



DRAFT

**Arts, Culture and Events
Strategy
2023-2026**

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1.0 Introduction

1.1 Executive Summary

Community development is not an activity, but is a process, or a set of principles that is used to enable communities to grow and change according to their own needs and priorities.

It is inclusive and focuses on groups who are often disempowered due to economic hardship, disability, ethnic background or age. Community development is a grassroots approach to resolving issues identified by the community (*Kretzmann & McKnight, 1996; Toomey, 2011*).

The sustainability of the Town of Bassendean (the Town) is dependent upon the integration of a set of interconnected factors - cultural, environmental, social and economic. The Town recognises that the Arts, Culture and Events (ACE), contribute to a resilient, liveable, vibrant and prosperous community by creating a sense of place and contributing to a culturally rich environment. The Town also considers that high quality and meaningful artwork and events can enrich the community and strengthen community connectedness.

The ACE Strategy is a four-year strategic document which provides a framework for the delivery of ACE. Given Council's historical commitment to ACE, the ACE Strategy will also build on the findings and strategies outlined in the Town's Arts and Cultural Plan 2019-2023, with the Town also acknowledging the significant contribution of the creative community towards previous cultural planning processes.

The Town will seek to create collaborative partnerships to help connect groups, communities, organisations, agencies, business, etc. with shared understanding and agreements around principles, purposes, goals, processes and mutual benefits related to ACE. These collaborative relationships can result in greater impact in communities through collaborative initiatives, activities and projects.

1.2 Defining Culture

Culture encapsulates the shared values, attitudes and beliefs of the community which have been influenced by historical, social, environmental and economic experiences. It can be interpreted via visual artworks, events and shared stories and literature.

Cultural development includes the use of arts and cultural events to recognise, celebrate and engage with the community, with resultant social and economic development outcomes.

A strategic approach to cultural development ensures the Town has the ability to capitalise on opportunities to enhance cultural assets and appropriately allocate resources in line with community priorities and values.

1.3 Our Community

The Town covers a geographic area of 11km² and has a population of 16,101.

By 2031, the lowest growth indicates a population of 12,600, the high growth indicates a population of 15,800, whilst the median growth is estimated at 14,170.

The median age of the Bassendean community is 38.

In 2021, there are 399 Aboriginal people within the Town, making up 2.5% of the population, which is higher than the Perth metropolitan average of 1.8%, and lower than the State (3.3%) (ABS, 2021). The Town's population also consists of 17.1% from non-English speaking backgrounds, with 32.4% of residents having been born overseas, both of which are lower than the State.

1.4 Objectives

- (a) Create a vibrant, inclusive and connected community.
- (b) Guide the future provision of Cultural Development within the Town, aligned with other Town plans and strategies.
- (c) Build on existing ACE and develop and enhance them to meet the community's priorities and aspirations.
- (d) Spark the imagination, pique curiosity and creativity, from experienced artists to first time members of the public.
- (e) Actively engage artists and encourage creativity and engagement with the community.
- (f) Upskill local artists and communities and strengthen the creative industries sector in the Town.
- (g) Improve legibility by introducing public art which assists in making streets, open spaces and buildings more identifiable.
- (h) Enhance a sense of place by encouraging public forms which provide an interpretation and expression of the local area's natural physical characteristics and social values.
- (i) Improve the interpretation of cultural, environmental and built heritage.
- (j) Provide incentives, support and advice towards the development of community-led neighbourhood events and projects.
- (k) Create authentic and meaningful experiences through events, shared experiences and story-telling.
- (l) Foster a thriving and ever-developing creative economy within the Town.
- (m) Promote and facilitate capacity building, networking and ongoing learning through cultural development.

2.0 Context

2.1 Framework for Cultural Development Planning

The ACE Strategy has been developed in accordance with the Framework for Cultural Development Planning, a planning resource developed by the Cultural Development Network (CDN), which provides a consistent approach and terminology for cultural development professionals across all local governments in Australia.

The Framework recommends a planning process that is integrated with other key strategic plans of Council. The six principles that underpin the Framework for cultural development planning are:

Principle	Definition
Based on values	Embodied in Council policies and plans, what the community cares about.
Directed towards goals	A goal represents a desired future. It is not necessarily attainable, but is aspirational. Articulate the desired future towards which our effort is directed.
Informed by evidence	Research, data and practice knowledge that helps us know more about issues we are facing. This includes baseline data about the community and its needs, and what others have done to address them (outcome studies).
Underpinned by a theory of change	Knowing what we know (evidence)... about how to address the goal (objectives), we will do (something) <i>the activity</i> .
Focused on outcomes	Apply measurable objectives that address the goals. These should conform to SMART principles i.e. be specific, measurable, achievable, realistic and timely. They are not activities, but what is achieved through our activities.
Responsive to evaluation	Conduct evaluation that is consistent and impacts future decision-making.

2.2 Related Context

The provision and development of the Strategy has been informed by the following legislation, strategies, policies, and position and guidance statements:

Document	Details	Alignment
Western Australian Cultural Infrastructure Framework 2030+	The WA Cultural Infrastructure Framework 2030+ identifies how cultural infrastructure can increase participation in arts, culture and creative activities for all Western Australians and showcase the State to the world.	This Framework introduces a suite of documents that form the Cultural Infrastructure Toolkit, which can be used to form partnerships across all tiers of government, the cultural and creative sector, investors, developers, planners, architects, and local communities.
State Government Percent for Art Scheme	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 art on new public buildings such as schools, police stations and hospitals.	The Percent for Art Scheme establishes the framework for the creation of a Local Planning Policies for contributions from developers for public art.

Council Policy – Art Acquisition, Management and Decommissioning Policy	Council Policy applicable to the Town's existing art collection and any decisions relating to the acquisition of additional items.	To provide guidance on the effective acquisition, management and decommissioning of the Town's art collection.
Local Planning Policy No. 15 – Public Art	Local Planning Policy providing for the ability to impose conditions on development approvals requiring contributions towards the provision of public art.	Enhance a sense of place by encouraging public forms which provide an interpretation and expression of the local area's natural physical characteristics and social values

2.3 Community Development Approach

The Town recognises that building community capacity ensures a greater level of community involvement in the creation and delivery of ACE. As such, it is considered necessary to outline the different levels of involvement that the Town may have in ACE, as detailed below.

Level	Details
Planner (PL)	The Town identifies community requirements for services and infrastructure and ensures mechanism are in place to meet these requirements.
Supporter (SU)	The Town provides support for community organisations and clubs. This support is delivered through a number of methods including the use of community owned facilities; the provision of funding; and providing access to information resources.
Partner (PT)	The Town will partner with organisations that share a similar goal allowing for pooling of resources. These partnerships will be on an informal or formal "service agreement" basis as required.
Coordinator (CD)	The Town brings together stakeholders to plan and develop the joint provision of services and infrastructure.
Provider (PR)	The Town manages one of its own facilities or is solely responsible for the delivery of a service. Income and expenditure is determined by the Town's annual budget process.

3.0 Strategic Alignment – To be updated in accordance with revised SCP.

3.1 Strategy Community Plan 2020-2030

This Strategy addresses the Community's Vision for the future and specifically the following Priority Areas contained within the Town's Strategic Community Plan 2020-2030:

Priority Area 1: Strengthening and Connecting our Community

Direction	Potential Strategies	What Success Looks Like
Creating an environment where people feel welcome and safe	<ul style="list-style-type: none">• Create public spaces and transport routes that encourage people to linger, interact and enjoy (including evening use)• Encourage the adoption of a collective responsibility towards safety	<ul style="list-style-type: none">• Increased use of public transport by different demographics• Increased active transport by different demographics• Reduced antisocial incidents

Priority Area 3: Creating a Vibrant Town and Precincts

Direction	Potential Strategies	What Success Looks Like
Support the town centre to thrive	<ul style="list-style-type: none">• Advocate for economic growth of our Bassendean town centre• Engage potential government and private sector development partners to realise opportunities within the Town of Bassendean	LONG TERM <ul style="list-style-type: none">• Increased number of developments within the town centre• Increased population within the Town• Improved retention of existing businesses• Increased number and retention of new businesses• Increased local employment
Increase the residential population close to centres and train stations	<ul style="list-style-type: none">• Ensure planning and development strategies and policies align with the desire to focus future development around centres and train stations	LONG TERM <ul style="list-style-type: none">• Meet obligations under State population targets• Appropriately located development• Increased dwelling numbers and diversity of dwelling types• Enhanced quality of development outcomes

Priority Area 4: Driving Financial Suitability

Direction	Potential Strategies	What Success Looks Like
Ensure there is sufficient, effective and sustainable use of assets	<ul style="list-style-type: none"> Assess assets (including review of portfolio, landholdings and facility condition, use and capacity) to optimise and rationalise Ensure financial planning has a longterm outlook and a focus on land asset rationalisation 	<p>SHORT TERM</p> <ul style="list-style-type: none"> All Town-owned buildings increased in their utilisation Defined position and strategy of when buildings need renewal <p>LONG TERM</p> <ul style="list-style-type: none"> Consolidated infrastructure footprint Enhanced sustainability footprint Clear indications of whole-of-life costs
Ensure community facilities are accessible to and well utilised by a diverse range of community members	<ul style="list-style-type: none"> Community Infrastructure Strategy (use of community spaces, shared or individual hubs, appropriate number of facilities) Leasing, Licensing and Hiring Strategy 	<p>SHORT TERM</p> <ul style="list-style-type: none"> Increased use of facilities Increased shared use of spaces/diversity of use

3.2 Markyt Community Scorecard

The Markyt Community Scorecard is a standard assessment tool prepared by Catalyse 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.

In 2022, The Town commissioned Catalyse to again undertake the survey, with the Scorecard designed to evaluate community needs and aspirations in order to inform budget decisions, strategic planning and performance evaluation for the Town.

The results of this survey identified the top 5 community priorities as:

- Community safety and crime prevention
- Town centre development and activation
- Sustainable practices / climate change
- Swan River management and enhancement
- Festivals, events, art and cultural activities

The ACE Strategy will assist in the strategic delivery of festivals, events, art and cultural activities as identified as a priority area of the community.

4.0 Conclusion

The Town acknowledges that ACE contributes to the community's sense of well-being and satisfaction. A strong arts and culture offering positively influences broader community satisfaction, as well as contributing towards the economic prosperity of the district. Implementation of the ACE Strategy will provide a framework for arts and culture across the Town, encourage new opportunities, enhance existing cultural assets and appropriately allocating resources in line with community priorities and values.

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5.0 Strategy Recommendations

*EP denotes existing project.

NP denotes new project for budget consideration.

5.1 Arts

Action	Outcome	Lead/ Responsibility	Delivery	Existing or New	Timeframe			
					2022- 2023	2023- 2024	2024- 2025	2025- 2026
5.1.1	Promote and facilitate community street art.	Implement local community street art program for existing infrastructure within the Bassendean Town Centre.	Community Development	PT PR	NP	x	x	x
5.1.2	Recognise and support local artists.	Ongoing promotion of local artists through Town of Bassendean channels.	Communications	SU	EP	x	x	x
5.1.3	Create and maintain a Bassendean Gallery Graffiti Mural.	Ensure the Bassendean Gallery Graffiti Mural is maintained and relevant.	Youth Services	PR	EP	x		
5.1.4	Review Art Acquisition and Management Policy.	Ensure contemporary guidance on the effective acquisition, management and decommissioning of the Town's art collection.	Community Development	PR	EP		x	
5.1.5	Develop an implementation plan for the provision of Public Art.	Create a plan for the delivery of public art within the Town.	Community Development	PR	NP	x		
5.1.6	Grants for arts organisations	Provide financial assistance through grants, sponsorship, donations, waivers and	Community Development	PT SU	EP	x	x	x

Action		Outcome	Lead/ Responsibility	Delivery	Existing or New	Timeframe			
						2022- 2023	2023- 2024	2024- 2025	2025- 2026
	and individuals.	in-kind support in accordance with Council Policy – Community Funding and the Town's Sponsorship and Grants program.							
5.1.7	Review and implement Local Planning Policy No. 15 – Public Art.	Ensure a contemporary local planning framework as it relates to public art and the ability to require developer contributions towards public art.	Planning Services	PR	EP			x	
5.1.8	Deliver digital artworks for the Bassendean Green Trail between First and Third Avenue, Bassendean.	Create a digital art trail showcasing the talents of young, local artists with the aim of creating moments of engagement for the trail.	Sustainability and Environment	CD	EP	x			
5.1.9	Maintain the Town's public art collection.	Acquire, maintain and dispose of art in accordance with Council Policy - Art Acquisition and Management Policy.	Community Development	PR	EP	x	x	x	x
5.1.10	Identify both Town and privately owned vacant or under-utilised buildings to provide and/ or facilitate cooperative performance, work space and hubs for the creative sector and community (including CaLD communities)	Provide for art and small scale cultural spaces to enhance the Town's growing reputation as a creative industries hub.	Community Development Planning Services	PT CD	NP	x	x	x	x

5.2 Culture

Action		Outcome	Lead/ Responsibility	Delivery	Existing or New	Timeframe			
						2022- 2023	2023- 2024	2024- 2025	2025- 2026
5.2.1	Identify and promote shared space(s) for collaboration, networking, exhibiting and performance.	Assist in developing the Town's growing reputation as a creative industries hub.	Community Development	PT CD	NP			x	
5.2.2	Establish a strategy to enhance partnerships, participation and engagement of Noongar people.	Increased engagement and participation with Noongar people.	Community Development	PL PT PR	NP		x		
5.2.3	Develop a Relationship Management Model to facilitate engagement with event providers/ community groups.	Fostering a culture of collaboration and trust between the organisation and community.	Community Development	PR	NP		x		
5.2.4	Deliver the Town's Oral History Program.	Record the oral histories of Aboriginal people with a custodial or cultural connection to the district, and the memories and experiences of people who have lived, worked or played in Bassendean.	Library Services	PR	EP	x	x	x	x
5.2.5	Promote and continue the Bassendean Local Studies Collection.	Provide access to Ancestry.com courtesy of the State Library of Western Australia subscription to ensure residents feel closely	Library Services	PR	EP	x	x	x	x

Action		Outcome	Lead/ Responsibility	Delivery	Existing or New	Timeframe			
						2022- 2023	2023- 2024	2024- 2025	2025- 2026
		connected and understand family history and genealogy.							
5.2.6	Review and update the Town's Local Heritage Survey and Heritage List	Identify places of cultural heritage significance and ensure the Town's local heritage framework is contemporary.	Planning Services	PR	EP				x
5.2.7	Develop and implement a comprehensive strategic Interpretation Program for natural history and heritage.	Share the stories of local places of Aboriginal significance, including the Derbarl Yerrigan.	Community Development	PT	NP			x	
5.2.8	Deliver Community Funding and Community Awards in accordance with Council Policy – Community Awards and Council Policy – Community Funding Policy.	Facilitate the recognition and celebration of significant contributions to the local community and district.	Community Development	PR	EP	x	x	x	x

5.3 Events

Action		Outcome	Lead/ Responsibility	Delivery	Existing or New	Timeframe			
						2022- 2023	2023- 2024	2024- 2025	2025- 2026
5.3.1	Facilitate the Arts, Culture and Events Committee.	Provide for high-level Council strategic direction regarding matters relating to the community arts, culture and/or events that assist fostering strong community expression, identity and pride.	Governance Community Development	PR	EP	x	x	x	x
5.3.2	Facilitate and deliver the Community Awards program.	Provide an event to recognise contributions made by community members.	Community Development	PR	EP	x	x	x	x
5.3.3	Artist meet and greets.	Meet and greet sessions included in agreements for commissioned works.	Community Development	PT CD	NP	x	x	x	x
5.3.4	Promote community group events within the Town.	Creation and maintenance of a community calendar of events through Town of Bassendean channels.	Community Development	SU	EP	x	x	x	x
5.3.5	Deliver a small or medium sized neighbourhood level event for residents to recognise Australia Day.	Ensure that Australia Day events are inclusive and acknowledge cultural diversity and multiple histories.	Community Development	PR CD PL	EP	x	x	x	x
5.3.6	Provide citizenship ceremonies within the Town.	Citizenship ceremonies in accordance with the Australian Citizenship Ceremonies Code	Community Development	PR	EP	x	x	x	x
5.3.7	Research and consider a natural heritage “green”	Events to provide opportunities to reconnect them with nature,	Community Development	PL CD	NP			x	

Action		Outcome	Lead/ Responsibility	Delivery	Existing or New	Timeframe			
						2022- 2023	2023- 2024	2024- 2025	2025- 2026
	activation, event or festival in partnership with key internal and external stakeholders.	environmental issues, and natural heritage.							
5.3.8	Facilitate the Telethon Community Cinemas.	Provide for family friendly affordable (and some free) community outdoor cinema screenings.	Community Development	CD PT	EP	x	x	x	x
5.3.9	Facilitate the Bassendean Markets.	Monthly community markets for economic development and community connectiveness.	Market Provider Community Development	CD PT	EP	x	x		
5.3.10	Celebrate NAIDOC and Reconciliation week.	Develop relationships with the local Aboriginal community and celebrate Aboriginal culture and heritage.	Community Development	PT PR	EP	x	x	x	x
5.3.11	Commemorate ANZAC Day, Vietnam Veterans Day and Remembrance Day.	Provide an ANZAC day ceremony and recognise Vietnam Veterans Day and Remembrance Day in conjunction with the Eastern Regional Sub-Branch.	Community Development	SU CD	EP	x	x	x	x
5.3.12	Celebrate Seniors Week.	Recognise and celebrate Seniors Week in November each year via an event and promoted via the Town's media channels.	Bassendean 55 Plus Association (or another seniors group) Community Development	SU PT	EP	x	x	x	x
5.3.13	Celebrate International Volunteer Day.	Recognise International Volunteer Day on 5 December each year by	Community Development	PR	EP	x	x	x	x

Action		Outcome	Lead/ Responsibility	Delivery	Existing or New	Timeframe			
						2022- 2023	2023- 2024	2024- 2025	2025- 2026
		celebrating volunteers within the Town by an event and through the Town's media channels.		PT					
5.3.1 4	Facilitate Christmas Carol Gatherings.	Facilitate a Christmas Carol event within the Town.	Community Development	SU	EP	x	x	x	x
5.3.1 5	Promote the Garage Sale Trail	Promote the Garage Sale Trail in November each year via the Town's media channels.	Community Development	SU	EP	x			
5.3.1 6	Celebrate International Day of People with Disability	Recognise International Day of People with Disability on 3 December each year by increasing public awareness, understanding and acceptable of people with disability.	Community Development	SU	NP	x	x	x	x