

SOUTH WEST CREATIVE INDUSTRIES STRATEGY FEEDBACK SUMMARY

September 2020

1. INTRODUCTION

Through June-August 2020, feedback was sought on the draft South West Creative Industries Strategy. Initially, this feedback came through targeted correspondence with attendees at previous consultation sessions, before being opened to wider public comment. The summary of feedback collected, and how it is incorporated into the final Strategy, is provided here. Feedback was collected through phone calls, Zoom meetings, and through the online platform created for the Strategy. Due to restrictions linked to COVID-19, no in-person consultation sessions were able to be hosted.

2. FEEDBACK TYPE

In general, feedback on the Strategy was positive. Comments included:

- Loved document, feels optimistic about it and thinks it is “bang on” in its content and focus.
- Strategy creates a good framework for the region and for attaining more funding and support.
- This layout and language is so easy to read and aspirational.
- Seven Objectives: very solid.
- Very excited about it and had no changes or additions to suggest. Strategy inspired them in lots of ways. Clear and has big potential and really liked the layout, particularly mentioning the infographic as a great way to communicate what has been achieved.
- The Draft Strategy is looking really solid.

A number of conversations involved providing links to further information, noting that only the Summary Strategy document was provided.

For those that provided comments, there were four main types of feedback that were provided on the Strategy:

- Organisations, art forms, individuals or institutions that could be added to the Strategy (“People”). People might include feedback on key participants whose role in the Strategy is not clear;
- Opportunities that might flow from the Strategy (“Opportunities”). Opportunities are conversations that have started about how existing or new initiatives might link to or be launched from the Strategy;
- Clarity that is required from the Strategy (“Clarity”). Clarity is required in the way information has been presented, or further tools need to be developed to present this information; and,
- Things that could be added to the Strategy (“Things”). Things might be reflections on Activities, Objectives or background material which need to be added.

In addition to these feedback types, a number of suggestions picked up on small formatting or grammatical errors, which have been edited in the final version. No feedback on the Strategy recommended anything be removed from it.

3. ACTIONS

Table 1 summarises the feedback around the four themes mentioned above; presents a response to the comment from Regional Arts Victoria; and, where relevant, references where changes can be found in the Strategy. A number of these Actions and Items are linked to one another. Where possible, these links are noted in Table 1.

TABLE 1: FEEDBACK SUMMARY

TYPE	ITEM #	COMMENT	RESPONSE	STRATEGY REFERENCE
People	1	Institutions Some feedback centred on a perceived lack of consideration for key institutions in the Strategy.	See also Item 2. These institutions are key to the creative ecology. However, it is not possible to list every institution of relevance in the Draft Strategy – the document itself avoids naming any, because it is deliberately general. The Creative Ecology document lists them in detail, and summary ‘What it Means’ sheets can be created for all.	Included in Creative Ecology document. ‘What it Means’ Summary sheets to be created for these institutions.
Opportunities	2	Partnerships A number of comments outlined how they would like to work with the Strategy.	See also Item 1. These are all excellent and welcome offers. Regional Arts Victoria to follow-up directly with these comment providers.	No edits required – Regional Arts Victoria to approach individual comment providers for further actions.
	3	Data The Data Objective was popular amongst respondents with some ideas for implementation.	Each comment reinforced the need to collect strong, consistent and comparable data. Commenters are reflecting on how it may be used; with the exception of the retrospective data collection point (which is likely to be too difficult), each of these suggestions can be realised from the existing Objective.	No edits required.
Clarity	4	Art forms There were some queries around definitions of arts and what was included.	The creative industry definition as it currently stands in the Strategy is all-encompassing and does not prevent all of these areas being explored – nor the reach it might have. No change to the definition is recommended.	No edits required.

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Clarity (cont'd)	5	Responsibilities There are some parts of the implementation of the Strategy that are not confirmed, and this does create uncertainty.	The Strategy is already, and will absolutely, be used as an advocacy tool. Proof will be in the results delivered. The unconfirmed section is challenging, because the uncertainty is real. This will be addressed through the life of the Strategy. Advisory Group governance will consider diversity.	Section 'Who will do this work?', paragraph 2, edits in red: <ul style="list-style-type: none"> Updates and reports on the Strategy will be released to the public following these meetings... The Advisory Group will also assist in advocating for the delivery of the Strategy in the region. Recruitment of the group will consider diversity mix.
	6	Further tools Commenters had some thoughts on further tools required to compliment the Strategy document.	A timeline and implementation plan will form part of the twice-yearly reporting to the Governance and Advisory Groups. 'What it Means' sheets will assist people to find themselves in Strategy.	Section 'Who will do this work?', paragraph 2, edits in red: <ul style="list-style-type: none"> Both groups will meet twice-yearly to review and revise milestones and initiatives as they progress against an implementation plan and timeline.
	7	Ownership Whilst not explicitly stated, feedback conversations also caused Regional Arts Victoria to reflect on ownership.	It may be difficult to communicate the importance and role of community involvement beyond the general statements already in the document itself, which are quite high-level. It may benefit from an introduction from a local arts organisation reflecting on their own role, and how they might use it. Progress updates following meetings with advisory and governance groups can be published on the webpage for the Strategy.	New welcome/introduction added: arts organisation from the region.
Things	8	Education The importance of arts education was highlighted by a number of respondents.	See also Item 4. Strong arts education offerings underpin a vibrant sector, and multiple consultees through the process felt this opportunity had declined in recent years. The Draft Strategy noted these educational settings are beyond the context of this document, but a further note should be added about facilitating partnerships that might advance them locally.	See Objective 7, in 'Objectives' Section of Full Strategy – 'And another thing..' line added (red text): <ul style="list-style-type: none"> "It is beyond the scope of this Strategy to address the decline." However, Regional Arts Victoria will convene local arts education stakeholders to inform Objective 7 implementation and discuss with this group potential local actions for improving education offerings.

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Things (cont'd)	9	Cultural literacy One commenter noted that some work in cultural literacy would benefit the region.	Agreed. A number of groups, including Traditional Owner groups, run education and cultural literacy programs in the region. As part of the Professional Development series, workshops on these topics should be considered.	See Objective 6, in 'Objectives' Section of Full Strategy – 'And another thing..' line added (red text): Young artists, artists living with disability... non-arts peak bodies – and may also offer training themselves to the wider community on cultural literacy
	10	Environmental context Reviewers had some thoughts on the SWOT analysis and Context Statement regarding COVID-19.	Relevant additions have been made to the SWOT analysis section.	All points added to section 'What we Heard'.