



Surfers Paradise, Ben Ashmole

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### > THE CONTEXT

Gold Coast City Council is the largest local government area by population in Australia that is not a State Capital. Its steadily-growing population is expected to reach 621,751 by 2021. With its own airport, light rail system, sports stadiums and multi-faceted arts centre it has evolved into a dynamic modern city – a position which will be highlighted when it hosts the Commonwealth Games in 2018.

The evolution of the Gold Coast has raised awareness of the role of arts and culture in the life of the City, and drawn attention to the need for improved infrastructure to support creative activity and community engagement with the arts.

### > OUR INVOLVEMENT

Since 2001, Positive Solutions has undertaken more than twelve studies to support Council's arts and cultural development aspirations. These have included mapping and audits of the arts and creative industries, and of cultural infrastructure across the City; concept development, demand assessment and financial planning for the Gold Coast Cultural Precinct; and several projects to assist the management and governance of Gold Coast Arts Centre. The latter has included benchmarking, board recruitment and the recruitment of a new Gallery Director. Most recently, we have assisted The Maytrix Group in their study into a Commercialisation Model for the Cultural Precinct.

### > THE RESULTS

Arts and cultural development are now significantly higher on City Council's agenda than previously. The Mayor is championing the development of a major Cultural Precinct, and has established a high-profile Advisory Committee. The Arts and Cultural Development Unit has been relocated into Economic Development, recognising the wider importance of this sector for the City. Positive Solutions is delighted to have played a modest but sustained role in this evolution of arts and cultural planning by City Council.