Strategic Priority 4:
Being Future-Ready

Goal:
Victoria leads as a Creative City through innovation in fostering a thriving creative ecosystem.

Objectives:
4.1 Increase prosperity within the creative community and, in turn, the whole region by further integrating creative economy strategies into economic development planning.
4.2 Develop collaborations with Victoria’s tech sector to generate tech-based solutions for arts, culture and creative community challenges.
4.3 Work with creative entrepreneurs on skills development.
4.4 Develop cultural and creative exports to global markets.