

City of  
Wanneroo

# CULTURAL PLAN

2018/19–2021/22

## **1.1 Mayor's Foreword**

The City of Wanneroo is proud to present the 2018/19 to 2021/22 Cultural Plan.

The Plan reinforces the City's strong commitment to enriching our communities through investment in arts and culture and showcases the many opportunities available to our residents to become involved.

Reflecting on our history, the City of Wanneroo is the custodian of two heritage listed buildings, Cockman House and Buckingham House, which the community regularly visit and enjoy.

An appreciation of the arts is encouraged through school education programs, thought-provoking exhibitions, performing arts events, culturally diverse activities and community awards.

The City of Wanneroo is also home to a collection of more than 250 artworks and 150 public artworks located throughout the City for the enjoyment of our residents.

It is my hope that the new Cultural Plan will instil a strong sense of arts and culture in our community, contributing to the City's vibrancy, identity and connectedness.

In preparing the Plan, the City consulted with stakeholders including residents, teachers, arts practitioners and community organisations.

The result is a strong, reliable framework that will support our local artists while promoting our City's rich heritage and diversity.

Mayor Tracey Roberts JP

## 1.2 The Plan

The purpose of this plan is to provide a strategic focus for the City to foster a community that is inspired to develop new skills, access opportunities for creative community participation through culture and the arts, and to have the City's cultural facilities and activities recognised as providing excellence for our community. This plan guides the work of the City in cultural development, primarily providing the framework for the manner in which cultural facilities and services are provided to the community. In doing so, it recognises that collaboration with partners and our community is vital to achieving our vision for a culturally vibrant and inclusive City. Objectives and actions contained within the plan have been prioritised for delivery over the four year life of the plan from 2018/19 to 2021/22.

The City values, celebrates and is inspired by its heritage and culture, recognising that through this, we will build a vibrant and shared identity. This plan has been developed to provide a strategic focus for cultural development within the City through three key objectives:

- Increasing the community's access to and engagement with cultural activities;
- Fostering the diversity and sustainability of the sector by identifying opportunities for building capacity and connecting individuals with community groups and agencies; and
- Raising the profile of the City's facilities, services and natural environment to build distinctive places, showcase our region and enrich our community.

In developing the plan, consideration has been given to the key strategic drivers and challenges for service delivery across the City. It has been developed to align with the vision, strategies and outcomes identified in the City of Wanneroo Strategic Community Plan and the key themes explored within the Draft Social Strategy.

The Plan sets out a strategic four year blueprint that will be achieved through the implementation of priorities, focused actions, and by working with stakeholders and the community. Actions have been encompassed within the following overarching themes:

1. A learning community
2. A creative community
3. A cultural community
4. A community that values its heritage
5. Management of cultural assets

Underpinning these themes are two key principles:

- Advocating and facilitating an appreciation of the potential of learning, creativity, arts (visual and performing), culture and heritage to contribute to, and amplify, place activation and social connectedness.
- Working collaboratively to offer a broad range of opportunities fostering integration of services, facilities, community connections and exchange of ideas and skills, showcasing local culture and adding to the vibrancy of neighbourhoods.

## **2. Legislation and Strategic Drivers**

Key legislation and strategic drivers relevant to the City of Wanneroo's Cultural Plan are held within:

### **2.1 City of Wanneroo Key Strategic Drivers**

The Cultural Plan aligns with the City's Integrated Planning and Reporting Framework and is informed by the vision, strategies and priorities contained in the Strategic Community Plan 2017/18- 2026/27, particularly strategy 1.4.3 of the Society theme - Build strong communities through the strength of cultural heritage and diversity. This strategy aims to enhance community cohesion and connectedness by building on our rich heritage and increasing diversity of the City's existing, new and emerging communities.

A previous Corporate Business Plan item was to *develop a community cultural plan to coordinate learning communities, arts, culture and heritage programs.*

The City has a number of key strategic documents that support our commitment to heritage, culture and the arts including:

- Social Strategy 2018/19 – 2021/22 (in development)
- Place Framework 2018
- Strategic Library Services Plan 2017/18 – 2021/22
- Access and Inclusion Plan 2018/19 – 2020/21
- Reconciliation Action Plan 2018/19-2021/22
- Early Childhood Strategy 2017/18 – 2021/22
- Economic Development Strategy and Action Plan 2016-2021
- Customer First Strategy 2016-2020
- Age Friendly Strategy 2017/18 – 2020/21
- Youth Plan 2018/19 – 2020/21

### **2.2 The Western Australian Local Government Act 1995**

### **2.3 Culture and the Arts, Western Australian Department of Local Government, Sport and Cultural Industries**

### **2.4 Chamber of Arts and Culture, Western Australia**

Extended legislation and strategic drivers relevant to the City of Wanneroo's Cultural Plan are listed below, with further details located in the appendices.

#### **Acts and Legislation**

- 2.5 Aboriginal Heritage Act 1972
- 2.6 Heritage of Western Australia Act 1990
- 2.7 Library Board of Western Australia Act 1951

#### **Strategic Drivers: Cultural Advocacy**

- 2.8 Arts Leadership Group, Western Australian Culture and the Arts
- 2.9 Cultural Development Network
- 2.10 Museums and Galleries Australia
- 2.11 State Cultural Infrastructure Strategy 2016-2031
- 2.12 Australian Government Department of Communication and the Arts

### **Strategic Drivers: Policies, Schemes and Standards**

- 2.12 Australian Copyright Council
- 2.13 Australian Curriculum
- 2.14 Burra Charter
- 2.15 GLAM PEAK: Digital Collections
- 2.16 Industry Standards and Protocols,
- 2.17 National Standards for Australian Museums and Galleries, National Association for the Visual Arts
- 2.18 Percent for Art, Western Australian Culture and the Arts
- 2.19 Significance 2.0

### **3. Development Process**

In preparing this Plan, the City has undertaken extensive desktop research to better understand the role of culture and the arts in supporting community and cultural development, place, learning, and maximising individual potential. In addition, a community engagement process was undertaken for the purpose of identifying community needs and aspirations. This process included an online community survey (via Your Say), Ideas Boards located in the Wanneroo Regional Museum and Gallery, an Industry Peer survey, interviews with local teachers, and focus groups with key stakeholders including local arts practitioners and community organisations. The draft plan was also presented to, and supported by, the City's Multicultural Advisory Group, Arts Advisory Committee, Heritage Services Advisory Group and Festival and Cultural Events Committee.

The key findings from this process are below.

#### **3.1 Identifying Community Needs and Aspirations**

Engagement with our community identified the following key issues and aspirations:

- Ongoing need to engage with, and listen to, our community
- The need to research, record and promote the City's rich history and local places of significance
- Interest in immersive, on site, heritage experiences
- Strong interest in information, activities and resources exploring aboriginal culture
- Strong interest in information and activities connected to migration and the contribution different migrant groups are making, and have made, to Wanneroo
- An appetite for diversity in our museum and gallery exhibitions and programs
- Increased access to arts, galleries and museums (through extended opening hours)
- A desire for place based community arts projects involving local artists and resources
- A need for accessible and affordable arts specific spaces, for local artists and groups to meet and run workshops
- A desire for more 'hands on', 'have a go' arts and heritage themed activities
- A need for earlier and wider promotion of cultural assets, activities and events
- Strong interest from teachers in outreach resources with tactile artefacts, incursions and online resources
- A need for affordable bus hire to support community group activities such as gallery and studio tours
- Interest in subsidized hire options for professional arts materials and systems to support community led cultural exhibitions and activities
- Development of materials which can engage young people with the roles of local government and its relevance to their lives

- Interest in skills building activities for professional and hobby artists
- Ongoing need for family friendly events and activities

#### **4. Our Community**

The City of Wanneroo has a fast growing and culturally diverse population of 199, 882 people (Australian Bureau of Statistics 2017), 40% of whom were born overseas originating from over forty different countries, and 1.4% of whom identify as Aboriginal or Torres Strait Islander. English, Scottish and Irish are the largest population groups by ancestry (excluding Australians) while other significant groups include Italian, Vietnamese, German, South African, Indian and Chinese. Twenty percent of our population speaks a language other than English at home. Vietnamese is the most common language (other than English) spoken at home while Afrikaans, Arabic, Gujarati, Filipino and Mandarin are the next most commonly spoken.

Twenty seven percent of the population was aged between 0 and 17 at the time of the 2016 census, while 13.8% were aged 60 years and over. Households with children make up 52% of the City's population, a number significantly higher than the Perth metropolitan average of 42%. Between 2016 and 2026 a 56.4% increase in the proportion of our population of retirement age is forecast. Construction continues to be the most popular industry sector, employing 13.4% of the population; however, 1.4% of the population is employed in arts and recreation services.

This culturally rich, young, growing population provides a real opportunity for the City to showcase Wanneroo's heritage and diversity to new generations of Western Australians. It also highlights the importance of ongoing engagement with, and servicing the needs of, our diverse community.

#### **5. The Role of Local Government in Cultural Development**

The Western Australian Local Government Association (WALGA) outlines how Local Governments support arts and culture in their communities, through the provision of arts and cultural infrastructure (galleries, libraries, art, and museums), events, festivals, public installations and preservation of local history and stories.

A report released by the Chamber of Arts and Culture in March 2015 recognised that "local governments' investment in arts and culture is substantial and of pivotal importance" playing a key role in the development of community vibrancy, cultural identity and social cohesion. Research undertaken for the report showed that 79% of local governments are active in supporting arts and cultural activities including: library programs, arts and culture facilities, classes, programs and events, public art and support for arts and culture groups. Forty four percent of local governments ran museums, performing art centres (19%) and heritage buildings/precincts. Just under half of local governments provided local history and/or heritage programs. The report also noted that only 6% of local governments have a Reconciliation Action Plan (RAP) making the City of Wanneroo a leader among local government in this respect.

The report highlighted the need for local governments to develop Cultural Plans, with only 13% of local governments currently having such a framework. The Chamber emphasises

the need for these plans to be aligned with local governments' integrated planning and reporting framework to deliver a greater return on investment.

## **6. Cultural Development in the City of Wanneroo**

### **6.1 Cultural Facilities**

- Built in 2009, the Wanneroo Library and Cultural Centre (WLCC) is a state of the art cultural hub, boasting 3 national standard climate controlled exhibition spaces comprising the museum and 2 flexible gallery spaces, a community history centre, library, theatrette, 5 museum standard storage facilities, meeting rooms, a catering kitchen, staff offices, community open space and café.
- Cultural Services manages the custodianship of 2 heritage houses, Cockman House (1860) and Buckingham house (1880-1890), as well as 151 works in the public art collection.
- The City has 4 libraries located at Wanneroo (within the WLCC), Clarkson, Girrawheen and Yanchep/Two Rocks.
- The Limelight Theatre in Wanneroo is a City owned facility managed by the Limelight Theatre Group
- Mary Lindsay Homestead is a heritage building which was recently refurbished and re-opened as a community arts facility in Yanchep
- A broad range of arts and cultural community groups, ranging from dance and drama to music, art, and photography, are supported through accommodation within City owned facilities

### **6.2 Cultural Activities and Specialist Staff**

The City has specialist staff that provide advice, information and activities in relation to arts and culture, community development, place activation, events, museum, heritage, and library services. This includes, but is not limited to the following:

- City staff provide a number of popular large scale community events between October and March annually, such as Live in the Amphitheatre movie nights, the City of Wanneroo Presents concert, Retro Rewind, and the Global Beats and Eats Festival.
- City staff work with community members and groups to facilitate access to information and funding opportunities, activate community spaces, providing opportunities to learn, connect and achieve shared goals.
- Cultural Services staff oversees the exhibition, display and interpretation of the City's cultural assets, curated shows, civic artwork rotation and touring exhibitions. Collection management, inclusive of active acquisition, conservation, presentation and registration are undertaken to national standard guidelines. Targeted education and engagement programs are offered to schools and the community.
- Library staff provide services at the City's 4 libraries, including running specialist engagement programs, room and computer hire, and a books on wheels program for community members who are unable to access the library due to frail age or disability.
- Cultural activities are supported by passionate and dedicated local volunteers
- A number of schools, both primary and senior provide opportunities through the education curriculum, events or specialist programs for students to develop visual and performing artistic talents within the school environment, or accommodated within the City's community and cultural facilities.

## 6.3 Key Statistics

- 34 local arts and cultural community groups were supported through accommodation within City owned facilities in 2018.
- City of Wanneroo currently maintains a Local Heritage Survey featuring over 100 culturally significant sites. Complementary to this document is an additional listing of over 20 sites culturally significant to Aboriginal peoples.
- Over 100,000 visitors to the Wanneroo Regional Museum since it opened in 2009.
- 151 Public Artworks in CoW, valued at \$5,102,940
- 257 artworks in the City's Collection
- 20 exhibitions held between 16-17 and 17-18, visited by 12,067 people
- Approximately 4,412 objects in the Museum Collection
- 2,967 items in the Community History Collection
- 90% of Wanneroo Primary Schools have taken part in heritage education programs since 2015
- 6,539 visitors to Cockman House between 16-17 and 17-18
- 3,647 visitors to Buckingham House between 16-17 and 17-18
- More than 70 volunteers supported Libraries in 2018
- More than 50 volunteers supported Cultural Services in 2018

## 7. Key Priorities

### 7.1 Learning Community

The City has four libraries located at Girrawheen, Wanneroo, Clarkson and Two Rocks, a community history centre and dedicated heritage education team. The Cultural Services team is also responsible for arts development programming which supports the learning and professional development of arts practitioners (from hobby to professional), and cultural stakeholders, such as developers delivering public art, or working with heritage listed assets. Arts and heritage programs provide intellectual stimulation, foster critical reflection and creative thinking which lead to deeper understanding and the development of new knowledge, ideas and insights.

In today's world, literacy and learning has significantly expanded in its scope. At its most effective and relevant, learning is linked to culture and uses technology to extend its reach. Rapid economic, social and educational changes of the 21<sup>st</sup> century have created a requirement for ongoing skill development where citizens have the opportunity to continually learn and evaluate information.

Cultural agencies such as libraries and museums are trusted and welcoming places where people can discover information, expand their knowledge, deepen common interests, and connect with the wider world. They provide diverse learning opportunities for people of all ages from supporting the literacy needs of young children and migrants, to providing 'maker spaces' where young people can explore new tools with peers and mentors, through to helping adults develop the skills they need to compete in today's job market. Provision of community facilities for the accommodation of arts and cultural community groups enable residents to engage in a diverse range of low cost creative activities (including visual and performing arts), learn new skills, and connect with others.



Life-long learning recognises that learning occurs at any time, any place, any path and any pace. The City's cultural facilities and services are integral to providing these choices for our community. The collections, experiences and interactions that occur in cultural spaces such as libraries, museums, theatres, galleries and heritage centres are voluntary, self-directed, experiential and content rich. Lifelong learning can be motivated by curiosity, personal or professional development reasons, and can engage people who may be isolated from formal education, fueling a love of learning.

In the City of Wanneroo our libraries, museum and heritage houses, arts development program, gallery, community history centre, and community facilities are well positioned to facilitate collaborations, build capacity, address gaps and enable a learning culture in the community.

We will collaborate with internal and external stakeholders to provide information, access to technology, opportunities to connect, stimulate new ideas, and develop skills and knowledge which is responsive to local aspirations and priorities.

Further detail in relation to library actions and outcomes is articulated within the Strategic Library Services Plan 2017/18 – 2021/22.

## **7.2 A Creative Community**

A creative community fosters the visual enrichment of places, and provides opportunities to engage with sensory experiences and a diversity of cultural activities which stimulate creativity, spark imagination and pique curiosity. These promote an increased desire to participate more in cultural activities, and/or create new cultural works. The National Arts and Health Framework endorsed in 2013 recognizes that arts programs, projects and initiatives can deliver outcomes that improve physical and mental health, reduce anxiety and depression, promote community cohesion and wellbeing – with particular benefits for at risk groups such as people with a disability, indigenous Australians, people experiencing chronic illness, mental health issues, and social isolation.

At the City of Wanneroo opportunities are provided through engagement with the City's cultural assets, including the art and public art collection, community led arts and cultural projects, exhibitions in the Gallery, including the annual Community Art Awards and Exhibition, curated and touring shows. The City's annual Artspoken series provides 'test and learn' opportunities for residents to engage in a broad range of creative activities such as opera, dance, photography, interior design and cooking.

Creating an environment that fosters opportunities to develop knowledge and creativity delivers social and economic benefits for individuals and the community. Through art projects, theatres, dance studios, galleries and museums, people can engage with, participate in and be introduced to, new ideas and opportunities in an environment that sparks creativity, inspiration, innovation and connection. The City has a number of dance studios and performance academies that are successful and well patronised to meet the performing arts pursuits of youth and the broader community, be it for personal, professional or social development.

Libraries are increasingly being repurposed as hubs within their communities, providing a range of integrated services so that one location meets a variety of localized community needs. As this continues in the City of Wanneroo, it enables our services to re-evaluate and provide for emerging needs, working collaboratively within Cultural Development, with internal and external stakeholders.

Cultural institutions have long served their communities as place-based hubs. However with evolving community priorities along with new models of engagement, they are increasingly extending their reach beyond their walls to connect with people. Connecting in the places they live or visit through creative, meaningful and sustainable relationships with others, contributing to collaborative initiatives that enhance social well-being. Innovation and entrepreneurship depends on people being open to thinking in different ways and challenging ideas and norms.

Collaborative work will enhance the diversity and sustainability of our local arts and cultural sector by identifying opportunities to visually enhance infrastructure and facilities in public spaces, engage our community in sensory experiences, build creative capacity, and connect individuals with community groups and agencies.

### **7.3 A Cultural Community**

A cultural community is one which is aware of, values and actively engages with its cultural heritage, assets, facilities and services. The City of Wanneroo is committed to the ongoing support of arts and culture in order to create connection to and a sense of place, promote local identity, and foster appreciation of different forms of cultural and artistic expression.

Our culture is fundamental to who we are – it shapes our beliefs and thinking and defines our sense of place. It is a vital part of our quality of life and well-being. The City of Wanneroo has a culturally rich and diverse community. Showcasing this to our growing population to celebrate a range of ideas, values and stories creates a shared culture, which is central to achieving and building a cohesive future identity for the City.

The City respects the strength of its cultural pluralism and this plan aims to facilitate opportunities for participation in a range of cultural activities that embrace the richness of our community's diverse beliefs, values, life experience, interests, and forms of cultural expression.

Culture plays a central role in our lifestyle and the City facilitates a range of services, events and opportunities for people to enjoy. The City's annual Community Funding Program provides financial support to community organisations, including arts and cultural groups, to assist with projects, events and activities which enrich community life. The City also provides sponsorship to support eligible individuals to participate in regional, state, national and international level competitions, festivals and exhibitions. The City, in conjunction with community groups and partner agencies, will continue to explore external opportunities to enhance cultural assets and experiences for our community, through such avenues as developer contributions, Lotterywest, Department of Local Government, Sport and Cultural Industries grants, CANWA, Department of Communications and the Arts and Propel Youth Arts WA.

Place-making is important in urban planning and community building through its role in activating local places and spaces, and the City's community and public art programs enhance community ownership and engage people with their environment. There is a move back to local identity in a globalised world and there is a need for communities to find places where they can come together, reflect, learn, share, create and grow.

Our libraries and museums provide a first point of contact for new residents seeking to settle in their new community, connect with others and to build new friendships. Festivals and community events attract a diverse clientele and provide opportunities for people to participate in a variety of experiences. Our community history centre's collecting and sharing of contemporary stories builds connections and meaning, for individuals and the wider community, to foster a deeper understanding of and respect for cultural groups.

This plan aims to raise awareness of, and engagement with, our cultural facilities, assets, and services, identify and respond to diverse community interests, and create a sense of place. Further opportunities exist to showcase our region through positioning the city of Wanneroo as a cultural tourism destination, and this will be explored during the life of this plan.

#### **7.4 A Community that Values its Heritage**

The City of Wanneroo has a rich local history and a proud Aboriginal and pioneering past, which has a significant impact on the community, as well as the potential to contribute to the local economy through business and tourism. Respecting and celebrating our heritage contributes to the quality of life and cultural identity of our community, providing unity and belonging. Our landscape, buildings, people and the stories associated with them, provide us with a sense of unity and belonging that enables us to better understand previous generations and the history of where we came from. Understanding our heritage engenders a sense of personal identity and fosters community support, as people who identify with a place and its heritage are more likely to be involved in wider community initiatives.

Learning about the history of an area and a community brings people together through a shared understanding of a place's unique identity. Heritage buildings and places provide an anchor for the community in celebrating both its past and present. It increases opportunities for people to be involved in their community through festivals, events and projects, and enables local groups to celebrate their local history and heritage.

We recognise that we share responsibility for promoting our heritage to current and future generations. The City does this by providing a combination of formal and informal learning opportunities. Formal learning opportunities include programs tailored for schools which are aligned to the Australian Curriculum. This includes the development of school outreach resources such as Museum in a Box resource materials; and professional development workshops for educators targeted at raising their knowledge and confidence in delivering education about Wanneroo's heritage.

Informal community learning opportunities include museum experiences for adults, families and children, such as self-guided tours, holiday programs, play-based heritage activities and heritage-themed learning events and workshops hosted in our libraries, community history centre, regional museum and heritage buildings (Cockman House and Buckingham House).

We aim to expand our audience and participation reach, foster a sense of belonging, and provide a variety of opportunities for our diverse community to access, learn from, and value our local heritage. We will continue to advocate for the preservation of, and make accessible, our built, natural and cultural heritage assets, and facilitate activities that promote history, heritage and cultural appreciation and understanding.

## **7.5 Management of Cultural Assets**

The City of Wanneroo historic houses, regional museum, and community history centre seek to collect, document, conserve and interpret objects and stories relating to the social history, culture and heritage of the municipality and coastline of the city, and make these accessible to the community. These collections represent material evidence of the physical and cultural change that has taken place within the historic Wanneroo area, and are crucial to the district's identity and community connection to the past and future. Interpretation of collections is particularly important for new and younger members of the City of Wanneroo.

The community history centre provides an efficient information and research service to individuals, organisations, schools, community groups and employees of the City. Libraries and museums, along with their educative and custodial functions, have an important social function which is becoming increasingly more significant. They are places to meet and do in a social context, as families, friends or special interest groups - not always with a learning intent, but with the goal of being with and interacting with others.

The City is committed to developing and managing the Art and Public Art collection that represents a cultural, aesthetic and financial investment for the City. An annual budget allocation is made through the City's capital works budget to ensure annual purchases are made to enhance the City's Art Collection, following the Arts Management and Development Policy.

The City funds public art projects through the State Government's Percent for Art scheme. The City is committed to the conservation of the public art in its collection. The Arts Development Officer conducts site visits and has a maintenance program to ensure that the public art collection is adequately maintained.

The Art and Public collection is managed through the maintenance of a database of all acquired artwork including public art, donations, and any artwork currently on loan; maintaining a conservation program, ensuring adherence to procedures and best practice principles, and valuing the Collection professionally every three years to ensure it is adequately insured. The City's Art Collection will be rotated in a small way every year but in a large manner every two to three years.

We are guided in our management of cultural assets by the National Standards for Australian Museums and Galleries, the Museums Australia Code of Ethics, and Significance 2.0: A Guide to Assessing the Significance of Collections, in order to meet industry and professional standards of conservation, display and museum management.

Through this plan we will work within our organization, and with our community and relevant stakeholders, to raise awareness of the City's cultural assets. In doing so we will increase access through the digitization of our collections and a focus on increasing the general accessibility of these to people of all ages, abilities and cultural backgrounds in line with our Access and Inclusion, and Reconciliation Action Plan aspirations.

## **8. Monitoring and Reporting**

### **8.1 Implementation**

Working with partners to engage and strengthen the community through the provision of sustainable, place based and technologically driven, cultural heritage and arts activities that promote opportunities for lifelong learning, creativity, cultural and heritage sharing, and the development of community connections will forge our direction with this Plan.

The City's Cultural Development unit has primary ownership for the implementation of this Plan, however, expertise and resources from across the organisation and from external stakeholders will be leveraged to successfully deliver strategies and actions.

### **8.2 Evaluation**

Evaluation will take place throughout the life of this plan, and future planning will be responsive to evaluation findings as part of a process of ongoing organisational reflection, learning and development.

Actions and measures will be incorporated into service plans as appropriate, and will be monitored and reported on more broadly through the City's quarterly Corporate Business Plan reporting cycle. Strategies and actions will be reviewed annually to ensure that they align with those of the City's Strategic Community Plan and Corporate Business Plan, and continue to reflect the aspirations of the community.

## 9. Strategies and Actions - Key Priorities

### 9.1 A Learning Community

We will collaborate with internal and external stakeholders to provide information, access to technology, opportunities to connect, stimulate new ideas, and develop skills and knowledge which is responsive to local aspirations and priorities.

Strategy	Actions	Timeline	Responsibility	Measure
<b>1.1 Identify and respond to community cultural aspirations and priorities</b>	Develop a measurement framework to identify community cultural aspirations, and evaluate programming responses.	2018/19	Cultural Services	Framework developed and implemented
<b>1.2 Facilitate programming and collaborations that support inclusive and diverse alternative learning pathways</b>	Provide immersive learning experiences and opportunities.	ongoing	Cultural Services	# immersive learning experiences provided
	Prioritise support for programs that encourage literacy and learning opportunities.	ongoing	Library Services	# of programs linked to Learning Framework priorities
	Launch a digital innovation hub to provide access to technology and training to support STEAM learning and digital literacy.	2018/19	Library Services	Digital Innovation hub launched
<b>1.3 Strengthen partnerships with internal and external stakeholders to optimize and improve learning outcomes for the community</b>	Identify opportunities to facilitate an exchange of information and ideas with stakeholders to pool knowledge, expertise and resources, ensuring learning outcomes align to specific needs and interests of the community.	ongoing	Cultural Development	Participation in relevant networks  # of relevant partnerships
<b>1.4 Community Capacity Building: Provide formal and informal learning and development opportunities for arts practitioners</b>	Facilitate the personal and professional development of arts practitioners with a teaching and advocacy focus.	ongoing	Cultural Services	# of personal and professional development activities facilitated
	Support local groups to build their capacity to provide creative opportunities in the city.	ongoing	Cultural Services	# of groups assisted

## 9.2 A Creative Community

Collaborative work will enhance the diversity and sustainability of our local arts and cultural sector by identifying opportunities to visually enhance infrastructure and facilities in public spaces, engage our community in sensory experiences, build creative capacity, and connect individuals with community groups and agencies.

Strategy	Actions	Timeline	Responsibility	Measure
<b>2.1 Stimulate Creativity: Identify opportunities for creative engagement by the community in a broad array of cultural activities</b>	Identify and promote opportunities to extend participation in activities to stimulate creativity, spark imagination and pique curiosity.	ongoing	Cultural Services	Evaluations in place for all services
	Deliver ‘test and learn’ activities to gauge levels of community interest in, and refine program offerings.	ongoing	Cultural Development	# of activities delivered Culture Counts evaluations
	Develop reflective programming that supports and enhances creative engagement.	ongoing	Cultural Services	Culture Counts evaluations
	Identify opportunities to commission new art.	ongoing	Cultural Services	# Opportunities identified # new art commissioned
	Identify gaps in infrastructure and services required to support and foster community participation in performing arts	2019-2020	Cultural Services & relevant internal and external stakeholders	Research gaps, and develop a report for Council consideration
<b>2.2 Provide opportunities for sensory experiences, outside of the everyday</b>	Provide opportunities to engage with aesthetically rich sensory experiences	ongoing	Cultural Services	#opportunities offered
	Identify opportunities for the visual enrichment of public places	ongoing	Cultural Services & relevant internal and external stakeholders	# opportunities identified and actions undertaken
	Promote and share the City’s art and public art collections, and trails	ongoing	Cultural Services Marketing and Communications	Collections displayed and promoted

	Plan and deliver intelligently and sensitively curated exhibitions, displays and outreach opportunities	ongoing	Cultural Services	# curated exhibitions, displays and outreach opportunities provided
<b>2.3 Engage in cultural leadership</b>	Collaborate with others to support sustainable community based creative activities in the city	ongoing	Cultural Services	# of relevant collaborations and activities delivered
	Provide advice and advocacy to internal and external stakeholders in relation to creative opportunities	ongoing	Cultural Services	# stakeholders provided with advocacy or advice
	Be an active stakeholder in City wide initiatives that have a connection to cultural development	ongoing	Cultural Development	# of initiatives engaged with
	Explore, and advocate for cultural infrastructure opportunities in line with demonstrated community need	ongoing	Cultural Services Assets and Facilities	# cultural infrastructure opportunities identified, explored or advocated for



### 9.3 A Cultural Community

This plan aims to raise awareness of, and engagement with, our cultural facilities, assets, and services, identify and respond to diverse community interests, and create a sense of place. Further opportunities exist to showcase our region through positioning the city of Wanneroo as a cultural tourism destination, and this will be explored during the life of this plan.

Strategy	Actions	Timeline	Responsibility	Measure
<b>3.1 Clarify and unite Cultural Services vision</b>	Review and align relevant policies and programs against the Cultural Plan, and develop new policies and procedures to address any identified gaps	ongoing	Cultural Services	# policies reviewed # new policies and procedures developed
<b>3.2 Support arts and cultural groups to build their capacity to provide quality activities that meet the community's aspirations</b>	Identify and initiate community engagement strategies and measures to better understand and reflect the community's aspirations for culture and the arts	ongoing	Cultural Development	Strategies and measures in place and communicated
	Facilitate networking and communication between culture and arts groups in the city	ongoing	Cultural Development	# networking opportunities facilitated
	Identify opportunities for collaboration with internal and external stakeholders to improve access to, and understanding of, arts and culture	ongoing	Cultural Development	# collaborations identified and followed up
	Promote grants and sponsorship opportunities, and provide grant writing advice, to local arts and cultural groups and organisations	ongoing	Cultural Services Community Development	# funding opportunities promoted
<b>3.3 Establish the Wanneroo Library and Cultural Centre as a cultural hub and destination</b>	Cross promote activities taking place in the WLCC with libraries, heritage buildings, Mary Lindsay Homestead, and community hubs as relevant	ongoing	Cultural Development Place Activation Marketing and Communications	# collaborations resulting in complementary opportunities
	Progress service reviews of the WLCC museum and gallery operations to ratify future directions	2018/19	Cultural Services	Service reviews initiated

	Develop a communications strategy to broaden community awareness of the WLCC	2019/20	Cultural Development Marketing and Communications	Strategy is developed
	Create an audience development and engagement strategy for the WLCC	2019/20	Cultural Services	Strategy is developed
	Identify opportunities to enhance the physical accessibility of the Great Court, museum, gallery and library	2019/20	Cultural Development Community Development	Undertake an accessibility review of the WLCC and form recommendations for improvement

#### 9.4 A Community that Values its Heritage

We aim to expand our audience and participation reach, foster a sense of belonging, and provide a variety of opportunities for our diverse community to access, learn from, and value our local heritage. We will continue to advocate for the preservation of, and make accessible, our built, natural and cultural heritage assets, and facilitate activities that promote history, heritage and cultural appreciation and understanding.

Strategy	Actions	Timeline	Responsibility	Measure
<b>4.1 Advocate for, and promote, awareness and appreciation of our built and natural heritage assets</b>	Collaborate with internal and external stakeholders to promote the City's heritage properties and sites as tourist destinations and places of cultural engagement	ongoing	Cultural Services Advocacy and Economic Development Marketing and Communications	Heritage sites widely promoted
<b>4.2 Facilitate opportunities to promote and foster understanding of our evolving cultural heritage</b>	Facilitate activities that promote and raise awareness of the city's heritage	ongoing	Cultural Services	# and range of activities
	Capture, collect and recognize stories that reflect the diversity in our community	ongoing	Cultural Services	# and range of new stories captured
	Foster an understanding and appreciation of Aboriginal heritage and cultures	ongoing	Cultural Services Community	Initiatives offered and impact evaluated

			Development	
<b>4.3 Adopt best practice approaches to interpretation of our heritage collections to ensure they are accessible to the community</b>	Manage and preserve the City's museum and community history collections to a high standard	ongoing	Cultural Services	Collections managed to national standards

### 9.5 Management of Cultural Assets

We will work within our organisation, with our community, and relevant stakeholders to raise awareness of the City's cultural assets, and increase access to our collections through digitization and a focus on increasing the general accessibility of these to people of all ages, abilities and cultural backgrounds in line with our Access and Inclusion, and Reconciliation Action Plan aspirations.

Strategy	Actions	Timeline	Responsibility	Measure
<b>5.1 Manage the City's Cultural Assets: Heritage Houses</b>	Conserve and manage the City's heritage buildings and sites	ongoing	Cultural Services Assets Building Maintenance	Heritage sites appropriately managed
<b>5.2 Manage the City's Cultural Assets: Cultural Collections</b>	Professionally identify priority items through significance criteria for conservation programs and disaster management	ongoing	Cultural Services	Annual program implemented
	Maintain a database in relation to the cultural heritage collection	ongoing	Cultural Services	Database is maintained
	Assess quality and correctness of data captured in database, and initiate a data cleansing plan	2018-2020	Cultural Services	% of correct information Data cleansing plan initiated

	Address any identified gaps in the collection through active and dedicated collecting, as part of a phased approach in line with the City's budget cycle	ongoing	Cultural Services	Collection gaps identified  Significant items listed for acquisition in line with budget
	Create exhibitions and displays that encourage the donation/collection of material	annually	Cultural Services	# items donated
<b>5.3 Manage the City's Cultural Assets: Art and Public Collection</b>	Maintain a database of all acquired artwork including public art, donations, and any artwork currently on loan	ongoing	Cultural Services	Database is maintained  % of correct information
	Purchase artworks for the City's Art Collection as per the criteria, policy and allocated budget	annually	Cultural Services	% of acquisition budget spent annually
	Advocate for, and provide advice on, Percent for Art scheme projects and commissions in the city of Wanneroo	ongoing	Cultural Services	Advice provided in line with statutory obligations and City policies
	Maintain conservation program, ensuring adherence to procedures and best practice principles	ongoing	Cultural Services	% conservation targets aligned to available budget
	Value the art collection professionally every 3 years to ensure it is adequately insured	ongoing	Cultural Services	Valuation undertaken
	Rotate the City's art collection	Every 2-3 years	Cultural Services	% of artwork rotated

	Ensure the display and exhibition of cultural assets is in line with best practice	ongoing	Cultural Services	% of best practice undertaken
<b>5.4 Raise Awareness of the City's cultural assets</b>	Holistically assess Cultural Services database requirements	2018/19	Cultural Services	Develop a business case for a database solution
	Develop and implement a phased approach to digitize the City's cultural assets	ongoing	Cultural Services	% of strategic cultural assets digitized
	Identify and implement ways to improve accessibility of collections to engage a wider audience	ongoing	Cultural Services	# of new engagement initiatives initiated

## **APPENDIX 1 - DEFINITIONS**

### **Art**

The expression or application of human creative skill and imagination. Art is subjective, its definition varies between cultures and has changed throughout history.

### **Collections**

Generally speaking, a collection may be defined as a set of material or intangible objects (works, arte-facts, mentefacts, specimens, archive documents, testimonies etc.) which an individual or an establishment has assembled, classified, selected, and preserved in a safe setting and usually displays to a smaller or larger audience, according to whether the collection is public or private.

**Community Art** and cultural development is a community based arts practice and can engage any art form. There are many variations of how community arts and cultural development works are made, developed and shared, and as such, there is no one model. What is at the core of this practice, however, is the collaboration between professional artists and communities to create art.

### **Culture**

For the purposes of this plan “culture” refers to the City’s engagement with the community through the provision of cultural assets and activities aligned to arts, museums, galleries, libraries, community history, heritage locations and public spaces.

### **Cultural Significance**

Cultural significance means aesthetic, historic, scientific, social or spiritual value for past, present or future generations.

### **Heritage**

Something inherited from the past and valued enough today to leave for future generations.

## **Museums and Galleries/ Art and Cultural Heritage Management**

Museums and galleries are complex cultural institutions uniquely concerned both with collecting and preserving the material cultural heritage, and at the same time, communicating its meaning – whether that meaning arises from works of art, archaeological and historical artefacts or scientific specimens. The social and event political dimensions of the communication of meaning result in an institution that combines those aspects with the ‘hardware’ functions of housing and caring for a collection.

## **Performance Practitioner**

A performance practitioner creates live work that explores a conceptual process or premise and can use a variety of mediums including installation and digital media, and is presented to an audience.

Qualifications: The entry requirement is a bachelor degree or higher qualification or at least 5 years’ relevant experience. Some occupations in this unit group may require high levels of creative talent or personal commitment and interest as well as, or in place of, formal qualifications or experience.

## **Performing Arts**

Forms of creative activity performed in front of an audience, such as drama, music and dance.

## **Public Art**

Is usually site specific, can be permanent or temporary, and is artwork in the public domain. It can be sculptural, mural, and significantly diverse in form. Monuments, statues and memorials are the more traditional forms of public art. Today public art is extremely diverse in form and can include interactive works, urban art, street art, architectural street furniture, 2D and 3D projections, multisensory artworks, temporary and ephemeral works.

## **Public Artist**

A public artist is involved in the visual conception, planning and usually the installation of public art works.

Qualifications: Typically possess a post-graduate degree in visual arts or commensurate skills and experience. Often also holds formally recognised or informally acquired computer-based engineering skills.

## **Studio Practitioner**

A studio practitioner creates work that explores a conceptual premise or process and can use a variety of mediums including painting, sculpture, ceramics, performance and digital media.

Qualifications: The entry requirement is a bachelor degree or higher qualification or at least 5 years' relevant experience. Some occupations in this unit group may require high levels of creative talent or personal commitment and interest as well as, or in place of, formal qualifications or experience.

## **Visual Arts**

The visual arts are art forms that create works that are primarily visual in nature, such as ceramics, drawing, painting, sculpture, printmaking, design, crafts, photography, video, film making and architecture.

## **APPENDIX 2 - LEGISLATION AND STRATEGIC DRIVERS (Additional Information)**

### **2.2 The Western Australian Local Government Act 1995**

#### (2.7.) Role of council

##### (1) The council —

- (a) governs the local government's affairs; and
- (b) is responsible for the performance of the local government's functions.

##### (2) Without limiting subsection (1), the council is to —

- (a) oversee the allocation of the local government's finances and resources; and
- (b) determine the local government's policies.

#### (2.10.) Role of councillors

##### A councillor —

- (a) represents the interests of electors, ratepayers and residents of the district; and
- (b) provides leadership and guidance to the community in the district; and
- (c) facilitates communication between the community and the council; and
- (d) participates in the local government's decision-making processes at council and committee meetings; and
- (e) performs such other functions as are given to a councillor by this Act or any other written law.



## **2.3 Western Australian Culture and the Arts,**

### **Department of Local Government, Sport and Cultural Industries**

Operating as a division of the new Department, Culture and the Arts (WA) fosters cultural development in WA through the provision of quality services, programs and policies to support the WA arts and cultural sector.

The organisations that form the Culture and Arts Portfolio are:

**2.17.1** Art Gallery of Western Australia (a statutory authority)

**2.17.2** Perth Theatre Trust (a statutory authority)

**2.17.3** State Library of Western Australia (a statutory authority)

**2.17.4** Western Australian Museum (a statutory authority).

**2.17.5** The State Records Office is responsible for the administration of the State Records Act 2000 which regulates whole of government recordkeeping and management of the State archives collection.

Culture and the Arts (WA) leads in integrating the activities of the Portfolio, and acts as the main contact point for the Minister for Culture and the Arts and central government agencies.

## **2.4 Chamber of Arts and Culture, Western Australia**

The Chamber of Arts and Culture Western Australia is the peak policy and advocacy body for the arts and cultural sector in the State. Strategic priorities for the Chamber include ensuring the WA community demonstrably values arts and culture, to build sector capacity in the short-medium term, to position arts and culture as an important part of Australia's innovative capacity, and advocate for mapped, resourced appropriate, sustainable arts and culture infrastructure.

## **Acts and Legislation**

### **2.5 Aboriginal Heritage Act 1972**

The purpose of the Act is set out in the long title:

“An Act to make provision for the preservation on behalf of the community of places and objects customarily used by or traditional to the original inhabitants of Australia or their descendants, or associated therewith, and for other purposes incidental thereto.”

The Act requires any person or organisation that has in their custody or under their control any object classified as Aboriginal cultural material to document the existence of such objects and make this information known to the applicable governing State Government bodies, contributing to the *Register of Places and Objects*. In addition the Act details requirements for exhibition of cultural objects, and restrictions in relation to dealing with Aboriginal cultural items.

### **2.6 Heritage of Western Australia Act 1990**

The *Heritage of Western Australia Act 1990* requires all local governments to compile and periodically update and review a local heritage survey containing “an inventory of buildings within its district which in its opinion are, or may become, of cultural heritage significance”<sup>1</sup>.

Learning about the history of an area creates a shared understanding of the unique cultural footprint of the community. Our understanding of the past helps us view the present and plan for the future. Local government plays a pivotal role in recording and sharing the history of people and place, and this in turn can be seen to impact on place-making in our community.

The City’s Local Heritage Survey was last reviewed in 2016. This is updated annually and is next due for review in 2020.

On November 8, 2017, the *Heritage Bill 2017* was introduced into State Parliament. The *Heritage Bill 2017* is the culmination of a review of the *Heritage of Western Australia Act 1990*, and seeks to provide modern, updated legislation to preserve places that tell the story of W.A.’s history and development.

## **2.7 Library Board of Western Australia Act 1951**

The *Library Board of Western Australia Act 1951* and its regulation provide the governing legislation in which local governments operate public libraries in partnership with the State Government (represented by the Library Board of Western Australia). Local government provides library infrastructure, including buildings and technology, staff and operating costs while the Library Board, through the State Library of Western Australia, allocates funds for public library stock.

### **Strategic Drivers: Cultural Advocacy**

## **2.8 Arts Leadership Group**

The Arts Leadership Group is an advisory body established by the Department of Culture and the Arts to set a long-term strategic direction for the arts in Western Australia. The group includes direction from state government departments, industry and arts organisations and WALGA.

## **2.9 Cultural Development Network**

The Cultural Development Network (CDN) addresses its goal of a culturally rich and vibrant society by working to increase the expression of culture through the platform of the arts, libraries and heritage. It does this by building the capacity of local government across Australia to support artists and local communities and work towards integrated planning across all levels of government. CDN carries out significant research and development into what matters to communities, their elected representatives, artists and arts managers. Understanding better planning principles, how to evaluate and provide meaningful measurement of outcomes, particularly the understanding of connection of cultural outcomes to economic, social, environmental and civic outcomes of engagement in cultural development activities.

## **2.10 Museums Galleries Australia**

Museums Galleries Australia is the national association and peak advocacy body representing museums and galleries. It encompasses a wide and diverse range of national, state, regional and community museums, galleries, historic sites, botanic and zoological gardens, research centres, Indigenous cultural centres, and Keeping Places across Australia. Members are, linked by a shared dedication to culture, the arts, movable cultural heritage and communities, and the knowledge that Australian cultural life is a dynamic ecosystem that generates creativity and innovation and contributes to the social and economic wellbeing of the country. MGA provides professional development organization, seek to enhance the value of Australia's collections, public programs and stories by sharing knowledge, developing skills, inspiring innovation and providing leadership and the authoritative voice in protecting and promoting our arts and cultural heritage.

## **2.11 State Cultural Infrastructure Strategy 2016 – 2031**

Developed by the Arts Leadership Group, this document provides a vision *for Western Australia to be the best place it can be to live, work and play thanks to the contribution of its arts, culture and creative industries*. It acknowledges the need for collaboration and a unified vision across levels of government, the creative sector, community and private enterprise, and aims to establish a cultural planning system between State and Local Government by 2026 *that facilitates participation in and access to arts and culture for all Western Australians*.

## **2.12 Department of Communications and the Arts**

Develop Australian Government policies and deliver programs that encourage excellence in the arts, help to protect our cultural heritage and support public access to and participation in, arts and culture in Australia. References – cultural heritage, screen, indigenous arts and languages, literature, performing arts, regional arts, museums, libraries and galleries and visual arts.

### **Strategic Drivers: Policies, Schemes and Standards**

## **2.12 Australian Copyright Council**

The Australian Copyright Council is an independent, non-profit organisation. Founded in 1968, it represents the peak bodies for professional artists and content creators working in Australia's creative industries and Australia's major copyright collecting societies.

The Australian Copyright Council advocates for the contribution of creators to Australia's culture and economy; the importance of copyright for the common good. They work to promote understanding of copyright law and its application, lobby for appropriate law reform and foster collaboration between content creators and consumers.

They provide easily accessible and affordable practical, user-friendly information, legal advice, education and forums on Australian copyright law for content creators and consumers.

## **2.11 The Australian Curriculum**

The Australian Curriculum is a national curriculum for all primary and secondary schools in Australia. The Australian Curriculum was introduced to schools in 2014 and is the guiding document for state school education. The Curriculum sets out Key Learning Areas, General Capabilities and Cross-Curricular Priorities. In Western Australia, implementation of the Curriculum, credentialing, and related assessment requirements and processes, are the responsibility of the School Curriculum and Standards Authority.

## **2.12 The Burra Charter**

The *Australia ICOMOS Charter for Places of Cultural Significance, The Burra Charter, 2013* (Burra Charter) provide a best practice standard for managing cultural heritage places in Australia. The Charter sets a standard of practice for those who provide advice, make decisions about, or undertake works to places of cultural significance, including owners, managers and custodians.

Considering the International Charter for the Conservation and Restoration of Monuments and Sites (Venice 1964), and the Resolutions of the 5<sup>th</sup> General Assembly of the International Council on Monuments and Sites (ICOMOS) (Moscow 1978), the Burra Charter was adopted by Australia ICOMOS (the Australian National Committee of ICOMOS) on 19 August 1979 at Burra, South Australia with revisions in 1988, 1999 and 2013.

## **2.13 GLAM Peak: Digital Collections**

GLAM Peak is the peak representative bodies of the galleries, libraries, archives and museums sectors in Australia – which began meeting in mid-2015, collaborating to enable people to access, use and build on our national collections.

GLAM Peak provides practical tools for volunteers and staff in small to medium organisations in Australia that are collecting digital items, undertaking digitisation, and providing online access to their collections. Their Digital Access to Collections framework aims to enable all Australian galleries, libraries, archives, museums and historical societies to make their collections available online, regardless of their size or location.

## **2.14 Industry Standards and Protocols, National Association for the Visual Arts**

The National Association for the Visual Arts (NAVA) is the national peak body protecting and promoting the professional interests of the Australian visual and media arts, craft and design sector. NAVA's Code of Practice for the Professional Australian Visual Arts, Craft and Design Sector ("the Code") is recognised and enforced as Australia's comprehensive set of industry standards for the contemporary arts. The Code is a primary resource for arts, culture and creative industries policy-makers at all levels of government. First Nations self-determination is

facilitated by supporting a national body with the autonomy and expertise to advise governments, consult on current and future needs, and determine areas of focus and priority.

### **2.15 The National Standards for Australian Museums and Galleries**

The National Standards for Australian Museums and Galleries was developed by the National Standards Taskforce and is focused on key areas of activity common to organisations that care for collections and provide collection-based services to the community. The National Standards have been developed with the aim of supporting Australian museums and galleries in carrying out their day-to-day activities, meeting their responsibilities to their various stakeholders, attracting support, and achieving their other organisational objectives.

### **2.16 Percent for Art**

The State Government's Percent for Art Scheme encourages art in the built environment by using a percentage of a development's overall budget to commission public artworks. The Scheme is administered jointly by the Department of Culture and the Arts (DCA) and the Department of Finance's Building Management and Works (BMW).

Since the Scheme began in 1989, more than 574 artworks have been commissioned by the State, valued at more than \$46 million.

The success of the Percent for Art Scheme has led to its adoption and use by other State Government agencies, local governments and private developers as a model of best practice. These models are also often referred to as percent for art programs or policies, as they are based on a percentage of a development's overall budget being used to commission public artworks.

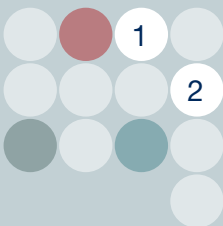
### **2.17 Significance 2.0 (based on principles of the Burra Charter)**

Significance 2.0 is a guide to assessing the significance of collection aims to help collecting organisations, collections professionals and the broader public to determine the significance of cultural and heritage objects. It outlines the theory, practice and many applications of the concept of significance in collection management.

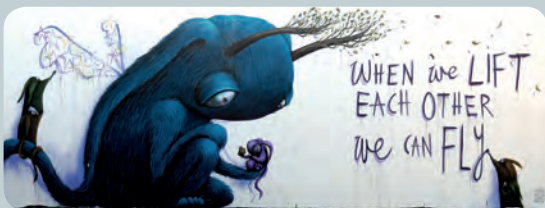
'Significance' refers to the values and meanings that items and collections have for people and communities. Significance helps unlock the potential of collections, creating opportunities for communities to access and enjoy collections, and to understand the history, cultures and environments of Australia.



### Acknowledgement of artworks



- 1 Danka Scholtz von Lorenz – *Fishermans Hollow* (mosaic), Yanchep
- 2 Rick Vermeij – *Seed, Fruit and Flower*, Wanneroo Library and Cultural Centre



Back Cover: Hayley Welsh – *When We Lift Each Other We Can Fly*, Butler Community Centre Mural

WHEN we LIFT EACH OTHER  
we CAN FLY



**City of Wanneroo**

23 Dundobar Road, Wanneroo, WA 6065

Locked Bag 1, Wanneroo, WA 6946

T (08) 9405 5000 F (08) 9405 5499

After Hours 1300 13 83 93

E [enquiries@wanneroo.wa.gov.au](mailto:enquiries@wanneroo.wa.gov.au)

[wanneroo.wa.gov.au](http://wanneroo.wa.gov.au)

