Strategic Priority 3: Telling Our Story

Goal:
Victoria champions and promotes its artistic excellence and creative scene, and continues to preserve and conserve its artistic and heritage legacies.

Objectives:

3.1 Ensure that Indigenous voices and stories are reflected in planning.
3.2 Preserve Victoria’s artistic foundation and heritage legacies while welcoming new voices.
3.3 Develop and implement a comprehensive arts and creativity communications campaign to build audiences.
3.4 Build on the growing music scene by supporting and directing the positioning of Victoria as a “Music City”.
3.5 With lead partners, the City will work towards further strategically promoting itself as a cultural tourism destination through the development of a Cultural Tourism Plan.