



Image: James Gallimore

A Creative Economy Strategy for a Growing Regional City

> THE CONTEXT

AlburyCity is a growing regional city, located at the border of Victoria and New South Wales. The City Council has undertaken major projects to raise its profile as a major regional creative and cultural hub. Already known as being the home of The Flying Fruit Fly Circus and Hot House Theatre, AlburyCity has invested in several major facilities within the heart of the city, including the Murray Art Museum Albury (MAMA) Gallery, the Library Museum, and the Youth Café. QEll square, recognized as the cultural hub of the city, is also in the process of being developed.

> THE BRIEF

AlburyCity Council engaged Positive Solutions, assisted by The Maytrix Group, to develop a Creative Economy Strategy for Albury and the surrounding region, with a view to maximise the social and economic potential of the sector. As part of the brief, Positive Solutions was asked to provide practical recommendations to support the growth and diversity of creative products, and a mapping of promotional opportunities for Albury and the region.

> OUR APPROACH

Interviews and focus group discussions with a variety of cultural and creative industry stakeholders provided a strong overview of the strengths and areas of opportunity for the local community. An online survey secured 190 responses from community members engaged in the creative sector. The learning from this targeted consultation process informed a well-attended workshop which helped to shape the preferred future for Albury's creative economy.

> THE RESULTS

The overarching goal for the Albury Creative Economy Strategy was to secure economic growth for the creative economy locally. The Creative Economy Strategy 2017-2021 was formally adopted by Council and is in the process of being implemented. The Strategy outlined actions, including potential networking and collaborations, professional development, funding strategies, CBD and city activation, and the development of the Aboriginal creative sector, especially with regard to cultural tourism linkages.