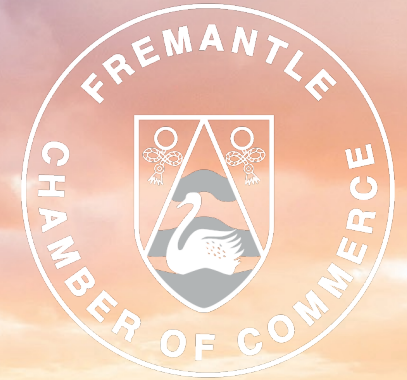


FORGING A VIBRANT FUTURE



**Fremantle Chamber of Commerce
Arts and Creative Industries Think Tank
30 March 2021**



Fremantle Chamber
of Commerce



THINK TANK ATTENDEES

- | | | | |
|-----------------------------|----------------|-------------------------------|--|
| + City of Fremantle | Kathryn Taylor | + Notre Dame | Dr. Michael McCall - Film & Production |
| + DLGSC | Tina Askam | + Kate Flower Food | Kate Flower |
| + DLGSC | Derek Smith | + ICS Australia | Craig Peters |
| + Design.Freo | Pippa Hurst | + Busines innovation Services | John Tedesco |
| + Spare Part Puppet Theatre | Natalie Bell | + Lost in Fremantle | Nardia Plumridge |
| + FRAME VR | Justin Mcardle | + Furntree Australia | Angeline Ong |



WORKSHOPPED VISION FOR CREATIVE SECTOR IN FREMANTLE

RECOGNISED
STRENGTHS



GRIT TO
GROW



SPACES TO
CREATE AND
RESIDE



CONNECTED
COLLABORATIONS



FREMANTLE BRAND,
COMMERCIALISATION &
EXPORT



WORKSHOPPED VISION FOR CREATIVE SECTOR IN FREMANTLE

RECOGNISED STRENGTHS

Fremantle's uniqueness and diversity of our assets is the basis of how we define "Creative Industries"

- Circus WA (and potential WA Centre for Circus)
- Fremantle Arts Centre
- MOJOS & Freo.Social
- Hidden Treasures (old clubs & hotels and musicians)
- Spare Parts Puppet Theatre
- Artsource
- JSLED
- High St & West End
- Audio, design, AR and creative commercial industries and studios
- Kings Square proposed Indigenous collaborative artwork and performance space.
- Proposed FILM hub and studio, existing internationally recognized film producers.
- Biennale
- International Street Arts Festival
- Fremantle Press and State Literature Centre



WORKSHOPPED VISION FOR CREATIVE SECTOR IN FREMANTLE

GRIT TO GROW

1. The Fertiliser - understanding the drivers that may our creative industries so successful – the grit of an old Port city, youth attachment and artists attachment to this place. “food for the soul”
2. The Fields of Influence - the blend of Indigenous and migrant histories, food, sea, stories, music
3. The Bones - built form and spaces for musicians to play, young people to gather, studios and galleries. multiple use spaces to activate and gather.
4. The Energy – vibe & ambience, movement, meeting place.
5. The Future - apprenticeships and support for employment of creatives across different industries.



WORKSHOPPED VISION FOR CREATIVE SECTOR IN FREMANTLE

SPACES TO CREATE AND RESIDE

1. Affordable housing, students and artists living in Fremantle.
2. Commercial incubators, artists studios (JSHEd, Artsource and others).
3. Fremantle is a safe place to visit, work and be.
4. Walkability and discoverability – a place to linger with purpose.
5. Parking affordability for artists and audiences.
6. Accessibility – transport connectors south and north, less reliance on parking.
7. Active ground floors (studios, artists residences, activated shopfronts, windows)



WORKSHOPPED VISION FOR CREATIVE SECTOR IN FREMANTLE

CONNECTED COLLABORATIONS

1. Recognition of creative industries as a local driver of local economic development
2. Better connections between our historic West End and new modern urban heart
3. Connections allow for constant exchange of ideas.
4. Pathways – FILM STUDIO, Notre Dame University, SMTAFE, Existing enterprises and businesses.
5. Industry pathways are well articulated and understood.
6. Artsource and Fremantle Arts Centre – places to gather, collaborate and celebrate.
7. Builds on connections being realised in Fremantle's hubs such as North Fremantle, South Fremantle, Wray Ave etc.
8. Lunchtime escapes and City's idea for a once a month "open door" night.
9. Funding and partnerships, patrons for alternative art forms and Fremantle organisations.
1. Youth energy part of the planning and definition of creative industries in Fremantle.



WORKSHOPPED VISION FOR CREATIVE SECTOR IN FREMANTLE

FREMANTLE BRAND, COMMERCIALISATION & EXPORT

1. Design.Freo and brand of a creative city is shared, owned and understood by both artists and consumers.
2. Export Fremantle ideas to the world.
3. “Design” thinking theory.
4. Notre Dame University opened up and a more active part of the creative community.
5. International festivals
6. Film studio, AR and other creative products exported overseas.
7. Part of a Tourism product but not just about a Tourism product.
8. An internationally recognised part of a global arts movement.
9. Connections to opportunities, while maintaining the strengths of our isolation.
10. Fremantle UNESCO listed destination for music city.



MOST SIGNIFICANT OPPORTUNITIES IDENTIFIED

- + **Build on strength of industry we already have**
 - + **Mandating spaces & places for artists**
 - + **Effective pathways for youth**
 - + **Artists to feel connection to Fremantle that supports & nurtures them**
 - + **Change of use and definitions of buildings & spaces more flexible**
 - + **Once a month 'open door' or showcase of Fremantle creatives**
 - + **City has a Cultural & Strategic Creative Plan**
- + Other Opportunities
 - + Policies and Govt provisions for employers and artists
 - + Formal training and pathways identified
 - + Free parking for vibrant night life / more accessibility & transport
 - + Realisation of a University city
 - + Links to other industries in Fremantle and better ways to recognise economic contribution to City.
 - + Kings square & Whadjuk Civic Centre as a modern urban centre



MOST SIGNIFICANT BARRIERS TO OVERCOME

- + **Diversity of funding for future development of our creative sector (given its non-traditional nature)**
- + Fremantle overlooked in state relationships
- + Narrow minded property owners
- + Fremantle Brand not well articulated outside Fremantle
- + Anti-social behavior & homelessness
- + Gentrification and removal of the grit required for creative industries to thrive
- + Cost of living