

CREATIVE ALBURY STRATEGY

A bold new Creative Strategy that positions Albury as a national leader in creative culture and supports creative industries to thrive.

WHAT WE DID

- Developed a new Creative Strategy, bringing together arts, culture, placemaking and community infrastructure needs.
- Benchmarked and reviewed contemporary best practice and approaches to delivery and implementation of creative and cultural objectives.
- Led large-scale place-based cultural activations and pop-ups across Albury, Lavington and Thurgoona to inform the draft Strategy.
- Developed inclusive engagement tools including surveys, quick polls, ideas walls, school worksheets, participatory artwork and interactive mapping to capture lived experience across ages and abilities.
- Facilitated targeted engagement with the cultural sector, Aboriginal Advisory Committee, Youth Council, Access Advisory Group and Council reference groups to understand infrastructure gaps, barriers and opportunities.
- Led Council workshops with infrastructure, planning, community and economic development teams.
- Synthesised feedback from more than 1,000 participants into clear priorities for cultural infrastructure, inclusive programming, creative spaces and place activation.

- 01 Spreads from the draft Creative Albury Strategy
- 02 Photo from a cultural activation in QE2 Square
- 03 Targeted engagement workshop with creative sector

YEAR

2025

CLIENT

AlburyCity

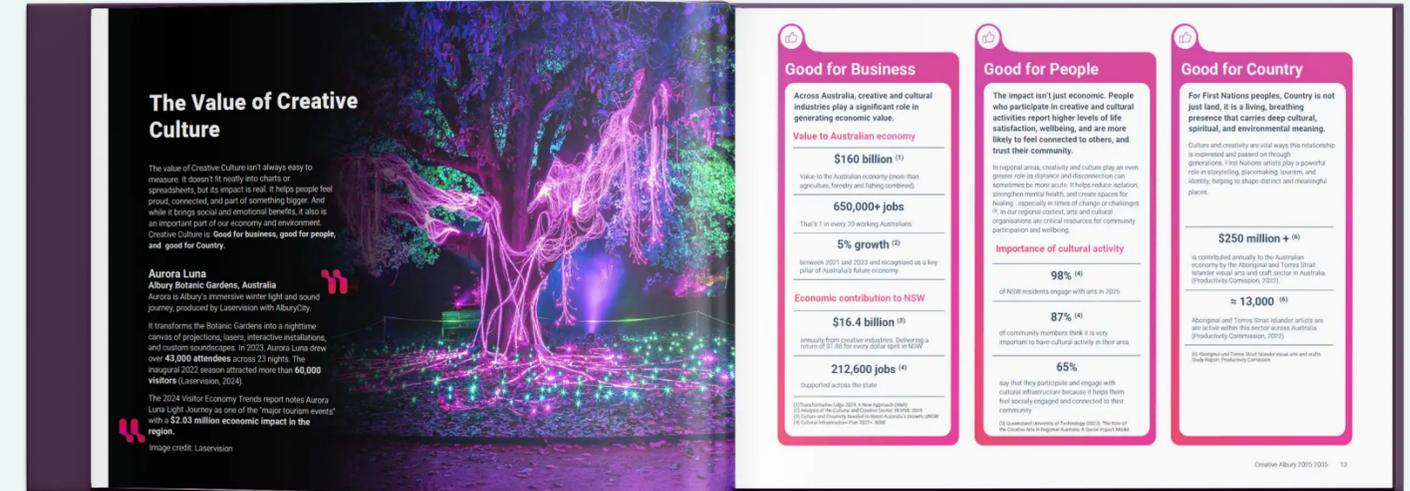
PROJECT PARTNERS

Localite

EXPERTISE PROVIDED

Social Infrastructure
Community Engagement
Creative Studio

TEAM



01



02



03