

Cultural Outcome: STIMULATION
Dynamic, creative stimulation

Spark the imagination, pique curiosity and creativity, from experienced artists to first time members of the public. Value original ideas, create something new and worthwhile, thinking, then producing. Experiencing stimulus may result in desire to engage more, create more, alone, or collaborating with others.
More creativity is stimulated, leading to potentially more works being created.

Issues Raised
Spaces and places for collaboration, networking, sharing creativity? Employment opportunities for local artists.

Evidence
Strong call for deeper engagement between artists, communities, events and their stories. Longer term community cultural development projects. Support for public art outcomes involving community.

Links to council plan
SOCIAL: 1:2 - Ensure all community members have opportunities to be active, socialise and be connected.

WE WANT TO ACTIVELY ENGAGE OUR ARTISTS;
ENCOURAGE CREATIVITY AND DEEPEN ENGAGEMENT WITH THE COMMUNITY

EVALUATION TOOLS:
Culture Counts Dimensions aligned to STIMULATION
CREATIVITY:
It sparked my own creativity and/or production of new work
CURIOSITY:
It sparked my curiosity and made me want to find out more
IMAGINATION:
It opened my mind to new possibilities
MOTIVATION:
I feel motivated to do more creative things in the future
EXPRESSION:
I feel more able to express myself creatively

STRATEGY

Connect artists through our RELax program, Markets, and other events.

Engage artists in the local studies library, historical collections to interpret important stories of significance;

Explore artist in residency programs, long term Community Cultural Development projects, public art/ performance outcomes.

Through partnerships expand school holiday cultural programs for young people.

SUGGESTED ACTIONS

Build local artists database from:

- Cultural Plan respondents
- Bassendean Visual Art Award entries
- Local Business festival
- Monthly Markets and local arts groups memberships

Create e-newsletter/ communication tool or Facebook community for local artists and groups to meet each other and share skills.

Connect artists and create opportunities for collaborations:

- Shared space in community and school venues for practical collaborative outcomes;
- Subsidised market stalls at Monthly Markets;
- Performance opportunities within Markets and other events;
- Local artists programmed into RELax program, and into youth school holiday programs

Connect artists and community around the business development and the event organisation workshop series'.

Work with Bassendean Memorial Library's Local Studies Collection to create an artist in residence research program. Brief to include:

- Explore and identify key historical events and people creatively through writing, music, visual arts and film.
- Potential space for creation included
- Public presentation of outcome of creative research through exhibition, social media broadcast, performance.

Implement a call for artist expressions of interest for the residencies:

- 3-6 month residencies
- Diverse voices: encourage multicultural and Aboriginal artists to engage in interpreting the significant stories of the area;
- Diverse artforms: keep broad artform intent, musicians, film-makers, fiction writers, animators etc
- Encourage collaborative partnerships between artists.

Link research projects to a Bassendean Cultural Trails Project:

- Identify key significant sites around the Town of Bassendean,
- Link key historical stories and events to sites;
- Develop a series of walking/cycling maps which link the stories;
- Overlay with master planning of key open spaces and parks, river frontage;
- Encourage on-going multiple interpretations of the stories in these sites, including long term public art installations. (See public art master planning)

Identify potential long-term community cultural development arts projects in line with events framework and community values:

- Aboriginal Culture;
- Swan River and environmental protection;
- History and Heritage of the area
- Rail, river and road transport

Negotiate with local primary schools: long term involvement of the local children (needs year ahead planning to include in curriculum and activities planning)

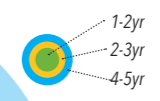
Identify professional artist team to work on the projects: ensure risk and compliance implications are met: insurance, police clearances, and Working With Children's Check.

Build funding mix for projects through applications for external funding.

Work with Bassendean Library and Youth services to increase cultural activities in school holidays.

Explore partnerships with key youth arts providers to provide performances and activities in school holidays.

POTENTIAL PARTNERS



- Local artists and arts groups
- Local businesses
- Cross Council initiatives

- Bassendean Memorial Library and Local Studies Collection
- Bassendean Historical Society and Pensioner Guard Cottage
- Bassendean Cultural Advancement Group (or equivalent)
- CJ ArtsHouse and CJ Community Garden
- Midland Railway Workshops/ Rail Heritage Museum
- Primary schools in Bassendean
- Potentially key high schools in surrounding areas
- Arts and Community Pools: DLGSC, Australia council, Lotterywest, Healthway

- Bassendean Memorial Library
- Local Studies collection and ToB Working Group
- Bassendean Historical Society and Pensioner Guard Cottage
- EMRC
- Local schools and CJ ArtsHouse
- Local artists and arts groups, film makers, performers, writers
- South west Land and Sea council
- Bassendean Cultural Advancement Group (or equivalent).
- Internal Planning and Parks

- Primary schools in Bassendean
- Potentially key high schools in surrounding areas
- Gravit8 Festival

- Barking Gecko Youth Theatre
- WA Youth Jazz orchestra,
- Yirra Yaakin Theatre Company
- Noongar Theatre

Cultural Outcome: Insight
New knowledge and insight gained

Intellectual stimulation, critical reflection, creative thinking, deeper understanding from engagement, empowering.
 In an economic outcome sense: Diversity and creative industries strengthened, and Participation, individual economic well-being is increased.
 Measured by how the process of thinking is inspired by cultural expression rather than just the knowledge shared. How does this create an economic return.

Issues Raised
 A need for new network, shared experiences and skills across community; growth of home based creative industry businesses, employment outcomes locally, presentation and visibility? Retail opportunities, skills development.

Evidence
 High creative population of residents, visual arts highest, but also event and arts management, music, dance, theatre, film, fashion and design. 60% returned in survey operated home based creative business.

Links to council plan
 ECONOMIC: 4:1 - Build economic capacity, 4:2 - Facilitate local business retention and growth

WE WANT TO UPSKILL OUR ARTISTS AND COMMUNITIES AND STRENGTHEN THE CREATIVE INDUSTRIES SECTOR IN BASSENDEAN

EVALUATION TOOLS: CULTURE COUNTS DIMENSIONS ALIGNED TO INSIGHT:
CHALLENGE: IT CHALLENGED ME TO THINK IN A DIFFERENT WAY.
INSIGHT: IT HELPED ME GAIN NEW INSIGHT OR KNOWLEDGE.
RELEVANCE: IT GAVE ME A BETTER UNDERSTANDING OF TODAY'S WORLD.
LEARNING: I LEARNED SOMETHING NEW.
ECONOMIC: EMPLOYMENT PROSPECTS:
NETWORKS: IT CONNECTED ME WITH OTHER PEOPLE IN MY FIELD.
OPPORTUNITY: IT OPENED UP NEW OPPORTUNITIES FOR ME.
SKILLS: I GAINED NEW SKILLS.
ENTREPRENEURSHIP: IT HAS MADE ME THINK ABOUT STARTING A NEW BUSINESS.

STRATEGY

Encourage a professional network through professional development, communication and capacity building; exploring the needs of home based creative businesses.

Explore live/work opportunities in industrial areas,

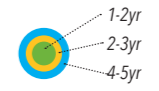
Link artists and creative entrepreneurs to local businesses for pop up activities and events: eg jazz, comedy, long table dining

SUGGESTED ACTIONS

- Continue to implement the Local Business festival and Forum series, and ensure creative industries are key in its programming;
- Using the database of artists, connect group to the Local Business Festival, increase exposure of the artists involved in the program;
- Work with Economic and Strategic development areas of the Council to research the needs of home-based businesses in Bassendean, include creative businesses through database created;
- Build workshop/ seminar series around creative business development needs identified through home-based business research. (Note: distinguish business development series from more practical skills workshops which can be programmed as part of RELax series)
- Utilise attendance at creative business development series to grow network of professional artists and creatives in area.
- Respond to gap in exhibition opportunities within the Town's area by:
 - Partnering spaces in surrounding local government areas
 - Extend the Town's funding guidelines to include funding for exhibition and presentation outside of the town's boundaries;
 - Ensure Town's branding is a condition of the exhibition and presentation (link to Town's Bassendean Business Branding strategies)

- Re-zoning the Ashfield and Bassendean industrial areas for live/work capabilities;
- Showcase the creative businesses present in the existing industrial areas:
 - Studio and workshop tours;
 - Include in Local Business festival;
 - Articles in newsletters and social media
- Explore opportunities for creative partnerships between local industries and businesses, and local creatives (exchange, residencies, research and development, innovative new products)
- Explore space availabilities for creative/collaborative HUB, Ideas Hub.
- Explore artists and performers role in the Old Perth Road Vibrancy Project:
 - Mural and artwork installations;
 - Pop-up activations in vacant shop fronts;
 - Temporary Lighting and projection installations
- Work with local hospitality businesses to create mini-festivals programs:
 - Comedy;
 - Jazz
 - FRINGE
 - Long table, or progressive dinners, tastings

POTENTIAL PARTNERS



- Local creative artists and businesses
- EMRC: Industry development
- CJ ArtsHouse
- Small Business Development agency
- Professional arts bodies: NAVA/ FORM/ Artsource
- WA Music
- ScreenWest
- STRUT Dance/Co3
- DADAA (Disability and CCD)
- CAN

- Midland Junction Arts Centre: Mundaring Arts Centre
- Ellenbrook Arts
- New Belmont Cultural and Community Centre
- Bayswater's Ellis House
- Future potential Railway Workshop cultural hub

- Local industries and property developers
- Local artists and creative business already in Bassendean
- Chamber of Arts and Culture
- CJ Arts House
- Small Business Development agency
- Professional arts bodies: NAVA/ FORM/ Artsource
- WA Music
- ScreenWest
- STRUT Dance/Co3
- DADAA (Disability and CCD)
- CAN

- Local property owners
- Local arts and creative practitioners

- Local hospitality businesses.
- Local arts and creative practitioners
- FRINGE Festival, Perth Comedy Festival, Ellington jazz club,
- WA Jazz Orchestra

Cultural Outcome: **ENRICHMENT**
Aesthetic Enrichment

STRATEGY

SUGGESTED ACTIONS

POTENTIAL PARTNERS

Experiences through the senses: special, outside the everyday: moving, beauty, awe, discomfort, challenging, joy and wonder. A sense of escape, or captivation, transcending the everyday. Can include participation in arts experiences that are familiar: aesthetic validation, or the unfamiliar: aesthetic growth or challenge. Can be a lone experience, not a shared one.
Measures aim for a deepening of experiences, unlimited, continually generated. Further engagement is inspired.

Issues Raised
Public Art policy and master plan, and links to open space enhancement

Evidence
Open space is highly valued - community support upgrades to increase community engagement, connection and "belonging".
High support for public art, and across artforms, including performance in public spaces. Telling our stories of the most significant places, including young people and families.

NATURAL ENVIRONMENT: 2:3 - Ensure open space in attractive and inviting
BUILT ENVIRONMENT: 3:3 - Enhance Town's appearance

WE WANT ARTS AND CULTURE TO BE MORE VISIBLE IN BASSEDEAN

EVALUATION TOOLS: CULTURE COUNTS DIMENSIONS ALIGNED WITH ENRICHMENT.
MEANING: IT MOVED AND INSPIRED ME.
AESTHETIC EXPERIENCE: IT GAVE ME A SENSE OF JOY, BEAUTY AND WONDER.
INTENSITY: I FELT DEEPLY INVOLVED IN THE PROCESS.

Apply an arts lens to all Town public projects including playground, open space and urban developments;

Use the historical archive research to identify significant sites around Bassendean, create walking trails with artistic markers that acknowledge of important stories, sharing with community;

Link Public Art Policy, Strategy and Masterplan to the arts and cultural plan expectations;

Create public staging infrastructure in open spaces for schools and performances;

Implement an urban and public artist advisory pool to contribute to open space master planning, playground design and community engagement;

Review all current playground and open space master planning projects for cultural and arts content opportunities;

Encourage creative design approaches to open space and playground design through including a criteria in tender processes prioritising:
• Teams that include artist driven responses and community consultation;
• Commissioning for local artists.

Increase the lead timelines for capital works and development projects to include time for open expression of interest processes for artists to submit conceptual responses for consideration.

Connect briefs and tenders for artistic responses to the heritage and historical research projects, significant sites, and the future Trails Map (See below).

See research residencies in section one under STIMULATION: key stories and sites on Trails walking map.
Sites will include key heritage buildings, open spaces, river frontages and places where significant people have made contribution to Bassendean's history, and a contemporary future.

Develop long term public art commissioning plan for the key sites and stories on Trails Map:
• Create a Sculpture competition calling for conceptual ideas, as a process for commissioning a public art installation on a prioritised public art installation site;
• Public presentation and comment period form part of the shortlisting process;
• Three shortlisted designs awarded development fee to further develop concept;
• Final selection by independent arts advisory panel, recommending to Council selected design for full commission.
• Criteria for selection to be confirmed, but should reference the Cultural Outcome of Belonging, and a sense of "shared cultural heritage".

Community strongly support developer contributions to public art: review Town Planning Scheme's provision for plot ratio benefits for provision of public access, community and cultural space and activation within developments. This could assist with future implementation of new space for growing population:
• Gallery, exhibition spaces
• Recording Studio
• Collaborative creative industries Hub

Continue to collect Percent for Art contributions into pool to support the commissioning of large-scale public art installations linked to the Trails Map concept outlined above.

Expand urban art mural projects across all three suburbs;

Encourage mentorships for young artists, and Aboriginal artists in public art projects where possible.

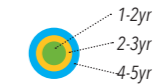
Review public open space master-planning projects to identify opportunities for community use cultural infrastructure: stages, power, sound etc for performances.

Consult users (primary schools, local performers and bands, orchestras) on needs for staging infrastructure.

Research public staging facilities in other local government areas.

Commission and install stages in one or more suburbs.

Work with primary schools in Bassendean to build a performance program based on local choirs, dance groups, theatre performances etc. linked to event Framework.



- State Government architect
- WALGA
- DLGSC/ Percent for Art Scheme partners across Government
- Chamber of Arts and Culture
- Artsource/ FORM/ CAN
- Local developers and property owners
- Local artists and creative practitioners
- Shopping and retail space owners and operators
- Town of Bassendean internal Community Planning

- Bassendean Memorial Library
- Local Studies collection and ToB Working Group
- Bassendean Historical Society and Pensioner Guard Cottage
- EMRC
- Local schools and CJ ArtsHouse
- Local artists and arts groups, film makers, performers, writers
- South west Land and Sea council
- Bassendean Cultural Advancement Group (or equivalent)
- Internal Planning and Parks
- DLGSC
- Lotterywest and Healthway
- Artsource/FORM

- State Government architect
- WALGA
- DLGSC/ / Percent for Art Scheme partners across Government
- Chamber of Arts and Culture
- Artsource/ FORM/ CAN
- Local developers and property owners
- Local artists and creative practitioners
- Shopping and retail space owners and operators
- ToB Community Planning

Local artists and property owners

Within Council projects

- ToB Community Planning and Parks & Gardens teams
- Local Primary schools
- Surrounding local governments for research of examples
- Event companies who may use infrastructure once installed

Cultural Outcome: APPRECIATION
A strengthened connection to a shared heritage

Recognition and understanding of worth and value of forms of cultural expression: including new forms when diverse cultures come together. May be ethnic, linguistic, religious or natural heritage, or shared expression (ie experience of disability) or a particular artform or type of cultural expression.
Measured not by the percentage of cultural diversity but by the increase in appreciation of existing or new expression from diverse cultures coming together

Issues Raised
Lack of events in Eden Hill;
Need to empower groups to hold own events, train and simplify processes for approvals and funding;
Aboriginal culture more recognised;
A shared, long term cross community project?

Evidence
15,090 population in 2016, predicted to grow 60% in next thirty years; Growing overseas population growth from India, Philippines, Vietnam, China, Malay and Myanmar.
Strong demand for increased Aboriginal cultural recognition;
Multipurpose community facilities, no arts and cultural space.

SOCIAL: 1:2 - Ensure all community members have opportunities to be active, socialise and be connected.

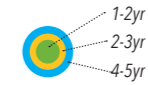
WE WANT TO VALUE DIVERSITY AND ACTIVATE SPACES

EVALUATION TOOLS: CULTURE COUNTS DIMENSIONS ALIGNED TO APPRECIATION:
RESPECT:
IT GAVE ME A GREATER RESPECT FOR CULTURAL DIVERSITY;
REFLECT:
IT MADE ME REFLECT ON MY OWN BELIEFS
PRIDE:
IT STRENGTHENED MY CULTURAL PRIDE.

STRATEGY

SUGGESTED ACTIONS

POTENTIAL PARTNERS



Work with the exciting multicultural celebrations in Eden Hill to grow community engagement;

- Consult Eden Hill Primary School on current multicultural, Harmony Day celebrations and events. Investigate opportunities to connect the in-school events to a public outcome. •RELax Program
- Liaise with local multicultural groups and arts organisations, and Eden Hill CAN to develop potential for program involvement.
- Explore options for outdoor public food, performance, lantern parade events linked to Alf Faulkner Hall and Mary Crescent reserve.
- Review Australia day event as part of ongoing Events.
- Develop five-year development plan for growing the multicultural celebrations. (Biennial Festival or event starting 2021).

- Eden Hill Primary School**
- Community Arts Network
 - DLGSC
 - Lotterywest and Healthway
 - Office of Multicultural Interests
 - Multicultural services of WA
 - Umbrella Community Care
 - Local performing groups and multicultural groups

Review the use of current community facilities to identify opportunities for prioritising cultural use;

- Map current usage patterns and profile of users over 2019/20.
- Explore contracting arrangements for key tenants in Council run facilities:
 - Exploring diversity
 - Contribution to strategies in Cultural Plan
- Align cultural users to Bassendean Community Centre: create cultural purpose for hirers;
- Work with Senior Citizens centre to program arts and cultural activities, connecting groups with local arts groups and artists.
- Explore schedules for opportunities for artists to utilise community spaces for arts projects implementation, connected to Cultural Plan.

- Internal team
- Local arts groups and artists
- Senior Citizens group

Review events and facilities to ensure best access for people with disabilities;

- Consider public events and access to facilities in new DAIP Planning.
- Test use of access enhancements such as audio description (for vision impairment), tactile tours, Auslan, captioning to increase attendance at Town run events.
- Consider reviewing the risk management and compliance demands for small grants and small events.
- Review RELax program and consider access to workshops, promote to disability sector.

- DADAA,
- WA Deaf Society
- Local disability service providers

Cultural Outcome: BELONGING

A strengthened connection to a shared heritage

Relationship to one's cultural history and heritage, experiences of cultural identity and values, shared with others. Connect to the past being part of a historical continuum, insights to the past, pathway to the future

The past cannot be changed: the desired endpoint is a positive connection to it, a shared connection.

Cultural Outcome: SENSE OF PLACE

Positive sense of place is engendered

Engendering pride, understanding and an appreciation of the unique characteristics of your local environment

Issues Raised

Lack of events in Eden Hill;
Need to empower groups to hold own events, train and simplify processes for approvals and funding;
Aboriginal culture more recognised;
A shared, long term cross community project?

Evidence

Arts and cultural events best way for community to connect;
Most valued events: Monthly markets, RElax program, Visual Arts Award and Telethon Cinemas;
Complex processes to achieve funding, no long-term fundraising strategy

SOCIAL: 1-1 - Build a sense of place and belonging;
NATURAL ENVIRONMENT: 2-2 - Protect our river, bushland reserves and biodiversity; **2-3** - Ensure the Town's open space is attractive and inviting; **BUILT ENVIRONMENT: 3-3** - Enhance Town's appearance.

WE WANT AN EMPOWERED AND CONNECTED COMMUNITY PROUD OF THEIR SHARED HERITAGE

EVALUATION TOOLS: CULTURE COUNTS DIMENSIONS ALIGNED WITH BELONGING:

PERSPECTIVE: Its insights into the past gave me a perspective on today's world;
HERITAGE: It made me feel connected to a shared history/culture.
CELEBRATION: It celebrated my own cultural heritage
BONDING, BRIDGING AND LINKING: CONNECTION: It helped me feel connected to people in the community
RELATIONSHIPS: It helped me to develop stronger relationships
COLLABORATION: It connected other organisations and groups across the Town
EVALUATION TOOLS: Culture Counts Dimensions aligned with SENSE OF PLACE:
UNIQUE: It helped me appreciate the place's characteristics
PLACE: It made me feel proud of my local area
UNDERSTANDING: It helped me to better understand the place and people where I live
AWARENESS: It opened my eyes to issues in the environment
NATURAL CONNECTION: It made me feel connected to nature.
CIVIC: POSITIVE FUTURE: POSITIVITY: It made me feel positive about the community's future.

STRATEGY

Develop an events framework that celebrates what the community value;

Build CCD projects that deepen community engagement in the events, linking history, heritage and environment;

Offer skills development to community groups who want to hold their own events;

Review funding programs to simplify and connect to arts and cultural plan outcomes.

Develop a branded clear Aboriginal Cultural Program.

Consider Culture as a fifth pillar to deliver on community expectations in future Strategic Community Plans.

SUGGESTED ACTIONS

Create an Events Framework which allows for development of events around community value:

- Major Public Events
- Citizenship and Civic
- Social Inclusion (including shared heritage)
- Aboriginal Cultural
- Environment
- RElax Program

Reduce the focus on Council only run events, and partner with community to expand local events calendar. (See Community Funding, and Capacity building workshop series below)

Ensure all suburbs have events held within their boundaries.

Review Australia day event as part of ongoing Events Evaluation process.

Grow sponsorship around NAIDOC as a State significant event.

- Utilise the Significant Tree Register to identify key trees for story-telling project:
- Employ children's story authors and illustrators to work with local primary schools to develop stories around the history the tree may have "seen" over the years in Bassendean.
- Utilise research residencies at Local Studies Library Collection to inform the story collection.
- Develop stories into podcasts, and published short films or books.
- Explore acted scenarios in places of significance.

Capacity building workshop series for local groups and potential event hosts:

1. Introduction to event Planning and Management;
2. Risk Planning and Mitigation;
3. Promotion
4. Funding and Sponsorship
5. Evaluation

Identify internal and external speakers for each workshop topic, utilise expertise from community: sport and events groups.

Host at Bassendean Community centre, encouraging the identity in community as cultural centre;

Record all sessions to be made available on YouTube, or as webinar's online for future reference. Create advice pack from information.

Create funding pool of \$2000+ for community driven events that respond to the events framework.

Consider reviewing the risk management and compliance demands for small grants and small events.

Simplify the application process, perhaps instigate funding rounds, 2-3 times per year to manage the way funds are distributed.

Explore community connection and State funding support for major events: NAIDOC Family Day, and Dandjoo Koorliny Sorry Day.

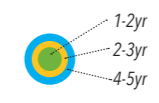
Aboriginal artist in residence programs across all primary schools in Bassendean (cross artform) (Ensure relevant compliance and risk mitigations strategies for working with children).

Aboriginal Art Prize category implemented in Bassendean Visual Art awards.

Noongar language names for key parks, and places: public acknowledgement through signage, launch one new each NAIDOC Festival.

Inclusion of Aboriginal artists and researchers in all Cultural Plan activities, residencies, historical interpretations, playground development etc.

Part of future Council ten year Strategic Community Plan review processes.



POTENTIAL PARTNERS

Council run

Local arts and heritage groups
Community Action Groups
Environmental Friends Groups
Community support groups such as RSL, Men's Shed, Disability groups

Lotterywest

EMRC
State Tourism - Events Program funding, Derbarl Yerrigan Health Service Aboriginal Corporation, Bassendean Cultural Advancement Group (or equivalent), All stakeholders from event

Bassendean Memorial Library and Local studies Collection, Primary Schools, Australian Children's Literature Centre; Writing WA, Fremantle or UWA Press

Local community action group, Friends of environmental Group Arts & Heritage Community groups, Youth and sports groups, Town Teams

Internal team process

Derbarl Yerrigan Health Service Aboriginal Corporation, South West Land and sea council, Lotterywest, Healthway, State Events funding, EMRC

Bassendean Primary Schools Yirra Yaakin Theatre Company, CJ ArtsHouse, Artsource Studios

Council run

Bassendean Cultural Advancement Group (or equivalent) and Council

Council run

Council run