



Japanese Festival, Children's Day

Development of Coffs Harbour Cultural Strategic Plan 2017-2022

> THE CONTEXT

Coffs Harbour is the major regional city on the Mid North Coast of New South Wales, midway between Sydney and Brisbane. It has a population of 72,000, with projected growth to 90,000 by 2031. It is now the largest urban centre by population on the Mid North Coast. It is also a major tourism destination attracting 1,598,000 visitors a year. North Coast Destination Network (the regional tourism body) estimates 29 percent of tourists to the region are cultural tourists.

The Coffs Harbour Council saw a significant opportunity to develop a plan that recognises the central role of arts and culture to the Coffs Harbour region, fosters the vision of artists and creative industries, and guides future cultural investment and activity.

> THE BRIEF

Coffs Harbour City Council commissioned Positive Solutions to develop a Cultural Strategic Plan for the region for 2017-2022. The intent of the plan is to create a vibrant arts and cultural environment for residents and visitors. Developing the capacity and increasing the depth of the local arts and cultural sector will enhance the attractiveness of Coffs Harbour as both a place to live and to visit.

> OUR APPROACH

Positive Solutions worked closely with the Coffs Harbour City Council to develop the Strategic Plan. This included an initial review of Council documentation including policies and plans. We then undertook a literature review and community consultation to inform the draft Policy and Plan. We focused on arts and cultural organisations, creative businesses, key community and education representatives and the local business community to build a rigorous document that accurately reflected the needs of the region.

> THE RESULTS

The Cultural Strategic Plan 2017-2022 outlined future-focused strategies to recognise the central role of arts and culture to the liveability of the region including economic and social wellbeing. Central to the development of the Plan was consultation with community members and stakeholders interested in arts, culture and community wellbeing. 'Creative Coffs - A New Cultural Strategic Plan 2017-2022 and Cultural Policy' received the Highly Commend Award at the inaugural Leo Kelly OAM Arts and Culture Award, celebrating outstanding achievement by local government organisations in strategic planning for arts and culture, August 2017.

SEE ALSO:

- > [Ipswich Arts and Cultural Strategy](#)
- > [Armidale Arts and Cultural Strategic Plan](#)
- > [AlburyCity Creative Economy Strategy](#)
- > [City of Perth Arts, Culture and Heritage Strategy](#)