Visualising the Creative Industries Potential in the City of Sydney

This project aims to provide insights into the role that geography, community, and industry play in the tech, media, and design sectors in Sydney. The goal is to create a digital map that represents both the physical geography and the cultural significance of these industries.

Why the study is relevant:

- The project is innovative in its focus on the community, leading the identification of needs, preferences, and locations for new spaces. This ensures that the cultural spaces identified represent the diversity of the neighbourhood by actively involving diverse communities with different ethnicities, ages, abilities or incomes.
- The project fills the gaps in cultural infrastructure by actively engaging the community, thus ensuring that cultural infrastructure is equitable and accessible to all members of the community.
- The project promotes social justice by ensuring that cultural infrastructure is conceived with the inclusivity of marginalised groups; and allows for the preservation of cultural identities through the creation of spaces that reflect local traditions, practices and help strengthen community pride and cultural continuity for future generations;
- The project helps boost economic growth by identifying where cultural infrastructure can drive local tourism, arts industries, and community businesses, and ensures sustainable development as it tailors its solutions to the existing community, reducing the risk of disuse or neglect once the infrastructure is built.

What we are doing:

- The project will start by identifying where the existing tech, media and design industries are located (e.g., creative hubs, co-working spaces, tech companies, media outlets, design studios, etc.) and research why these industries are in specific areas – perhaps due to the local community, resources, or historical reasons through an online survey.
- The next step is to engage with local community members who have insights into those industries and locations. Through mapping activities and interviewing local business owners, industry professionals and residents, valuable ideas, such as what makes certain areas attractive for creative industries or the challenges faced by these industries in certain locations, can be understood.

What we aim to achieve:

- Building awareness of the community to understand the City of Sydney Cultural Strategy 2025-2035;
- Establishing a methodology for strengthening the local economy through community participation;
- Developing a digital map for the City of Sydney to showcase the creative industry and cultural infrastructure; and
- Demonstrating a collaborative success between local government and universities in value creation for the communities.

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