

**Partnership Agreement
between
Creative Victoria
and the
Municipal Association of Victoria (MAV)**

PREAMBLE

Creative Victoria and MAV (on behalf of councils in Victoria), commit to this Partnership Agreement which is based on the spirit of cooperation and shared commitment to placing the creative industries at the forefront of the State's future growth, prosperity and liveability.

Local government investment in arts and culture delivers important economic, social and cultural outcomes across regional and metropolitan areas of Victoria. In addition to infrastructure (including galleries/museums, performing arts venues, libraries), this investment supports festivals/events, public art projects and cultural programming, through to services relating to community planning, education, Indigenous, heritage, diversity and youth. Across Victoria, there are 79 council-owned or supported theatres and 62 council-owned or supported public galleries, and 263 public library branches.

Both parties recognise the significant benefits of investing in the creative industries which collectively make up 8% of the State's economy, contributing almost \$23 billion and 220,000 jobs. This investment has a significant impact on Victorian communities' liveability, social cohesion, education, employment and cultural tourism.

This Partnership Agreement recognises the complementary roles played by Creative Victoria and councils in the planning, development and provision of creative industry infrastructure and services across the State.

The Agreement provides a framework to guide current and future relationships, agreements and activities undertaken by Creative Victoria and MAV in the implementation of *Creative State*, Victoria's First Creative Industries Strategy, 2016-2020.

The parties intend to give effect to this Partnership Agreement but acknowledge that it does not create and must not be construed as creating a legally binding and enforceable contract.

Signed on the 9th day of September 2016 by



Andrew Abbott
Deputy Secretary
Creative Victoria



Rob Spence
Chief Executive Officer
Municipal Association of Victoria
(On behalf of local councils in Victoria)

1. Context

Creative State, Victoria's first Creative Industries strategy, was launched by the Victorian Government in April 2016. The strategy will be implemented in partnership with key stakeholders including government agencies at the Commonwealth, state and local level.

Initiatives in regional areas, establishment of co-working spaces, public events and programming, and community participation are all examples where the active involvement of local government will be critical.

To ensure that *Creative State* is implemented in the most effective way, Creative Victoria and the Municipal Association of Victoria (MAV) will enter into a four year partnership agreement (2016-2020) to work with local councils across the state on the growth of creative industry organisations and activities. This will ensure that actions are aligned with local priorities and increase the impact of the creative industries at a local level.

To assist with this, the Government has allocated \$600k over four years 2016 to 2020 (\$150k pa) to MAV to establish a new Arts and Cultural Policy Adviser role aimed at implementing the Partnership Agreement.

2. Purpose of the Partnership Agreement

To deliver on a shared vision/commitment to deliver *Creative State* and strengthen the cultural, social and economic benefits to all Victorians.

The Partnership Agreement aims to:

- Promote and embed greater cooperation between Creative Victoria and MAV.
- Recognise that there are interdependencies between the partners in delivering on our responsibilities.
- Outline longer-term strategic directions under *Creative State* and key areas of mutual interest.
- Guide the work of the new MAV Arts and Cultural Policy Adviser role.

3. Roles and responsibilities

Creative Victoria is located within the Department of Economic Development, Jobs, Transport and Resources (DEDJTR). Creative Victoria invests in a wide range of creative and cultural practitioners, organisations, events and projects, and oversees the state's major creative and cultural organisations, collections and facilities, valued at \$7 billion.

DEDJTR's mission is to lift the living standards and wellbeing of all Victorians by sustainably growing Victoria's economy and employment and by working with the private and public sectors to foster innovation, creativity, productivity, investment and trade.

MAV is the peak body for Victorian local government established under legislation by the Municipal Association Act 1907. The Act vests the MAV with the responsibility to promote the interests of local government and represent all 79 councils in Victoria.

Local government plays a significant role in supporting the cultural life of Victoria. In 2010-11, Victorian local government authorities spent an estimated \$354.8m on cultural activities, (ABS 2012). In addition to infrastructure (including galleries, museums, performing arts venues and libraries), this activity can include support for festivals, events, public art projects and community / cultural development.

4. Principles of Engagement

- Understanding and respect for each party's specific legislative and electoral mandates and responsibilities.
- Open and timely communication and consultation.
- Shared focus on outcomes for local and regional communities.
- Understanding the resource capacity of each sphere.

5. Governance

- The Deputy Secretary, Creative Victoria and CEO, Municipal Association of Victoria will hold regular meetings to focus on the Partnership Agreement and supporting activities.
- CV will have standing representation on the quarterly MAV Arts and Culture Committee.
- The Partnership Agreement is not intended to duplicate existing collaborative or consultative arrangements, including project-specific arrangements.
- Creative Victoria and MAV are independent organisations with separate governance and approvals processes that lie outside the scope of this Agreement. As such, both parties may hold different opinions around the best approach to deliver particular strategic directions.

6. Evaluation and Review

The parties agree to monitor the implementation of the Agreement and evaluate its effectiveness after 18 months of operation and following that as agreed on a joint basis.

7. Term of Agreement

This Agreement will have a four year term commencing from the date of signing.

8. Implementation of Creative State

This Agreement provides a framework to guide current and future relationships, agreements and activities undertaken by Creative Victoria and MAV in the implementation of *Creative State*, including but not limited to the Action Areas below.

It recognises that key actions under *Creative State*, particularly those in regional and suburban areas, will require the active engagement of local government. Creative Victoria and MAV will work together to identify opportunities to collaborate where appropriate on the delivery of new *Creative State* initiatives.

- ***Backing Creative Talent - Creating more opportunities to produce and present great work.***
Identify opportunities for collaboration and partnership with local councils on the support and development of Aboriginal arts and culture, and the commissioning of new landmark projects.
- ***Strengthening the creative industries ecosystem - Building capability and conditions for growth***
Investigate opportunities for state and local government partnerships to support skills, entrepreneurship and innovation.
- ***Delivering wider economic and social impacts - Stimulating innovation and wider creative impact***
Work collaboratively to identify, quantify and publicise the economic and social value and impact of cultural activities.
- ***Increasing participation and access - Engaging more Victorians in cultural and creative endeavour***
Work in partnership with suburban and regional councils to establish spaces for creative enterprise and collaboration, and provision of new activities and infrastructure.
- ***Building international engagement - Expanding Victoria's impact and profile for global, audiences, visitors and markets.***
Work in collaboration with local government on planning, infrastructure and cultural tourism initiatives.