

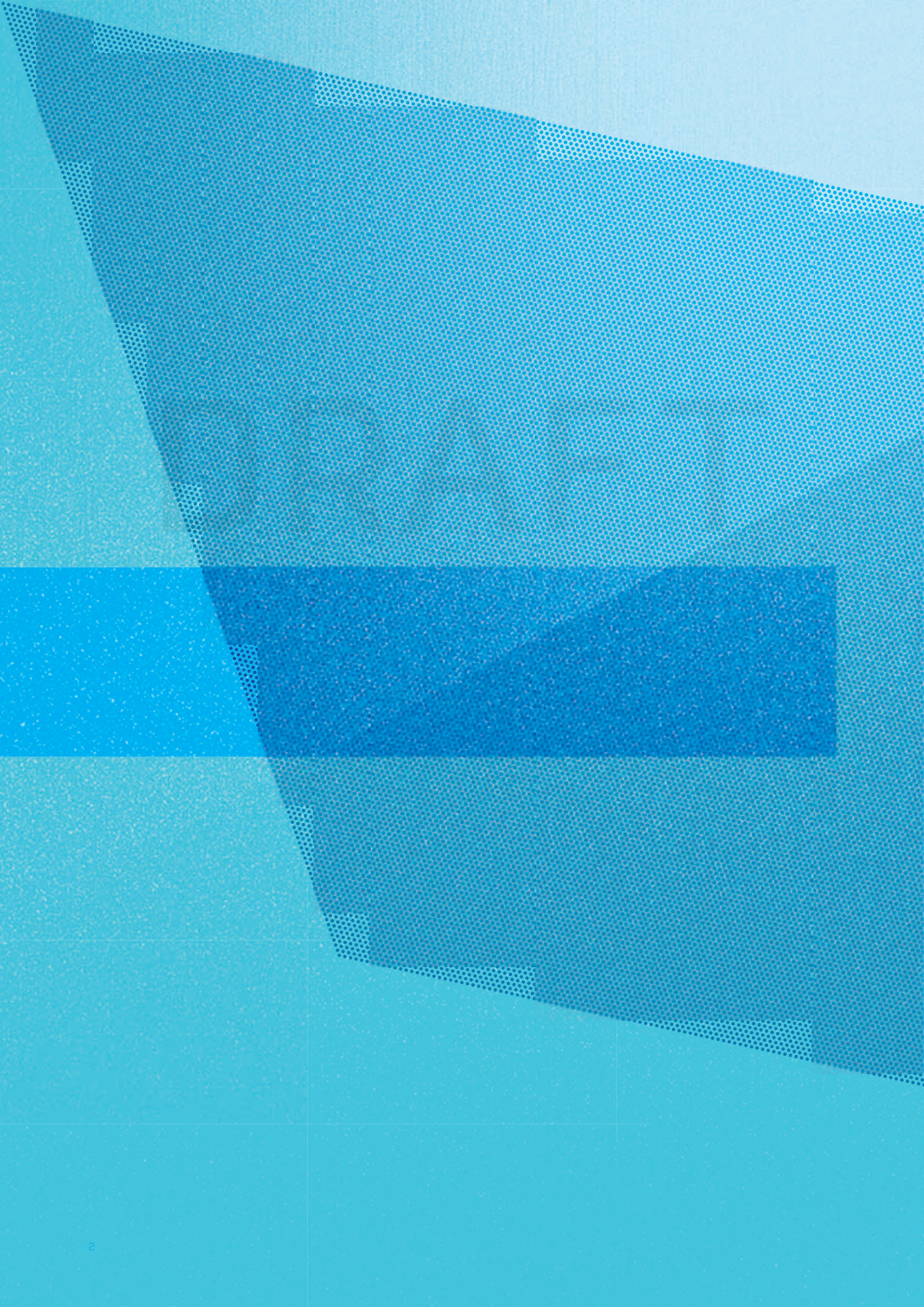
ARTS AND CULTURAL STRATEGY  
2011 – 2015

DRAFT



— City of —  
STONNINGTON







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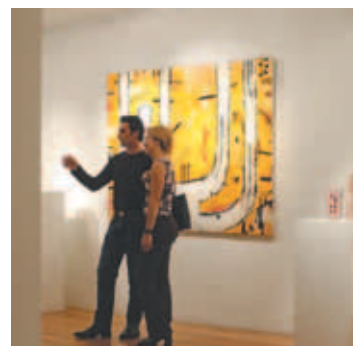
A CREATIVE COMMUNITY IS  
ONE WHERE WE FEEL WELCOME,  
BELONG, PARTICIPATE AND  
CONTRIBUTE TO BOTH THE  
PHYSICAL PLACE AND  
A COMMUNITY OF PEOPLE.  
IT IS VIBRANT, DIVERSE,  
TOLERANT AND ENGAGED.

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# ART





### STONNINGTON AS A CREATIVE CITY

The *Arts and Cultural Strategy 2011–2015* has been inspired by the concept of the creative city, developed by Charles Landry which has led to a new paradigm for cities around the world.

It advocates an integrated planning and policy making approach that uses creative thinking and creative people as part of that process.

A creative city requires a combination of both hard and soft infrastructure. Soft infrastructure includes attention to how people meet, exchange ideas and network.

The focus shifts from the purely functional built environment to urban design which encourages place making where people can make connections. That concept is developed in the *Arts and Cultural Strategy 2011–2015* to embrace creative communities and dynamic creative spaces.

Creativity is about having ideas, also the capacity to implement them.

Stonnington will be positioned as a creative city where people think creatively, plan creatively and respond creatively.

### STRATEGIC VISION

For the City of Stonnington to be recognised as a creative city where:

- ARTS AND CULTURE CONTINUES  
TO BE VALUED AND PROMOTED
- ARTS AND CULTURE SURPRISES,  
DELIGHTS AND ENGAGES THE  
COMMUNITY AND BEYOND
- CREATIVE TALENTS ARE ENCOURAGED  
AND SUPPORTED THROUGH SUSTAINABLE  
LINKS AND PARTNERSHIPS



# DRAFT

The following strategic themes were developed from the findings that arose out of extensive community and internal consultation.

### LEADERSHIP AND ADVOCACY

- To celebrate, advocate and champion arts and culture in the community and beyond

### CREATIVE COMMUNITIES

- To increase access, participation and enjoyment of arts and cultural programs to sustain community wellbeing

### CREATIVE SPACES

- To enliven public spaces with arts and cultural activities

### SHARING THE CREATIVE CITY

- To develop an integrated marketing and communications strategy to profile and promote arts and culture in Stonnington





## ARTS AND CULTURE IN STONNINGTON

### OUR CITY

**D**The City of Stonnington is located in Melbourne's inner south-eastern suburbs, alongside the Yarra River and a short distance from the centre of Melbourne. The city is primarily a residential area, well known for its parks and gardens leafy streets and historical architecture. It includes the suburbs of Prahran, Windsor, South Yarra, Toorak, Armadale, Malvern, Malvern East, Glen Iris and Kooyong.

Stonnington is situated on the traditional land of the Boonwurrung and Wurundjeri people. The Boonwurrung and Woiwurrung (clan of the Wurundjeri) people continued to live along the Yarra River as white settlement expanded beyond the centre of the Port Phillip district (Melbourne) in the 1800s.

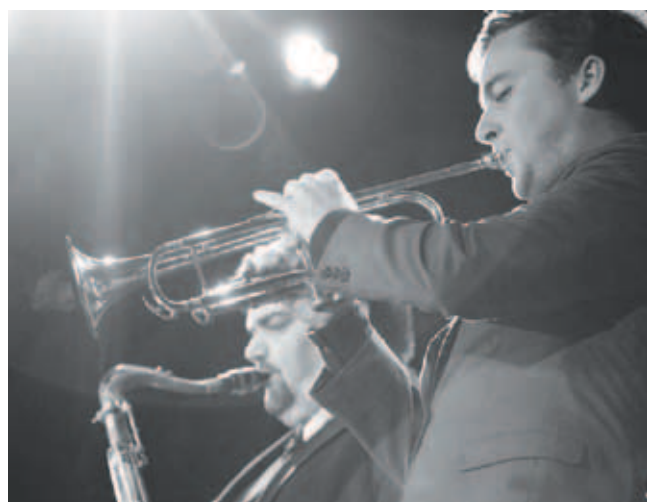
The city is culturally and economically diverse. Housing stock ranges from mansions to large blocks of public housing. A total of 19 percent of the population was born in non-English speaking countries and the municipality is made up of people from more than 135 different countries who speak more than 108 languages. The top five non-English speaking languages are Greek, Chinese, Italian, Russian and Indonesian.

There are numerous culturally and linguistically diverse community groups supported by Council including groups for Greek women and senior citizens, Chinese women and senior citizens, Italian senior citizens, Russian senior citizens, Bosnian people, Polish senior citizens, Korean senior citizens, Arabic-speaking women, Montenegrans, Western Thrace Turkish people and Latin American people.

According to the 2006 census, nearly 3,000 Stonnington residents have a severe disability and almost one in ten residents are carers of people with a disability.

There are more than 8,000 businesses located in Stonnington with strong sectors including property and business services, construction, health and community services generating a strong revenue rate base for the city.

**OUR COMMUNITY VALUES ARTS AND CULTURE. IN A RECENT SURVEY OF RESIDENTS, 86 PERCENT OF RESPONDENTS STATED THAT ARTS AND CULTURE WAS EITHER IMPORTANT OR VERY IMPORTANT TO THEM.**



Retail is the most visible economic sector and is pivotal to the city's prosperity and local amenity. Stonnington's 26 retail and activity centres range from clusters of local shops to one of Australia's most famous shopping strips, Chapel Street and the nation's largest shopping centre, Chadstone. The retail precincts attract quality retailers and the amenity provides lively places for locals and visitors to gather, socialise and enjoy.

The estimated population for the City of Stonnington in 2010 was 99,258 and it is anticipated the municipality will experience a growth rate of nine percent over the next 10 years. Stonnington has a relatively young population with 30 percent of the population aged 20 – 34 years and 50 percent of the population over 35 years. The majority of households are families, however; a third of the community lives alone.



## OUR CULTURAL ASSETS



Stonnington is home to an array of cultural and arts organisations, groups and venues.

Chapel Off Chapel, a professional theatre and exhibition space, is owned and managed by Council. Chapel Off Chapel hosts more than 260 events each year attracting more than 70,000 people. The historic Malvern Town Hall and newly renovated Functions On Chapel at Prahran Town Hall also host a variety of performances and community and cultural events.

Two of Stonnington's most prominent arts organisations are Polyglot Theatre and the National Institute of Circus Arts (NICA). Polyglot Theatre has toured internationally after developing its programs locally and NICA is the only institution of its kind in Australia, providing professional training for students seeking a career in circus arts.

### CULTURAL ASSETS LOCATED IN STONNINGTON INCLUDE:

COMO HOUSE  
COMMONWEALTH GOVERNMENT'S ART BANK  
FIRESTATION PRINT STUDIO  
HERRING ISLAND SCULPTURE PARK  
(Accessed by punt from South Yarra)  
MALVERN ARTISTS SOCIETY  
MALVERN THEATRE COMPANY  
MALVERN HISTORICAL SOCIETY  
MELBOURNE GAY & LESBIAN CHORUS  
MELBOURNE RAINBOW BAND  
PRAHRAN MISSION STABLES ART STUDIO  
PRAHRAN HISTORICAL SOCIETY  
SOUTH OF THE RIVER COMMUNITY CHOIR  
STONNINGTON CITY BRASS  
STONNINGTON YOUTH JAZZ INITIATIVE  
STONNINGTON SYMPHONY  
STONNINGTON HISTORY CENTRE  
THE DULDIG STUDIO  
UNITING ARTS TOORAK AT KINROSS HOUSE  
VICTORIAN EMBROIDERERS GUILD  
POLYGLOT THEATRE  
NATIONAL INSTITUTE OF CIRCUS ARTS  
THEATRE ORGAN SOCIETY OF  
(VICTORIA DIVISION) AUSTRALIA

The City is also home to numerous independent commercial galleries representing some of Australia's best known artists. As well, there are many practising artists of all disciplines based in Stonnington.

The City has a long history with the fashion industry and numerous high profile Australian designers started their career in Stonnington. The link with fashion remains strong with designers living and working in the area. Stonnington's famed shopping precincts anchored by fashion retail are a drawcard for locals and visitors.



## OUR CULTURAL PROGRAMS

The City of Stonnington offers one of the largest free event programs in Victoria. The diverse program has been developed to appeal to a range of ages and attracts more than 60,000 residents and visitors each year. The free outdoor events in Stonnington's parks and gardens are well attended.

### THE FREE EVENTS PROGRAM INCLUDES:

SPRING INTO GARDENING

VIVA YOUTH FESTIVAL

CHRISTMAS CAROLS CONCERTS  
(3 CONCERTS)

JAZZ THE IN GARDENS SERIES

OPERA IN THE PARK

MUSICAL MELODIES IN THE PARK

SYMPHONY UNDER THE STARS

FLAVOURS

PETS IN THE PARK

ROOLA BOOLA CHILDREN'S FESTIVAL

The City also owns and produces Stonnington Jazz, a festival presenting 100 percent Australian Jazz held in a variety of venues across the city during May each year. The festival supports emerging talent as well as established artists and has developed a strong following beyond the City's boundaries.

The City has successful partnerships with L'Oreal Melbourne Fashion Festival and Melbourne Fringe Festival.

More than \$290,000 is provided by Council each year under its Arts and Cultural Sponsorship program to assist local arts and cultural organisations with projects, works and to foster talent.

Council's Arts Acquisition program facilitates the purchase of art for the Stonnington Collection and the commission of site specific pieces of public art.

Council provides advocacy and advice to the arts community, an annual exhibition program as well as a series of professional development workshops for arts, not-for-profit and community organisations.







## PURPOSE OF THE STRATEGY

THE PURPOSE OF THIS STRATEGY IS TO SET THE STRATEGIC VISION FOR THE ARTISTIC AND CULTURAL LIFE OF THE CITY OF STONNINGTON OVER THE NEXT FIVE YEARS 2011 – 2015. THE STRATEGY BUILDS ON THE CITY'S CULTURAL HERITAGE AND PROVIDES A BLUEPRINT TO INSPIRE AND GUIDE THE CITY'S ARTISTIC CULTURAL DEVELOPMENT.

The *Arts and Cultural Strategy 2011–2015* was developed in conjunction with the following guiding principles:

### CREATIVITY AND INNOVATION

Developing new ideas, concepts and methods and delivering them to enhance liveability, community, prosperity and environment (four pillars from the *Council Plan 2009–2013*).

### CULTURAL AND HISTORICAL LEGACY

Acknowledging the historic and cultural platforms unique to the City of Stonnington and building on them.

### CULTURAL DIVERSITY

Recognising that Stonnington is a diverse community where individuals are valued regardless of abilities, culture, gender or socio economic status.

ARTS

### ENCOURAGEMENT AND PARTICIPATION

Ensuring that the community has the opportunity to participate in, or participate as an audience member, a range of arts and cultural programs.

### LEADERSHIP

Council has a leadership and advocacy role to champion arts and culture in the community and beyond.

### STRATEGY DEVELOPMENT

The strategy is the result of extensive consultation and collaboration with artists, artistic groups, businesses, retailers and the local community. Consultation commenced in August 2010 and continued in 2011.

The strategy has been developed to align with the *Council Plan 2009–2013* and other strategic documents including the *Municipal Public Health Plan*, *Public Realm Strategy* and *Municipal Strategic Statement*.



**THE VISION**

**FOR THE CITY OF STONNINGTON  
TO BE RECOGNISED AS A  
CREATIVE CITY WHERE:**

**ARTS AND CULTURE CONTINUES  
TO BE VALUED AND PROMOTED**

**ARTS AND CULTURE SURPRISES,  
DELIGHTS AND ENGAGES  
THE COMMUNITY AND BEYOND**

**CREATIVE TALENTS ARE  
ENCOURAGED AND SUPPORTED  
THROUGH SUSTAINABLE  
LINKS AND PARTNERSHIPS**



Emily Floyd  
An Unfolding Space 2010 (detail)

## VISION

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### STRATEGY DIRECTION

The creative city is a concept developed by Charles Landry in the late 1980s and has since become a global movement reflecting a new planning paradigm for cities. It advocates an integrated planning and policy making approach that uses creative thinking and creative people as part of that process.

A creative city approach recognises and respects diversity, creative dynamic thinkers and practitioners and emphasises and values the importance of place making and urban design to ensure well designed, aesthetically pleasing and accessible public spaces and facilities, resulting in opportunities for people to gather, meet and engage. The concept also supports and celebrates excellence in design.

The concept of the creative city sits well with the City of Stonnington's *Public Realm Strategy*, which provides a strategic vision for the planning, provision, improvement and management of outdoor public spaces through an integrated approach. The Strategy (adopted in October 2010) aims to develop a sense of place, community wellbeing and access for all people to Stonnington's public spaces.

Like the *Public Realm Strategy*, a creative city provides for hard and soft infrastructure and both need to be considered at the initial planning stage to maximise potential and generate a flow of ideas. Hard infrastructure includes such things as facilities, roads, public seating and walking paths, whilst soft infrastructure creates environments where people can meet, exchange ideas and network. A creative city fosters the idea of 'third spaces' which are neither home nor work, where people can be together – a café, a park, a public place or a bench seat.

### A CREATIVE CITY APPROACH INCLUDES:

- Developing broad definitions of vitality and viability
- Balanced development across cultural, economic, environmental and social spheres
- Cross disciplinary project teams that include creative thinkers and practitioners.

The creative city generates environments for people to become more curious and imaginative and fosters greater participation and wellbeing, stronger economies and vital communities.

A creative city is where people think creatively, plan creatively and respond creatively.



### LEADERSHIP AND ADVOCACY

#### GOAL

#### TO CELEBRATE, ADVOCATE AND CHAMPION ARTS AND CULTURE IN THE COMMUNITY AND BEYOND

The City of Stonnington is well placed to take a leadership and advocacy role to position the municipality as a creative city by including arts and culture in decision and policy making.

There is opportunity to develop a whole-of-Council approach to significant public projects and commercial developments. The *Public Realm Strategy* provides an excellent opportunity to engage creative personnel during the development of projects to reflect diversity, identity, history and local Stonnington stories.

A key initiative is to research and make recommendations on a Per Cent for Arts Policy for major commercial projects and Councils own capital works incorporating the creative city concept. This is further explored in the Creative Spaces theme.

A strategic, Council-wide approach to funding applications will assist in maximising resources and potentially increasing overall funding for projects.

There is an opportunity to increase dialogue with State and Federal Governments on arts and culture, in conjunction with other agencies including Municipal Association of Victoria (MAV), Local Government Professionals (LGPro) and other special interest groups.

#### STRATEGIES

#### ADVANCE ARTS AND CULTURE ACROSS COUNCIL AND IN THE COMMUNITY AND BEYOND

#### ACTIONS INCLUDE:

- Implement a creative city approach to decision making, planning and policy direction
- Research and develop Per Cent for Arts Policy for major commercial projects and Council's capital works

#### CELEBRATE IDEAS AND DISCUSSION OF ARTS AND CULTURE

#### ACTIONS INCLUDE:

- Continue to develop and implement a Reconciliation Action Plan
- Develop an 'In Conversation....' series on arts, architecture, history and heritage

#### FOSTER PARTNERSHIPS AND COLLABORATION

#### ACTIONS INCLUDE:

- Continued participation in special interest groups and networks
- Present *Arts and Cultural Strategy* to Arts Victoria, Municipal Association of Victoria and other agencies
- Research annual grants and philanthropic opportunities

### CREATIVE COMMUNITIES

#### GOAL

**TO INCREASE ACCESS, PARTICIPATION AND ENJOYMENT OF ARTS AND CULTURAL PROGRAMS TO SUSTAIN COMMUNITY WELLBEING**

A creative community is one where we feel welcome, belong, participate and contribute to both the physical place and a community of people. It is vibrant, diverse, tolerant and engaged. It is a core concept of a creative city.

The events program delivered by the City of Stonnington attracts audiences in excess of 60,000 people each year. The program is a core component of the *Arts and Cultural Strategy*. The strategy acknowledges the continuation and development of the events program and its ongoing evaluation through consumer research and satisfaction surveys. There is a commitment to ensure the program is relevant to the community.

Central to good leadership and fostering a creative community is forging partnerships. A partnership model between artists and businesses for urban renewal projects/precinct art will assist with place making in commercial precincts. Council can assist in the development of these partnerships through its Arts and Cultural Sponsorship program as well as helping foster new collaborations between artists, the corporate sector and funding bodies.

This theme also develops strategies to promote lifelong learning for local professional artists, non-professional artists and creative industries by supporting a series of master classes, professional and skills development workshops and mentoring programs.

#### STRATEGIES

**CONTINUE TO DELIVER A STRONG PROGRAM OF ARTS AND CULTURAL EVENTS**

##### ACTIONS INCLUDE:

- Develop 'Arts After Dark' program on Chapel Street
- Source additional sponsorship to fund the further expansion of Stonnington Jazz
- Develop creative industries market at Flavours

**FOSTER PARTNERSHIPS AND COLLABORATIONS**

##### ACTIONS INCLUDE:

- Undertake a formal review of the sponsorship program to align grants and triennial funds with the *Arts and Cultural Policy*
- Assist in advancing financial partnerships between artists and business

**ENCOURAGING LIFELONG LEARNING**

##### ACTIONS INCLUDE

- Tap into program opportunities through U3A and neighbourhood houses
- Continue to develop skills program for community arts and cultural groups
- Include creative industries as part of business networking and business events

**SUPPORTING CREATIVE INDUSTRIES AND COMMUNITIES**

##### ACTIONS INCLUDE

- Purchase locally produced art or artisan craft for official Stonnington gifts e.g. Citizen of the Year Awards
- Develop proposal for pop-up art using research from Empty Spaces Project (Arts NSW) to increase the use of public spaces and provide affordable opportunities for short-term projects
- Develop opportunities for emerging artists to provide "fringe" activities in association with festivals in cafés, street theatre or shop front performances





Above  
Louise Weaver  
*Grey Forester* 2005

Top  
David Bromley  
*Muscle Boy* 2005

## CREATIVE SPACES

### GOAL

#### TO ENLIVEN PUBLIC SPACES WITH ART AND CULTURAL ACTIVITIES

Place making is fundamental in developing the creative city. This type of place making gives equal attention to both hard and soft infrastructure to maximise aesthetics with integrated social benefits.

The importance of functional and creative infrastructure was raised in all the community consultations undertaken in the development of the strategy and there was unequivocal support for a Creative Hub model.

Creative hubs generate energy through the cross fertilisation of ideas, networking, collaboration and by economising on core business costs through shared equipment and resources. They provide affordable access and attract new creative people into the area.

Creative hubs can be linked by buildings and programs within a connected geographic area (a virtual hub or creative cluster) or a hub can be a stand alone building providing a community focal point for a number of creative industries, groups and/or individuals.

Creative clusters already exist within Stonnington – but there is limited, if any, interaction between the groups/organisations. There is a role for Council to facilitate the communication and interaction within the creative cluster, allowing groups to network, share ideas and potentially collaborate on projects (e.g. studio open days).

This is a short term goal which could lead to a longer term goal of establishing a creative hub through an infrastructure project. Such a creative hub could provide multi-tenanted space for creative industries, community groups and professional artists, where facilities and costs are shared. Creative incubator space for short term rental could also be considered as part of a creative hub. Depending on the size and layout of the creative hub, there could be opportunity for Council to increase exhibition and display space for curated works.

## CREATIVE HUBS MAY INCLUDE A COMBINATION OF:

- Linking existing primary spaces such as Chapel Off Chapel, Firestation Print Studio, Prahran RSL, Prahran and Malvern Town Halls, libraries and community halls
- Linking secondary spaces such as railway stations, empty shops, and other under-utilised buildings
- Multi-tenanted contractual arrangements for both community and professional artists and cultural organisations
- Moveable structures such as a truck, caravan or shipping container to allow for 'pop up hubs'
- Civic and open spaces such as parks, gardens, streetscapes and laneways
- Supported by programs and training to consolidate a cluster of activity

Permanent and ephemeral public art is central to place making. A Public Art policy including guidelines for precinct art needs to be linked to the *Public Realm Strategy*, *Arts Acquisition Policy* and the maintenance of public sculptures and monuments.

The term Percent for Arts refers to a planning program where a fee (a developer incentive), usually some percentage of the project cost, is placed on large scale development projects in order to fund and install public art.

The program may also include developers paying an agreed percentage to a public art fund. The fund would enable monies to be spent on permanent and ephemeral public art, a series of free community concerts in the development complex, community arts projects and artists in residence.

Establishing a Percent for Arts Policy will assist in developing more aesthetic streetscapes, commercial developments, playgrounds, laneways, housing estates and public spaces that have relevance and connection to community, and therefore increase liveability.

## STRATEGIES

### ESTABLISH CREATIVE HUBS/CLUSTERS

#### ACTIONS

- Facilitate and encourage communication within creative clusters to develop and strengthen networks
- Research pop up hubs and potential location/s
- Research creative hubs and potential locations/s
- Research and facilitate pop up arts program

### ENLIVEN PUBLIC SPACES

#### ACTIONS

- Research Percent for Arts
- Develop guidelines for public and precinct art
- Investigate opportunities to work with artists e.g. to develop solar light art installations for functional purposes and to increase public safety
- Research and develop a Design Excellence Award model (stand alone or under the IMAP umbrella)





## SHARING THE CREATIVE CITY

### GOAL

#### TO DEVELOP AN INTEGRATED MARKETING AND COMMUNICATIONS STRATEGY TO PROFILE AND PROMOTE ARTS AND CULTURE IN STONNINGTON

The promotion of events and cultural activities to residents and visitors is a crucial element of this strategy.

Consultation revealed a marked lack of awareness of existing arts and cultural programs as well as lack of knowledge about artists and organisations which are based in Stonnington.

Effective and integrated communication and marketing tools are essential to ensure residents and visitors know about current and upcoming activities. This encourages timely bookings, leading to increased participation and potentially a growth in new audiences. Developing an Online Arts Directory would provide greater access, promotion and usability for the community and businesses alike.

Joint marketing and incentives during festival times between galleries, restaurants, historically significant venues and businesses relevant to the festival theme will also attract visitors.

There is opportunity to promote cultural tourism and share Stonnington's creative story by developing marketing collateral (both traditional and digital e.g. phone applications) to highlight Stonnington's cultural assets, arts collection, events program, creative hubs and community based arts organisations.

An initiative to highlight the creative people who live, work and practice their craft in Stonnington will be developed. "Faces of Stonnington" will document local artists, musicians and people involved in cultural and creative industries.

Under the Inner Melbourne Action Plan (IMAP) there is opportunity to work collaboratively with the cities of Melbourne, Yarra and Port Phillip to activate Strategy 7 which supports the 'promotion of the Inner Melbourne Region as an investment location for knowledge rich business sectors.' Action 7.2 relates specifically to supporting creative businesses with a focus on 'new knowledge and ideas, design or creative endeavours.'

### STRATEGIES

#### INTEGRATING COMMUNICATIONS TO INCREASE AWARENESS

##### ACTIONS

- Increase the promotion of *What's On Stonnington*
- Develop Online Arts Directory on the Stonnington website
- Increase profile of locally based arts organisations and practitioners in Stonnington
- Develop "Faces of Stonnington" series (postcards, large format photographs and/or video)

#### PROMOTE CULTURAL TOURISM

##### ACTIONS

- Develop a suite of marketing materials such as brochures and digital applications for Stonnington's cultural assets
- Promote cultural clusters on Stonnington website
- Increase presence in Tourism Victoria's Cultural Guide
- Develop links with Cultural Tourism Industry Group
- Through IMAP, activate Strategy 7.2 to support creative businesses

# ACKNOWLEDGEMENT

THE CITY OF STONNINGTON WOULD  
LIKE TO THANK THESE INDIVIDUALS,  
GROUPS AND ORGANISATIONS FOR  
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East Malvern Traders Association  
Firestation Print Studio  
Glenferrie Road Malvern Business Association  
High Street Traders Association  
Kinross House  
Malvern Artists Society  
Malvern Historical Society  
Mossgreen Gallery  
New Hope Foundation  
NICA  
Polyglot Theatre Company  
Soundslike Productions (Stonnington Freeza Committee)  
Stonnington Chinese Association  
Stonnington City Brass  
Stonnington Symphony  
Stonnington Youth Council  
Streets Ahead Promotions Inc  
The Duldig Studio  
The Gallery  
Toorak Road South Yarra Traders Association  
Toorak Village Traders Association  
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All the Staff at the City of Stonnington and  
in particular everyone in the Economic  
and Cultural Development Team.

## PHOTOGRAPHY

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Collage City of Stonnington

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Musical Melodies 2011  
Photographer: Francesco Vicenzi

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Stonnington Jazz 2011  
Photographer: theshot, Natasha Blankfield

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Chapel Off Chapel  
Photographer: City of Stonnington

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Como Christmas Carols 2010  
Photographer: Francesco Vicenzi

Symphony Under the Stars 2009  
Photographer: Arlene Sachon

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FLAVOURS Festival 2011  
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Stonnington Brass  
Photographer: Philip Betts

Emily Floyd  
*An Unfolding Space* 2010  
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David Bromley  
*Muscle Boy* 2005  
Photographer: City of Stonnington

Louise Weaver  
*Grey Forester* 2005  
Photograph courtesy: Darren Knight Gallery

### PAGE 15

High Street Art  
Photographer: Philip Betts





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