NIGHTLIFE AND CREATIVE SECTOR ENGAGEMENT SESSION
ENGAGEMENT OUTCOMES REPORT PLANNING FOR SYDNEY TO 2050

prepared by JOC Consulting

for City of Sydney

2 May 2019 | Final Report

JOC CONSULTING
creative urban planners

BACKGROUND

JOC Consulting (JOC) was commissioned by the City of Sydney (Council) to design and facilitate 'Your vision for our City's nightlife and creative future', a targeted engagement session to help inform the Planning for Sydney to 2050. The workshop was supported by the City of Sydney's Nightlife and Creative Sector Advisory Panel with design and logistic assistance. The Panel also invited participants to attend the two-hour workshop.

DETAILS

Date: Thursday 28 March
Time: 6.00 PM - 8.00 PM
Location: The Loft, the Strand Arcade
Number of attendances: 44 participants
Welcome to Country: Matthew Doyle
Performances: Brendan Maclean and Felicia Foxx

Objectives
The workshop aimed to;

- provide the opportunity for the nightlife and creative sectors to contribute to the Planning for Sydney to 2050 engagement process
- establish a shared vision that imagines the future nightlife and creative sectors - where we want to be
- capture ideas and suggestions from the creative and cultural sector
- inform participants about the Planning for Sydney to 2050 project and Council's role as an enabler and advocate

This Engagement Outcomes Report details the insights and findings from the workshop conducted on 28 March 2019.

WHAT WE HEARD

The following summary of key themes collates data from all activities to present a snapshot of needs, wants and desires of participants for Planning for Sydney to 2050.

WE WANT A CITY THAT MAKES US PROUD

Participants imagined living in a city that they feel connected to and proud to call home. Participants were passionate about supporting creativity, preserving the green 'urbanscape' and leveraging the local persona to drive the direction of future planning. Moving forward, Sydney is a sustainable and vibrant city that retains and celebrates its unique character. It should embrace, celebrate and express itself to be the 'best City in the world'.

WE WANT A CITY THAT WELCOMES ALL

Participants want to live in an inclusive and empathetic city where differences are celebrated and encouraged. Participants imagined a city where it's diverse residents feel safe and at home. Moving forward, Sydney should strengthen its creative relationships and encourage collaboration. Residents should feel compelled to actively participate in shaping their own futures.

WE WANT A CITY THAT DARES TO LEAD

Participants envisioned Sydney's future as a bold and daring city, where new ideas flourish. They acknowledged that the City is constantly changing but that it should strive to be resilient and supportive. Innovation in design was seen as a key enabler for the city's success and a way of supporting communities to thrive. Moving forward, Sydney should embrace arts and culture to guarantee its success as a true global City. The more agile and experimental the City, the more diverse the talent, industries and community.

WHAT WE WANT

Participants were asked to develop vision statements for the future of Sydney in 2050, with consideration for the nightlife and creative sector. They responded with the following:

In 2050, the City's nightlife and creative sector will be…

"…the jewel of Sydney's/Australia's crown. It is open all hours, allows for spontaneity and discovery, celebrates diversity and history and enables communities to participate and claim identity"

"…something we can be proud of: dynamic, ever-evolving, pushing boundaries, diverse, inclusive and rewarding"

"…the best in the world"

"…inclusive and easy to broadcast opportunities to engage and reach the people. It will also be a city that promotes and facilitates curiosity and exploration"

"…supported, thriving, diverse, inclusive, representative and accessible. Internationally reputable and locally valued and celebrated"

"…equitable and accessible to all differences, encouraging innovation and creatively unique"
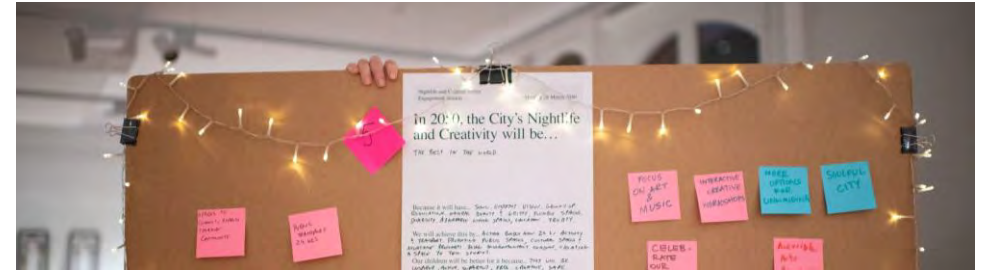
OBSERVATIONS
The following comments were made by individuals during group discussions and are important for further consideration and investigation:

- Preservation and acknowledgement of Aboriginal and Torres Strait Islander cultural heritage. The 'truth telling' of First Nations history can thrive through the arts and cultural practice.
- Improved safety in public spaces at night to encourage and attract more people. The diversification of activities at night along with physical interventions can help improve safety (and perception of safety).
- Celebration of diversity and recognition through nightlife and creative sector that considers and empowers people with disability.
- Platforms for emerging and young artists to showcase their work.

"There are a lot of people in Sydney, but they're not leaving their houses. We have the space, but we need to ignite curiosity and support local business. We as artists, need to let people know what is out there."
~ Workshop Participant

WHAT WE DON'T WANT

The workshop presented future city scenarios and asked participants to reflect on what they like and don't like about each scenario. In summary, participants want to avoid the following in planning for Sydney to 2050:

LET'S AVOID **SOCIAL AND SPATIAL FRAGMENTATION**

Participants expressed their concerns regarding disconnected neighbourhoods and precincts that turn into 'ghettos'. Lack of accessibility and the overuse of private transportation were mentioned as important issues to address. Participants worried this disconnection would result in isolation of individuals and exclusivity of communities.

LET'S AVOID **A BUSINESS ORIENTED CITY WITH NO SOUL**

Participants worried about growing privatisation in cities and support for 'only economically viable' artworks. They raised their concerns about culture being linked to consumption and used as a trophy yet still undervalued and underappreciated. The participants also expressed a concern creativity could be priced out of the city. Participants mentioned favouring corporate interests would encourage divestment in the arts, widen social inequality and reduce empathy across the City.

LET'S AVOID **AN OVERLY PLANNED CITY**

Participants mentioned over-regulation as a main concern. They worried that if the city becomes too strict and prescriptive it would create a homogenous and stagnant culture.

APPENDIX
DATA

ACTIVITY ONE - MAPPING CHANGE

As participants arrived, they were asked to reflect on Sydney's nightlife and creativity. While not all participants engaged with this activity, the comments provided on butchers paper have been summarised in the below graphic and are important reflections to consider when planning for the future. Councillor Jess Scully also provided participants with a briefing prior to activity two providing on overview of 'where have we been' and 'where are we now'.

80's
A thriving and provocative creative scene

90's
Lively creative spaces and a diverse music scene

2000's
Welcoming, visible and exciting

2010's
Spontaneous with new global influences

today
Restricted and lacking opportunity

JOC CONSULTING
creative urban planners

ACTIVITY TWO - SCENARIOS AND PROVOCATIONS

Activity two asked participants to explore what creativity and nightlife would look like for a future city. The activity was based on six possible future scenarios developed by Professor Andy Pratt (2015) in the Future Cities Foresight Report and quoted in Greg Clark's 'Culture, Value and Place' Report (2018). Participants were asked to brainstorm what the city's nightlife and creative sector looked like in these future scenarios and identify the key things to avoid as consideration for planning for Sydney to 2050.

SCENARIO 1: CAMPUS CITY

The city will consist of distinct locations and quarters devoted to high value economy: science and technology hubs, smart city districts, advanced office and business districts and others serving the creative class. Culture and education will be used instrumentally to serve the needs of different enclaves

'What does nightlife and creativity look like for this scenario?"		'Based on the scenarios, what have we learnt and what do we need to avoid?'
- Possible funding from wealthy sector - Drenched in product placement propaganda - Barangaroo 2.0 - Lacking cross pollination - Sterile, white, uninspiring - Financially inaccessible - Bland, structured, 'clean' lack of character - Enclosed and not sustainable	'Like attracts like' - Allows you to target - Caters for youth - Deals with sprawling geography - Prescriptive, not spontaneous - No community - Not organic - Gated - Sterile high rises with laneways - importance of leveraging multi-cultural	- Cynicism - Isolation - Exclusivity - Private transport - Social and physical divide - Tribalism

Participant Quote

"We had two thoughts on what it would look like, some people thought it would be a very closed, gated and sterile community, like a lot of Barangaroo and nothing else. Others thought it created a capacity for precincts like the "growing arts on play" near Barangaroo that create the path for cross-pollination and growth within and across precincts."

SCENARIO 2: HOMELAND CITY

Traditional values will prevail in the homeland city. It will be a pre-retirement oasis for people over 50 who seek to be protected from change.

'What does nightlife and creativity look like for this scenario?"		'Based on the scenarios, what have we learnt and what do we need to avoid?'
- Daytime family events - Exclusive - Underground - Resistance - Opera and ballet (conservative)	- Predictable - Uninformed - Dull - Exit - Not where I wanna be!	- Spatial fragmentation - Not allowing organic growth - Technology without humanity - Lack of empathy

- Opens early and closes early
- Food and wine culture
- Homogenised
- Cashed up leisure money
- Sad
- 24/7, 365 days, John Farnham Farewell tour
- Sports, personal services
- Hidden red light
- Traditional forms preferred
- Stifled
- Stagnate culture
- More restaurant gigs?
- More matinees
- Traditional- Theatre, restaurants, galleries (all close @ 11)

- Uninspiring
- Uncultured
- Disconnected
- Quiet and outdoor
- Cruise ships
- Memory and history
- Sanitised
- Medical hubs
- Family focused
- All ages
- Unoffensive
- Traffic
- God's waiting room
- Relaxed
- Square peg, circular hole

Participant Quote

"50+ not yet retired that do not like change. Traditional, safe, homogeneous and quiet. There may be a strong food culture, but they would start early and finish early. Culture would be retained, but stagnant, they would be fighting hard to ensure nothing changed. There would a counterculture to this city, there would be a strong and thriving underground culture that would be non-compliant"

SCENARIO 3: BUSINESS LOUNGE CITY

Inequalities and disparities grow within and between cities, and culture increasingly is customised for transnational elites. Those with the ability to pay will be fully catered for. Culture will be about display.

'What does nightlife and creativity look like for this scenario?"		'Based on the scenarios, what have we learnt and what do we need to avoid?'
- Mono culture - Money - Full of Botox - No disco - Depressing and fake - Babies - Just the Opera House - Closed - Hunter Valley concerts + Opera on the harbor	- Boring, isolated, grumpy state - Everyone is in pain - Ground - Everyone's in pain - Someone Dj-ing, but no one is there - All highrise - Maserati cars everywhere - Private rooftops - No public space	- Monopolised businesses 'Soulless' - Privatisation - Tax havens - Using culture as a trophy - Accessibility - Elitist, over-pricing of culture that excludes audiences based on class - Casinos

Participant Quote

"Ours was about the most aliening, botox filled, elitist possible version that you can imagine. It is all just about money, imagine everyone working to earn the most possible money they can earn. We had powerful elites, full of botox, monoculture, completely isolated. Thinking of cities around the world, this reminds me the most of Miami, which is beautiful in some ways, but very isolating. It's glitzy, but you travel 1km and there is an African American population that is marginalised, some haven't even been to the beach in Miami, it is a city of extreme wealth and extreme poverty and no one speaks to each other and we don't want that in Sydney. Culture is skin deep".

SCENARIO 4: TOURIST EXPERIENCE CITY

An augmented reality of the city will shape the organisation of the immersive experience city, in which physical and virtual worlds are blended and tailored to the needs of the individual.

'What does nightlife and creativity look like for this scenario?"		'Based on the scenarios, what have we learnt and what do we need to avoid?'
● Transactional money ● Fun and carefree ● International and local live music ● Augmented visuals on everything ● Being alone ● Instant party transportation ● Pockets/hubs of fun (destinational) ● Tinder for experiences ● Five senses ● Endless, anything you want to see, hear or experience, you can no matter where you are ● Ability to find your 'people' no matter where they are ● Immersed in nature ● Multilingual ● Mix of nature and green space with development equals happy people	● Internal, more meditative sensory. ● New types of music styles reflecting technology. ● Community building ● Lack of physical touch ● Checkerboard ● Fragmented - everyone having their personalised AR experience ● Detached (lack of connection) ● On phones ● Make more connections, but online ● Network of libraries, parks, buildings and cemeteries ● Opportunities to find out info about the city ● Engaged/disengaged	● Mass consumerism ● Disconnection ● Monoculture ● Stagnation ● Singularity ● Powerful elites ● Corporate interests ● Over-regulation ● Inequity and inaccessibility ● No community

Participant Quote

"We have the element where the virtual reality world merges into the physical world. At first we thought this would be no good, it will lead to isolation as everyone will be in their own experiences. We then thought, there is endless possibility as your reality can become anything you want it to be and whilst you are walking around in a "technology bubble" you are also able to find your people, no matter where they are in the city. We summed it up as being super connected to an endless spinning of opportunities because we thought it may be a bit full on, but we were also very excited about it."

SCENARIO 5: EDGE CITY

Highly populated, but least cultured cities; spatial fragmentation and lack of critical mass means culture struggles to attract investment. Local governments stuck in low investment; low return equilibrium means public investment in culture declines. Culture becomes more linked to retail, TV and online.

'What does nightlife and creativity look like for this scenario?"		'Based on the scenarios, what have we learnt and what do we need to avoid?'
- No money - Toxic symbol - Bonfires - TV - Wasteland or tumbleweed - Street signs no stopping, no left or right turn.	- Abandoned buildings (for lease signs) - Ability to find your 'people' no matter where they are	- Homogeneity - Spatial fragmentation - Divestment in the Arts - Culture being linked to consumption - Instrumental education

Participant Quote

"We were suspicious when we first looked at it, unfortunately it didn't move from there so we just came up with a few dot points. Starts with nightlife is dead, this leads to social isolation, mass exodus, a lack of hope and depression".

SCENARIO 6: OMNIVORE CITY

An open city tailored to accommodate a fast-moving cosmopolitan culture. Higher densities than today, high interaction environments (co-working etc), home to a large educated middle class with appetites for cultural performance and innovation.

'What does nightlife and creativity look like for this scenario?"		'Based on the scenarios, what have we learnt and what do we need to avoid?'
- Interconnected highrise buildings - Green rooftops that are publicly accessible and connected	Every building has an element of residential, private and commercial	- Ghettos - Monoculture - Lack of affordability - Isolation

Participant Quote

"An open city tailored to accommodate a fast-moving cosmopolitan culture. Higher densities than today, high interaction environments (co-working etc), home to a large educated middle class with appetites for cultural performance and innovation".

ACTIVITY THREE - 'WHAT DO WE WANT?'

Activity three was focused on brainstorming an imagined future through the eyes of the participants. Participants were asked to brainstorm what creativity could look like in Sydney in 2050. The below table and word cloud present the most common themes generated from this brainstorm activity.
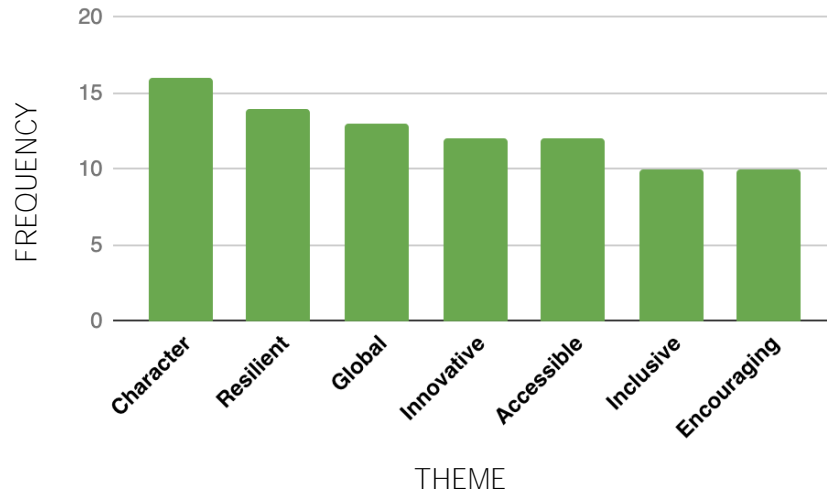
Within their groups, participants were also asked to prepare a vision for the future of the City's nightlife and creative sector in 2050. These vision statements have been included on 3 but are also included in full on the following pages.

The following pages include the data collected from all groups for activity three.

GROUP ONE

Brainstorm
- Active
- Focused
- Open
- Fluid
- Globally inclusive and actively encouraging
- Proud entrepreneurial
- Engaging
- Inclusive and welcoming
- Safe, Spontaneous and inspiring
- Night time will be working hours
- More time for leisure and fun
- Focused on stories and experience, not funding
- Creativity shown in persona of city (urban design)
- Diverse subculture, revolution and political
- Sustainable
- Upskilling and diversifying, skills and professions/industries
- Cross-disciplinary co-working spaces
- A destination/state, Australia and world wide
- Broadcast global intimate personal
- Great participation
- Pockets of authentic culture
- Micro (small scale) activated spaces + cultures
- Strong enough to be independent of politics

Vision

In 2050, the city's nightlife and creativity will be the jewel of Sydney's/Australia's crown. It is open all hours, allows for spontaneity and discovery, celebrates diversity and history and enables communities to participate and claim identity

Because it will have structure, mirror balls and funding
We will achieve this by being inclusive
Our children will be better for it because it will allow them to develop interpersonal skills and have an open mind
We will have protected our identity, our cultural assets
We will have attracted or created the best and empathetic people on the planet

GROUP TWO

Brainstorm
- Inclusive
- Fast trains
- Wi-Fi
- Lead by our first people
- Spontaneous
- Fast trains with Wi-Fi
- Innovation
- Vibrant
- Fun/exciting
- Experimental, designing new spaces
- It feels bustling and hopeful, but never congested or manic
- I can get to the beach by public transport in 30mins from anywhere in the city limits
- The city is full of innovative green spaces
- Urban beehives
- Green walls corridors
- Accessible
- Networked
- Dynamic
- Diverse

Vision

In 2050, the city's nightlife and creativity will be inclusive and easy to broadcast opportunities to engage and reach the people. It will also be a city that promotes and facilitates curiosity and exploration.

Because it will have character, curated precincts and good transport/network facilities movement (active transport) to engage with environment
We will achieve this by responsive and adaptable town planning (not just property and money orientated) and having a 'street culture'
Our children will be better for it because it will be safe and encouraging them to be exposed to culture and spaces where they can express themselves.
We will have protected connection, strong social ties to our mental health
We will have attracted or created all the creatives (and people) we have lost and will become a city of substance that is inclusive and authentic

GROUP THREE

Brainstorm
- Development opportunities ladder (artist and audience)
- Destinational, diverse precincts
- Accessible (transport and access). Multicultural
- Supportive
- Discovery/journey
- Fun
- Inclusive
- Daring, different and challenging.
- 'Local pride' artists, nightlife, people and explore
- Safe
- Dynamic, evolving, diverse and ever changing
- Pushing the boundaries of reality
- Accessible and multi-sensorial
- Robust/authentic
- Stewardship and ownership
- Granular, dispersed and year round
- Layered 24hr city (business and experience)
- Unique and vibrant

Vision

> **In 2050, the city's nightlife and creativity will be** something we can be proud of: dynamic, ever-evolving, pushing boundaries, diverse, inclusive and rewarding.

> **Because it will have** a discovery of journey, of fun, daring, different and challenging experiences
> **We will achieve this by** having a layered 24-hour city of granular, dispersed and year-round experiences that are vibrant, unique, robust, authentic, accessible and multi-sensory
> **Our children will be better for it because** they will live in a city that is for all ages and cultures and is safe
> **We will have protected** a supportive and inclusive nightlife that gives us 'local pride'
> **We will have attracted or created** destination, diverse precincts that offer development opportunity ladders for artists and audiences that are not always accessible

GROUP FOUR

Brainstorm
- Outdoor 'sound' not outdoor 'noise'
- A city that embraces everyone
- Affordable
- Part of a permit process by property developers is to donate a certain number of spaces/floors to artists to live, create or work
- Free space or rent incentives for artists contributing to the cultural fabric of the city
- Publicly owned and accessible spaces
- A population who celebrates night-time it's economy
- Live music without restrictions
- Well-funded arts and creative sector
- Please have green spaces
- Diverse and inclusive
- Proactive in the talent development
- Free access to a variety of culture for audiences
- High mutual community trust and respect
- Holistic and vibrant
- Diversity: not just in people, in cultures and in beliefs, but also in terms of buildings and structures. Ie not a big stark soulless clinical looking and feeling city
- Invested in growth of young creatives
- moving into commercial practice
- A city that allows adults to make decisions and be accountable for the consequences
- Party after dark
- Leave space for culture to grow
- Class blind
- A city that embraces the sounds of a city
- Keep the lid
- Trusting
- Surprise and delight
- Supported venues: artist driven
- For every advertisement focused billboard there should be space for public art
- A 24-hour city

JOCCONSULTING
creative urban planners

Vision

In 2050, the city's nightlife and creativity will be supported, thriving, diverse, inclusive, representative and accessible. Internationally reputable and locally valued and celebrated.

Because it will have taken risks, been adventurous and resourced
We will achieve this by responsive, agile, funded, co-operative, championed and trusted
Our children will be better for it because they can have fun through increased opportunity, wellbeing, encouragement to pursue creative pursuits resulting in the community being stronger
We will have protected the ability to earn an income in the arts and cultural venues, institutions, cultural/artistic heritage, diversity of cultural experiences and First Nations first recognition space
We will have attracted or created new cultural groups/institutions, audience and public valuing and belief in the arts, cultural tourism/talent healing through culture

GROUP FIVE

Brainstorm
- Soulful city
- More options for unwinding
- Interactive creative workshops
- Accessible arts programs
- Focus on art and music
- Celebrate our outdoors
- 24hour everything
- Financial support for arts programs and
- artists
- Guerrilla exhibitions
- Respect, support and inclusiveness of arts programs and artists
- Flexible spaces
- Live and work
- Busking (no permits)
- Public transport that operates 24-hours
- Spaces to connect, express mature community
- Affordable housing
- Quiet reflective space
- Trees and green
- Cultural policy is ground up shaped by community
- Flexible planning
- Dedicated cultural spaces
- Safe guarded public space
- Responsive and flexible regulation

Vision

In 2050, the city's nightlife and creativity will be the best in the world.

Because it will have soul, empathy, vision, ground up regulation. Natural beauty and gritty, flexible spaces. Diversity, affordable living spaces, education and a treaty
We will achieve this by acting boldly now. 24hr activity & transport. Protecting public spaces, cultural spaces & night-time precincts. Being environmentally conscious. Creating a space to tell stories
Our children will be better for it because… They will be inspired, active, supported, free, creative safe & impowered.
We will have protected… culture, the future, space, reputation, human rights, environment, work/life balance.
We will have attracted or created… Diversity, safe welcoming space, world's best economy, best thinkers, the most socially enriching community in the world

GROUP SIX

Brainstorm
- Accessible
- Vibrant
- Stimulating
- Artistically driven
- Social nodes (for everything and everyone)
- Promoter of innovation and encourage new expression and collaboration.

- Sustainable
- Safe to explore
- Safe to explore
- Creativity thriving, 24/7, villages with green squares and diversity driven
- Diverse
- Seamless work to play and to live.
- Safe loving
- Creatively inclusive

- Cohesion- music, arts and residents
- A driver of social cohesion, mutual respect and understanding
- Nurturing, forward focused
- Actively (inclusive) not using diversity or inclusion as a tokenistic buzzword
- The entire city works together in cohesion

Vision

In 2050, the city's nightlife and creativity will be equitable and accessible to all differences, encouraging innovation and creatively unique.

Because it will have diversity, less regulation, more opportunities, supported and funded industry designated creative zones.   **We will achieve this by** removing impediments and universal income.   **Our children will be better for it because** there will be a more vibrant and inclusive community, freer to create and engage.   **We will have protected…** Venues, spaces, community and creative spirit. We will have attracted or created… Our own cultural character!

ACTIVITY FOUR - Q&A WRAP UP

The final activity of the evening was a group discussion on the priorities or missing gaps across the activities. Participants were encouraged to share further ideas and relevant themes that had not been discussed throughout the workshop. The following comments were noted during this discussion:

Comment 1

"Diversity and inclusion seem to be a major overall key theme, but to ensure this. Currently there are many first nations people or people with disabilities that can't go out, or don't feel safe when they go out because they don't have the same experience as middle-class white people. Talking about diversity and inclusion it would nice to see in 2050, a first nations or person of colour as the Mayor of Sydney or a person with a disability. People in leadership positions reflect the community we live in. Thinking about equity and different barriers. It would be nice to see that within this Sydney 2050 document."

Comment 2

"I feel there is a big gap in regards to platforms for emerging young talent, there are a lot of big events, but often it is established artists and creatives that get that stage, it would be amazing to have smaller interactive communal spaces where people can create and more platforms to showcase potential."

Comment 3

"To speak further around platforms, 25s and under on Instagram, to stop having to find talent through digital platforms like Instagram, because it relies too much on algorithms and aesthetics, it creates huge barriers to anyone that doesn't fit this description."

Comment 3

"More about the spaces, there are spaces in Sydney, but I think a lot of people are lazy. I was a promoter for 25 years and there are a couple of places left, I feel like we were talking about igniting curiosity. There is a lot of people in Sydney, but they're not leaving their houses, we have the space, but we need to ignite curiosity and support local business. We as artists need to let people know what is out there."