

12.3 Adoption of Arts and Culture Plan

Location	Town-wide
Reporting officer	Yvette Coyne
Responsible officer	Paul Gravett
Voting requirement	Simple majority
Attachments	<ol style="list-style-type: none"> Arts and Culture Plan [12.3.1 - 49 pages] Arts and Culture Plan Public Submission Summary [12.3.2 - 6 pages]

Recommendation

That Council endorses the Town of Victoria Park Arts and Culture Plan, as at attachment one.

Purpose

To present the Town of Victoria Park Arts and Culture Plan 2020 contained in attachment one for Council endorsement.

In brief

- The Arts and Culture Plan is a guiding document which outlines the vision for arts and culture in the Town of Victoria Park and provides strategic direction for the type and level of support for art and cultural activities and infrastructure.
- Community engagement including workshops and surveys have informed the plan. The plan was advertised for public comment and is now presented for adoption.

Background

- The requirement for an Arts and Culture plan was highlighted by the now dissolved Community Development Committee who recognised that a clear plan was vital to delivering high quality arts and culture outcomes for the community.
- The Town's Corporate Business Plan 2017-2022 identifies the following outcome:

S4: A place where all people have an awareness and appreciate of arts, culture, education and heritage.

Strategic Initiative	Action	2018	2019	2020	2021	2022	Responsible Area
S4.1: Promote local art and culture within the Town.	S4.2: Develop an Arts and Cultural Plan					P	Community Development

- A request for quotation (RFQ) was advertised and distributed on 21 February 2019, with a closing date of 14 March 2019. Consulting company Element were appointed to assist with delivering community engagement and the draft plan.
- During July – August 2019, desktop research and a baseline audit of the Town's art and cultural offerings and demographic was prepared before the community engagement phase commenced. Community engagement consisted of three stakeholder meetings (with the Victoria Park Centre for the Arts, John Curtin Gallery and the Aboriginal Advisory Group).
- An initial Arts and Culture Survey was published on 21 October 2019. Community groups, residents and stakeholders, as well as the wider public, were invited to provide a response by 28 November 2019.

6. Two community workshops were held. On 19 November 2019, 14 community members attended a creative think tank workshop that focused on creative cities. On 20 November 2019, 16 local culture/art providers attended a separate think tank on creating the link between arts, culture and economics.
7. Stakeholder outputs including the workshop and survey results informed the direction for draft vision, values and objectives.
8. The draft vision, values and objectives were presented to Elected Members at the concept forum on 25 February 2020.
9. The draft Arts and Culture Plan was developed further to include strategic actions, based on the vision, values and objectives.
10. The draft Arts and Culture Plan was released for public comment on 25 August 2020 for a period of three weeks, closing on 13 September 2020.

Strategic alignment

Social	
Strategic outcome	Intended public value outcome or impact
S04 - A place where all people have an awareness and appreciate of arts, culture, education and heritage.	The plan intends to map out five years of strategic actions and deliverables to achieve this outcome.

Engagement

Internal engagement	
Stakeholder	Comments
Community Development	Consultation and management of the community and internal engagement and drafting of the plan.
Place Planning	Consultation to understand linkages and opportunities related to Place Plans.
Communications	Consultation relating to advertising and promotion and community engagement.
Finance	Procurement management of the RFQ.
Elected Members	Elected members were briefed at a Concept Forum, and were provided the Draft Arts and Culture Plan for comment prior to advertising for public comment.

External engagement	
Stakeholders	Local artists, community groups, local creative stakeholders.
Period of engagement	<ol style="list-style-type: none"> 1. Survey 1: Arts and Culture Survey 21 October-28 November 2019 2. Workshops & Stakeholder Meetings: November 2019 3. Survey 2 Public comment on Draft Arts and Culture Plan: 25 August - 13 September 2020
Level of engagement	2. Consult

Methods of engagement	<ul style="list-style-type: none"> • Stage 1: Initial Arts and Culture Survey • Stage 2: Two community workshops (30 people). Three face to face stakeholder meetings. • Stage 3: Draft Arts and Culture Plan - online survey and submission form.
Advertising	<ul style="list-style-type: none"> • Direct email • Social media platforms • Targeted advertising across digital platforms • Town's Vibe newsletter • Community newspaper • Your Thoughts Page
Submission summary	<ul style="list-style-type: none"> • 222 informed participants • 7 completed surveys and submissions received via Your Thoughts • 1 submission received via email.
Key findings	<ul style="list-style-type: none"> • 7 completed surveys, with 6 supportive of the plan, and 1 supportive but having concerns. • 1 submission received via email supportive of the plan.

Legal compliance

Not applicable.

Risk management consideration

Risk impact category	Risk event description	Consequence rating	Likelihood rating	Overall risk level score	Council's risk appetite	Risk treatment option and rationale for actions
Financial	Administration of Town funds that do not meet the scope and intention of the Arts and Culture Plan.	Minor	Possible	Moderate	Low	TREAT - consider budget request as part of annual budget deliberation process.
Environmental	Not applicable.					
Health and safety	Not applicable.					
Infrastructure/ ICT systems/ utilities	Not applicable.					
Legislative compliance	Not applicable.					
Reputation	The Town is not	Minor	Possible	Moderate	Low	MONITOR

	able to deliver on the actions outlined in the Arts and Culture Plan	implementation of the actions and adjust timing on an annual basis based on resources and budget.
Service delivery	Not applicable.	

Financial implications

Current budget impact	Sufficient funds exist within the annual budget to address this recommendation.
Future budget impact	If Council endorse the Arts and Culture Plan, actions within the plan will inform future budget requests.

Analysis

11. The Town of Victoria Park's vision is to be a dynamic place for everyone, with a strategic outcome of being a place where all people have an awareness and appreciation of arts, culture, education and heritage. According to the Department of Local Government, Sport and Cultural Industries, engagement in culture and the arts has the capacity to enrich and transform individuals, communities, and environments. It is fundamental to human existence, especially to our history, identity, creativity and desire for place and enjoyment.
12. The Arts and Culture Plan is the culmination of stakeholder and community engagement resulting in an action-based plan for the Town's arts and cultural offerings. Places with appropriate cultural infrastructure and creative spaces encourage people to linger longer and participate within the life of the community, whilst creating a vibrant and dynamic place. It is widely recognised that there is a strong link between culture and tourism, and how a vibrant and dynamic community can enhance a city's or town's reputation and branding as a destination of choice for entertainment, art and culture.
13. The Arts & Culture Plan is intended to be aligned with the Town's Strategic Community Plan 2017 – 2032, specifically:
 - S3 – An empowered community with a sense of pride, safety and belonging; &
 - S4 – A place where all people have an awareness and appreciation of arts, culture, education and heritage.
14. The plan has a clear and actionable vision, focus areas, projects and initiatives that can be planned, budgeted and delivered over a five (5) year period. These vision and actions have been informed directly from community engagement workshops and stakeholder meetings.
15. Feedback from surveys, community workshops and stakeholder meetings directly informed the five focus areas in the draft Arts and Culture Plan. It was noted that across the different methods of engagement similar themes of identity, community connectedness, supporting emerging and established artists, and lack of Aboriginal representation were highlighted in each engagement method. Taking on board comments from the community engagement, this evolved into the five focus areas that are listed in the draft Arts and Culture Plan:
 - (a) Create an inclusive and connected community of cultural practitioners within the Town;
 - (b) Develop and grow local talent: attract, retain and support the creative community;
 - (c) Diversify the cultural offering, ensuring representation of the Town's unique community;
 - (d) Grow an engaged audience base consisting of residents and visitors from Perth's wider metro area and nationally; and

(e) Facilitate a sense of belonging and pride in place, showcasing the Town's unique assets and telling local stories through a precinct-based approach.

16. It is recommended that Council endorses the Town of Victoria Park Arts and Culture Plan.

Relevant documents

Not applicable.