



TOWN OF

Bassendean

AGENDA

Arts, Culture and Events Committee

Tuesday 29 November 2022

Notice is hereby given of the Inaugural meeting
to be held in the Council Chamber

Administration Building

48 Old Perth Road, Bassendean WA 6054,

commencing at 3:30 pm

Luke Gibson
CHIEF EXECUTIVE OFFICER (INTERIM)

18 November 2022

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1 Declaration Of Opening; Acknowledgment of Country; Acknowledgment of Visitors; Disclaimer

Acknowledgement of Traditional Owners

The Town of Bassendean acknowledges the past and present traditional owners of the land on which we gather to conduct this meeting, and pays its respects to their Elders, both past and present.

2 Election of Presiding and Deputy Presiding Member

As this is the first meeting of this Committee, the positions for Presiding Member and Deputy Presiding Member are to be decided. Nominations for the positions are to be made in writing on the provided nomination form attached. If there is more than one nomination for each position a secret ballot will be conducted to decide the position.

Presiding Member

The A/Director Community Planning, Ms Donna Shaw, will conduct the election of the Presiding Member under delegated authority of the Chief Executive Officer (Interim).

Deputy Presiding Member

The Presiding Member will conduct the election of the Deputy Presiding Member.

3 Announcements by the Presiding Member without Discussion

4 Attendances, Apologies and Leave of Absence

5 Declarations of Interest

6 Confirmation of Minutes

Nil (on the basis that this is the first meeting of this Committee).

7 Business Deferred from Previous Meeting

Nil (on the basis that this is the first meeting of this Committee).

8 Presentations or Deputations

8.1 Terms of Reference	
Attachments	1. Arts Culture and Events Committee [8.1.1 - 3 pages]

The A/Director Community Planning will provide an overview of the Terms of Reference and the prescribed roles and functions of the Committee.

8.2 Committee Context	
Attachments	Nil

Purpose

The purpose of this presentation is to outline the Town's involvement in arts, event and culture and discuss community aspirations and as conveyed through the Catalyse survey, and to clearly articulate the terms of reference of this Committee.

The Town engaged Catalyse to conduct a district wide Markyt Community Scorecard. The Markyt Community Scorecard is a standard assessment tool used by a significant number of local governments for the purpose of continuous improvement and enables a comparative analysis with other local governments in terms of performance.

The Scorecard was designed to evaluate community needs and aspirations in order to inform budget decisions, strategic planning and performance evaluation for the Town.

In 2022, Catalyse conducted the survey once again for the Town, which has been presented to Councillors and informs the review of the Strategy Community Plan.

Festivals, events, art and cultural activities were identified as one of the top five community priorities.

9 Reports

9.1 Strategic Budget Planning 2023/24

Attachments

Nil

Purpose

The purpose of this item is to consider future budget allocations and the scale of projects for arts, culture and events to be considered by Council in subsequent budget processes.

Events Coordination

A core function of the Town's Community Development Business Unit (CDBU) is to plan, coordinate and facilitate the delivery of events within the Town. In addition, other business units also undertake this function in relation to their respective line of business. The CD business unit is made up of a Manager Community Development, two Senior Community Development Officers (one full time Volunteers Services and the other part time 0.8 Events, Community Funding and Arts & Culture), one part time Community Development Officer and one Senior Community Recreation Officer. The Administration Officer Community Planning also provides support to the CD team regarding event coordination.

Events planning has traditionally occurred around known significant dates (such as Australia Day and ANZAC Day), however, there has been little strategic direction in respect to the scale and frequency of events to inform budget processes.

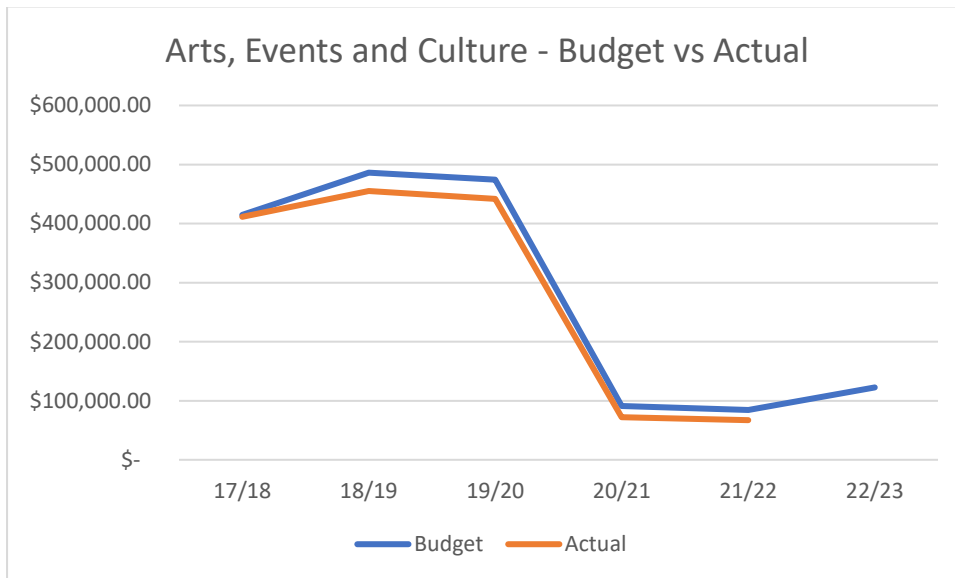
To provide strategic direction for future events and funding, the Town has prepared a draft ACE Plan for consideration. A copy of the draft ACE Plan is attached for the Committee's consideration as a separate item to this agenda. This plan will be considered by Council prior to public consultation and further consideration by Council prior to adoption.

Current Funding

As advised in the CEO Bulletin dated 29 July 2022, Council's annual budget allocation for community events, activations and cultural activities has decreased significantly over recent years thereby reducing the Town's ability to host events on the same scale, as demonstrated below:

Year	Budget	Actual
17/18	414,700	411,536
18/19	486,200	455,123
19/20	474,300	441,954
20/21	91,052	72,066
21/22	84,405	67,141
22/23	122,600	

The below graph clearly demonstrates Council’s budget allocation and the resultant expenditure.



As part of the eight Councillor workshops on the draft 2022/23 budget, the prospect of Councillors wanting to provide more funding for community events and activations (with a view to the Town delivering more and/or larger community events and activations) was not raised.

Councillors were advised that this matter can be revisited as part of the preparation of the 2023/24 annual budget, however, it is considered appropriate for this Committee to consider likely future arts, culture and events and associated scale to assist in future budget allocations.

Event Hierarchy/Budget

Based on previous event information, the Town has compiled the following table to demonstrate the expected attended numbers/reach and approximate budget based on different scaled events.

Catchment						
Level	Suburb Centric	ToB Suburbs	Surrounding LGs	Metro Perth	Attendees	Est Cost
Regional	✓	✓	✓	✓	2,501 - 5,000 +	\$100-150,000 +
District	✓	✓	✓		1001 - 2,500	\$50-100,000
N/Hood	✓	✓			501 - 1,000	\$10-\$50,000
Local	✓				0 - 500	Up to \$10,000

Assuming future budget allocations are similar to the \$122,600 allocated towards events in the 2022/23 budget, whilst one regional scale event could be feasible, in the absence of an increased budget allocation, it would preclude additional events throughout the year.

This is not considered appropriate given the range of events currently held which are valued by the community, including NAIDOC and reconciliation week, senior's week, and international volunteer day.

As such, until such time additional funding and resourcing is made available in subsequent budget processes, it is recommended that the Town deliver a range of local, neighbourhood and district level events throughout the following financial year to recognise and celebrate various significant dates, as outlined in the draft ACE Plan.

Funding Sources

Public Art Trust / Developer Contributions

Through the application of Local Planning Policy No. 15 – Public Art, the Town can seek contributions via a condition of development approval for residential, commercial or mixed use development, where the estimated cost of the development exceeds \$2 million (with actual contributions being equivalent of 1% of the estimated cost of development, but not exceeding \$250,000).

The application of the above Policy has resulted in the creation of an existing Public Art Trust account (T2580). These funds were collected via historic development contributions at the time of development approval, and an audit of the funds would need to be undertaken to determine whether they were collected as contributions via a condition of approval to be expended in proximity to the development.

Decommissioning of Artworks

The Town currently has a collection of over 50 pieces, with a previous (2015) estimated collective value of \$77,000. The most recent piece was acquired in 2019 as part of the (then) Visual Art Awards.

A potential funding source for ACE is the decommissioning of artworks that are in poor condition, damaged or deteriorated beyond reasonable repair, or duplicate other elements of the collection.

Council Policy 4.2 – Art Acquisition, Management and Decommissioning was considered by Council in February 2022, which provides a framework to acquire, and thereafter, develop, maintain and dispose of (where relevant) a collection of artworks.

The Policy provides that the Town may, at its absolute and sole discretion, remove any art from the collection for the purposes of selling, gifting, donating, storing, or otherwise disposing of the art, provided that the Town provides the relevant artist prior notice of its intentions.

Part 2 of Council's February 2022 resolution on the matter requested the CEO to provide information within our month via the bulletin outlining art proposed to be retained on an art collection register, artworks proposed to be decommissioned and potential options for any additional artworks to be housed with other organisations to allow them to be viewed by the public.

The Town will be undertaking a review of existing artworks to determine if any pieces are appropriate for decommissioning in accordance with Policy requirements. This will be presented at a future Committee Meeting.

To assist in potential decommissioning, a recent valuation for the art collection is necessary should Council resolve to sell artworks. As such, it is recommended that the Committee request Council consider a budget allocation for valuation services in this respect.

External Funding

The Town can also apply for grants from external funding sources and partner with external providers where available.

Officer Recommendation – Item 9.1

That the Committee:

1. Notes that the Town will deliver local, neighbourhood and district scale events for the remainder of the 2022/23 financial year; and
2. Recommends that Council consider a budget allocation in the 2023/24 annual budget for art valuations, to guide potential future disposal of artworks consistent with Council Policy 4.2 - Art Acquisition, Management and Decommissioning.

9.2 Draft Arts, Culture and Events Strategy

Attachments

1. Draft Arts Culture and Events Strategy [9.2.1 - 16 pages]

Purpose

The purpose of this item is to consider a draft Arts, Culture and Events Plan (ACE Strategy) for the purposes of advertising.

Background

Given the lifespan of the Town's Arts and Culture Plan 2019-2023, the Town has commenced a review of this document with a view to formulating a contemporary plan, reflective of Council's current Strategic Community Plan, as well as community aspirations. A copy of the current Arts and Culture Plan 2019-2023 is attached.

The purpose of the draft ACE Strategy is to provide strategic direction for future events and funding, as well as providing clarification on the Town's role with respect to events.

Undertaking a strategic approach to the delivery of ACE is important in clearly linking the community's aspirations with the Council's vision, long term strategy and budgeting processes.

As such, the draft ACE Strategy seeks to align the delivery of each ACE actions in subsequent years for the lifespan of the plan, which was not included in the current Arts and Culture Plan 2019-2023.

This will ensure required funding can be considered in subsequent budget cycles, and to ensure it is clear to the community when each ACE is likely to occur.

The draft Plan captures all the Town's current ACEs, as well as proposing additional ACEs for Committee's consideration. These are represented as either 'NP' (new project) or 'EP' (existing project) within the strategy recommendations. A copy of the draft ACE Strategy is attached.

It is open to Committee to add, modify or delete ACE actions contained within the draft Plan, however, it is noted that this will have budget implications.

Further, the draft ACE Strategy outlines the community development approach the Town will have regard to in its scale of involvement for each ACE action.

The Strategy:

- Provides an open and transparent framework for the delivery of ACE;
- Buildings organisational and resource capability and capacity to meet community needs;
- Recognises that resources are required to deliver ACE;
- Provides the ability to convey longer term financial implications of ACE; and

- Optimises success by understanding the integration and interdependencies between the components.

It is intended that the draft ACE Strategy will be considered by Council as part of the minutes of this Committee, prior to public consultation and further consideration by Council prior to adoption. Should the draft ACE Strategy be adopted by Council for the purposes of advertising, the Town intends to advertise for a minimum period of four weeks in the following manner:

- The Town’s website and social media;
- A copy being made available at the Town’s Customer Services and the Bassendean Memorial Library;
- Thrive, and
- Liaising with local artists and community groups.

The draft ACE Strategy is intended to not only recognise the ACEs delivered by the Town, contributing to desired social outcomes, but also those delivered by its partners and other providers providing coverage in the district, including not for profit organisations and community groups.

Officer Recommendation – Item 9.2

That the Committee recommends that Council adopt the draft Arts, Culture and Events Strategy for the purposes of advertising.

9.3 Community Cultural Development Project	
Attachments	Nil

As part of the 2022/23 budget process, Council approved a budget allocation of \$50,000 for a Community Cultural Engagement Project, which was made up of \$20,000 of municipal funds, supported by an anticipated \$30,000 grant from the Department of Local Government, Sport and Cultural Industries.

The Town engaged an artist to scope a ‘River Stories’ project, which included project concept design, delivery planning and grant preparations involving three stages of project development and delivery to performance/presentation. The project included a series of workshops and community consultation (including Bassendean Primary School), with part of those funds intended for the artist, in addition to materials etc. or other local artists to assist in delivering the project.

The artist was paid \$1,360 for the initial work undertaken to date in respect to scoping the project, however, the Town has not directed the artist to continue with the project given at that point in time, a budget allocation had not been finalised, nor matters pertaining to procurement resolved. The Town did not apply for the \$30,000 grant on this basis.

The Town has since met with the artist to discuss the project moving forward, which is broadly summarised as follows:

- The artist is working with Bassendean Primary School and local riverside schools in preparing a project which involves sharing community stories;
- The stories will relate to the Derbarl Yerrigan (Swan River) and be interpreted with visual art;
- The Bassendean Primary School may seek external grant funding to assist with funding the project;
- Whilst the project can be presented in December 2023 at Bassendean Primary School, the artist/School is seeking the Town's assistance to showcase the project adjacent the river and potentially at other community events. For example, portions of the project could be showcased at the Town's Australia Day Event in January 2024; and
- The Town's role in the project would be to connect the artist and the School with local community connections (such as the local studies collection), facilitate workshops with the community and to host the event.

In considering the above, whilst the Town can facilitate workshops and events, where the project exceeds \$5,000, consideration is required to Council's Purchasing Policy.

The artist may be considered a sole supplier for the purposes of the purchasing policy given the unique nature of the project scope, however, this would require CEO approval.

Rather than appointing the artist to deliver the project, it is recommended that the Town continue to liaise with the artist and Bassendean Primary School to facilitate workshops and event(s) to showcase the final project. In the interim, the balance of unspent funds is recommended for recommittal to the community events, activations and cultural activities budget, given the project will not be finalised in this financial year in any instance.

The Town can determine procurement and future event costings once the project is further progressed, with a view to committing funds for this purpose from the community events, activations and cultural activities budget in the 2023/24 financial year.

Officer Recommendation – Item 9.3

That the Committee notes:

1. That the Town will continue to work with the artist and Bassendean Primary School on a Community Cultural Engagement Project; and
2. That the balance of funds (\$18,640) be recommitted to the community events, activations and cultural activities budget, as part of the upcoming mid-year budget review.

9.4 Australia Day 2023	
Attachments	Nil

Purpose

The purpose of this item is to consider how the Town will recognise Australia Day in 2023.

Background:

Until 2017, the Town staged Australia Day Celebrations and Fireworks for 13 consecutive years at Ashfield Reserve.

At its 7 February 2017 meeting, the Town's then 'Liveable Town Advisory Committee' sought to establish a Working Group to conduct a review of the event, which was endorsed by Council at its 28 February 2017 Ordinary Meeting. The review was based on the following terms of reference:

- The sensitivity of holding the event on 26 January each year;
- The effectiveness of the Town's Australia Day event from the perspective of measuring the quality and impact of the event and experiences;
- The current investment by the Town, complexity of the event each year and risk management issues associated with the fireworks and overall event management;
- The Cultural Plan review which was scheduled to be conducted in the first half of the 2016/17 financial year.

In recent years, the Town has either held a neighbourhood scale event (2022) or a scaled down event (2021) due to the Covid-19 pandemic.

On 26 January 2022, the Town hosted an event to celebrate Birak (the Noongar season for December and January) at Mary Crescent Reserve, which included the mandatory citizenship ceremony, as well as the following elements:

- a breakfast provided by the Bassendean SES volunteers;
- a Welcome to Country by Trevor Stack, a Noongar man with connections to Whadjuk, Ballardong, Tued and Wardandi clans of Western Australia;
- a musical performance by Gina Williams and Guy Ghouse;
- a Karaak and Marri showcase presented by Bassendean Primary School students; and
- a traditional performance from the Gya Ngoorp dance group.

Given this event was well received by the community and displayed unity, culture and connection, it is recommended that the Committee endorses a similar event for 26 January 2023.

Similar scaled neighbourhood events are recommended in future in lieu of one large event given current budget considerations, as provided in the Officers recommendation.

In respect to funding for this event, In the previous two years, the Town was successful in receiving grants from the National Australia Day Council (NADC) for the staging of Australia Day events (which includes the required Citizenship Ceremony).

Given that these grants are released late in the year, the Town sought a budget allocation as to not be reliant on an external funding source to secure the delivery of an event. An allocation of \$20,500 has been approved by Council, \$15,000 of which is proposed to be used to stage the 2023 Australia Day event, commensurate with a neighbourhood sized event. The balance of funds has been used for the Citizenship Ceremony that occurred in October 2021 and is proposed to be used for the future Citizenship Ceremony in May 2023.

Notwithstanding, the Town will apply for a NADC grant to supplement the existing budget allocation, including increasing the cultural component as well as focusing on access and inclusion to the event.

Officer Recommendation – Item 9.4

That the Committee notes the Town will continue to deliver a neighbourhood level event for residents to recognise Australia Day.

10 Announcements of Notices of Motion for the Next Meeting

11 Motions of Which Previous Notice Has Been Given

12 Closure

The next Committee meeting is to be held on 7 March 2023, commencing at 3.30pm.