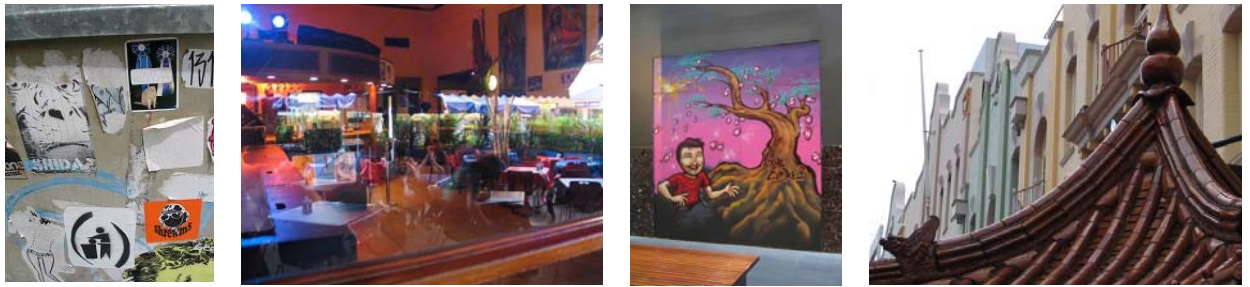


Future cultural and creative activity in Fortitude Valley



Brisbane City Council recognises the significance of cultural and creative life in the Valley as well as the importance of preserving and fostering it. Council wanted to hear the community's views on this topic and undertook research to help develop a cultural plan for the Valley.

Part of the cultural and creative life research involved gathering the views of interested groups. Surveys were sent to creative businesses, arts and cultural organisations, and individual artists. A further survey sought the public's perspective. The cultural and creative life survey asked for comments about the future of cultural and creative activity in Fortitude Valley. In addition to this, invitations were extended for artists, business, cultural organisation and the public to attend workshops to explore the topics and themes emerging from the surveys. Below is a summary of the survey research.

Who participated?

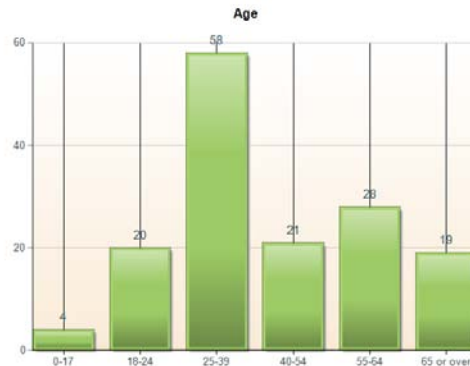
Surveys were conducted between 9 April and 5 May 2008. Fifty-nine surveys were completed by creative businesses, cultural organisations and individual artists as follows:

- There were 22 respondents to the questionnaire for individual **artists and creative practitioners**.
- There were 21 respondents to the **cultural organisation** questionnaire with the highest percentage 48% being incorporated associations
- 16 creative **businesses** responded, the majority being sole traders or for profit companies.

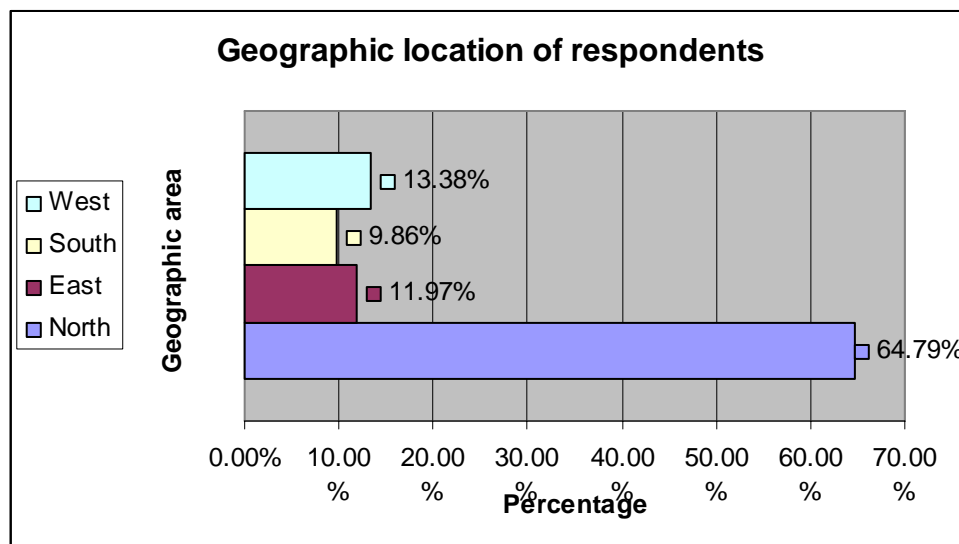
There were 153 respondents to the **public** survey. You can preview the online survey results visiting www.brisbane.qld.gov.au/yoursay and select "recent consultations".

Following is a summary of public survey results and some stories that people shared about their experience of the Valley:

Age of respondents – public survey



Geographic area of respondents – public survey



Where are central suburbs such as the city and FV captured in this graph?

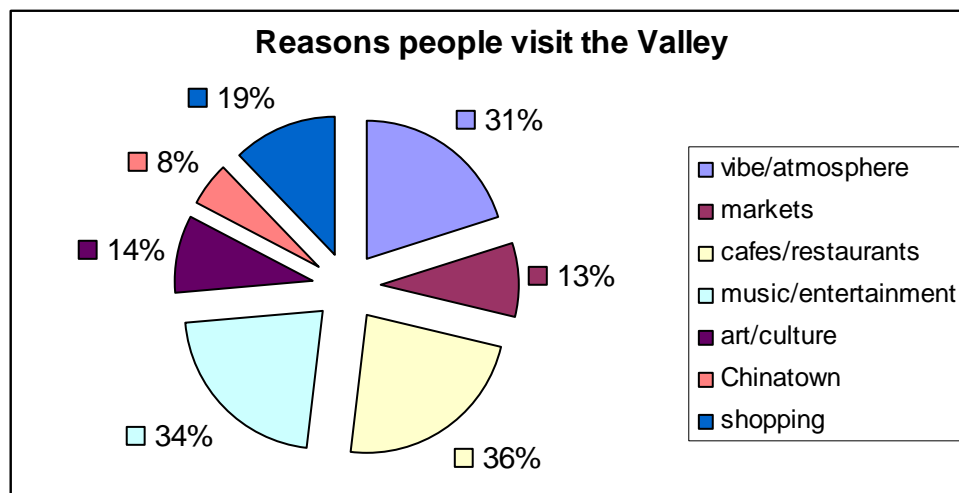
What you said – Public survey

Character

People were asked how they might describe the character of the Valley to a stranger. Almost forty per cent of respondents saw the Valley as eclectic, diverse and alternative. Over half of respondents saw the valley as a centre for entertainment and activity as well as cosmopolitan, vibrant and fun. Fewer than twenty per cent of respondents felt the Valley was unsafe, dirty or unwelcoming.

Why do people visit the Valley?

The following attractions draw people to the Valley:



While there are attractions that draw people to the Valley, eight per cent of respondents said the Valley has nothing of interest to draw them there.

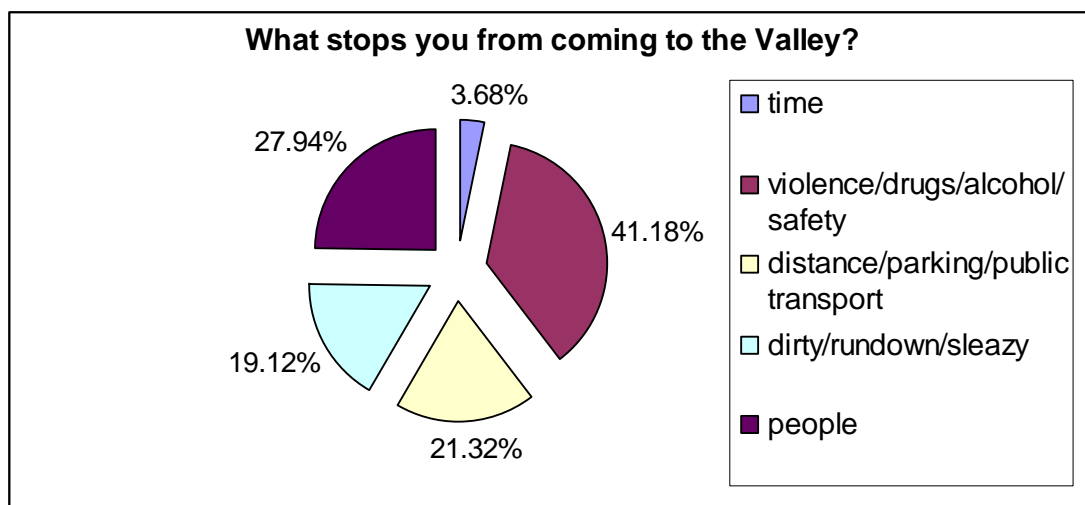
Important places

The following were seen as places of importance and were mentioned by a majority of respondents:

- McWhirters
- Chinatown
- Judith Wright Centre

What puts you off?

The following issues were the most commonly mentioned with respect to what stops people coming to the Valley.



Stories

Those who responded had a wide range of stories about the Valley. Here are some of the things people of different age groups had to say about the Valley now and in the past.

- I say to them that the Valley is the best place in Brisbane for gourmet food, entertainment and lifestyle. More like Europe and not at all dull like many parts of Brisbane. (65+)
- There were several good department stores there. I remember as a child buying the very large spring rolls there before taking the bus back home to Manly. I also remember as a child going with my mother to see a movie called I think Dog of Flanders. (55-64)
- It is a great place to go out for dinner (40-54)
- A great place to meet lots of diverse groups of people and be accepted as who you are. (25-39)
- Average single day I see someone striving to be different, unusual and special and the Valley has the culture to nurture that but there needs to be accessible affordable spaces for people to develop themselves. (25-39)
- I danced upstairs at Ric's and my then flatmate met her future husband. I saw Ben Folds play at the Tivoli and the crowd sang in harmony with his guidance. I took my nephew and niece to the Valley Market and my nephew was amazed. Thrilled that he could both buy and trade pokemon cards. (25-39)
- I tell people that I prefer to go to the Valley as it has everything that I need and it is a little more laid back in atmosphere as opposed to shopping, dining and social events in the City. (25-39)
- Good nights out. Eating/music/atmosphere (18-24)
- I was young and I lost my two front teeth. I was told if you go to the valley the fairies will give you your teeth back. Wow. (under 18)

Local events and activities

The following are activities that people would like to see more of in the Valley:

- Coordinated activities (71%)
- Outdoor festivals (72%)
- Places for street art (67%)

Future cultural needs

A question was asked about what people would like to see happen in the Valley neighbourhood that they felt would add to the experience of the Valley?

Almost one quarter of respondents want the Valley area (including Chinatown) to receive a face-lift and be cleaned up, and one quarter believes more green and open space would make it more appealing. Other key suggestions include:

- maintaining and restoring the old buildings
- ensuring the Valley was developed into a cultural and entertainment hub
- ensuring there was space for art and artists.

What you said – Artists, businesses and cultural organisations

An increase in accessible and affordable spaces for artistic practice was a significant issue raised by both artists and cultural organisations.

- 'more studio space for emerging artists – perhaps a combined studio/gallery that people can apply for that gives them exposure'
- 'affordable spaces for young people to transition to – make the Valley an affordable option so we can keep creative people'
- the lack of ease of parking emerged a number of times from business and cultural organisations.

The most important part of being based in the Valley is seen as:

- Central location/public transport
- Proximity to music/entertainment/cultural hub
- Proximity to other arts organisations/networks

The main barriers to growth are seen as:

- Loss of community and culture
- Lack of safety/ security and police presence
- Affordability of rental premises / Public space
- Traffic congestion/ Public transport
- Accessibility
- Parking

What is Council doing with this information?

Your feedback was shared at the cultural plan workshops in July 2008. Over 40 creative businesses, arts organisations, artists and members of the public participated in the workshops. Your feedback has had a direct influence on the development of the Cultural Plan. Once the plan has been endorsed by Council it will be posted on www.brisbane.qld.gov.au/fortitude_valley for your information.

Some of the issues that have emerged from the Cultural Plan investigation will feed into the draft Fortitude Valley Neighbourhood Plan that Council is developing in consultation with the community. The draft Fortitude Valley Neighbourhood Plan is a:

- framework for managing future land use and development
- 5-10 year plan
- legal (statutory) document

It takes time to develop a Neighbourhood Plan, usually between 12-18 months. The draft Fortitude Valley Neighbourhood Plan will be available for public comment next year, so keep checking www.brisbane.qld.gov.au/yoursay for updates.

Some of the issues raised as a part of the Cultural Plan investigation may fall outside the scope of what can be achieved by a Neighbourhood Plan, for example activities and events in the Valley. In these instances Council will continue to work with the community to look at how a program may be achieved.

Council really appreciates your valuable feedback and comments.



Dedicated to a better Brisbane