

OUR GUIDING PRINCIPLES

Geelong: Australia's *Creative City of Design.*





Stephanie A

CR STEPHANIE ASHER
Greater Geelong Mayor

We are already a region where creativity flourishes through innovation, connection, talent and knowledge sharing. Our ambition is to be a region where sustainability and innovation are engrained in how we live, work, play and do business.

The City of Design guiding principles will support organisations, businesses and community groups to connect their work with our UNESCO Creative Cities Network City of Design designation and be involved in celebrating our collective achievements.

The three principles of 'embracing a design mindset', 'nurturing creative talent' and 'fostering our design culture,' will position us to reach for new ways of thinking, drive opportunities for creative partnerships and leverage our collective strengths to drive a great quality of life for residents.

The City of Greater Geelong invites everyone in our community to embrace our City of Design status and help shape our clever and creative' future.



IMAGE: On the Land: Our Story Retold
Exhibition, National Wool Museum

ACKNOWLEDGEMENT OF COUNTRY

We Acknowledge the Wadawurrung People as the Traditional Owners of the Land, Waterways and Skies. We pay our respects to their Elders, past and present. We Acknowledge all Aboriginal and Torres Strait Islander people who are part of our Greater Geelong community today.

Inspired by our living cultural heritage, Djilang/Geelong will be Australia's *premier creative and cultural regional city* and great design will positively impact our lives, work, business and communities in the future.

IMAGE: Johnstone Park,
Geelong

The lands of Djilang have been home to the very first makers, storytellers and inventors for thousands of years and the Wadawurrung people are at the heart of our creative design culture today.

Design established Geelong's national reputation as a thriving manufacturing economy for over half a century.

Today we have embraced a diversified creative economy and forged new design credentials in advanced manufacturing, scientific and technical service industries and clean technologies. We are an innovator in health, education and tourism.

Sustainability and a design mindset are engrained in our community and driven by local entrepreneurs. Our dynamic creative and artistic community are the backbone of our ambition for design excellence.

The industrial architecture of Geelong has been reimagined as universities, innovation precincts; distinctive hospitality venues and studios for creatives have emerged. The relationship between the life of the region and its built and natural form is symbiotic – identifiable, but never fixed, always adapting and evolving.

We actively promote the advancement of our creative collective and people of all cultures and backgrounds share in our success. We value that our design future will be inspired by our youth and strengthened by our living First Nations' history and growing cultural diversity.

What can Geelong achieve as a Creative City of Design?

Geelong's Creative City of Design designation positions the city within a network of Victorian, Australian and international UNESCO creative cities.

This provides a platform to highlight our inspiring design, share our knowledge and learn from other cities.

Locally, the designation provides a critical opportunity to unite our city leaders, designers, businesses, organisations and community members in our goal of placing culture and creativity at the heart of everything we do for a sustainable, resilient, inclusive and creative Geelong.

IMAGE: 'To the Unknown Mariner',
Brougham Street, Geelong

PURPOSE OF THE UNESCO CREATIVE CITIES NETWORK

The United Nations (UN) predicts that 7 out of 10 people in developing countries will live in urban centres by 2050.

Cities will play a fundamental role in the pursuit of global sustainable development as hubs of human activity linking places and connecting with the rest of the world. They will be places where urban development factors (economic, social, cultural and environmental) converge and interact.

The UN's 2030 Agenda for Sustainable Development outlines the role that local areas can play in contributing to 17 Sustainable Development Goals. Cities can use culture and creativity as drivers of creative economy, social harmony, human development, innovative technologies and scientific approaches.

Created in 2004, the UNESCO Creative Cities Network is leading the UN's program on cities and sustainable urban development (Sustainable Development Goal 11: Sustainable Cities and Communities).

Geelong was designated membership to the UNESCO Creative Cities Network in the field of Design, in November 2017. The designation recognises Geelong's rich history as a community of makers, inventors and innovative thinkers. This is reflected in our living Indigenous history, pastoral and wool legacies, strong industrial credentials and the clever, adaptive and diverse city we are today.

The designation is at the centre of our creative future and inspired by our community-led vision, 'Greater Geelong: A Clever and Creative Future' which guides our aspirations over the next 30 years.

The UNESCO Creative Cities Network

There are 295 member cities in the UNESCO Creative Cities Network (UCCN). Each member city is designated in one of seven creative fields (literature, media art, film, design, gastronomy, music and craft and folk art). There are 43 Cities of Design. The UCCN aims to:

- Strengthen international cooperation between cities that have recognised creativity as a strategic factor of their sustainable development;
- Stimulate and enhance initiatives led by member cities to make creativity an essential component of urban development, notably through partnerships involving the public and private sectors and civil society;
- Strengthen the creation, production, distribution and dissemination of cultural activities, goods and services;
- Develop hubs of creativity and innovation and broaden opportunities for creators and professionals in the cultural sector; Improve access to and participation in cultural life as well as the enjoyment of cultural goods and services, notably for marginalised or vulnerable groups and individuals; and
- Fully integrate culture and creativity into local development strategies and plans.



Creative Cities Network

Visit en.unesco.org/creative-cities for more information on the UCCN.

Sustainable Development Goals



Our Guiding Principles are an open invitation for *businesses, organisations* and the *community* to become involved and contribute.

Our Guiding Principles articulate our aspirations, drive our priorities and guide our efforts to maximise the benefits from the designation.

We encourage everyone to take inspiration from Djilang/Geelong's rich First Nations heritage and place our cultural and creative sector and diverse industries at the centre of our growth and ambitions. By placing a premium on our designers talents Geelong is well positioned to be one of Australia's leading innovative and liveable cities.

The Guiding Principles also help set us on the path to achieve the community's vision: *'By 2047, Greater Geelong will be internationally recognised as a clever and creative city-region that is forward looking, enterprising and adaptive and cares for its people and environment'*.

In addition, the principles will help Greater Geelong continue its transformation as a significant and desirable global visitor destination.

OUR GOALS

As a Creative City of Design, we will strive for Geelong to be:

- A city of possibility where creativity flourishes;
- A place where design drives an exceptional quality of life for our community;
- A place that embraces transformative thinking, ideas and activities; and
- An essential and renowned engine room for Victoria's creative economy.

OUR VALUES

As a Creative City of Design, we value:

- Wadawurrung People, Traditional Owners of this land, and all Aboriginal and Torres Strait Islander people, and their beliefs;
- Our distinctive heritage, diverse communities and contemporary culture;
- New ways of thinking and doing;
- Creative risk taking, being clever, agile and bold;
- Collaboration and exchanging ideas;
- Inclusion, equity and accessibility; and
- Reflection, learning and growth.

OUR GUIDING PRINCIPLES

Three principles guide our goals focus areas, live our values and drive creative outcomes for our region.



1. Embrace a design mindset



2. Nurture creative talent



3. Foster our design culture



Principle 1: **Embrace a design mindset**

- Grow awareness and understanding of best practice design and encourage its inclusion across business, government and community organisations and all their activities;
- Champion design-driven initiatives, investment and innovation that creates economic, social, cultural and sustainable opportunities and outcomes;
- Actively promote the integral role that design plays in shaping our community, city and region, and in addressing economic, social and environmental challenges;
- Advocate for resources, spaces and assets that showcase design and creativity; and
- Implement progressive strategies and policies to better support design and creative outcomes, including opportunities to experience Geelong as a design city.



IMAGE: Geelong Inventions: Past and Future, Deakin University



Principle 2: Nurture creative talent

- Encourage initiatives to cultivate versatile design and creative talent at all ages and skill levels in the community;
- Champion design education at levels, primary, secondary, vocational and tertiary;
- Identify and embrace industry-leading trends to ensure design professionals can function at optimum levels;
- Support initiatives and opportunities that maximise growth and development of design and creative talents from diverse backgrounds;
- Foster collaborations, connections, mentorships, and knowledge exchange to support progressive and contemporary practices; and
- Elevate the profile of local creatives and diverse industry designers by promoting what they do, both locally and more widely.

IMAGE: Workshop with Dean De Landre at Platform Arts, 2021, photo by Leiko Lopez





Principle 3: Foster our design culture

- Learn from First Nations People's histories, design and knowledge and embrace their contemporary practices;
- Raise awareness of design culture and the role of attribution in fostering its value;
- Cultivate a supportive environment for innovative programs, experimental creative activities, social networking and gatherings;
- Inspire our leading creatives to dream big, with practical support and encouragement for their aspirations and ideas;
- Attract dynamic design projects which lure more talent, cement the city's design profile and expand design centred operations and events across a range of diverse businesses and sectors; and
- Build Geelong's design-driven future with a collective culture of optimism, new and big ideas, collaboration and learning.

IMAGE: Nicki Gillis sings
Carol King, The Potato Shed,
image by Ivan Kemp





IMAGE: Geelong's
21st Century Garden,
Geelong Design Week 2021

Join in Geelong's design future

Everyone in our community can embrace, participate in and contribute to Geelong's Creative City of Design designation.

We invite all businesses, organisations and community groups to consider how they can adopt and embed the Guiding Principles in their work, services and the outcomes they are working to deliver in our community.

Collectively, we can achieve great change in shaping Geelong's future as a Creative City of Design alongside our strides towards a clever and creative future.

Visit geelongcityofdesign.com.au to read about local initiatives and achievements, learn about programs and opportunities, and share details about your own design projects.

Follow [@geelongdesigncity](https://www.instagram.com/geelongdesigncity) on Instagram and subscribe to the Geelong UNESCO Creative City of Design e-newsletter to stay up to date with design in Geelong.

AUSTRALIAN MEMBERS OF THE CREATIVE CITIES NETWORK

Australia has seven cities that have membership to the UCCN:

- Melbourne City of Literature (2008)
- Sydney City of Film (2010)
- Adelaide City of Music (2015)
- Geelong City of Design (2017)
- Bendigo City of Gastronomy (2019)
- Ballarat City of Craft and Folk Art (2019)
- Launceston City of Gastronomy (2021)

In 2020, the Victorian Creative Cities Network was established to support collaborations and progress local, regional and international opportunities that underpin economic, social, environmental and cultural benefits for each city, and Victoria as the Creative State.



**For further information
on Geelong City of Design:**

www.geelongcityofdesign.com.au

 @geelongdesigncity

