

Alignment to Geelong's community-led vision

Greater Geelong: A Clever and Creative Future is a 30 year community-led vision that outlines a plan for Greater Geelong to become “internationally recognised as a clever and creative city-region that is forward looking, enterprising and adaptive and cares for its people and environment”.

At the heart of our community's vision are a series of aspirations that are focused on our region's economy and employment, the environment, arts and culture, transport connections, tourism, efficient and equitable digital access and good governance.

Geelong's designation as a member of the UNESCO Creative Cities Network as a City of Design, is a key step along the journey to transform our community aspirations into reality.



Where to from here?

Geelong is beginning its journey as a UCCN City of Design.

Our next steps are to:

- Form productive relationships within the UNESCO Creative Cities Network.
- Engage and invite feedback from various groups and work alongside key partners to understand how the designation will create opportunities for our community.
- Identify, embrace and share our regional design initiatives from all sectors.
- Encourage conversation and inclusion around how clever design can build a sustainable Geelong.

Visit the Geelong City of Design website and subscribe for regular updates, alerts and upcoming opportunities.

www.geelongcityofdesign.com.au

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GEELONG City of Design



United Nations
Educational, Scientific and
Cultural Organization



Designated
UNESCO Creative City
in 2017





What is design?

Design links creativity and innovation. Design intersects all aspects of daily life, transforming ideas, abstract thoughts and inspirations into something tangible.

Geelong's City of Design designation will shine a light on our creative sectors stimulating interest in design and sustainability and encouraging collaboration.

UNESCO Creative Cities Network

Geelong City of Design

Geelong has been designated as a City of Design by the United Nations Educational, Scientific and Cultural Organisation (UNESCO) Creative Cities Network (UCCN).

The Network aims to raise awareness of the power of creativity and innovation in building sustainable cities.

The UCCN was initiated in 2004 and comprises 180 cities from 72 countries. Each city has been accepted as part of the network in one of seven creative fields: Design, Film, Gastronomy, Literature, Media Arts, Music and Crafts & Folk Art.

Geelong is Australia's first (and only) City of Design and the only city outside of an Australian state capital to have UNESCO Creative Cities Network (UCCN) designation. Other Australian UCCN member cities include Melbourne (City of Literature), Sydney (City of Film) and Adelaide (City of Music).

UCCN cities place creativity and cultural industries at the heart of their development plans at the local level, and cooperate actively at the international level.



The UCCN designation recognises the design history of Geelong from the region's Aboriginal cultural heritage to its history in textiles and wool production; automotive design and manufacturing to designs that have revolutionised surf culture. It also celebrates innovations currently being made across the region in advanced manufacturing and virtual reality.



Why Geelong?



How will the UCCN strengthen our community's clever and creative presence?

Our region's liveability will be enhanced by the UCCN as it encourages and drives policy that will transform Greater Geelong's community-led vision into reality. Design thinking and knowledge exchanges will strengthen our social and cultural activities, stimulate our industrial and commercial sectors, and influence decisions about our urban form.

The Network will strengthen Geelong's international profile and leadership by providing visibility for our innovative policies, strategies and activities towards design thinking and sustainable urban development.

Our City of Design designation will increase attraction to Geelong from both regional and international investors and stakeholders, skilled design professionals, and visitors.

Membership of the Network enables engagement with other Creative Cities to work together on events and common projects.

The UCCN will assist to build momentum around our design capability by putting the spotlight on design thinking as a driving force, mobilising stakeholders and encouraging dialogue between government, the private sector, academia and the design community.



The designation has been achieved through the collaboration of government, the education sector and our manufacturing, engineering and creative industries.

How can Geelong contribute to the Creative Cities Network?

Geelong will contribute to the Network by developing and sharing good design practices and highlighting creativity in building more sustainable and inclusive communities.

Geelong will actively monitor major trends in the design sector, identifying opportunities and new strategic approaches, and share these ideas with other Creative Cities.

Geelong will engage with other cities to foster an exchange of knowledge with under-represented regions within the network.

Geelong will have the opportunity to become involved in and host international programs, seminars and artistic residencies with other Creative Cities.

“We are the makers and the dreamers.”