

Wyndham Creative Industry Annual Survey Results

May 2026



Key Insights

Who responded

- 71 creatives, businesses and organisations
- Diverse sector representation
- Emerging and established creatives

Why it matters

- Infrastructure and ecosystem investment remains important
- Risk of losing local creative capacity
- Opportunity to strengthen participation

What we heard

Access to creative space emerged as the **strongest challenge** identified by respondents

Creatives are seeking **affordable** places to create, connect and present work

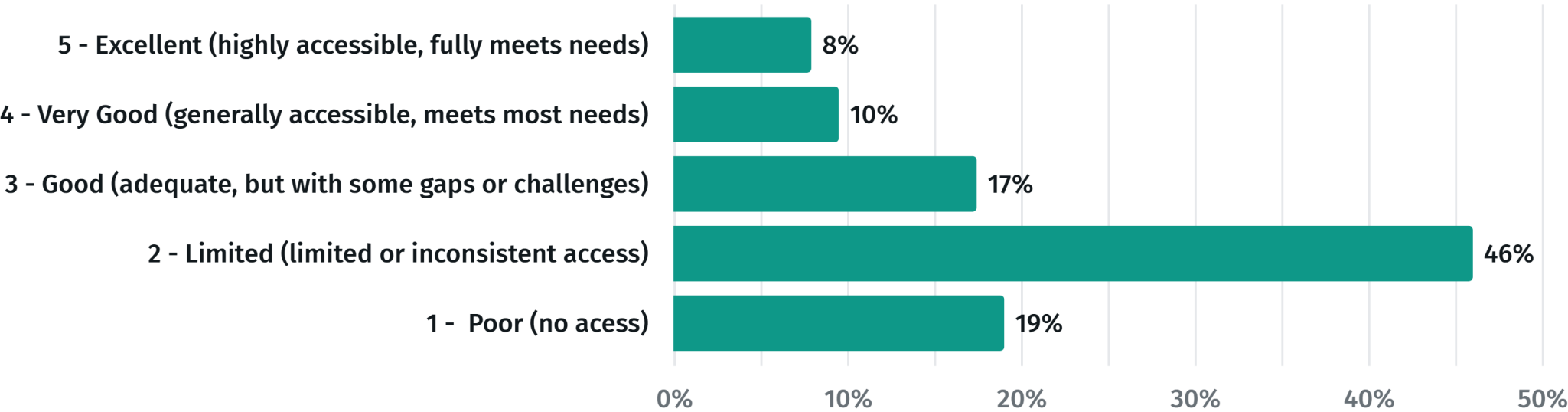
Confidence in sustaining creative practice is mixed across the sector

Existing Council support is valued, but awareness and accessibility may be improved

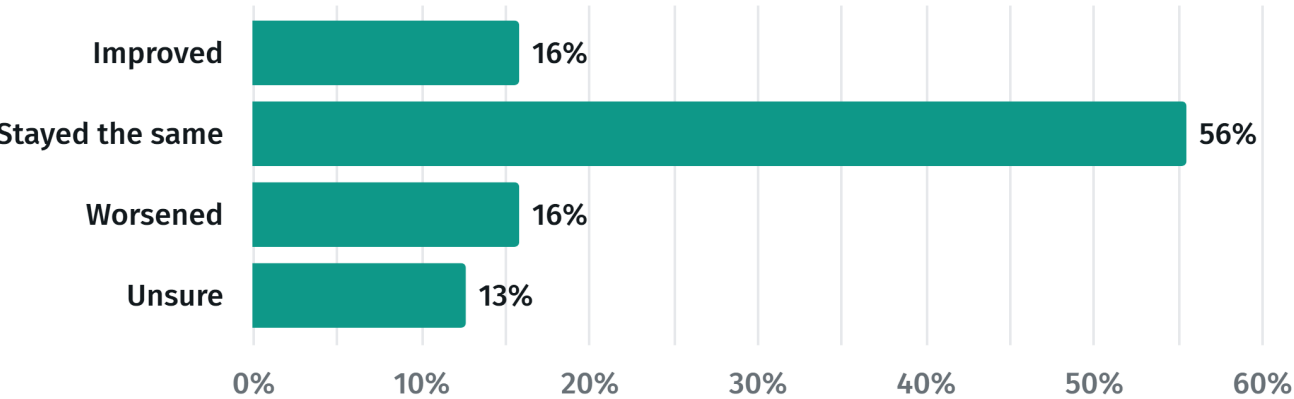
Opportunities exist to strengthen participation, placemaking and collaboration

Creative Space Findings

How would you rate your access to suitable creative spaces in Wyndham?



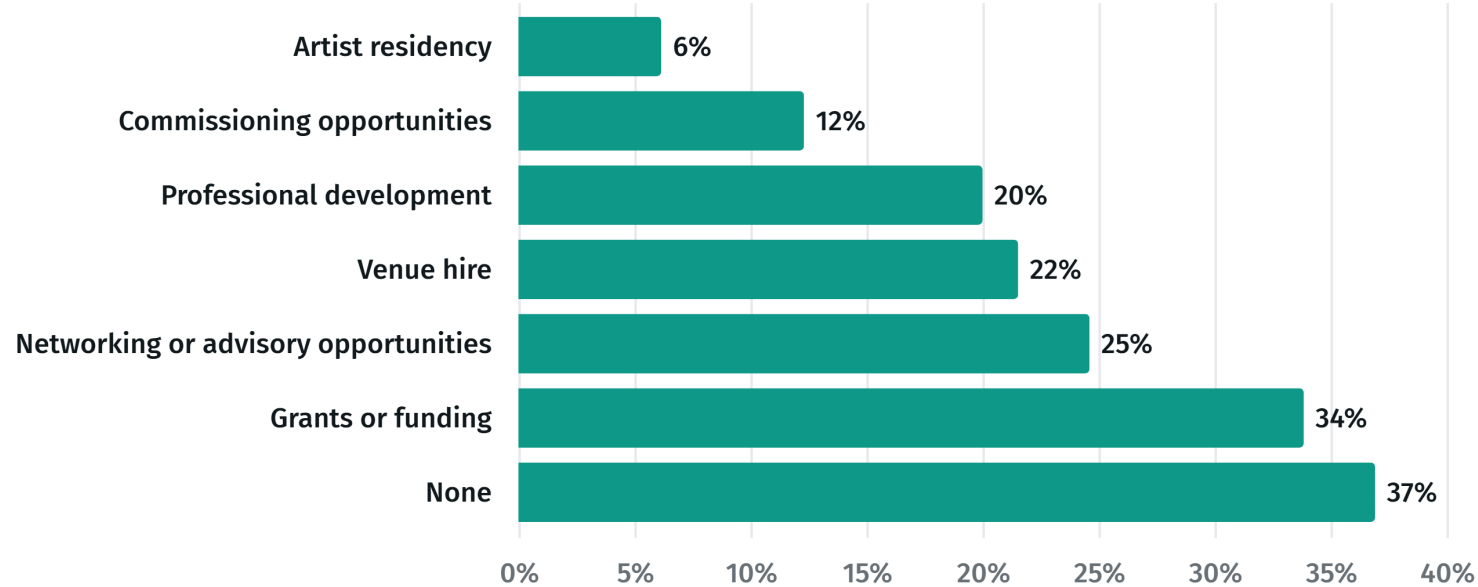
Compared to last year, has your access to creative space improved, stayed the same, or worsened?



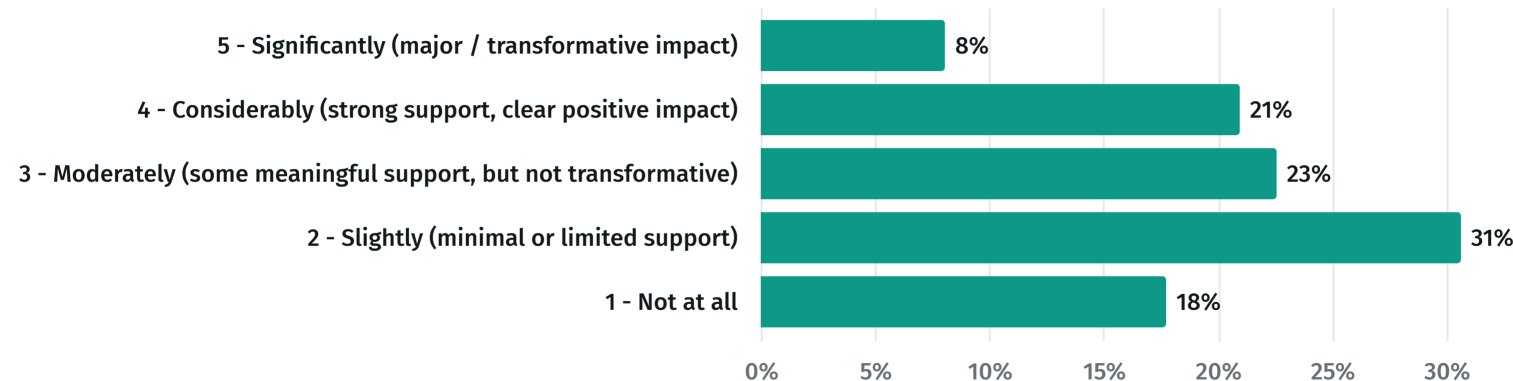
Creative space access remains the most significant challenge identified by the sector.

Council Based Responses

Have you accessed any of the following Council supports in the past 12 months?



To what extent have Council programs or initiatives supported your professional development or creative practice?



What is working

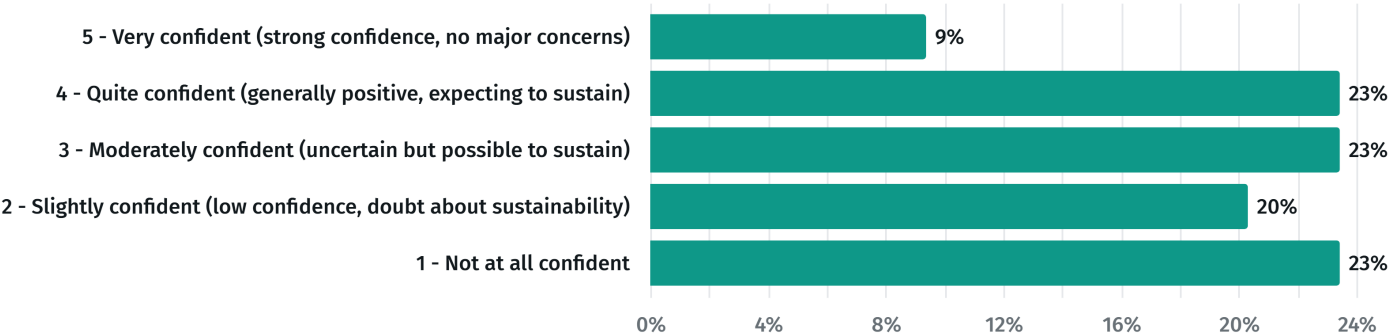
- Existing programs are recognised and valued
- Grants, networking and venue access were positively identified
- Diversity and inclusion efforts are generally viewed positively

Opportunities

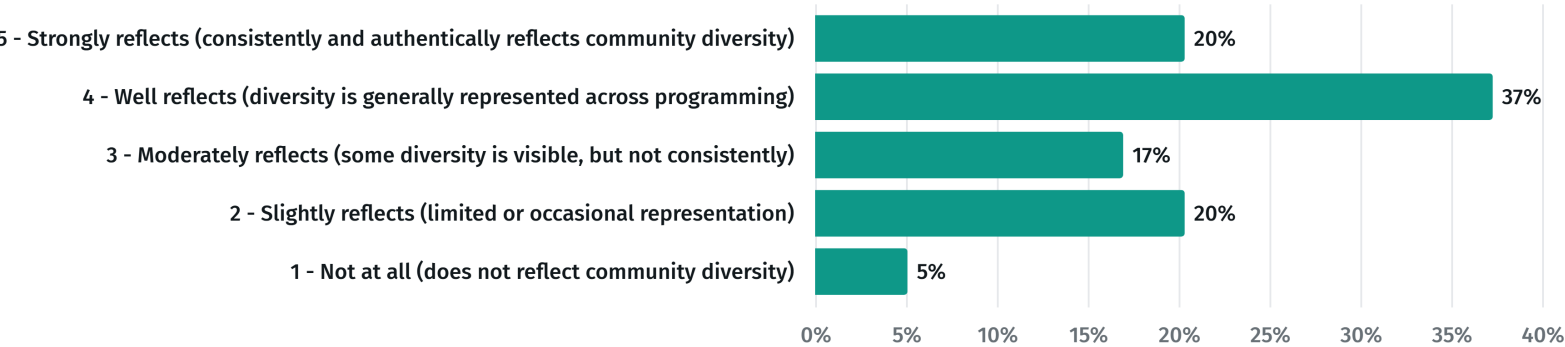
- Awareness of supports appears inconsistent
- Some creatives are disconnected from existing opportunities
- There is demand for clearer pathways into participation and collaboration

Industry Sector Sentiment

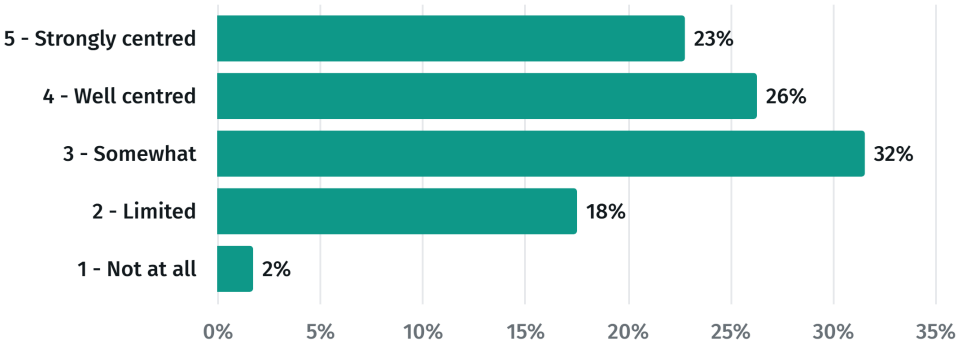
How confident do you feel in sustaining your creative practice in Wyndham over the next 2–3 years?



Do you feel Wyndham’s creative programming reflects the diversity of its communities?



Do you believe First Nations culture and leadership are appropriately centred in Wyndham’s creative life?



- The sector is:**
- passionate
 - resilient
 - community connected

- But experiencing:**
- affordability pressures
 - infrastructure constraints
 - sustainability uncertainty

Emerging opportunity:
Creatives are seeking connected ecosystems, not just standalone venues

Top Themes from Free Text Responses

Creative Spaces

Affordable studios,
rehearsal and exhibition
spaces

Showcase Opportunities

More festivals,
performances and
exhibitions



Collaboration

Stronger networking
and creative
connections



Sustainability

Financial pressures
remain significant



Creative Hubs

Demand for shared
spaces and ecosystems

Strategic Implications

- Continue exploring scalable creative infrastructure and partnership models
- Increase opportunities for creative participation, visibility and activation
- Support a connected and sustainable creative ecosystem
- Results consistent with industry engagement during development of the Creative Wyndham Strategy 2026-2030
- Use survey results as a baseline to monitor Creative Wyndham Strategy outcomes over time

The findings reinforce the important role creativity plays in supporting community identity, participation and place in a rapidly growing municipality.