presentations and respond to the questions:

- Is Council doing enough to support Covid recovery in the arts and the economy? If not, what else should be added?
- Are there any things that Council are doing that you think are not helpful/useful?
- Any huge new ideas that you would love to see happen to ensure we not only recover but thrive?

Following this, the groups then came back and reported their findings.

Activity 2 - Prioritising opportunities to support the economy

Following a break, the group was introduced to the second activity: prioritising opportunities to support the economy. Again in smaller groups, the Panel was asked to review the list of four future opportunities (as well as any new opportunities identified) and:

- prioritise the opportunities from highest priority to lowest and provide a statement why
- identify your level of support for each opportunity as it is
- identify any additional ideas or feedback on each opportunity

The list of four future opportunities from the earlier presentation was:

- Attract new commercial and industry investment through new initiatives (which bring more jobs)
- Progress the work of the Brunswick Design District – for more design led enterprises, education and employment pathways
- Use Council's procurement spend to buy goods and services from local and social enterprises & link this to the Love Moreland Buy Local campaign
- Develop and implement the Plus One program for microbusinesses (also referred to as Sole Traders)

i.e.

Prioritisations for these opportunities, including the additional opportunities identified within the breakout rooms, were captured for the groups overall through an online menti poll.

Activity 3 - Prioritising opportunities to support the arts

The group was then introduced to the third activity: prioritising opportunities to support the arts. Again in smaller groups, the Panel was asked to review the list of four future opportunities (as well as any new opportunities identified) and:

- Prioritise the opportunities from highest priority to lowest and provide a statement why
- Identify your level of support for each opportunity as it is
- Identify any additional ideas or feedback on each opportunity

The list of four future opportunities for the arts from the earlier presentation was:

- Increase arts infrastructure in the north
- Increased grants for artists
- Develop a festival of significance in Glenroy
- Increase public art and street murals

Prioritisations for these opportunities, including the additional opportunities identified within the breakout rooms, were also captured for the groups overall through an online menti poll.

Questions and comments

At the end of the session, the Panel members were invited to ask questions or provide comments on the sessions through Menti.

What's coming up next?

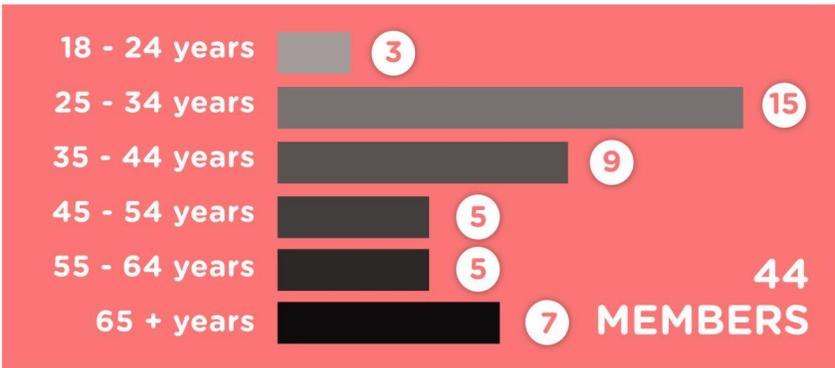
The next session will take place at the same time on Tuesday 1st of June. It will focus on the topic of **Democracy and governance**.

Demographics of the Community Panel



IMAGINE MORELAND COMMUNITY PANEL

The Imagine Moreland Community Panel was randomly selected to form a representative sample of the community



- 8 Brunswick
- 4 Brunswick East
- 6 Brunswick West
- 7 Coburg
- 1 Coburg North
- 2 Fawkner
- 7 Glenroy
- 4 Pascoe Vale/Oak Park
- 5 Pascoe Vale South



Recruitment and stratification undertaken by Deliberately Engaging