



Local Cultural Planning **Strategy**



August 2011





Final Report Local Cultural Planning **Strategy**

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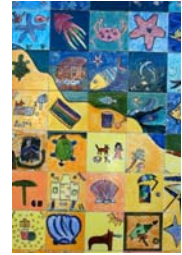
Contents



	p
1. Executive Summary	3
2. Cultural Land Use Planning	5
3. Background Data	13
4. Cultural Demography	31
5. Cultural Assets and Sites	39
6. Public Art	49
7. Community Engagement	65
8. Recommendations	80
9. Implementation	103



Appendices



- Appendix 1 Integrating Cultural Planning
- Appendix 2 Cultural Precincts Map
- Appendix 3 Significant Cultural Sites/Group Settlement Plaques & Areas Maps
- Appendix 4 Public Art Register and Public Arts Sites Location Map
- Appendix 5 Focus Group Outcomes
- Appendix 6 Focus Groups Comparison
- Appendix 7 Cultural Discovery Survey
- Appendix 8 Cultural Discovery Survey Outcomes
- Appendix 9 Discovery Survey - Places and Art
- Appendix 10 Place-making checklist
- Appendix 11 Acknowledgements
- Appendix 12 References



1 Executive Summary



The Local Cultural Planning Strategy builds on the relevant recommendations of the Shire's Cultural Plan (2005). It develops a land use planning strategy to inform not only the formulation of the Local Planning Strategy and district town planning scheme review but to support significant cultural sites, infrastructure and experiences.

A key component of the project brief sought to *'identify and recommend the development of policies, procedures and strategies which underpin the cultural identity of the Shire and serve to embed arts and culture into Shire of Busselton corporate and planning processes.'*

In this way, the Shire sought to extend the influence and scope of the existing Cultural Plan in an unprecedented and innovative way by integrating cultural planning into both the Local Planning Scheme and further into core Shire operational practices. The objective is to conserve the key character elements of the Shire's towns and rural areas and to maintain these elements over strategic time frames.

In formulating the Strategy it was recognised that there is:

- an imperative to protect and nurture community and cultural identity while rapid population growth is occurring; and
- an inherent desire to manage and protect quality of life while welcoming visitors and including new residents.

Sustainable land use planning generally means the scientific, aesthetic, and orderly disposition of land, resources, facilities and services with a view to securing the physical, economic and social efficiency, health and well-being of urban and rural communities. Sustainability is an important consideration in achieving desirable strategic outcomes.

In land use planning terms, the broad range of cultural expression can be seen as elements that require protection and enhancement over time via the local planning framework and other mechanisms. It is important not only to conserve existing cultural places and resources but to ensure that future cultural expression is not limited by poor decision making. This can be achieved by investigating strategic innovation, the provision of incentives in property development, and by increasing participation rates in relation to cultural planning and cultural development.

Areas with strong cultural and natural heritage associations for the wider community have been identified in Cultural Precincts, and many culturally significant sites have been identified to provide an overlay of the social significance for the community. These sites



include the traditional cultural institutions, museums, libraries, performance spaces and galleries as well as informal meeting places, open public places, sporting hubs and natural environments.

While it establishes a non-statutory policy direction for the Shire, the Strategy's influence on the new Local Planning Scheme as well as policies and procedures will be unprecedented in Western Australia and will benefit cultural outcomes in a significant and tangible manner.

A summary of the Strategy recommendations is included at section 9 Table 11. Key outcomes of recommendations include the following.

- That the Shire of Busselton Strategic Plan 2010-2020 be reviewed to include an additional strategic initiative related to 'community and social wellbeing' to recognise and reflect cultural identity and public art outcomes within statutory and strategic corporate and operational processes.
- That the Local Planning Scheme includes specific reference to the importance of cultural outcomes and cultural identity in the Scheme's 'Aims'.
- That the Local Planning Scheme includes specific reference to the need to consider and assess the effect of a proposed land use or development on cultural matters relevant to the site and locality in the Scheme's 'matters for consideration'.
- That the carriage of policy outcomes in relation to cultural development and cultural land use planning be a responsibility across all areas of the Shire, including Community and Commercial Services, Planning and Development, Engineering and Works and Finance and Corporate via the incorporation of relevant procedures, systems and policy.
- That development incentives are provided for in the Busselton and Dunsborough town centres to encourage development that will contribute towards preserving and enhancing cultural activity and expression in the Shire.
- That the local planning scheme and planning policies be reviewed to encourage creative industry hubs in appropriate residential areas - home based enterprises accommodated in single residential housing or buildings designed to have the appearance and scale of a residential dwelling.
- That a site for a performing arts centre be identified in an appropriate location in or near the town centre of Busselton.
- That a site for a youth centre be identified in appropriate locations in both Busselton and Dunsborough to ensure ongoing access to adequate youth recreation, social and education facilities in both towns.
- That the review of the Local Planning Scheme and local planning policy outcomes ensure that significant travel routes and town entry corridors are valued and protected from inappropriate development.

The Strategy will comprise a component of the Local Planning Framework and will be a key strategic tool informing the development and interpretation of the Local Planning Strategy and subsequent Scheme review. The Shire will also be required to give due regard to the Strategy's recommendations in making planning decisions and in the consideration of rezoning proposals, draft structure plans, development applications, subdivision proposals and policy formulation and review.



2 Cultural Land Use Planning



The British author of popular philosophy Alain de Botton said that “...*Australians are kind of very democratic and un-snobbish about culture. They are curious about ideas but they are willing to give things a go; there is a kind of openness about culture which I think comes from the newness of the nation and the lack of intellectual snobbery.*” (Peter Wilson ‘Work in Progress’, The Weekend Australian Magazine, March 21-22, 2009)

The idea that culture can be shared or can vary between nationalities is not unusual. Cultural views can also be shared between and within urban areas and communities and even between different streets and public places. The shared experience and character of different areas is often what makes them attractive to residents and visitors. The Shire of Busselton has undertaken the task of investigating cultural issues by not only investigating the cultural environment of the Shire, but also by examining how the land use planning system can benefit cultural outcomes.

The Shire adopted a Cultural Plan in 2005 following an extensive formulation and consultation programme which included more than fifty community workshops and meetings. The Cultural Plan has been successful in integrating the principles and practice of cultural planning into the organisational culture of the Shire of Busselton and the community itself. An outcome of the Plan was the formation of the Cultural Partners’ Reference Group, comprising representatives of arts and cultural groups, as an active partner in the furthering of cultural planning initiatives.

Another outcome was to prepare this Local Cultural Planning Strategy (LCPS) to build on the relevant recommendations of the Cultural Plan. This is to be used as a land use planning tool to inform the Local Planning Strategy and to support existing and additional cultural sites, infrastructure, experience and procedures. The Strategy also informs future resource requirements, both human and financial, to successfully implement any recommendations within appropriate timeframes. The Strategy will not supersede the Cultural Plan but rather extend its influence and scope in terms of land use planning.

The formulation of a specific land use planning strategy to recognise and reflect cultural identity and art outcomes within statutory processes and within a Local Planning Scheme is not a common theme in land use planning. The Shire is to review District Town Planning Scheme No. 20 by formulating a new Local Planning Strategy following preparation of separate, but related Environmental, Tourism, Commercial and Rural Strategies. Although culture is acknowledged as an integral part of all these strategies, it was considered timely to include cultural outcomes independently as part of the strategic framework.



Motion put to the House of Representatives

It is interesting to note that the following motion was discussed in Federal Parliament in 2009 in support of sustainable planning for communities – strategies that support the outcomes of the LCPS. This was a Private Members Motion put to the House of Representatives by Amanda Rishworth MP, Member for Kingston on 15 June 2009.

“That the House:

- (1) recognises the importance of sound urban planning for the long term future of our towns and cities;*
- (2) acknowledges that:*
 - (a) planning new communities and regenerating older communities must maximise the ‘liveability’ of these communities;*
 - (b) local planning should ensure that:*
 - (i) local employment is available close to the local communities;*
 - (ii) transport options are well connected and integrated, including the availability of public transport and bike paths to reduce car dependency and promote healthy alternatives such as walking and cycling;*
 - (iii) housing and local infrastructure are designed to minimise the environmental footprint, including options to promote water and energy conservation;*
 - (iv) community services are available; and*
 - (v) local infrastructure facilitates a sense of community and place; and*
 - (c) urban planning of our communities must maximise the social, economic and environmental outcomes for local residents; and*
- (3) urges all levels of government, industry, associated professions and the community to work together to ensure that we have healthy, happy, safe and sustainable communities.”*

The Motion was seconded and discussed by other Members of Parliament and provided an opportunity within the Parliament to raise awareness of land use planning matters that are considered important in the community.

In this respect, the Shire’s approach to sustainable land use planning, including preparation of this Local Cultural Planning Strategy is considered to reflect the principles raised in the Motion and is an important outcome for the Shire.



2.1 Culture

"It is culture that connects people with one another and makes the development of the individual possible. It is culture that defines how people relate to nature and their physical environment, to the earth and to the cosmos and through which we express our attitudes to the beliefs in other forms of life both plant and animal. It is this sense that all forms of development including human development ultimately are determined by cultural factors. It is meaningless to talk about relationships between culture and development as if they are two separate concepts, since development and the economy are part of, or an aspect of, a people's culture."

Source: UNESCO

Culture is inevitably perceived differently by each individual – however it is also a remarkably shared experience. When individuals share or express similar cultural outcomes in a group, 'a culture' develops within that community. Any culture can include very complex or deceptively simple outcomes and experiences. In the south west of Western Australia culture may relate to employment, sport, recreation and pastimes, food and wine, environment (natural and built), and especially shared experience (such as history). Of course this is similar throughout Australia and almost every community elsewhere. Where similarities in cultural expression arise, individuals and communities usually find some way to celebrate their commonality e.g. festivals and public art.

The concept of community and culture is often realised most potently during times of conflict when it can be the cultural differences between groups of people that are highlighted, rather than their shared experience. Even within small communities minor cultural differences can become a catalyst for very positive outcomes or unforeseen conflict. There is no doubt that cultural expression can be a powerful force.

In land use planning terms, culture and shared cultural expression can be seen as elements that require protection and enhancement over time via planning schemes, policies and other mechanisms. It is important not only to conserve existing cultural places and items but to ensure, via land use planning strategies and incentives, that future cultural expression is not limited by poor decision making.

'Cultural planning is about a community collectively planning their way of life, the quality of life they strive for, and what they would like future generations to enjoy.' Source: Shire of Busselton Cultural Plan



2.2 Project Scope

The stated aim of the LCPS is to build on the relevant recommendations of the Shire's Cultural Plan 2005 to develop a land use planning tool which informs not only the Local Planning Strategy and Local Planning Scheme but supports cultural sites, infrastructure, experiences and procedures.

According to the project brief, the tasks undertaken can be summarised as follows:

1. Conduct desktop research of the Cultural Plan (2005) and its recommendations, along with additional relevant documentation to identify land use planning issues and opportunities;
2. In conjunction with the Project Manager and available existing information, identify and map existing and potential cultural precincts, activity clusters, sites and cultural assets with significant cultural importance across the Shire;
3. Identify and map key sites for future public artworks and interpretive projects across the Shire, with particular reference to the town centres and main foreshore areas in both Busselton and Dunsborough;
4. Identify a range of themes for public art and interpretation and suggest links to key sites;
5. Investigate and recommend land use planning incentives, density bonuses and concessions to apply to existing and potential cultural precincts, activity clusters, sites and cultural assets in identified strategic areas and make recommendations for the future location of key cultural infrastructure with the aim of supporting creative industries and educational opportunities;
6. Identify and recommend the development of policies, procedures and strategies which underpin the cultural identity of the Shire and serve to embed arts and culture into the Shire's corporate and planning processes; and
7. Develop an implementation strategy which recommends a timeline and suitable level of human and financial resourcing to successfully achieve recommendations of the LCPS.
8. Audit of public art and interpretive trails and other relevant projects across the Shire including a Public Art and Interpretation Register, which documents in photographic form, with artist name, date, any heritage status, circumstances around the work or process and artist comment.

It should be noted that specific indigenous site mapping will be undertaken during formulation of the Local Environmental Planning Strategy (LEPS) and that indigenous people will be specifically consulted during that process, with the outcomes incorporated in the LEPS.



2.3 Methodology

The LCPS aims to incorporate arts and culture into land use planning outcomes to support cultural sites, infrastructure, creative industries and experiences. Sustainable cultural land use planning outcomes will require mechanisms such as Scheme provisions, policies, procedures and strategies which underpin cultural identity and serve to embed arts and culture into corporate and planning processes.

One of the key aims of the project will be to identify and map existing and potential cultural precincts, activity clusters, sites and assets with significant cultural importance across the Shire. The team also mapped key sites for future public artworks and interpretive projects, while identifying a range of themes to link to these sites. The report makes recommendations for the future location of key cultural infrastructure with the aim of supporting creative industries and educational opportunities across the Shire.

Incorporation of cultural mapping and planning into land use planning processes utilising a high level of community engagement and stakeholder consultation is integral to the methodology.

The process requires an appreciation of how residents *experience* a town or a city – their sense of place, identity and personal safety. These are the vital ingredients in successful urban regeneration and development. Consider the readability of the area – its signage, opportunities to interpret its history, opportunities to relate to and experience its natural and built environment. These are the collateral of cultural planning, not just the arts. (Deborah Mills 2005).

assess the planning landscape	I	
investigate cultural demography	I	
audit public art and cultural assets	I	community
survey and map cultural sites	I	engagement
identify public art themes	I	and
identify land use issues	I	consultation
formulate policy framework	I	
define implementation strategy	I	

Task 1

Research existing cultural and planning studies, reports and issues - investigate cultural demography including population growth and change, age structure, marital status, place of birth, language and religion.

Briefly review Cultural Plan 2005, Cultural Mapping report, public art profile, cultural events calendar and other relevant documents and liaise with co-consultants accordingly. Include a broad analysis of demographic profiles in the Shire pursuant to the 2006 Census, including a time series assessment if necessary to indicate demographic background and change over time.

The research will consider places which are considered important to culture, cultural identity, people, inspiration, spiritual links, customs and the community profile evident in the Shire. It will review the public art profile and arts and cultural database.



Tasks 2 and 3

Identify and map existing and potential cultural precincts, activities clusters, sites and cultural assets of importance. Identify and map key sites for public art work and interpretive projects across the Shire with focus on town centres and key foreshores.

The importance of strategic planning for a creative economy lies with identifying opportunities for creative clusters. Across the world, economic development agencies have identified the Creative Industries as a growth sector, and most are supporting them through some form of cluster-based economic development strategy.

A cluster of creative enterprises needs much more than the standard vision of a business park next to a technology campus. A creative cluster includes non-profit enterprises, cultural institutions, arts venues and individual artists alongside the science park and the media centre. Creative clusters are places to live as well as to work, places where cultural products are consumed as well as made. They are open round the clock, for work and play. They feed on diversity and change and so thrive in busy, multi-cultural urban settings that have their own local distinctiveness but are also connected to the world.

Task 4

Identify a range of themes for public art and interpretation - cultural planning in a land use sense includes mapping how a community experiences its place and cultural resources. This involves looking at an area's:

- public art
- cultural industries of print, film, video, broadcasting, photography, music, publishing, design, media, craft and fashion
- commercial and public cultural facilities
- local traditions and heritage
- ethnic and cultural diversity
- the natural environment
- the built environment
- the image of a community.

Themes can then be determined to provide a framework for interpretation.

Task 5

Investigate and recommend land use planning incentives to encourage the development of existing and potential cultural precincts, activity clusters, sites and cultural assets in key areas and make recommendations for the future location of cultural infrastructure.

Assess viable opportunities and options during consultation - document and make recommendations for work-shop with Shire staff with a view to refining land use planning initiatives to support stated cultural outcomes.



Consider and assess relevant benefits and efficacy of various mechanisms e.g. density bonuses, rate relief, concessions relating to permitted development and car-parking requirements.

Task 6

Identify and recommend the development of policies, procedures and strategies which underpin the cultural identity of the Shire and serve to embed arts and culture into the Shire's corporate and planning processes

Policy responses should reflect a spirit of sustainability for future generations, creative and innovative solutions, collaborative approaches, and responsibility for cultural and natural environments. They should focus on outcomes, tailor the process to be objective, generate options, consider all stakeholders, and support transparency.

The task of identifying appropriate policy responses will be informed by the first five tasks via stakeholder consultation and in conjunction with Shire staff. Ensure the process of identifying policies, procedures and strategies is designed for stakeholders to be meaningfully involved. Consider preferred strategies in consultation with staff – recommend appropriate policy approaches, processes and strategies for achieving outcomes – ensure relevance to embedding arts and culture into both corporate and planning outcomes – review and repeat formulation process to sieve options.

Task 7

Develop an implementation strategy – timeline, human and financial resourcing to successfully achieve recommendations. Document and report findings – make recommendations for consideration by Council (does not include formulation of actual policy responses).

Identify the Strategy within the Local Planning Framework as a key strategic tool informing the Local Planning Strategy and subsequent Scheme review. Council will also be required to give due regard to its recommendations in making planning decisions. Formulate programme for monitoring and review.

Implementation Path – from community to policy

Cultural Plan → Local Cultural Planning Strategy → Local Planning Strategy → Local Planning Scheme

Task 8

Undertake an audit of public art, interpretive trails and relevant projects and compile a public art register including information relating to work title, name of artist(s), year of Installation, description (method of construction, materials used etc), budget, funding body, location, condition and an image of each work.



2.4 Cultural Planning Principles

Key values and principles for cultural planning can be highlighted at a local level when best practice Shires are able to:

- move beyond the arts and look at the broader issue of cultural resources;
- encourage cultural frameworks that support the rights of citizens to engage in their own forms of intellectual and artistic production;
- acknowledge that Indigenous people and people of non-English speaking backgrounds may have different cultural policy frameworks;
- value their knowledge and understanding of local culture – it is not about plundering the ideas and initiatives of other local government areas and applying them without an understanding of local strengths and weaknesses;
- ensure that the cultural framework reflects a shared vision – it should be about a respectful collaboration between citizens and planners from all areas;
- ensure that the cultural framework is integrated into and informs the Shire's other planning processes and the operations of those sections responsible for infrastructure, land use, urban design, recreation, heritage and conservation, environmental sustainability and human services (refer Appendix 1);
- build a cultural approach into their policies and into their systems;
- recognise the contribution that commercial cultural organisations e.g. cinemas, cafes and subsidised cultural organisations such as public libraries and museums, all make to the vitality of a community;
- plan and act in ways which build local capacity for cultural expression and which see cultural vitality as an objective of equal significance to the objectives of economic viability, social equity and environmental sustainability;
- get commitment from the top - a whole of organisation approach to cultural development will not happen unless the leadership supports the cultural planning process. Involving key Shire staff and elected representatives in community cultural development processes can achieve more than anything else in understanding their transformational qualities and their effectiveness;
- recognise the role that libraries, museums, arts centres and galleries can play in building local identity and distinctiveness;
- ensure that cultural frameworks make cross sector links with health, education, state and regional development, cultural industries, media, tourism, transport and the private sector including developers.

(Source: Deborah Mills, address to conference: A Shared Journey, March 2005)



3 Background Data



3.1 Strategic Plan 2010-2020

Looking towards the future the Shire's Strategic Plan recognises that the Shire has entered an exciting and challenging period. Over the past decade the Shire has undergone a period of considerable growth and development which is likely to continue, and which creates challenges for the Shire and the community.

The Strategic Plan outlines the vision, mission, values and priorities of the Shire of Busselton and sets the direction for the growth and development of the Shire over the next decade. The Strategic Plan is supported by an Action Plan that outlines a number of proposed projects and activities that the Shire could focus its resources upon achieving to implement the strategic priorities identified in the Strategic Plan.

The Plan is intended to provide the community with a clear direction and basis for the Shire's activities over a ten year period and includes the following strategic priorities:

- Provide for a range of quality leisure, cultural, recreation and sporting facilities and services.
- Provide for the youth, aged and the disadvantaged.
- Provide for a healthy community.
- To assist and provide for the economic development of the district.
- Provide for a high standard transport system to and within the district.
- Manage and enhance our heritage and natural environment.
- Responsible management of public infrastructure assets.
- Provide appropriate planning and regulatory measures to ensure orderly and acceptable development of the district.
- Be a responsible, accountable local government.
- Manage the Shire's resources to provide optimum benefit to the community.
- Management of the organisation to achieve high levels of motivation and effectiveness.
- Provide effective communication.

3.2 District Town Planning Scheme Review

The Shire has embarked on a significant process of review in relation to the statutory planning and development process and how it affects the district.

Demographic change and development in the Shire has been significant over the past twenty years and this is unlikely to diminish in the short term. In conjunction with



increasing complexity in the planning process this requires a high priority to be placed on strategic planning if the Shire's decision-making is to be consistent with community vision, needs and expectations.

One of the Shire's roles is to formulate and review planning statute and policy to provide for more sustainable development outcomes and to reflect community objectives. This requires analysis of community needs and the formulation of a local planning framework that guides land use and development over strategic time frames. It requires a balance between retention of the character and lifestyle values of the Shire and management of the high rate of demographic change.

This will be undertaken through formulation of a Local Planning Strategy (LPS) leading to the preparation of a new Local Planning Scheme. The LPS will be developed to provide the strategic framework for future development of the Shire over the next 15 - 20 years. It will set out the long-term planning direction for the Shire, apply State and regional planning policies and provide the rationale for the zones and other land use and development provisions of the new Local Planning Scheme.

The LPS will involve the formulation of a number of strategies and policy outcomes that relate to settlement (including housing, transport and infrastructure), tourism, commerce and industry, environment, rural land use and culture and which will inform the Scheme review. These Strategies comprise:

- Local Rural Planning Strategy (endorsed in 2007)
- Local Commercial Planning Strategy (endorsed in 2012)
- Local Tourism Planning Strategy
- Local Environmental Planning Strategy
- Local Cultural Planning Strategy

It is important that the process is underpinned by broader community input in the preparation of the LPS and new Local Planning Scheme to ensure that it reflects the community vision for the next generation. Throughout the process various methods of community engagement will be employed to inform and gather views and build awareness of the process. Accordingly, a Scheme Review Communication Strategy has been prepared as a leadership document for the Shire and stakeholders to facilitate communication and consultation during the Scheme review process. The Strategy is focused on involving the broader community in preparing the LPS to ensure that it reflects the community vision for the next generation, rather than driven by immediate and more individual interests.

The Communication Strategy and Scheme review process support the intent of the Shire's Strategic Plan and is guided by its vision, principles and strategic priorities.

3.3 Shire of Busselton Cultural Plan 2005

During 2004 and 2005, the Shire undertook an assessment and analysis of arts and culture in the Shire. The study investigated the existing arts and cultural environment, the establishment of a community engagement process, the development of links and alliances both within and outside the Shire, management structures and infrastructure requirements, and sought to draw these elements into a Cultural Plan. A two-part cultural planning process was used:



Part 1 - Cultural Mapping

The Cultural Mapping report came out of a number of community workshops and meetings which explored spaces, people, inspiration, spiritual links and customs within the Shire. The mapping exercise was used to determine what the Shire already had in terms of the groups, the collections, and the individual artists in order to identify strengths and gaps which existed and, most importantly, to explore the culture and community identity. A public art profile and an arts and cultural database was developed and included in the report. The report gave a snapshot of the Shire's arts and cultural landscape and provided a basis for the development of the Cultural Plan.

Part 2 - Cultural Planning

The cultural planning process used the information from the mapping exercise in the development of strategies and management plans to support arts and culture, and to enable the arts and cultural community to input directly into the Plan.

The methodology for the Cultural Planning project was based around gaining the involvement of arts and cultural organisations and of various other sectors including business, tourism and education to provide direct input to the plan. Over 50 workshops and meetings were conducted during Stage One (150 participants) and Stage Two (250 participants). A number of methods were used to gain broad community feedback including surveys, broad community forums, individual interviews and small focus groups.

As a result of the implementation of these methods, individuals and representatives of the art community and other cultural groups identified themselves as cultural partners.

Cultural Partners

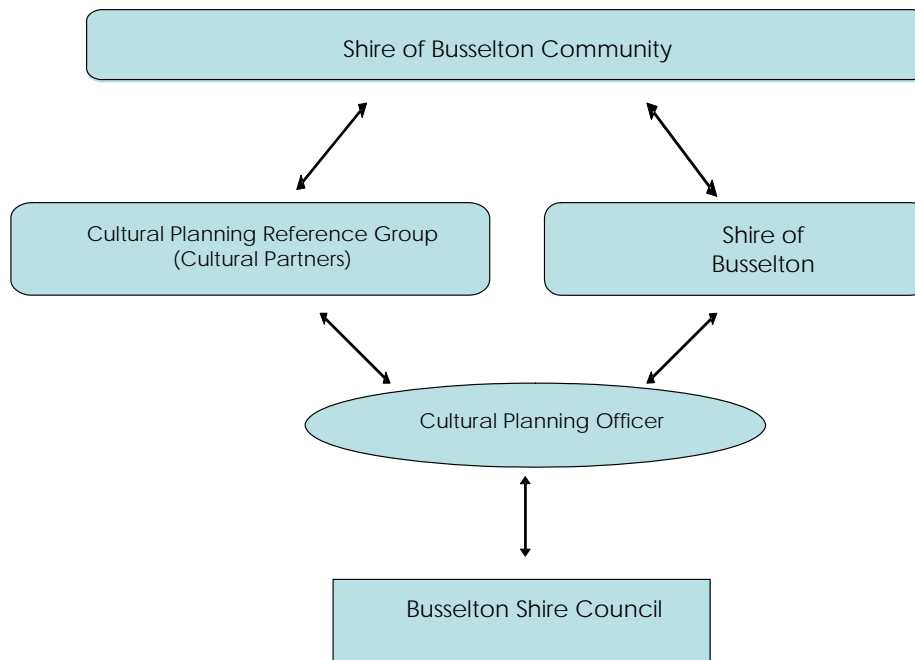
A Cultural Partners Reference Group was formed to partner with the Shire to develop and implement the Cultural Plan on an ongoing basis. The cultural partners have responsibilities to drive certain elements of the Plan and are an important component of the continuing community engagement which is a cornerstone of the Plan.

The cultural partners have made a commitment to continue their involvement, as representatives of their various sectors, by providing and reviewing relevant information and acting as a conduit between the community and the Shire through a six monthly evaluation and planning forum.

Shire staff also attend meetings, community workshops and staff presentations and become involved in the Cultural Planning process. The following chart illustrates the framework of the Cultural Plan.



Cultural Plan Framework



Shire Role

The following areas have been identified as the Shire's role in the cultural planning process:

- To facilitate the development of arts and culture in the Shire;
- To maintain a database of arts and culture practitioners and organisations;
- To coordinate key events;
- To include public art in urban development and as interpretive signage as an expression of the identity and a record of the history;
- To plan, develop and maintain quality community arts and cultural facilities to support touring and local performances, exhibitions and conventions; and
- To develop arts and culture policy.

The Cultural Plan contains a wide range of recommendations and actions with shared responsibility between the Shire and the cultural partners. Table 1 summarises the Council's resolutions and subsequent progress and implementation.



Table 1
Summary of Cultural Plan Implementation

Action	Progress
1. That developers are included in the next stage of cultural planning. That developers are briefed on the cultural mapping and cultural planning reports.	Position of Cultural Planning Officer created and represented on planning groups for major developments and providing input to Developer Contribution Plans. Developers using Cultural Mapping Report and Cultural Plan as research for the forward planning of communities.
2. That the Shire of Busselton establish an internal Cultural Planning Working Group or allocate cultural planning as an agenda item to an established cross-council integrated planning group. This group would identify current and projected projects that relate to the furthering of the cultural plan's vision, mission and goals; providing a different lens to track progress and outcomes and to value-add to service delivery.	Utilise existing Development Control Unit (DCU) to facilitate cultural planning input to developments and new projects, Cultural Planning Officer on DCU contact list to examine any new proposals for cultural impact - Cultural Issues included on DCU list for referral to comment, if required by DCU.
3. That cultural planning be established as a six-monthly agenda item for Council.	Not actioned or consistent with current practice, however cultural planning issues regularly before Council as Item or Workshop.
4. That Council's business units study the ideas/visions tabled in this cultural plan and consider ways to provide communities with up-to-date information that could support the Plan.	Cultural Plan referenced for a variety of projects.
5. That Cultural Partners and Council update the Cultural Calendar on a six-monthly basis and that planning occurs to maintain a minimum of three-years' planning in advance.	Not actioned due to resources available.
6. That the Shire compile information relating to cultural assets and the annual investment in arts and cultural development and planning.	Local Cultural Planning Strategy will compile information on cultural assets. Annual investment in arts and cultural development and planning contained in Shire budget.
7. That an amount of up to \$10,000 be allocated in the annual budget under Cultural Development Officer for implementation of the Plan.	Allocation submitted each year during annual budget development process and has been budgeted to date.
8. That a Percent for Art Policy be developed to include public and community art in Capital Works Programme.	Percent for Art Policy developed by staff and endorsed by Council in February 2008.
9. That a Cultural Policy be drafted to reflect the Council's position of working towards implementing the Cultural Plan as varied and amended by Council from time to time.	Endorsement of Cultural Plan achieved this objective. Specific actions in the Cultural Plan have been actioned through Shire projects, including development of the Percent for Art Policy and preparation of a feasibility report for a Performing Arts Centre.
10. That a cluster approach be adopted for the provision of arts and cultural facilities; involving partnerships with education, business, tourism and the arts community.	Opportunities for the cluster approach to be applied through ongoing links and discussion with relevant sectors.

Outcomes

A number of issues have been raised as outcomes of the Cultural Plan and in Council's adoption of the Plan which are directly related to land use planning.



Developers and Culture

The Plan recommends the inclusion of developers in the cultural planning process. This outcome is significant in relation to the awareness of cultural issues that needs to be created within the property development community, including consultants.

Land use planning and cultural planning can, and have in other locations, worked very strongly together. Cultural planning has grown out of land use planning. However, initiating the links requires a time and resource commitment. Because the focus of the original brief for the Cultural Plan had an arts sector leaning, the land use planning linkage did not become a specific focus. However the next significant step has been taken by the Shire in the formulation of the Local Cultural Planning Strategy to inform a new Local Planning Scheme.

In conjunction with this approach, the Shire's Development Control Unit (DCU) facilitates cultural planning input to development applications and new projects. The Cultural Planning Officer is able to review new proposals for cultural impact and provide advice and recommendations where relevant.

Percent for Art

The Plan recommended that a Cultural Policy be prepared to assist in working towards implementing the Cultural Plan as amended by Council from time to time. This has been pursued via preparation of a feasibility report for a Performing Arts Centre and formulation of the Percent for Art Policy.

The Plan identified that funding for public art would need to be sought and determined on a case-by-case basis, and that the development of percent-for-art and public art policies could provide some strategies for identifying allocations for this purpose. Public art projects could be done in partnership with arts and cultural communities and other sectors, contributing to the generation of funds and sharing the responsibility. The Shire subsequently adopted the Percent for Art Policy in 2008 and a summary of the Policy is provided below.

Cluster Approach to Facilities Provision

The Plan recommends a cluster approach to the provision of arts and cultural facilities, involving partnerships with education, business, tourism and the arts community. The Shire has demonstrated a strong commitment towards the development of a cultural precinct at the northern end of Queen Street, through the purchase of the former Agricultural Bank Building for cultural uses and the employment of staff to oversee the redevelopment of the Old Courthouse Complex as an arts centre.

In terms of town centre planning for Busselton and Dunsborough the clustering of cultural facilities and the development of partnerships accordingly is likely to improve and expedite cultural development outcomes. In relation to land use planning generally this focus needs to be carried through to policy formulation and Local Planning Scheme deliberations.



3.4 Leisure Services Plan 2005

The Leisure Services Plan was adopted in 2005 to provide Council with a sound basis upon which it can plan, coordinate and make future decisions as to the development of recreation services and the provision of facilities in accordance with the desires of the community, for the period 2005-2015.

As demographic change occurs, the Shire's residents are becoming more sophisticated and demanding in relation to their needs for services and facilities. The Plan indicates that *"some current facilities and services are already under pressure by increased demand, some are poorly equipped to meet community expectations and most importantly many more facilities and services will need to be provided to cater for the increased numbers"* (Leisure Services Plan, page 3).

Residents exhibited a preference for leisure activities that capture the natural beauty and opportunities that prevail in the Shire. Consistent with National and State trends 'walking' is the number one leisure pursuit. Predictably local influences include fishing, swimming and surfing or beach activities. Bicycle riding and fitness activities also rated highly.

The recommendations of the Plan are categorised as follows:

- acquisition or setting aside of land for leisure purposes;
- development of infrastructure and facilities;
- implementation of policies and practices to manage and maximise leisure participation within the Shire.

A series of concept plans were prepared depicting how the Leisure Plan would be reflected if implemented across the major sporting reserves. An implementation plan and indicative cost schedule based on the recommendations were also included.

3.5 Municipal Heritage Inventory 2006

The Municipal Inventory is a local heritage list currently listing 197 places of heritage significance. The *Heritage of Western Australia Act 1990* requires local government to compile a Heritage Inventory and requires public consultation in the identification of heritage places. Municipal Inventories must be updated annually and reviewed every four years.

The Municipal Inventory was originally prepared in 1996. This was reviewed in 2006 by updating the listings and developing a more useful working tool by which the community's cultural heritage could be managed.

Cultural heritage significance is the aesthetic, historic, scientific and social value a place may have for present and future generations. This may be a place which has played an important role in the history of the area, a building that has a particular architectural style or association with a person or a natural feature which should be conserved as a place for people to use. The place may simply be an historic location with no physical evidence of its heritage significance.



The Municipal Inventory can be seen as a heritage asset register which can be used in conjunction with the Local Planning Scheme to provide a measure of protection for individual places as well as precincts and to guide the Shire in the consideration of conservation incentives.

The Municipal Inventory has an important role in the conservation of local areas especially when related to design guidelines, tourism studies, incentives for heritage conservation, and the community's sense of place.

The Municipal Inventory is a list of places to guide the Shire in planning considerations. The more important places may be elevated into the Local Planning Scheme and given a measure of protection through Scheme provisions. Places in the Municipal Inventory of high heritage significance may also be separately considered for inclusion in the State Register of Heritage places.

The purpose of the inventory is to contribute to the management of the community's heritage assets and resources. This can be achieved through appropriate integration with community planning and development control.

Heritage precincts are appropriate for those areas where it is desirable to conserve the broader environment and setting of heritage places. Precincts which have been identified in the Municipal Inventory can be included as conservation areas. This will ensure conservation of the building stock and best practice for building redevelopment and renovation.

3.6 Percent for Art Policy 2008

This Policy was adopted in February 2008 and responds to the Shire's desire to protect and enhance the utility, amenity and identity of the public domain of places such as town/village centres, commercial nodes, main streets, entry points, squares, foreshores and parks within its municipality.

The purpose of this Policy is to assist in achieving the following objectives:

- promotion of civic, community and cultural identity by introducing public art which makes streets, open spaces and buildings more locally distinctive;
- enhancing a sense of place by encouraging public art forms which reinforce and highlight European and indigenous history, cultural heritage and contemporary traditions;
- promotion of community reflection, inspiration, celebration and well being;
- improvement of visual amenity by use of public art to screen unattractive views and improvement of the appearance of places; and
- improvement of the functionality of the public domain through the use of public art to provide appropriate street furniture functions.

All development proposals for multiple dwellings, mixed use, commercial, civic, institutional, educational projects or public works of a value greater than \$1,000,000, linked to WA Construction Index, shall be regarded as eligible proposals under this Policy. The cost of any public art provided pursuant to the Policy shall be no less than one percent of the value of the eligible proposal.



3.7 Community Facilities Implementation Policy 2008

The need for this Policy is related to the significant population growth that has occurred in the Shire over the last 20 years and the associated increase in demand for recreational, open space and other community facilities within the Shire. The Policy was originally adopted in 2000 and was comprehensively reviewed in 2008.

This situation has impacted directly on the Shire financially, and given that population increases in the Shire are likely to continue for at least the next 20 years, an effective means of providing community facilities consistent with demand is required. The Policy provides for a statutory basis for the imposition of developer contribution conditions on a precinct-based approach in small-scale redevelopment areas and formalises the mechanism for obtaining developer contributions in larger, self contained growth areas through developer contribution plans e.g. Vasse.

The primary purpose of the Policy is to:

- (a) provide a mechanism for the Shire to deal with cost contributions towards the provision of community facilities required as a result of subdivision and development, and
- (b) provide for the equitable sharing of community facilities costs, and to ensure that developer contributions are only required towards such facilities as is reasonably required as a result of subdivision and development of land within the policy area.

The Policy seeks a per lot contribution as a condition of development and subdivision and/or the transfer free of cost of land in fee simple. For the purpose of implementation, the Shire has been divided into eight precincts based on demographic data, current community facility provision, future community facility demand, and capital works programming. The Policy identifies different contribution rates for each precinct.

3.8 Dunsborough Townscape Plan 2002

The Dunsborough Townscape Plan has been prepared to investigate opportunities for improvement to the townscaping outcomes within the Dunsborough town centre. It makes a number of recommendations in relation to various streets, the civic space and central roundabout area, the creek line and the Dunn Bay foreshore area.

In particular, the Plan seeks to develop Dunn Bay Road as a main street with uniform streetscape, landscape and building design to reflect a coastal theme incorporating accommodation, shops and restaurants in future developments. Development outcomes should ensure developed street frontages and retain views to the foreshore via appropriate building and landscape design. The town centre civic space was identified for additional special features and public art projects, as well as being improved and developed as the focal point for the town centre.

The Plan recommends that the Dugalup Brook precinct be improved with paving, lighting, shelters and seating as well as interpretation about the creek and adjacent foreshore.



The Dunn Bay foreshore is identified as a site for a kiosk/café and public facilities development with boardwalks and a possible small jetty as well as enhanced public use via provision of additional facilities such as playgrounds and picnic furniture.

3.9 Dunsborough Foreshore Design Project

The Dunsborough Foreshore Development Design Project began in 2008 as a joint project between the Dunsborough-Yallingup Chamber of Commerce and Industry (DYCCI) and the Architecture, Landscape and Visual Arts Faculty of the University of Western Australia (UWA). The project comprised a full semester design studio, with a final public exhibition in Dunsborough in June 2008. Stage 1 of the project was funded by the Shire of Busselton and the South West Development Commission as well as the DYCCI and local businesses.

Stage 1 included extensive public consultation and the development of 14 preliminary design concepts, through a community project arrangement with the Architecture, Landscape and Visual Arts Faculty of UWA.

Ten of the final visionary concepts produced by the fourth year students during semester one of 2008 were exhibited for further public comment in July 2008 at Dunsborough Centrepont and online. Together with over 75 submissions received during the Stage 1 consultation, quantifiable feedback on the final designs through a written survey identified the framework for the Stage 2 design process.

Stage 2 will see the integration of preferred design elements into a concept plan for the foreshore area, which incorporates hard and soft landscaping, public amenities such as barbeques and seating, and identification of sites for a future cafe/restaurant. The concept plan is expected to be finalised in mid 2009.

Council resolved on 11 March 2009 to endorse the concept of creating a ground lease on the foreshore reserve for the purposes of a café, and to include the Dunsborough Foreshore Design Project as a Corporate Plan Action Item for 2009/2010 for progression of the project through to detailed design, including investigation into creation of a ground lease.



Following the State Government's injection of \$3.6 million, with additional funding of \$400,000 from the Shire, work commenced in September 2011 on the Dunsborough Foreshore enhancement project. The popular Seymour Park will receive a makeover. The park's grassy outlook will be retained but the area will be modified to accommodate a sloping circular area suitable for informal performances and picnics, all with a view to the bay. Extensive drainage works have been installed and a new playground to cater for children of all ages is planned for the southern area of the park. An environmentally designed foreshore garden will showcase local plant species specifically selected for coastal conditions and a 'waterwise' demonstration garden funded by the Water Corporation will be incorporated into this area.

3.10 Busselton Town Centre Guide Plan 2004

The Busselton Town Centre Guide Plan was formulated to provide some future vision for the town centre of Busselton, including the Busselton Cultural Precinct.

The Plan makes a series of assessments and recommendations in response to an analysis of the town centre, a series of consultation processes, and additional direction from the Shire. It makes recommendations regarding the improvement of the town centre's vitality, pedestrian and movement systems, built form, landscape, and cultural precinct.

The Plan identifies a series of precincts along with specific recommendations regarding the future character and development of those precincts. It also recommends more broadly, provisions to apply within the town centre of Busselton.

The Cultural Precinct is located at the northern end of Queen Street, somewhat removed from the commercial retail precinct. Reinvigorating existing facilities and establishing further cultural facilities in this area of Queen Street with associated café/eating places would revitalise this section of the town centre and form a link between the eastern end of town centre and the foreshore.

The six recommendations in relation to the Cultural Precinct are summarised as follows:

- The section of Queen Street between Adelaide Street and Marine Terrace should be treated as a pedestrian space and town square during cultural functions - the street would remain trafficable but able to be closed to traffic when required;
- The existing buildings such as the former Agricultural Bank building, police station and Court House to be refurbished and re-commissioned to house an art gallery and suitably scaled entertainment complex;
- The operations of other existing art facilities in the complex to be re-organised to be accessible to a wide range of local cultural and art organizations;
- open space to be detailed for further artist studios and public access;



- Offices for culture and arts to be established in the complex as an information centre and to coordinate at point of action cultural events and venues;
- The back of lots in the Cultural Precinct to be connected to provide necessary number of public parking bays off Queen Street and in immediate proximity to the cultural venues.

Other recommendations include:

- the creation of a sculptural piece on the roundabout at the intersection of Queen Street and Marine Terrace, as a beacon/drawing point from Causeway Road to the foreshore;
- the foreshore to be established as a more formal alfresco dining sea-side promenade with additional restaurant/café/tourist facilities;
- the use of the beachfront and foreshore for festivals, and the placement of formal play equipment, to be investigated subject to appropriate community consultation;
- the eastern park back of Jetty (Barnard Park) to be developed as an arboretum – a park displaying trees and plants (compatible with local climate);
- a review of Mitchell Park to be undertaken with a view to reorganising its current plan and defining park edges and pedestrian links; and
- the privately owned properties along Causeway Road leading to the town centre from the Bypass roundabout, to be subject to signage, landscape and setback contours and management.

In 2007 the '2020 Project Group' was formed to address issues associated with the future development and improvement of the town centre. The group is made up of community, business, tourism and environmental representatives along with Shire staff, and was set up by Council to implement the Town Centre Guide Plan and to provide input to Shire town centre projects.

The Group's objectives range across such issues as:

- development of urban design elements for public and private spaces;
- input to budgeting for and implementing town centre works and projects;
- community consultation for major initiatives within the town centre; and
- development of a theme for the townscape works that reflects the local amenity and character of Busselton.

To date, the 2020 Project Group has developed a theme of 'from Ocean to River' and developed a 'colour and materials palette' in addition to a Streetscape Manual which specifies urban design elements such as lighting, paving styles, seating and landscaping. Future projects include the development of urban design guidelines for the private realm, ongoing upgrades to Queen Street including the incorporation of public art and a partnership with the business community towards a 'Shop Front Improvement Grant Scheme.'



3.11 Busselton Foreshore Draft Master Plan

One of the most important community and cultural assets to the Busselton community is the foreshore. The Busselton foreshore project area is a 38.5 hectare site located along Geographe Bay adjacent to residential areas, the Cultural Precinct and the town centre. The Busselton jetty is a central feature within the project area.

The Busselton Foreshore Draft Master Plan has been prepared to guide the detailed planning of the foreshore and decision making. It builds on work undertaken by the Busselton Foreshore Working Group and ideas outlined in the endorsed Busselton Foreshore Development Concept Plan. The Master Plan outlines proposals for short stay accommodation, hotels, restaurants, cafes, kiosks, sports ovals, tennis club and grounds, clubroom facilities, community facilities, recreation and conservation.

The Draft Master Plan was approved by the Council in December 2011 for advertising purposes.

3.12 Capes Region Economic Development Strategy

The Shires of Augusta-Margaret River and Busselton have jointly prepared and adopted a Regional Economic Development Strategy. The Strategy seeks to secure the prosperity of the Capes Region by enhancing economic opportunities and ensuring that planning policies and development strategies support sustainable development. During development of the strategy, a consultation process was used to engage with business and community stakeholders, and to encourage opportunities for collaboration with other local authorities in the region.

The aim of the Strategy is to use industry clusters to create meaningful sustainable economic and jobs growth for the future economy in the region. While the Vasse Region already has some successful industries and a broad range of economic activities, the focus of the strategy is on collaboration to grow industries that have a comparative advantage.

Clusters are groups of companies and related organisations that can work together to grow their business. Utilising clusters allows a collaborative approach for businesses, regions and interest groups to develop quality, innovation, greater speed and critical mass which assists in resolving practical issues like training, infrastructure and procurement. Industry working together through clusters is the most effective way of achieving sustainable economic development.

In order to secure prosperity in the future there is a need to identify economic opportunities, and to determine what the Shires need to do in regard to planning policies and development strategies to help drive these opportunities.

The Shires of Augusta-Margaret River and Busselton acknowledge that the local government's role in economic development is to create and facilitate an environment that welcomes private sector development and investment within a community acceptable framework.



3.12 Library Services Plan 2006

The objective of this Plan is to guide the delivery of library services and facilities within the Shire into the future. The Plan is intended to be updated periodically to reflect changes within the social, cultural, informational, and educational environments of the Shire.

The Plan suggests a way forward to ensure the sustainability and development of library services in consideration of:

- future population growth, population distribution, with consideration of demographic and special needs issues,
- service expectations of permanent residents, visitors and as a sub-regional centre,
- innovative methods of service provision including possible integration with education or recreation facilities and suggested future locations.

A direction for the Shire's mandate in the provision of the Library System services in the short and long-term is suggested in the Plan including guiding principles for the provision and distribution of these services with consideration of both physical (facility) and management issues plus suggested service delivery levels. An examination of alternative funding sources, including a suggestion for the introduction, where appropriate, of fee based services, is also addressed.

The Plan makes a number of recommendations including the development of sustainable partnerships for mutual benefit by:

- progressing discussions with neighbouring and other interested local authorities for co-operative activity in a number of areas;
- progressing the proposed Busselton Library as part of the Civic Precinct project as a sub-regional centre for the lower south west; and
- pursuing the possibility of regional developer contributions being utilised to construct the proposed Busselton library.

Council resolved on 12 August 2009 (in part) to "*progress expansion of the Busselton Central Public Library as part of the wider 'Community Village' concept to the master design and construction ready tender stage noting the Council's preference to retain the existing library structure...*"

3.13 Access and Inclusion Plan 2006

The Shire is committed to facilitating and maintaining a high standard of services that encompass the inclusion of all people regardless of social, economic, cultural and physical backgrounds. The Plan is a tool for responding to diversity and looks at ways we can ensure that the disability, indigenous, culturally and linguistically diverse sectors of the community are more aware, more involved, more responsive to one another and more included in the broader community by increased communication and engagement practices. Diversity in this context refers to people who are residents or visitors from other ethnic and indigenous backgrounds, who speak different languages, or have differing levels of physical and intellectual abilities.



The Plan has been designed as a tool to meet the requirements of the Western Australian Disability Services Act 1994 but has been expanded to encompass the needs of all members of the community. It has a particular focus on nurturing a community where diversity, difference and a sense of identity is respected and valued. These values are underpinned by a commitment to the creation of fair and equitable access for all residents and visitors to the Shire.

The vision for an accessible and inclusive community concentrates on six key areas:

- Existing services
- Access to buildings and facilities
- Information and communication
- Advice and services
- Opportunities to make complaints
- Opportunities to participate in any public consultation

The Access & Inclusion Committee held their first meeting in January 2007 and meet quarterly to oversee the implementation of the Plan.



3.14 Leeuwin-Naturaliste Ridge State Planning Policy

State Planning Policy 6.1 – Leeuwin-Naturaliste Ridge (LNRSP) applies to the Shires of Busselton and Augusta-Margaret River, generally to the west of Bussell Highway. It provides the strategic planning framework for the area for the next 30 years by providing greater vision, guidance and certainty of land use.

The Policy promotes sustainable development, conservation, and land and resource management. It seeks to provide assistance to those managing land use change, enable greater consistency between local governments, give clear regional-level advice to proponents of development, and provide a reference to guide development and conservation by improving the information available to the community.

The objectives of the policy are to:

- conserve and enhance the special benefits arising from landscape elements that form the fabric of the region;
- respect and conserve its outstanding natural and cultural heritage and environmental values;
- cater for population growth consistent with the objectives of the policy and provide a range of settlement options located to enhance the economic, social and environmental functions, while promoting quality and innovation in urban design and built form;
- protect agricultural land for its economic, landscape, tourism and social values;



- encourage a mix of compatible land uses while separating conflicting land uses;
- facilitate a robust, diverse and sustainable economy; and
- foster a sense of community and creativity;

for the benefit of all residents and visitors and for future generations.

In relation to cultural heritage the Policy includes Action AS 6.1:

"Conservation of places of cultural heritage significance to the community will be actively promoted through education and the provision of conservation incentives where appropriate".

3.15 Feasibility Study - Performing Arts and Creative Industries Centre

In February 2009, the Shire received a feasibility study into a performing arts and creative industries centre in the Shire of Busselton.

This occurred in response to a range of significant community consultation programmes conducted by the Shire, which identified that residents rated the provision of a performing arts centre within the Shire as a high priority. Funding was secured for the study through a three way partnership comprising the Department of Culture and the Arts (Community Cultural Arts Facilities Fund), South West Development Commission (Regional Development Scheme) and the Shire.

The feasibility study addressed such aspects as the identification of a suitable site, size, technical requirements, programming, management and financial modelling. The study assessed six possible sites which had been identified through the Cultural Plan and Leisure Services Plan or were identified on the basis of location, land assembly potential and public suggestions:

- Signal Park
- Foreshore Reserve near the Jetty
- Car park reserve at Stanley Street
- Current Shire Building
- Vasse
- Current Busselton Hospital site (noting that since this feasibility study the new Busselton Health Campus is to built on the existing site)

A staged development was recommended:

Stage One – a 250 seat black box theatre. The theatre should be viewed as a multi-purpose space which can accommodate not only varying types of performances but also functions, meetings and training purposes. The site plan should incorporate a cafe or similar to add vitality and increase traffic through the centre.

Stage Two – a 400 seat proscenium arch theatre within five years. This theatre will allow for increased variety in programming and hiring, however a venue of this capacity should only be considered once the market clearly indicates the necessity and ability to sustain.



In relation to the creative industries component, it was recommended that an artist's hub incorporating studios, workshop and exhibition space as well as an AV studio and music studio and/or practice rooms, if situated on Signal Park as recommended, would provide a synergistic and complementary function to the existing Cultural Precinct infrastructure including the Courthouse Arts Centre, Art Geo Gallery and Weld Hall.

On 10 June 2009, the Council resolved (in part) to submit Signal Park and Barnard Park to the Busselton Foreshore Redevelopment Group as possible sites for the purpose of community consultation on the foreshore development and to invite expressions of community interest for some possible alternative sites.

Subsequent to this process, several factors including the gifting of Lots 43 and 44 Queen Street (the Old Police Complex which has now been demolished) to the Shire, the piazza style, pedestrian friendly Cultural Precinct upgrade works and the adoption by Council of the Busselton Foreshore Working Group Concept Plan and Busselton Foreshore Draft Master Plan (for community consultation) contributed to the realisation that Lot 450 Queen Street is the preferred site for a performing arts and convention centre.



3.16 Queen Street Cultural Precinct and Settlement Art Project

Upgrading works were completed and the Queen Street Cultural Precinct opened to the public in early 2012. The works have transformed the street into a mall-like precinct ideally suited to community events and cultural activities. The precinct incorporates decorative tiling, specially designed rain gardens and feature lighting. The Cultural Precinct will continue to evolve over the years, inspire creativity and encourage people into the Busselton CBD.

The Cultural Precinct will become the home of the Settlement Art Project which aims to commemorate and celebrate the settlement of Busselton. Western Australian artist Greg James was recently appointed by the Shire to undertake the first stage of the project, which entails the design, development and modelling of six bronze sculptures, the first being that of John Garrett Bussell.



4 Cultural Demography



4.1 Resident Population

The permanent resident population of the Shire of Busselton in 2006 was estimated at 26,930 by the Australian Bureau of Statistics (ABS, 2009). The Shire achieved an average annual growth rate of 4.9% between 1996 and 2001 and 3.1% between 2001 and 2006, well above the State average of 1.6%. The population at June 2007 was estimated at 27,893 by the ABS, a growth rate of 3.6%, and at June 2008 the preliminary estimate of resident population was 29,183, a growth rate of 4.6%.

Table 2

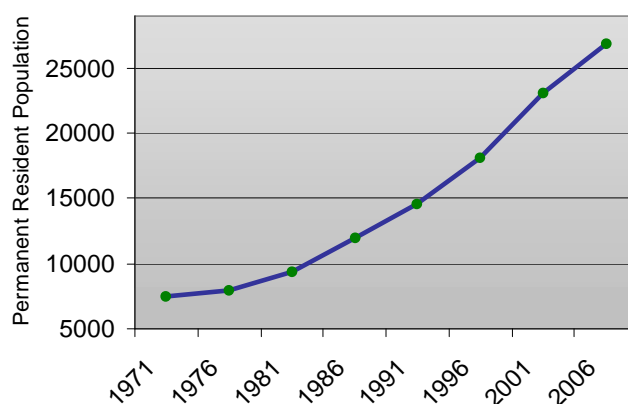
Estimated Resident Population Growth 1976-2006, Shire of Busselton

	1976	1981	1986	1991	1996	2001	2006
Estimated Population	7,897	9,369	11,933	14,592	18,158	23,099	26,930
Increase on previous Census	471 (6.3%)	1,472 (18.6%)	2,564 (27.4%)	2,659 (22.3%)	3,566 (24.4%)	4,941 (27.2%)	3,831 (16.6%)
Average Annual Growth Rate	1.23%	3.48%	4.95%	4.1%	4.5%	4.9%	3.1%

Source: ABS - Census of Population & Housing and Regional Population Growth (3218)

Shire Population Change 1971-2006

Source: ABS



The 2006 Census data confirm that the Shire is one of the fastest growing non-metropolitan Local Government areas in the State, growing by 4,941 permanent residents between 1996 and 2001, and 3,831 between 2001 and 2006.

Of the total population, approximately 67% was located in the Busselton urban area, with a population of approximately 18,000 persons in 2006. The Dunsborough urban area also achieved a healthy growth rate, increasing by almost 800 persons between 2001 and 2006 to around 3,770.

The total rural population was approximately 4,770 persons (17.7%) in 2006. This marginal increase from 2001 may be a result of changes to collector district boundaries, but also reflects evidence that many dwellings in rural-residential areas such as 'Commonage' are used as holiday homes and are not permanently occupied.

The rate of the Shire's population growth is also emphasised in that it contributed 2.4% of the State's overall population increase between 2001 and 2006 while only containing approximately 1.3% of the State's total population.

It should be noted that the Census population figures do not reflect the actual 'service' population of the Shire, particularly at peak holiday times. In view of the Shire's low permanent occupancy of dwellings identified by the Census (74.2%) and the increasing volume of tourist accommodation, it is estimated that the number of people in the Shire on any day during holiday times could be more than double the resident population.

4.2 Population Projections

Over the next twenty years the population is conservatively projected to continue to increase at a rate of around 2 to 3% per annum. At this rate the Shire's resident population may reach around 52,000 by 2031 as indicated in Table 2.

Table 3
Population Projections 2006 - 2031, Shire of Busselton

	2006	2011	2016	2021	2026	2031
WAPC projections (WA Tomorrow, 2005)	26,800	30,100	33,300	36,500	-	-
ABS for the Australian Gov. Dept of Health and Ageing	26,638	31,175	35,383	39,575	43,673	-
Alternative projections Average annual growth rate of 3.4% to 2011, then 3% to 2016, 2.5% to 2021, 2.3% to 2026, and 2.1% to 2031	26,930	31,830	36,900	41,750	46,775	51,900

Sources: Western Australian Planning Commission (2005)
Australian Bureau of Statistics - Regional Population Growth (2008)
ABS for Australian Government Department of Health and Ageing (2008)
tsplanning Pty Ltd (2009)



4.3 Age Structure

The trend in the Shire's demographic structure up to 2006 has reflected a broadening of the area's economy and increasing employment opportunities with a corresponding reduction in the significance of the area's 'retirement' function. This is highlighted by the change in the percentage of residents aged over 55 from 29.1% in 1991 to 23% in 2001. However this trend has reversed in more recent years and this is likely to continue as 'baby boomers' retire over the next 20 years.

The median age of Shire residents in 2006 was 37.8 years which is slightly older than the national mean of 36.6 years. It is apparent that the Shire's population is aging in view of the 1991 median age of 34.

Table 3 indicates an age structure based on pre-school aged children, school aged children, post-school to middle-aged residents and those older than 55.

Table 4
Age Profiles 1986-2006 - Shire of Busselton

Age in years	Census Year				
	1986	1991	1996	2001	2006
0-4	947 (7.9%)	1,364 (9.3%)	1,344 (7.4%)	1,563 (7.1%)	1,661 (6.6%)
5-19	2,669 (22.3%)	2,956 (20.6%)	4,013 (22.1%)	5,129 (23.25%)	5,564 (21.9%)
20-54	5,047 (42.3%)	6,507 (44.6%)	8,244 (45.4%)	10,282 (46.6%)	11,443 (45.1%)
55+	3,270 (27.4%)	4,253 (29.1%)	4,557 (25.1%)	5,085 (23.05%)	6,687 (26.4%)

Source: ABS, Census of Population & Housing – place of enumeration data

4.4 Marital Status

In the 2006 Census, 54.9% of persons aged 15 years and over usually resident in the Shire were married compared to 49.6% in Australia, 27.7% were never married compared to 33.2% in Australia, 11.3% were separated or divorced in both the Shire and Australia, and 6.1% widowed compared to 5.9% in Australia.

4.5 Family Characteristics

In the 2006 Census, there were 6,821 families in the Shire: 42.9% were couple families with children compared to 45.3% in Australia, 42.4% were couple families without children compared to 37.2% in Australia, 13.7% were one parent families compared to 15.8% in Australia and 1.0% were other families.



4.6 Income

The median weekly individual income for persons aged 15 years and over who were usual residents of the Shire was \$465, compared with \$466 in Australia. The median weekly household income was \$962, compared with \$1,027 in Australia. The median weekly family income was \$1,106, compared with \$1,171 in Australia.

4.7 Language

Table 5 illustrates the language spoken at home in 2001 and 2006. More than 92% spoke English only and 5% was not stated, leaving around 2.5% which spoke another language.

In the 2006 Census, English was stated as the only language spoken at home by 92.4% of persons compared to 78.5% in Australia. The most common languages other than English spoken at home in 2006 were: Italian 0.5%, German 0.3%, Afrikaans 0.2%, Dutch 0.1% and French 0.1%.

Table 5
Language spoken at home 2001-2006 – Shire of Busselton

	2001	2006
English	92.2% (20,165)	92.4% (23,435)
Aust. Indigenous	0.05% (12)	0.1% (26)
Arabic	0.025% (6)	0% (3)
Chinese	0.1% (19)	0.1% (26)
Croatian	0.025% (7)	0% (8)
French	0.1% (25)	0.1% (25)
German	0.4% (83)	0.3% (80)
Greek	0.05% (11)	0% (10)
Indonesian	0.15% (34)	0.1% (23)
Italian	0.5% (107)	0.5% (123)
Japanese	0.025% (3)	0.1% (17)
Dutch	0.15% (30)	0.1% (34)
Polish	0.05% (14)	0% (9)
Russian	0.025% (5)	0.1% (14)
Spanish	0.025% (6)	0.1% (21)
Filipino	0.05% (10)	0.1% (20)
Vietnamese	0.1% (21)	0.1% (21)
Other	0.75% (119)	0.8% (199)
Not Stated	5.5% (1,196)	5% (1,261)
TOTAL	100% (21,873)	100% (25,355)

Notes: Totals may not add due to rounding.

Source: Australian Bureau of Statistics, Census of Population & Housing



4.8 Place of Birth

Table 4 indicates that approximately 79% of the Shire's residents in 2006 were born in Australia compared with 71% for the whole of Australia. Of the remaining population, 8.8% were born in the UK and Ireland and around 1.8% in New Zealand.

There appears to be a slight trend in the Australian born total which reduces between 1981 and 2006. However in view of the high percentage not stated in 2001 and 2006 it is difficult to attribute much significance to this outcome. It is possible however that more people from overseas, having become aware of WA and the South West through the media, have been relocating to the Shire in recent years.

The number of indigenous persons in the Shire in 2006 was 372, 1.5% of the total, compared with 2.3% Indigenous persons in Australia.

Table 6
Place of Birth 1981-2006 – Shire of Busselton

	1981	1991	2001	2006
Australia	83.9% (7,864)	82.5% (11,161)	79.6% (17,413)	78.8% (19,970)
UK & Ireland	11.9% (1,115)	10.8% (1,455)	8.7% (1,894)	8.8% (2,226)
Canada	0.05% (5)	0.1% (9)	0.1% (17)	0.1% (34)
USA	0.4% (38)	0.3% (42)	0.3% (69)	0.2% (61)
NZ	0.5% (50)	1.4% (190)	1.8% (387)	1.8% (447)
South Africa	-	0.2% (31)	0.5% (104)	0.6% (161)
Germany	0.25% (25)	0.5% (64)	0.4% (96)	0.6% (140)
Greece	0.025 (2)	0.02 (3)	0.03 (8)	0.01 (4)
Italy	0.7% (67)	0.5% (68)	0.3% (62)	0.25% (59)
Netherlands	0.4% (38)	0.5% (61)	0.4% (86)	0.4% (97)
Singapore	-	-	0.05% (14)	0.1% (24)
Poland	0.1% (8)	0.1% (9)	0.1% (18)	0.05% (12)
Japan	-	-	-	0.05% (11)
China	0.05% (6)	0.02% (3)	0.05% (11)	0.05% (13)
India	0.2% (16)	0.3% (40)	0.2% (40)	0.15% (42)
Indonesia	-	-	0.1% (21)	0.1% (23)
Malaysia	0.05 (3)	0.1% (18)	0.1% (28)	0.1% (24)
Thailand	-	-	-	0.1% (29)
Philippines	-	0.1% (15)	0.1% (25)	0.1% (33)
Vietnam	0.025 (2)	0.02% (3)	0.1% (18)	0.1% (26)
Elsewhere	1.4% (130)	1.3% (177)	1.4% (322)	1.55% (392)
Not Stated	-	1.3% (178)	5.8% (1,258)	6.0% (1,527)
TOTAL	100% (9,369)	100% (13,527)	100% (21,877)	100% (25,355)

Note: Totals may not add due to rounding.

Source: Australian Bureau of Statistics, Census of Population & Housing



4.9 Religion

Approximately 59% of persons in 2006 were affiliated with Christian religions, down from 62% in 2001. Other religions comprised a small total of just over 1%. The rate of religion not stated was high at over 12% in 2006.

Anglicans comprised 26.5% of the Shire's population compared to only 18.7% in Australia while Catholics comprised 18.2% compared to 25.8% in Australia. Those who indicated no religious affiliation accounted for 26.3% compared to 18.7% in Australia.

Table 7
Religious affiliation 2001-2006 – Shire of Busselton

	2001	2006
Anglican	26.9% (5,883)	26.5% (6,710)
Catholic	18.9% (4,123)	18.2% (4,618)
Uniting Church	6.1% (1,334)	4.9% (1,231)
Baptist	1.3% (285)	1.4% (348)
Churches of Christ	0.8% (169)	0.8% (200)
Jehovah's Witnesses	1.0% (226)	0.8% (204)
Latter Day Saints	0.2% (39)	0.1% (26)
Lutheran	0.6% (125)	0.5% (125)
Orthodox	0.3% (63)	0.2% (52)
Presbyterian & Reformed	1.9% (413)	1.6% (410)
Salvation Army	0.5% (105)	0.3% (80)
Seventh-day Adventist	0.7% (157)	0.6% (150)
Pentecostal	0.5% (112)	0.55% (141)
Other Christian	2.6% (558)	2.8% (716)
Sub-total Christian	62.2%	59.2%
Buddhism	0.5% (119)	0.65% (168)
Hinduism	0.05% (15)	0.1% (20)
Islam	0.1% (19)	0.1% (23)
Judaism	0.05% (12)	0.05% (9)
Other	0.4% (87)	0.3% (76)
No religion	22.7% (4,969)	26.25% (6,659)
Inadequately described/Other	2.45% (540)	0.75% (190)
Not stated	11.5% (2,513)	12.6% (3,198)
TOTAL	100% (21,866)	100% (25,354)

Notes: Totals may not add due to rounding.

Source: Australian Bureau of Statistics, Census of Population & Housing



4.10 Dwelling Characteristics

In the 2006 Census there were 9,548 occupied private dwellings counted in the Shire: 88.3% were separate houses compared to 74.8% in Australia, 6.0% were semi-detached, row or terrace houses, townhouses etc compared to 9.2% in Australia, 2.5% were flats, units or apartments compared to 14.2% in Australia and 3.2% were other dwellings compared with 1.7% in Australia.

Surprisingly, the ratio of unoccupied private dwellings in Dunsborough continues to be significant, at approximately 45% of the total number of private dwellings. The Shire's ratio of unoccupied private dwellings is approximately 26%, which is very high in comparison to Australia with only 9.9%. This reflects the high number of 'holiday homes' in the Shire and unauthorised use of dwellings in Residential areas for tourist accommodation.

4.11 Creative Industries in the Vasse Region

The links between creativity and innovation; the contribution made by the creative industries to local and regional economies; and their unique capacity to create the ambience regions seek to differentiate themselves in a globally competitive environment makes these industries an attractive proposition.

Creative industries include, but are not limited to, those industry sectors that are characterised by new forms of cultural production or experience. The key characteristic of the creative industries is their use of creativity for commercial purposes. Highly dependent on creative talent, their economic value lies in their intellectual property. In other words, they can be distinguished from other industries in that 'creativity' is their primary source of value.

There are 536 creative businesses in the Vasse region (Shires of Busselton and Augusta-Margaret River) which is sufficient to form a number of clusters. Based on assumptions explained in the report on the Vasse Region Creative Industries Study, it is estimated that between 800-1,000 people are employed in creative occupations in the region.

Table 8
Creative Industries

Segment	Total Economic Output
Software and Interactive Media Development	\$27.79m
Visual Arts and Design	\$18.57m
Architecture	\$14.74m
Publishing	\$14.27m
Film, TV, Radio	\$ 6.77m
Music and Performing Arts	\$ 2.32m
Advertising Services	\$ 0.06m
Total	\$84.42m

The total value-added contribution to the Vasse economy is \$47.19 million. Creative Industries directly contribute approximately \$28.5 million to the region's value added



output, accounting for 59% of the total output of the creative sectors. In comparison value added output in other sectors makes up an average of 49% of their total outputs.

Visual Arts and Design is the highest exporting segment at 51% of the region's creative industries exports. It is also the second largest contributor to the local economy. A small number of creative businesses are interested in exploring opportunities to collaborate, network or cluster. Industry led and government supported initiatives are the most successful approach according to Australian and UK research.

The report found that there is a strong sense of independence and entrepreneurialism that characterises Vasse creative businesses. In addition to the relaxed lifestyle and inspirational setting, the isolation of Vasse is seen as an enabler of unique and authentic ideas representative of the region.

The local style or characteristics of creativity include spirituality, the influence of the natural environment and the slower pace of life coming through in their work. (Vasse Region Creative Industries Study, Designer Futures et al, 2007)



5 Cultural Assets and Sites



Certainly, place-making is a liberating concept, because it is egalitarian in its view that every place has a story to tell. No place is unimportant to the people whose memories dwell there. Place-making is the art of transforming locations and buildings into places where people live, rather than just work or sleep. It is the art of making places, rather than just putting up buildings. It ensures that parks, pavements and neighbourhoods provide lively and attractive locations for people to interact, rather than empty spaces to hurry through to get somewhere else – or worse, to be avoided. Well-designed buildings which reflect the character of the area in which the development is situated provide the backdrops, helping people to navigate around without too much effort, providing a sense of identity and making people want to spend time in the location.

Culturally significant sites are places that hold and generate memories and stories significant to the unique character of the Shire including 'third places', besides home and place of work. A third place is where one can regularly and reliably go and meet others, spend time or engage in a particular activity. Recovering those memories and recharging them in the imagination can combine the energies of the artist and the historian, the folklorist and the artisan, the poet and the story teller. Each corner store, park, café, hotel, street tree, has a story that could be uncovered.

For most people, it is probably not the architecture that turns a physical locality into a well-loved place, it is more often the remembrance of human interaction or the recollection of life lived in a particular place which creates the cornerstone of mental association that give a place a patina of affection. These places are not obvious candidates for architectural or heritage registers, however those surveys and registers are increasingly acknowledging this overlay as being of cultural significance – these intangible landscapes have important preservation value.

In determining an aesthetic it is often subtle visual clues that provide us with information about the culture of the place. These might be as simple as vegetated road verges and the absence of kerbed road sides in rural areas or informal gravel car parks at local beaches. More significantly it could be the vista, views and open sight lines to the natural and environmentally significant places and the creation of viewing platforms that focus our attention on significant places.

To make a great place requires a sophisticated, bold imaginative approach. It means finding ways of merging public good, private initiative and community concern in an entrepreneurial way.



5.1 Cultural Assets

The assessment of cultural assets in the Shire considered socio-cultural, recreational, natural, scientific, artistic and heritage characteristics, and identified the following four asset types.

- Environmental assets - the built and natural landscape and the ecological diversity of an area.
- Social assets - the complex web of relationships between organisations, communities and interest groups which make up a civil society - the talents, skills and specialist knowledge of the people within these communities.
- Cultural assets - the sense of belonging in and understanding the unique identity of a place expressed tangibly and invisibly from heritage and memories, to the capacity to dream and aspire.
- Intellectual and Creative assets - the ideas and innovative potential of a community that includes the capacity to be curious, original and inventive.

Cultural assets deliver a precious and important economic product to the region. In addition to tourism and business, there are opportunities to diversify and enhance cultural assets by planning appropriate infrastructure for activities, festivals and events and by acknowledging cultural assets in place making.

Informal meeting places are identified as culturally significant places, including:

- Places to meet, including the 'character' hotels/pubs, bars and cafes
- Other meeting places in settlements such as churches, skate parks, playgrounds, parks, beaches and schools
- Coastal car parks - meeting places for surfers, coastal viewing platforms
- Town parks with seating, gazebo and park furniture and open spaces of lawn
- Bike and walking trails
- Caravan parks and camping grounds, holiday villages/resorts
- Art gallery exhibitions and openings
- Events, festivals, theatre, live music.

A number of cultural assets have been identified as deficient including education and training opportunities, facilities for youth and a performing arts centre.

Prior to the provision and design of additional cultural assets it is recommended that a methodology for assessment of cultural assets be developed based on the physical, social and behavioural concerns that influence the successful use of a place such as:

- Effective, efficient and sustainable use of land
- Considered approaches to design, context, landscape and connectivity
- Re-use of suitable buildings and infrastructure
- Focus on the pedestrian, safety and navigability
- Local character and amenity
- Access to green space and play space
- Environmental sustainability.



5.2 Cultural Precincts

Cultural Precincts seek to embrace existing neighbourhoods and celebrate local character, creating zones of experience. The communities who developed these areas influence the approach to community building at a social, cultural, environmental and economic level.

It is recognised that while each of the precincts represents an important and often historic link with the Shire's cultural expression there is an opportunity to enliven and further enhance a sense of place via planning schemes, policies and other similar mechanisms. The cultural precincts are included at Appendix 2.

A key objective of the LCPS is to identify the range of cultural assets and to suggest ways to nurture and manage these along planning lines to allow for their ongoing and organic evolution in a way that is authentically resonant of the Shire. This element of the Strategy has strong foundations in the need to identify cultural assets that strengthen economic and social sustainability.

It is clear that while many of the planning recommendations will be applicable across the Shire there is distinctive cultural character that can be described in terms of cultural precincts. In terms of their cultural assets they can be identified as follows:

- Naturaliste Ridge Precinct
- Geographe Bay Precinct
- Wetlands Precinct
- Rural Precinct

It must be noted also that the road and path links and transport networks between these precincts are critical to the sustainability and preservation of the Shire's cultural assets. The LNRSPPP recognises the significance of a number of strategic roads in the Shire and recommends the establishment of appropriate development controls to protect their function and character.

5.2.1 The Naturaliste Ridge Precinct

This precinct comprises the northern part of the Leeuwin-Naturaliste Ridge west of Dunsborough from Cape Naturaliste to the southern boundary of the Shire including Leeuwin-Naturaliste National Park, Meelup Regional Park, Yelverton National Park, Bunker Bay, Dunsborough, Old Dunsborough, Yallingup, Eagle Bay, Smiths Beach, Canal Rocks, Injidup and Commonage, and adjacent foreshores including the proposed Ngari Capes Marine Park. The Wardandi people have a strong connection to the sea, and are the custodians of the caves in the Precinct.

This precinct is distinguished by the following distinctive cultural assets:

- Significant environmental capital of pristine natural bush land, rugged Indian Ocean coast, underground caves, important travel route corridors such as Caves Rd and Cape Naturaliste Rd and complemented by several agricultural activities including viticulture, olive oil and some food production.
- Creative capital demonstrated in the furniture makers, jewellers, artists and 'cottage or creative industries' focused around the Commonage area including artisans and live music entertainment.



- Significant social capital embedded in ocean recreation, surfing and fishing whale watching, holiday/tourist activities and events, surfing competitions, live music, wineries, breweries, restaurants, Dunsborough markets and schoolies week.
- Cultural capital as evidenced by the Wardan Cultural Centre, galleries, artist studios, live music venues and other concerts held in the recreation centre.

Current policies and scheme provisions that acknowledge these assets include:

- The Commonage Structure Plan
- Yallingup Special Character area
- Old Dunsborough Special Character area
- Eagle Bay Special Character area
- Caves Road Visual Management Policy
- Wine and Food Policy
- Policies of LNRSP which recognise the values of the natural/cultural landscape to visitors, tourism and quality of life
- Policies of the Viticulture and Tourism Zone

These areas are recognised in the Local Planning Scheme and have particular planning and design implications for development such as building setbacks, height of structures, nature of fencing, materials and landscaping with a view to reinforce, retain or change the characteristics, form and nature of the area.

The Wardan Aboriginal Cultural Centre is located in the Naturaliste Ridge Precinct on Injidup Springs Road and was developed by the Wardandi people as a place where they can share their culture with visitors, school groups and Aboriginal people from other areas in an effort to increase understanding and reconciliation with the wider community. The Wardandi people are the traditional custodians of the land between Capel and Augusta, including Busselton, Yallingup and Margaret River.

Opportunities exist for the encouragement of venues in Dunsborough for live music and entertainment and for village gathering places (wine bars, cafés, corner delis and general stores) in population nodes. A creative industries centre to showcase local creativity, infrastructure for creative and business skills development and education, facilities for youth and a facility that would accommodate cultural and electronic media events could also be considered.

The preservation of rural and natural character and the visual importance of the landscape within the Commonage precinct, as well as recognition of existing cultural assets and appropriate alternative land use e.g. small tourist nodes, and artisan and rural produce outlets, will be important elements in ensuring positive cultural outcomes for the community.

It has become apparent that the development of entry statements and advertising inducements close to rural property boundaries has in some cases not been subservient to the natural or rural environment and has led to a commercialisation of travel routes. Accordingly, protection of important travel route corridors such as Cape Naturaliste and Caves Roads from inappropriate development/clearing which impacts on visual amenity will also be an essential ongoing strategy.





5.2.2 Geographe Bay Precinct

This Precinct includes the Geographe Bay foreshore from Forrest Beach to Quindalup, and Busselton town centre, heritage precinct and jetty. It also includes the planned Vasse village centre, a village focus with substantial aspirations located centrally in the Shire.

A distinctive culture emanates from recreation focused on the foreshore/beach, holiday accommodation, rural settlement heritage, fishing, boating and proposed marine park and incorporates district business functions and services. The Geographe Bay foreshore has been used extensively by Nyungar people with their occupation of the region dating back at least 47,000 years. Protection and enhancement of Indigenous values associated with the foreshore area is considered critical.

Geographe Bay has long been significant to the Wardandi people and was visited by Europeans and Americans since the very early nineteenth century. It is a protected bay with a mostly shallow sandy beach shore but with rocky foreshores/outcrops and sandy bays north of Dunsborough. It is used for recreational activities such as fishing, swimming, beach-walking, boating and cycling (on foreshore dual use path). It is an attractive and much-used natural resource for leisure and has significant environmental significance in terms of marine life and sea grass.

This precinct is distinguished by:

- Significant environmental capital of an extensive stretch of accessible north facing shoreline, notable marine life and diverse ecology along the foreshore including peppermint trees in foreshore reserves - Busselton Jetty is a focal built form in this Precinct along with a number of other heritage buildings in the town centre of Busselton.
- Intellectual and creative capital demonstrated in medical research initiated by Dr Cullen, in addition to creative industries, architects, the wood craft, pottery, visual artists and designers with a focus of dance, music, theatre activities in the Busselton Cultural Precinct, including the Courthouse Arts Centre and ArtGeo Gallery.
- Social capital embedded in recreation, holiday/tourist activities, hospitality industry, short stay accommodation, camping, caravanning, fishing, whale watching; and hosting a number of events and festivals including sporting events such as Ironman, Jetty Swim, and cultural/entertainment such as Southbound and the Busselton Beach Festival.



- Cultural capital as evidenced by the heritage walks focusing on built environment sites within walking distance in the Busselton town centre, the Busselton Library, galleries, theatre, cinema, hotels, parks, restaurants, bars, cafes and entertainment venues.

The Precinct includes significant character/cultural/heritage areas recognised by the planning framework, including the Busselton Heritage and Special Character area (including Cultural Precinct) and the Quindalup Special Character area.

Improvements to the foreshore and town centre to ensure a more sustainable and vibrant business and cultural outlook should be investigated, along with the extension of the Busselton to Dunsborough recreation trail along the foreshore.

5.2.3 Wetlands Precinct

The precinct includes the Vasse-Wonnerup wetlands and Broadwater/New River wetlands, the Vasse River from the Old Butter Factory to the Community Garden, Dunsborough wetlands and adjacent reserves critical for preservation of cultural outcomes. The wetlands area has been used extensively by Nyungar people and protection and enhancement of indigenous values associated with the wetlands is considered critical. The wetlands form part of the buffer between areas such as Vasse, Abbey and Dunsborough, separating and delineating the individual character of these areas.

This precinct is distinguished by:

- Significant environmental assets which include a complex system of wetlands and significant diversity of flora and fauna - the Vasse-Wonnerup Wetlands is listed on the RAMSAR register of internationally important wetlands.
- Creative assets demonstrated in the museum and pottery club housed at the Old Butter Factory, art works in foreshore parks, Waljin Garden and the Community Garden.
- Social assets represented in the number of interest groups and community caretakers of parts of the wetlands and weekend markets in Rotary Park.
- Cultural assets including the Old Butter Factory Museum and heritage significance of the surrounds and former (relocated) Railway Station in Rotary Park.

The Busselton Wetlands Conservation Strategy was adopted in 2005 to provide a framework for sustainable land use and management of the biodiversity and environmental values of the wetlands. The Strategy recognised the heritage, education and ecotourism assets inherent to the wetlands and the need to recognise Aboriginal and non-Aboriginal cultural values, the need for appropriate public access to parts of the wetlands, and the need to raise awareness of the amenity and natural values of the wetlands.

There is potential for a more comprehensive system of interpretation and walk trails to reflect the environmental and cultural assets of the Precinct. This forms the basis for the



proposed Wetlands Interpretive Centre, a community project which has identified trails incorporating boardwalks and viewing platforms.

The planning framework needs to be vigilant for proposals for insensitive development and land use that may threaten the values of the wetlands or wetland buffer areas.



5.2.4 Rural Precinct

The Precinct includes the grazing, dairying, viticultural and other agricultural land on the Swan coastal plain, the Whicher National Park, State forests, rural settlements and Group Settlement sites.

This precinct is distinguished by:

- Significant environmental capital and agricultural activities based on a variety of soil types, diversity of cropping, viticulture, fruit, olives and livestock - sheep, deer and cattle (beef and dairy) and regional parks of native vegetation.
- Social capital represented by hamlets, halls, churches and small general stores and historically by the Group settlers as well as farm stay and short stay accommodation, specialist farming of viticulture farming and food production.

Opportunities to create a stronger distinction between urban and rural areas are available by creating hard edges to new development and respecting boundaries of existing nodes. This needs to be achieved in conjunction with improvement in network connections, dual use path and road links between the important sites of cultural significance and sites where people work, live, recreate and socialise.



5.3 Culturally Significant Sites

Within the four Precincts many sites have been identified as having an overlay of rich cultural significance for sectors of the community. These sites include the traditional cultural institutions, museums, libraries, performance spaces and galleries as well as 'third places' located in open public places and natural environments. While not all sites reflect Precinct character, those that do, or have the potential to, are defined as significant.

The array of unique local businesses provide their local communities, the broader community and visitors with special places to meet and be together - eating, drinking, shopping and socialising on shady tree-lined roads, in busy colourful parks, cafes, restaurants, galleries, wineries, local delis and specialty shops. In the town centres in particular, it is considered there is a need to improve the business environment in order to create a sustainable and viable setting for investment and cultural activity. Unique, local businesses should be nurtured to become self-sustaining.

The identification of particular sites within the Precincts has assisted in further understanding of cultural assets and is based on the outcomes of community consultation where participants determined desirable cultural features and sites based on their own experiences in the Shire.

A rich cultural experience provides meaning and purpose through triggering insight. It does this by moving and inspiring us so we feel a genuine emotional response. It connects to our instincts and intellect and thus enriches self-understanding and learning. (C Landry, 2006)

The following Table 9 includes a list of the more significant places of cultural value. The sites are not prioritised in terms of importance and generally their significance is determined subjectively based on their relative value to the community (ascertained during community consultation and from other published sources).

Other cultural sites exist and the list does not attempt to include all those places of heritage significance which are already included in the Shire's Municipal Inventory of Heritage Places.

Issues and sites of indigenous cultural significance have been addressed and mapped separately in the Local Environmental Planning Strategy (LEPS). The LEPS seeks, in part, to identify the land use planning implications associated with areas of histories or cultural significance in the Shire through identification of areas with Aboriginal heritage significance (including ethnographic and archaeological data), and recognition of community activities.

Inclusion of culturally significant sites on this list serves primarily to define the broad character of specific precincts, in order to inform future development and public art proposals.



Table 9
Significant Cultural Sites - Shire of Busselton

Site		Assets	Significance
Sites in the Naturaliste Ridge Precinct			
1	Wardan Aboriginal Cultural Centre	Cultural, Environmental, Intellectual/Creative	State
2	Caves House precinct including Caves Caravan Park, Yallingup Hall and store	Social, Cultural	Regional
3	Yallingup village	Social, Cultural, Environmental	Regional
4	Ngilgi Cave	Environmental, Cultural	Regional
5	Leeuwin-Naturaliste National Park	Environmental, Cultural	State
6	Yelverton National Park/Reserve	Environmental	Local
7	Meelup Regional Park	Environmental, Social, Cultural	Regional
8	Caves, Wildwood & Cape Naturaliste Roads	Environmental/Cultural	Regional
9	Old Dunsborough Special Character Area	Cultural, Social	Local
10	Dunsborough town centre	Cultural, Social, Intellectual/Creative	Regional
11	Clarke Street Light Industrial Area	Social, Cultural, Intellectual/Creative	Local
12	Dunsborough foreshore	Social, Environmental	Regional
13	Injidup	Environmental, Cultural	Local
14	Smiths Beach	Social, Environmental, Cultural	Regional
15	Eagle Bay and Rocky Point	Environmental, Cultural	Local
16	Bunker Bay	Environmental, Cultural	Local
17	The Commonage precinct	Cultural, Environmental, Intellectual/Creative	Local
18	Dunsborough Community Centre and recreation/sporting fields	Cultural, Social, Intellectual/Creative	Local
Sites in the Geographe Bay Precinct			
19	Busselton Town Centre including Adelaide Street Special Character area	Cultural, Social, Environmental (built)	Regional
20	Cultural Precinct (northern Queen Street)	Cultural, Social, Intellectual/Creative	Regional
21	Busselton Jetty precinct	Cultural, Environmental	Regional
22	Yoganup Regional Playground and Barnard Park	Cultural, Social, Intellectual/Creative	Local
23	Busselton to Dunsborough Regional Recreation Trail	Social, Environmental	Regional
24	Old Quindalup town site	Cultural	Local
25	Caves Road, Busselton-Dunsborough	Environmental	Local
26	Quindalup Special Character area	Cultural, Social, Environmental	Local
27	Locke Estate	Cultural, Social	Regional



Site		Assets	Significance
28	Causeway Road - entry to Busselton	Environmental	Local
29	Busselton War Memorial & Victoria Sq.	Cultural, Social	Regional
30	St Mary's Church	Cultural, Social	Local
31	St Joseph's Church	Cultural, Social	Local
32	Busselton Drive-in Cinema	Cultural, Social	Local
33	Caravan Parks near Geographe Bay	Cultural, Social	State
34	Mitchell Park	Cultural, Social	Local
35	Churchill Park	Cultural, Social	Local
36	Busselton Library & Japanese Garden	Cultural	Local
37	Sir Stewart Bovell Park	Cultural, Social	Regional
Sites in the Wetlands Precinct			
38	Busselton Wetlands & Busselton Wetlands Interpretative Centre	Environmental, Cultural, Intellectual/Creative	State
39	Old Butter Factory	Cultural, Social, Intellectual/Creative	Local
40	Waljin Aboriginal Garden	Cultural, Environmental, Intellectual/Creative	Local
41	Busselton Visitor Centre	Cultural, Social	Regional
42	Vasse Hall	Cultural, Social	Local
43	Wonnerup House	Cultural	State
44	Busselton Heritage Park & Trail	Cultural, Social, Intellectual/Creative	Local
45	Rotary Park	Social, Environmental	Local
46	Busselton Community Garden	Social, Environmental, Intellectual/Creative	Local
Sites in the Rural Precinct			
47	Carbunup River Store & Hall	Social	Local
48	Rural community halls	Social	Local
49	Metricup Church	Cultural, Social	Local
50	Group Settlers trail	Cultural, Social	Local
51	Rails to Trails Track	Cultural, Environmental	Regional
52	Ambergate Reserve	Environmental	Local
53	Tuart Forest National Park & Tuart Drive	Environmental, Social	Regional
54	Whicher National Park and State Forest	Environmental	Regional
55	Vasse Highway/Bussell Highway	Environmental	Regional



6 Public Art



6.1 The Role of Public Art in 'place-making'

How do people actually use space? What is the human vision in planning public open spaces in a way that expresses the unique identity of place? How do we recognise and acknowledge the memory of what has happened in this place while looking to the future?

The question in relation to the art of place making today is how to build the armature of mental associations into a sustainable narrative that enriches public places as sites for cultural expression, thereby making them more memorable i.e. creating pegs for the imagination to hang on so that each generation can regenerate and reinterpret meaning.

The public art component of the Cultural Land Use Planning Strategy is about investing energy to tap into the substance of the place itself, through cultural, physical, and behavioural analysis to meet the communities need for comprehensible, well-executed public art projects that can bear fruit in expressing local ideals and reflecting the genius loci.

Providing public space for expression of culture and identity are critical to nurturing a vibrant, engaged community and increasing enjoyment and use of the space. This may involve providing flexible infrastructure and service utilities within public spaces for temporary art works and ephemeral works of theatre, dance, music and events.

'Public Art' is defined as being site-related and place-responsive art in the public domain which includes the process of engaging artists' ideas, enhances the built and natural environments, and adds value to character and cultural identity through the use of a diverse range of art forms and design applications. (Shire of Busselton Percent for Art Policy 2007) The Shire's Percent for Art policy not only provides an opportunity to integrate planning, place making and public art but also an opportunity to develop and support local creative industry.

Engaging artist's ideas to create works that respond to site is common place, the most successful works lead to a layering of interpretation that can increase an understanding of place and stimulate imagination. Engaging an artist early in the process of planning and design allows for greater connection and meaning in a holistic and integrated way and provides the visual clarity that links the place making elements so that the visitor can clearly navigate the space. However often just the natural or built environment is enough and the public art implementation schedule at Table 10 has been developed with this in mind. Not all the significant sites identified by the public warrant a public artwork to enhance the experience of the place.



6.2 Public Art Implementation

A clear vision and a well thought out public art strategy is one way to ensure that the short and long term goals of the Shire in relation to public art unfold in concert, because it puts a mandate on interdepartmental coordination and production timing.

The following is a recommendation for a public art strategy that reflects the role of public art in place making and provides a clear direction for commissioning public art within the Shire.

The Strategy embraces the Percent for Art policy which provides a definition and operational guidelines for the commissioning of works including artist selection, decommissioning, maintenance and copyright.

6.2.1 Public Art Strategy

The Shire's integrated public art strategy will address the following.

1. Introduction

- 1.1 Purpose
- 1.2 Vision
- 1.3 Strategic alliances
- 1.4 Cultural Plan
- 1.5 Definitions

2. Public Art Audit

Public art audit and map (Public Art Register)

3. Implementation

- 3.1 Principles and Objectives
- 3.2 Identified Precincts
- 3.3 Themes
- 3.4 Scale
- 3.5 Public Art Implementation Schedule

4. Funding

- 4.1 Percent for Art Policy (see Shire of Busselton Percent for Art Policy)
- 4.2 Shire Funding
- 4.3 External Funding

5. Procedures

6. Management

- 5.1 Quality and Selection
- 5.2 Contracting Artists
- 5.3 Monitoring and maintenance

7. Copyright, Intellectual Property and Moral obligations



1.0 Introduction

1.1 Purpose

The Public Art Strategy is the foundation for the Shire's commitment to enhance the built environment through public art installations. People's perceptions of public art reflected in the Cultural Discovery Survey indicated that 90% believed that public art adds value to community life in the Shire.

The artwork is a means to reflect on the local identity, culture, unique history, people events and future aspirations through the appropriate placement of quality, relevant and meaningful works.

The Strategy will guide, coordinate and encourage a clear direction for commissioning public art within the Shire and will serve as a guide for public art installations and includes themes, types of public art, scale of works. It is recommended that the Public Art Strategy be reviewed every five years.

1.2 Vision

The Shire of Busselton considers there is a need to protect and enhance the utility, amenity and identity of the public domain of places such as town/village centres, commercial nodes, main streets, entry points, squares, foreshores and parks within its municipality.

The purpose of this Strategy is to assist in achieving the following objectives:

- a) Promotion of civic, community and cultural identity by introducing public art which makes streets, open spaces and buildings more locally distinctive;
- b) Enhancing a sense of place by encouraging public art forms which reinforce and highlight European and Indigenous history, cultural heritage and contemporary traditions;
- c) Promotion of community reflection, inspiration, celebration and well being;
- d) Improving visual amenity by use of public art to screen unattractive views and improve the appearance of places; and
- e) Improving the functionality of the public domain through the use of public art to provide appropriate street furniture functions.

1.3 Relationship to Shire Strategic Plan

The Public Art Strategy is an outcome of the Shire's Strategic Plan relating to the Key Result area of 'community and social well-being' and the recommendation of the LCPS to '*recognise and reflect cultural identity and public art outcomes within statutory and strategic corporate and operational processes*'. (Sec. 8.2.1 Land Use Planning Outcomes).

Through the planning process public art can be a way to leverage the power of community aspirations, physical planning, urban design, infrastructure, and ongoing maintenance that all cities and towns require in their day-to-day operations. Effective coordination between public works and public art improves holistic design outcomes for public spaces.



1.4 Shire of Busselton Cultural Plan

Adopted in 2005, the purpose of the Cultural Plan is to work in collaboration with stakeholders to foster local identity through creative innovation, to facilitate sustainable and meaningful local employment, education opportunities and to promote enhanced quality of life. *'Towns and villages within the Shire are known for their roles in the unique, big collaborative festivals and expos but also for their local culture which is expressed in activities, places and spaces, public art in the parks and along the main street and at historical sites.'*

1.5 Definitions

'Public Art' is defined as being site-related and place-responsive art in the public domain which includes the process of engaging artists' ideas, enhances the built and natural environments and adds value to character and cultural identity through the use of a diverse range of art forms and design applications. (Busselton Percent for Art Policy 2007) The Description of Public Art can be related, somewhat, to the function or purpose of the works.

'Stand alone works' are permanent works with a life span of 15 - 20 years; sometimes associated with entry statements of location markers.

'Iconic works' are substantial works, often-stand alone, that are resonant with the environment, people and place. Iconic works become known as destination works, over time gaining an identity of their own, people travel to experience the work such as Antony Gormley's work in Menzies WA.

'Street Furniture' – the involvement of artists to design and create works such as seating, paving and lighting contributes to an integrated urban landscape and adds texture and identity to place-making.

'Interpretation art and Trail markers' – Place-making art can be linked with and integrated into more modest and didactic acts of place interpretation. Locating interpretation on the continuum with narrative art can demonstrate how artist, writer and craftsman can make these interpretive elements more evocative, more memorable. When public art is used as a tool for interpreting our place, site and theme are inextricably linked to reveal layers of meaning. As markers in time and place they can provoke and engage, they can ask questions rather than merely provide well-digested truisms.

Engaging artists and writers to develop signage, trail interpretation markers and seating in each of the Cultural Precincts could provide distinction and cohesion to each area.

'Commemorative works' - generally a stand-alone work that commemorates an event or person.

'Temporary art' refers to temporary installations with a life span of up to 5 years.

'Ephemeral art' - as identified in the Cultural Plan as light, projection and laser works, dance, music often related to a festival and with a short life span (several weeks).



2.0 Public Art Audit and Register

The Public Art Register at Appendix 4 comprises a register of permanent artworks in the public realm and includes information about the artist, location, theme, description, and where possible the artists' intention of the work and its condition at the time of compiling. Appendix 4 also includes a map showing the location of each artwork.

The Register also includes public art commissioned by the State Government Percent for Art Scheme. These works are found in local primary and high schools, the hospital, police station and the court house. Although not directly the responsibility of the Shire these were included as they are of a high quality, reflect local themes and identity and make significant contribution to the cultural identity of place.

The 2009 audit revealed a predominance of public art with a strong 'community art' bias, projects guided by artists, that engage the community in the design and often the fabrication of art works, projects such as award winning Yoganup Regional Playground, and Busselton Heritage Trail coordinated by art consultant Petti McInnes. The majority of works include hand painted or stenciled mosaics, illustrative work of heritage buildings and local flora and fauna, often created by members of the local pottery group. This decorative technique is very effective as pavement trail markers.

Funds for works have come from Federal and State Government Bi-Centennial funds, the South West Development Commission and the Shire of Busselton.

All new works will be added to the Public Art Schedule with the following information:

- Work title
- Name of artist(s)
- Year of Installation
- Description (method of construction, materials used etc)
- Budget
- Funding Body
- Location
- Condition
- Image

3.0 Implementation

3.1 Objectives

The principles and objectives of the Public Art Strategy are based on:

1. the promotion of community and cultural identity by introducing public art which makes streets, open spaces and buildings more locally distinctive;
2. enhancing a sense of place by encouraging public art forms which reinforce and highlight European and Indigenous history, cultural heritage and contemporary traditions;
3. the encouragement of community reflection, inspiration, celebration and well-being;
4. the improvement of visual amenity by use of public art to screen unattractive views and improve the appearance of places;



5. the enhancement of the functionality of the public domain through the use of public art to provide appropriate street furniture functions;
6. the commission of the highest quality works possible;
7. engaging artists early in the planning process wherever possible; and
8. support and development of artists, writers, craft workers and Indigenous creative energy as a sustainable social and economic enterprise, and to provide training, skill development, facilities and places to work.

3.2 Identified Precinct locations

For the purpose of the LCPS, the Shire has been divided into four Precincts to assist with identifying key sites, locations and themes for the installation of public art.

1. **Naturalist Ridge Precinct**
This precinct has a mix of rural activity and small acre hobby and craft farms with stunning rugged coastal bags and wilderness parks. Highly prized surf beaches and Indigenous interpretation sites. Includes the Dunsborough town centre - service village for the Cape Naturaliste area - a hub for residents and holiday makers with mixed use residential and commercial and some light industrial uses.
2. **Geographe Bay Precinct**
A casual, recreational, bay-side link between Busselton town centre and Dunsborough town centre - holiday and residential. Includes the Busselton town centre - service centre for the Shire and Busselton cultural precinct; and Vasse village centre - planned village focus with substantial aspirations located centrally in the Shire.
3. **Wetlands Precinct**
This is a sensitive environmental precinct linking the entry of Busselton and Dunsborough with the sea.
4. **Rural Precinct**
This includes the grazing, dairying, viticultural and other agricultural land on the Swan coastal plain, the Whicher National Park, State forests, rural settlements and Group Settlement sites.

The Percent for Art Policy applies to eligible development proposals where they are situated within the Business, Restricted Business, Industry, Viticulture and Tourism and/or Tourist zones, on any land on which commercial development may be permitted, and on land which is subject to the provisions of a Development Guide Plan wherein commercial development may be permitted.

Where 'cash-in lieu' funds are provided through the Percent for Art Policy, the funds will accumulate to provide interpretive artworks for trails or artworks for significant public open space, recreation grounds or public buildings generally within the precinct in which the development takes place.



3.3 Themes

The artist is expected to consider the function of the art, how the site is to be utilised, the surrounding architecture, the local environment and memories and future aspirations of the people who have or will inhabit the space, when designing and creating the works of art. It is envisioned that artists will offer themes to add to the broad mix that will enhance the sense of place and place making. Specific guidelines include:

- Historical interpretation
- Contemporary representation
- Environmental interpretation
- Cultural interpretation
- Function and form.

Indigenous Heritage Aboriginal Elders carry a wealth of information on cultural ways and natural systems (wisdom, lore and ecological insights). Where ever possible interpretive information signs could provide a useful way to raise the awareness of cultural values, as well as appreciation for the conservation values of the site. Close liaison with Elders showing respect and appropriate cultural sensitivity should underlie trail and interpretive projects.

Comments from the Cultural Discovery Survey suggest that the majority of the art enjoyed by respondents was the type experienced on a daily basis such as the 'fat lady in the park', 'surfboard seats', 'the barrel' or the type of art that is in unexpected locations such as 'beachfronts' and 'riverbanks'. Functional art including benches, seats and bus stops are both appreciated and desirable.

3.4 Scale of works

The scale of the artworks will consider the built, natural and social environment in which the artwork will be sited and comply with safety requirements. The scale of art works that function as entry statements or markers will consider sight lines and function.

3.5 Public Art Implementation Schedule

The Schedule at Table 10 outlines recommended projects for the commissioning and placement of public art. This includes locations and themes for artworks that may result from developer contributions and Shire funding.

Although the foreshores and main streets were considered the preferred locations for future public art some other suggestions included a dedicated Arts Centre, art on walls, river banks, entry to settlements and schools. The Old Courthouse and the Art Geo Gallery building in the Cultural Precinct of Busselton were recognized as significant public art sites. The value of the outdoors, public events/festivals and music is significant and the need for more art, an appreciation of 'everyday' art and the desire for a dedicated arts venue in the Shire were very strong.



Table 10
Public Art Implementation Schedule

Priority L - Low
 M - Medium
 H - High

PUBLIC ART Projects for Implementation		Location	Themes	Council Resolution/ Plan/Corporate Document
H	<p>Title: Busselton Jetty Interpretation Trail</p> <p>Description: Trail markers, street furniture, and stand alone and commemorative works.</p> <p>Scale of works: significant stand alone works - with artist and writers engaged to develop interpretive works for both the length of the Jetty and land based works.</p>	Geographe Bay, Busselton Jetty and immediate adjacent foreshore	Geographe Bay and the Busselton Jetty heritage. Refer to the Busselton Jetty Interpretation Plan. Engaging artists and writers to develop signage, trail interpretation markers, seating, sculptures provides distinction and cohesion.	Busselton Jetty Heritage Interpretation and Design Plan
M	<p>Title: Geographe Bay Foreshore Recreational Trail</p> <p>Description: Interpretive markers, ephemeral art, street furniture and stand alone works.</p> <p>Notes on signage from foreshore management plans to educate foreshore users by utilising interpretive signage and other appropriate measures (e.g. "Friends of Reserves" activities) to raise awareness of the values of the foreshore area, protection etc.</p>	Geographe Bay. Works to be situated along the Busselton foreshore and existing multi use trail between Busselton town centre and Dunsborough town centre.	Integrated approach to themed signage and mapping. Creating a trail for education/recreation. 1. Directional Information. 2. Interpretive Information, including: cultural heritage – historical and ongoing significance, particularly to Indigenous groups style to be identifiable yet non-intrusive, in order to blend in (materials, colour and design) and enhance the foreshore environment themed, creating a sense of connectivity along the pathways materials to be weatherproof and graffiti-proof - themed signage across the nine foreshore precincts. Recommendation to use jetty timbers.	Broadwater Foreshore Management Plan East Busselton Foreshore Management Plan
M	<p>Title: Busselton Heritage Trail</p> <p>Description: Mix of Noongar, French and English language to describe the built and natural environment stories and places of interest from the Jetty to the Causeway Precinct.</p> <p>The successful use of printed and painted ceramic tiles to be developed and maintained.</p>	Busselton town centre - refresh and update existing trail from Jetty to Butter factory via Vasse River/Rotary Park.	Geographe Bay Cultural Precinct, People and Places, History and Heritage Use of Jetty timbers.	



L	<p>Title: Yoganup Regional Park</p> <p>Significance: meeting place for families and young people. Originally developed and awarded for excellence in engagement of community and artists.</p> <p><i>' Yoganup tiles because they are made by little kids (favourite public art)'</i></p> <p><i>Cultural Discovery Survey</i></p>	Busselton Foreshore east of the jetty.	State of the art sensory playground for all ages and abilities drawing inspiration from Recreation and Leisure, Art and Science, People and Place. Regain status as destination regional park with state of the art 'Sensory playground' for all ages and abilities.	
H	<p>Title: Cultural Precinct Markers</p> <p>Stand alone works of art to identify traditional cultural precinct in the CBD and link to the Busselton Jetty.</p> <p>Significance: people identified this site as significant as it directly related to original public governance, now community cultural use.</p>	Busselton town centre Site: Cultural Precinct - Queen St between Adelaide St and Marine Terrace.	Contemporary - Vibrant contemporary arts, writing, dance theatre and the visual arts. Series of works placed outside public buildings including theatre, art gallery, potential performing arts centre.	Courthouse Art Centre Heritage Interpretation and Design Plan Busselton Town Centre Guide Plan Busselton Town Centre Streetscape Manual
L	<p>Title: Group Settlement History Trail</p> <p>Description: Markers, stand alone works with MP3</p> <p>A network of cement and brass plaques currently identify group settlement within the Shire – interpretive artworks at some sites will deliver richer experience.</p> <p>Recommended to develop trail brochure and chart plaques on GIS</p> <p>Refresh and update existing trail.</p>	Rural Precinct. Site: various	Heritage stories of group settlement and contribution to the Shire. Site specific works that draw from the memories of the place and provoke further investigation. Group settlement had a significant influence on the settlement of the Shire.	'List of the 24 Group Settlement Plaques in the Shire of Busselton' (Busselton Historical Society)
M	<p>Title: Rails to Trails</p> <p>Description: A series of markers, viewing platforms and interpretive artworks to be produced in a staged program as the extent of the trail is developed.</p>	Rural - along the railway reserve that penetrates the Shire from the Jetty through farming precinct and joining reserves in Shires of Augusta Margaret River, Capel and Nannup	Trail markers and interpretation and viewing platforms. Site specific works that draw from the memories of the place and provoke further investigation. Workers stories, industry, produce etc.	Rails to Trails Policy C0908/273
L	<p>Title: Wardan Centre to Cape Trail</p> <p>Description: Interpretive Markers in Noongar and English language describing the flora and fauna of the six Aboriginal seasons.</p>	Naturaliste Ridge starting at the Wardan Centre	Series of works to celebrate Indigenous culture, language and art by Indigenous artists.	
H	<p>Title: Dunsborough Foreshore</p> <p>Description: Street artworks at the foreshore of Dunsborough</p>	Dunsborough town centre Site: extending down Dunn	Open - contemporary fun – textural works integrated into landscaping and furniture.	Dunsborough Foreshore Concept Plan (UWA) Dunsborough



		Bay Road and along the foreshore		Townscape Plan Dunsborough Heritage Trail Interpretation and Design Plan (UWA) Dunsborough Aboriginal Consultation Report Dunsborough Foreshore Management Plan Dugalup Brook Management Plan C0903/088 C0903/089
H1	Title: Busselton Wetlands Trail - Interpretation Description: Integrated with signage and interpretation similar model to the Busselton Jetty. Stand alone works and interpretive markers that guide people through the wetlands area.	Wetlands Cultural Precinct starting at the proposed Wetlands Interpretation Centre	Drawing attention to the flora, fauna and Noongar cultural importance of wetlands. Migratory birds, endangered or extinct flora and fauna. Opportunity for Noongar language	Busselton Wetlands Trails Development Plan Busselton Bird Observatory & Wetlands Experience – Concept Design and Business Plan
L	Title: Busselton CBD Entry statements Four related significant markers to mark entry into Busselton town centre.	Busselton Bypass entry points at Causeway Road, Strelly St, Queen Elizabeth Avenue, Fairway Drive	Open theme – entry statement consideration reflecting the Identity of Busselton. Highway art - big, bold beautiful and Busselton	
L	Title: Mural/work for the wall to beautify large blank walls of shopping centres	Busselton town centre - works for existing large blank walls of shopping centres	Contemporary life, people and place – urban art form.	
L	Title: Mural/work for the wall - Naturaliste Community Centre	Naturaliste Community Centre	Contemporary village life seaside- rural; community art project	
L	Title: Yallingup old village precinct Caves house, caravan park, post office statement. Significance: An area steeped in romantic memories	Caves House precinct - entrance to Yallingup, adjacent post office/store.	Integrated street furniture, option for a series of related works that link the importance of history with the future. Romance.	



L	Title: Surfing, Yallingup Hill	Yallingup Precinct, Yallingup foreshore park or just over the bridge in the village or caravan side of road viewing platform.	People, activities, history, memories, village settlement, surfing life. Possible integrated seating	
M	Title: Commonage entry statements Two or three significant markers to denote the treasures of arts, produce and crafts to be found in this area.	Naturaliste Ridge - junction of Dugdale/ Biddle Rds, Marrinup Dr/ Caves Rd, Biddle/ Commonage Rds	Abundance markers, slow food, music, art.	
H	Title: Proposed expanded library and Community Resource Centre (Lotterywest House)	Busselton CBD Site: Existing Library and adjoining site.	Celebrating the function of this public building, information and technology.	C0908/272
L	Title: Old Butter Factory chimney landmark	Old Butter Factory Museum, Peel Terrace Busselton	Contemporary abstract painting similar to the Australian Centre for concrete art work in Fremantle to enhance car parks and large blank walls mural walls.	Busselton Entry Upgrade Report
M	Title: Causeway Precinct Upgrade Description: Holistic plan for main Busselton entry/traveller's rest point including interpretive panels (environmental and historical), 'hidden' sculptures, play equipment and amenities such as BBQ's seating and trails (to be designed in collaboration with Busselton Wetlands Trails – see above)	Busselton CBD Site: Focused on Vasse River, bounded by Peel Terrace (including St Mary's Church and Victoria Park), Causeway Rd (to Strelly St) and the wetlands to the east	Influenced by the natural environment, indigenous and settler heritage of the site. Creating a sense of place, using the road surfaces, textures and colours from the surrounding environment to create an atmosphere of entering a 'significant place'. The concept plan developed from a holistic view, treating the site as the Causeway Precinct, linking pedestrians to the natural, calm beauty of the river, significant natural parklands, community facilities and heritage areas, creating a sense of entering into another environment rather than an 'entry statement'.	Interpretation Plan for the Busselton Causeway Busselton Entry Upgrade Report Busselton Wetlands Trails Development Plan Shire of Busselton Strategic Plan



H	Title: Busselton Town Centre artworks	Busselton CBD Sites: Kent St roundabout, Cultural Precinct, Mitchell Park (in conjunction with major upgrade)	Environment, indigenous and settler heritage, contemporary, Busselton Colour and Materials Palette 'From Ocean to River'.	Courthouse Art Centre Heritage Interpretation and Design Plan Busselton Town Centre Guide Plan Busselton Town Centre Streetscape Manual
H	Title: Dunsborough Town Centre artworks	Dunsborough CBD Sites: Lions Park, Hannay Lane, Naturaliste Tce (west of main roundabout), corner of Seymour St and Dunn Bay Rd (on road reserve)	First people, settlement, coastal, surfing, environment, contemporary	Dunsborough Foreshore Concept Plan (UWA) Dunsborough Townscape Plan Dunsborough Heritage Trail Interpretation and Design Plan (UWA) Dunsborough Aboriginal Consultation Report Dunsborough Foreshore Management Plan Dugalup Brook Management Plan
–	Title: Urban Subdivision Entry Statements and or POS in new urban areas	Various – developers of new subdivisions may participate in provision of sculptural elements within public open space	Reflect natural or cultural elements of the existing (predevelopment) site (must not be promotional or commercial base to works)	Part of Shire (Community Infrastructure Directorate) Subdivisional Landscape Technical Specifications
H	Title: Busselton 175 th Anniversary Memorial	To be determined	Settler/Indigenous history <i>'memorial to the 175th year of European settlement of Busselton'</i>	(C0912/426) Cultural Plan

4.0 Funding

4.1 Percent for Art Policy



The Shire has adopted a Percent for Art Policy for developers which will apply a percent for art approach to development and capital works undertaken. Where cash in lieu of the provision of public artwork is provided by developers, the funds will be pooled and contribute to a major work generally within the precinct of the development.

It is also recommended that the Shire fund public art from its capital works that are not currently subject to the Policy e.g. town centre road improvements.

4.2 Shire Funding

In order to raise awareness of cultural heritage and history through public art and interpretation in public places, it is recommended that the Shire consider a funding programme that provides public art in key projects, cultural spaces and other places that would not otherwise benefit from outcomes provided by existing policy mechanisms.

4.3 External Funding

External funding for public artwork can also be sought from various organisations including:

- LotteryWest
- Department of Culture and the Arts
- Healthway
- Australian Arts and Business Cultural Fund
- Australia Council

In some cases local industry, and community clubs and organisations desire to commission artworks.

5.0 Procedures and guidelines

Procedures for commissioning public art are contained within the Percent for Art Policy Guidelines. These guidelines need to be reviewed every three to five years to keep abreast of industry trends and best practice models for the Shire.

6.0 Management

6.1 Quality and Selection

Professional artists will be engaged and in some cases act as mentors for artists with varied experience. Definition of artist and criteria for assessing artworks are outlined in the Percent for Art Policy. It is also important to consider the function of public spaces and how people will actually use the space.

6.2 Selection Process

Selection of artists and artworks will be carried out by a panel with a range of design and planning expertise. It is recommended that selection of artworks valued at less than \$50,000 be carried out in-house by the Shire and that community representatives and/or specialists be co-opted for artworks of greater value, and may include Council representation in some cases.



6.3 Role of Art Consultant

An Art Consultant, Project manager or external public art coordinator can be required to oversee larger scale commissions. The role of the coordinator is to manage and facilitate the commissioning process and to achieve the best possible artistic outcome for the client, the community and the site and to support the client and the artists throughout the commissioning process.

6.4 Contracting artists

It is recommended that the specialist agreement formulated by the national body 'Arts Law' for the design and commissioning of public artwork be used generally when engaging artists.

6.5 Community Engagement

Quality works are achieved when professional designers, artists and fabricators are engaged, professionals with specialist knowledge and experience of materials and design elements.

Community engagement and awareness is critical to the acceptance and understanding of art in the public realm and there are a number of ways community can be engaged:

- Communication of intent of the public art strategy and individual works by artists, project managers and art coordinators
- Engagement of artists early in the process gives them time to identify community needs, stories and establish meaningful collaborations with community.
- Community workshops that inform the design by professional artists
- Collection of stories that will inform the design or poetics of the art works.

6.6 Monitoring and maintenance

The Public Art Strategy will be subject to review every five years. The implementation schedule will be reviewed and updated every financial year and may be influenced by developer contributions (as cash in lieu of providing public art) pursuant to the Percent for Art Policy, and is subject to change as projects are completed.

Commissioned artists will provide a maintenance schedule with cost estimates. At the time of commissioning this schedule will be aligned and budget with annual site landscaping and public open space works. The artist will be invited to conduct or oversee repairs on the work, for a fee, wherever possible.

6.6.1 Materials

Materials will be appropriate to the lifespan and safety requirements of the artwork, its location and function.

6.6.2 Decommissioning of Artwork

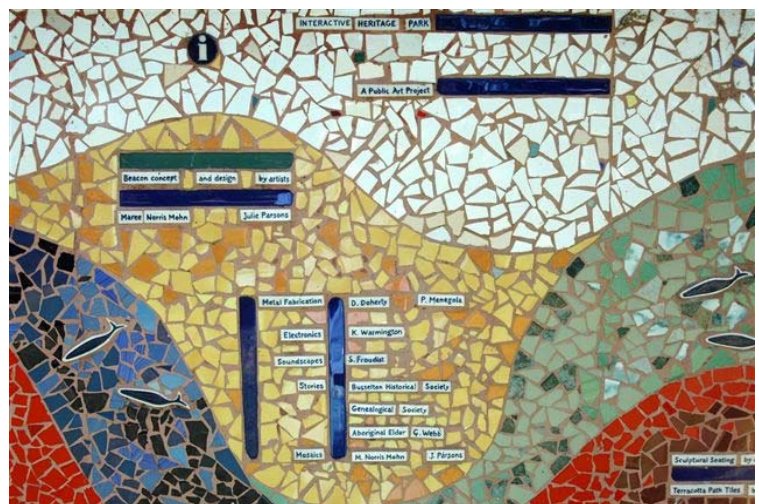


Decommissioning of artwork in the public realm may be considered if any of the following factors reasonably impact on the integrity of the public artwork:

- The security of the work cannot be guaranteed against constant documentation damage or vandalism
- The work requires excessive maintenance due to design or workmanship faults, material use or other environmental factors.
- The work has deteriorated and is a public safety risk
- Significant changes in the use, character or design of the site have impacted considerably on the integrity of the work in its present location.

If there is sufficient reason to decommission, the most appropriate action, relocation, removal or destruction, will occur in consultation with the artist(s).

- Relocation - If the work was created for a specific site, attempts will be made to identify a suitable new site for relocation, congruent with the artist's original intentions. Consultation to be conducted with the artists if practical.
- Removal - If the work cannot be relocated to another appropriate site, or has deteriorated to a point where there is a serious risk to public safety, removal and/or destruction will be considered. If the artwork is to be sold the artist is to be given first option on the piece, or if the work is to be moved, loaned or gifted to another Council or body, consultation with the artist is required. If the artwork is to be sold then the proceeds should return to the public art fund for future public art works. No remnants or parts of the artwork will be reused in any other works (unless by agreement with the original artist/s).



7.0 Copyright, intellectual property and moral obligations

1. Copyright will remain the property of the artist/s that created the artwork, unless otherwise purchased from the artist through a separate agreement.
2. License to reproduce the works for archival and promotional purposes, and any further recording or reproduction of the work will need to be authorized by the artist if this has not been detailed in the contract.



3. It is a moral obligation that the artwork is attributed to the artist on the site and in any publication or promotional material.
4. The copyright of the work remains the property of the artists for their life plus fifty years after their death, or unless sold under license to the Shire or any other body. In the event of the death or incapacity of the artist best efforts to contact the executor of the artist's estate will be made.

Contacts

External Agencies

Department of Culture and the Arts
Preferred providers – Art coordinators
www.cultureandarts.wa.gov.au

Artsource
Registry of Art consultants and Artists and offer a range of services including project management artist's selection and project development. www.artsource.net.au

Bunbury Regional Gallery
Artist's portal
www.brag.org.au

Community Arts Network
Community artist registry
www.canwa.com.au

Country Arts WA
9200 6200
www.countryartswa.asn.au

Arts Law
www.artslaw.com.au

Copyright Australia
www.copyright.org.au



Dunsborough Primary School Fete



7 Community Engagement



~ discovery survey - focus groups - technical working group - community - shire ~

7.1 Cultural Discovery Survey

A comprehensive "Cultural Discovery Survey" was conducted as a component of the community consultation for the formulation of the LCPS. A copy of the survey which was conducted between late January and mid March 2009 is included at Appendix 7. The survey invited the community and visitors to contribute their views and sought both quantitative and qualitative responses to three key areas:- "About You", "Culture and the Arts – Lifestyle" and "Public Art and You". A total of 378 completed surveys were submitted through an online portal and via distribution points throughout the Shire.

The well considered and insightful responses received from a broad age range of respondents has assisted in identifying and mapping places, experiences and activities that are of cultural significance within the Shire. The survey data has been carefully compiled and analysed through age group segments and forms an integral part of the Strategy's framework. Survey outcomes are provided in Appendices 8 and 9.

Summary of Responses

Young people 18 and under

A small group of 9 - 11 year olds participated through a classroom exercise and although not all were suitable to be included in the overall data analysis some of their drawings and comments are featured in the Report and Appendices.

"Because shopping is fun and go to restaurants calm you down" (Main Interests)

"Old Butter Factory - because I like seeing the olden day stuff" (Special Place)

"The town flags because of the craziness" (Favourite Public Art)

44% of the respondents were aged 12-18 years old and identified music, outdoor activity/events, visual arts and film as their main areas of interest when thinking about arts and culture in the Shire of Busselton. A large proportion of this age group also expressed enjoyment of festivals/events (such as music festivals and the Busselton show).

Other areas of interest noted by this age group included photography, sports, video games, Girl Guides, boxing, skate-park, swimming, nature shows, busking and singing.



This group considers the Busselton Jetty and its surrounds as one of the most special places in the Shire (43%) followed closely by local beaches (37%) including Smiths Beach, Yallingup and Meelup.

Many of the comments in this age group stated the jetty as the *"main place in Busselton"*, *"the best place to spend time with family and friends"*, a *"big icon"* of Busselton and generally associated with one of the only places for youth to gather (for free) in the Shire. There was also a spattering of *"please fix it"* comments.

Some additional comments about why the jetty and local beaches were so important to this age group included:

"Because it brings me and my dad closer" (Jetty)

"Because it's really historic and I like the way it is" (Jetty)

"Because it's good fun and a great way to catch up with friends" (the Beach)

"It has lots of rocks to walk on and hardly any stingers" (Meelup Beach)

The responses in the 'Public Art & You' section of the survey illustrated that this age group has strong opinions geared towards 'functional art' or appreciation of youth art with a keen interest in venues/sites that could be used for physical activities (specifically sports and water activities).

"Yoganup tiles because they are made by little kids" (Favorite public art)

"Surf boards seats because they are unique"

"Main streets because it's colourful everywhere!"

Young adults 18-29years

6% of respondents were aged 18-29 years old and they also held music as their area of main interest at 94% followed by outdoor activity/events, film and dance (55%). Beaches at 65% (specifically Meelup and Yallingup) and Parks at 22% dominated as their special places in the Shire. Some of the reasons included 'serenity', 'water activities', 'beauty', 'nature', 'fresh air', 'scenery', 'family and friends', 'flora and fauna', 'atmosphere' and 'fun'.

"I grew up with my Dad on the ocean – He was a fisherman. It's a part of me" (the beach)

"It's quiet and helps me think" (the beach)

Although the jetty didn't rate highly as a special place by this age group it was identified as an existing and future public art site. 61% agreed that public arts add value to the Shire's cultural milieu and 67% agreed that the protection and future planning for places and experiences of cultural significance is important to community life in the Shire.

"Because it's a really big thing and heaps of people buy paintings" (Art in the Park)

"I can see the arts blooming in the city centre" (Future public art sites)



Adults 30-49 years

The majority of the 23% of respondents aged 30 – 49 years old stated outdoor activity/events as their main area of interest at 74% followed by film (64%), music (57%) and performing arts (53%). Once again beaches were the favourite for special places with 85% and Meelup was at the top of the list with 11%. The jetty (21%) also received strong support along with parks and walk trails/paths (5% each).

Although the foreshores and main streets were considered the preferred locations for future public art some other suggestions included a dedicated Arts Centre, art on walls, river banks, entry to settlements, schools, Art Geo complex. Although 64% said they didn't have a favourite art piece within the Shire 4% noted the Dunsborough Wind Vanes and Mitchell Park.

83% of this age group said they would attend or participate in more cultural events/activities if there was more variety in the Shire and that 85% support the protection and future planning for places and experiences of cultural significance in the Shire. One respondent commented that:

"It can be dynamic. Full of movement and interaction around the jetty area, or serenity in some of the more secluded areas. It has a wonderful feeling of expansion. It's a wonderful place to just breathe."

Adults over 50

Outdoor activity/events (72%) and music (59%) ranked highest in main areas of interest for the 50-64 year olds which made up 14% of total respondents. The 65+ age group (13%) selected history (50%), craft and music (48% each) as their main areas of interest along with new media which at 48% was very high compared with all other age groups.

As with all other age groups beaches ranked highest for both the 50-64 and 65+ age groups for special places in the Shire, while the jetty and parks came in second respectively. The 65+ age group noted the wood turner's workshop, Whicher Range, Galleries and Naturaliste Ridge, none of which had featured in the other age groups.

The Old Courthouse and the Art Geo Gallery building were recognized as significant public art sites by both groups and the 50-64 year olds identified the Dunsborough wind vanes as one of their favourite public art pieces "because it embodies significant elements of the cape." The 65+ age group also noted some future art sites which included the old Police station, on walls, Dunsborough community, entry to settlements and shopping centres. In addition there were a number of comments included about preserving nature and preserving existing art.

The data suggests that this age group had a much larger focus on historical sites and the natural environment. There were several mentions of unspoiled bush land, beaches, walk paths and historical art/buildings/sites in the comments made. Additionally, this age group offered a far larger variety of places (proportionally) for the open ended questions and gave considered answers to them.



"Dunsborough entry statement - because it embodies significant elements of the cape."
(Most significant public art)

"Cannot believe a town the size of Busselton shuts down after 1pm Saturday-Monday"
(Special places)

"1% of a new development should be planning development policy of the Council"
(Future public art sites)

Visitors

8% of surveys were submitted by visitors to the region and a similar pattern emerged when answering questions about special places. Beaches, walk paths, Cape Naturaliste and the Cape to Cape walk trail dominated the results. Some of the public art mentioned by the visitors included: art by children, sculptures, paintings, natural, Old Courthouse Gallery, Butter Factory, museums, and galleries.



7.2 Community Focus Groups

During the first week of April 2009 the LCPS team hosted a series of three focus group sessions across a variety of community segments. The groups comprised a range of representatives from the community including participants from business, tourism, artisans, youth and local government. A summary of focus group outcomes is included at Appendix 3 along with a comparison of findings at Appendix 6.

Group 1 - Business & Tourism

- o Shire of Busselton
- o Busselton and Dunsborough-Yallingup Chambers of Commerce
- o Pro-Busselton
- o Dunsborough Progress Association
- o Geographe Bay Tourism Association

Group 2 - Artisans & Community

- o Local artists and community members

Group 3 - Southern Rip Youth Initiatives Organisation - Busselton



The focus group sessions were based on five prepared questions and the outcomes have been charted for comparison and details of responses are included at Appendix 5. The level of passion generated by some of the questions and the commitment portrayed for the future well being of the Shire of Busselton and its people generated some very useful insights for the development of the Strategy.

When asked about what some of the desirable cultural features/resources are in the Shire of Busselton the most common themes included:

- o Beaches and foreshores
- o Sporting/Recreational Facilities
- o Natural landscape
- o Local History/ heritage
- o Arts & entertainment

Group 3 (youth) spoke mostly about the importance of sporting grounds and skate parks as open spaces that provide an alternative to hanging about the shops. The need for music venues and regular entertainment for the under 18 year olds was strong and Group 2 (artisans) also voiced support for social entertainment hubs, theatre and concerts.

Organized sport, sporting events and health and fitness also rated highly with Group 1 and the need for parks and playgrounds particularly for boys was identified. Bike trails and walk trails such as the Cape to Cape track and Meelup/Eagle Bay trails featured strongly with Groups 2 and 3.

All the groups recognized the significance and importance of beaches, foreshores and the natural environment. Concerns about development, preservation and interpretation of significant sites particularly those with heritage values dominated. Some key historic buildings, links and precincts were also noted by Group 2 including the French connection, Cape Naturaliste lighthouse, Yallingup Hall and Weld Hall.

Characteristically Group 2 also highlighted arts, events, sculpture trails, wineries and galleries along with places of social/entertainment value to the community such as the markets and the 'drive-in' cinema. Group 1 described one of the unique and most desirable activities in the region for both locals and visitors as '*hunting and gathering*' where local produce and wares can be sought out and accessed directly from the producer.

The three groups were asked what they considered to be the driving forces that could affect the Shire's cultural resources and land use over the next 20 years either positively or negatively, with consideration of trends, threats and opportunities.

The most common themes included:

- o Commercialisation/Development
- o Lack of Public Transport
- o Activities/entertainment/education for youth
- o Population/demographics



Across all groups the strongest concern was the rapid population growth, urban sprawl and commercialisation. These, along with the rise in absentee landowners, demographic change and new developments, were seen as possible causes of fragmentation and threats to the quality of life, land use and the changing 'face' of community.

The loss of visual and historic character, and strata title developments, which have been replacing the more social style of visitor accommodation such as caravan and camping grounds, were other land use trends not supported by the groups.

The importance of public transport was echoed across all groups as it benefits business, visitors and the community as a whole. The aged and youth segments in particular struggle with expensive taxis and inclement weather for cycling. A regular passenger air service, a fast train, linking cycle paths and a bus network that connects towns from Wonnerup to Vasse and all parts in-between were prominent. It should be noted that since the groups were convened, the Public Transport Authority has introduced a more comprehensive bus service, however, there is still much scope for improvement.

Youth needs and engaging with youth was considered across all groups with respect to current land use trends and their effects. There was a strong notion that youth need more 'hang out' and interaction spaces, improved tertiary education facilities/courses as well as organised sports, which need to remain in town centres, not pushed out of town where access becomes a significant issue.

Group 1 identified a range of opportunities with respect to development within the Shire and included the Shire working more closely with developers to ensure the community's requirements are met before their own. Removing the financial priority and placing more value on the social impacts that developers can make on a community and towns was seen as a more desirable approach.

It was also suggested that developers should provide facilities in new centres as well as support the main centres in existing towns, and that contributions could also be made to a major cultural centre and other infrastructure for community use. It is worth noting that the Shire seeks to implement these outcomes through its planning and development policies. In particular the '*Community Facilities Implementation Policy*' provides a mechanism for the Shire to deal with cost contributions from development proponents towards the provision of community facilities required as a result of ongoing subdivision and development.

When asked if there are desired cultural uses/facilities in the Shire's town centres that do not currently have appropriate parcels of land available on which to locate, and where these could be located, the most common themes were:

- Performing arts/music
- Restaurants/cafes
- Footpaths/pedestrian access
- Youth centres

A dedicated performing arts and exhibition centre, performance spaces and additional entertainment facilities is seen as helping to create more vibrancy in towns. A place to provide youth with a cultural gathering location was also a highly desirable land use.



Interactive public art and interpretive trails, improved paths, walking and promenades as well as a café culture/social hub in town centres were seen as important.

Extended operating hours for restaurants and cafes was seen to help add vibrancy to town centres and would be better supported by mixed commercial/residential development. Self contained strata style tourist accommodation was not favoured as it was seen to have a negative impact on the night time hospitality industry, as visitors tended to self cater, stay indoors and not patronise local businesses.

Parks, playgrounds and public open spaces with urban art, sculpture, exercise equipment and infrastructure for various age groups and interests were highly valued. The Busselton Community Garden was given as an example of such a space providing social interaction, learning and opportunities for artistic expression.

The places in the town centres where the Groups commonly considered there to be land use conflicts, and where there needs to be an easier transition between various land uses included:

- o Appearance of buildings
- o Inappropriate uses (bulky goods etc) in main street
- o Parking and road layout

The specific comments included the car yard on Queen Street being an inappropriate use of land and the large number of real estate offices being unfavourable for the retail experience of the main-streets. The commercial strip on Bussell Hwy and an overall dissatisfaction with the unkempt state of the Busselton town centre, particularly where good architecture has not been maintained were also common grievances.

The seasonality of the region and the lack of an open venue space for performances in Dunsborough were noted. The conflict between vehicles and pedestrians was also considered a land use conflict in relation to existing road layouts in towns.

Group 3 commented that the Busselton skate park has been a conflict issue with the local caravan park patrons, where unwarranted blame for late night trouble has been placed on legitimate skate park users. Due to lack of lighting it creates an unsafe environment which sometimes attracts an unsavoury element.

The young people want to see the skate park become a safer place at night where everyone can interact and look after each other. It is their view that the lack of youth facilities and the complaints about the existing places suggests that Busselton is not a youth friendly place to live in or visit and that a conflict exists between the needs of the young and old.

Groups 1 and 3 were specifically asked about land use and how to balance private property rights/population growth and development with overall community interest.

Group 3 suggested that:

- o 'Busselton is too right wing – needs to lighten up!'
- o Concept of high density not supported, town centre is seen as needing to 'fill up' before going up (in terms of building height).



Group 1 focused on some specific examples including:

- o Significant sites such as Smiths Beach – there should be a better balance between commercial gain and community needs/cultural importance and the environment.
- o Bunker Bay was seen as an example of positive development, finding the balance in retaining viability, visual amenity and avoiding negative impact on the community or environment.
- o Green Acres Caravan Park was lost forever to strata title development due to the inability to meet rising costs and this is a trend that is continuing in the Shire.

Group 1 suggested that pedestrians should come before vehicles when planning town centres and there is also a need to retain the façade and character of the towns. Rebates and incentives could be used for businesses to invest in upgrades of existing facades etc.

It was also suggested that levels of agreement need to be enshrined in planning for developers and multinational retail chains. Multinationals are seen as creating “*clone towns*” and should not be able to put up their tilt panels, internalise the shopping malls and take the people off the streets.

Stronger local planning scheme outcomes would provide the Shire with the means with which to provide not only development control but clear and specific guidance in relation to urban design and other matters related to land use, development and place-making. The scheme needs to be defensible in relation to these matters, including when cultural imperatives are not reflected in development proposals. This is important when decisions are challenged in the State Administrative Tribunal and cultural issues are perhaps not adequately recognized in the outcomes of appeals.



7.3 Technical Working Group

The Shire of Busselton Local Cultural Planning Strategy Technical Working Group (TWG) was convened to play an important role in keeping the focus of the project on land use planning and not as an extension of a Cultural Plan. As there is no known precedent for including a Cultural Planning Strategy in a Town Planning Scheme review the Group would also raise specific issues and bring expertise to the project.



Two meetings were held on:

Monday February 23, 2009

Monday May 25, 2009

TWG members

Lorna Secrett	Shire of Busselton
Mersina Robinson	Shire of Busselton
Hannah Eames	Department of Culture and the Arts
Barbara Howard	Community Arts Network WA
Richard Oades	Curtin University Sustainability Policy Institute
Jenny Kerr	artsource (consultant)
Tim Shingles	tsplanning (consultant)

Outcomes of Meeting 1

23 February 2009

Artwork Audit

Jenny Kerr made the first of three scheduled visits to the Shire of Busselton from February 10 - 12, with the focus on the public art audit and survey of cultural assets. A database will be compiled to document artworks and interpretive projects, along with photos, information on the artist, date of installation, materials etc. A condition report on each artwork will be included, with recommendations on maintenance, repair or, if required, de-accession. Centenary Projects form a significant part of the Shire's artworks, as there was significant funding towards public art at that time. From this, hotspots of public art and cultural spaces can be identified to inform the later stages of the project and a future direction for the Shire's Percent for Art Policy. Trails, bike paths and parks are of significant importance to the sense of place, along with memorials.

Community Survey

The Cultural Discovery Survey asked relevant questions under categories of About You, Culture and the Arts – Lifestyle and Public Art and You, and is designed to gather initial broad information about the perceived character of the Shire, importance (or otherwise) of cultural activities and outdoor spaces, involvement in creative industries and existing and suggested future sites for public art. Cultural prizes were given via fortnightly draws for the duration of the survey, which will end in mid March. The survey was available online and at various outlets. All information was collated by Natalie Venosi and forwarded to the TWG for review.

A second survey will be developed, which will drill down into questions of land use – Jenny Kerr provided Lorna with the '5 P's of Place Making' from Village Well for consideration as focus questions.

During Jenny's visit, presentations were made and discussions held with:



- the Busselton 2020 Project Group, a Council appointed community reference for streetscaping in the Busselton CBD;
- Bill Webb, Wardandi elder and Manager of Wardandi Aboriginal Cultural Centre;
- Shire Councillors and key staff members; and
- the Cultural Partners Reference Group, which comprises representatives from key art-forms and groups but is not an official Shire committee.

Demography

Tim Shingles provided a draft demographic analysis which is focused on cultural aspects of the Shire including age, language, birth place, income etc as well as data on population growth from 1971 – 2006. A comparison between the Shire and 'rest of Australia' is provided. It was noted by the group that there were two categories with significant difference against the 'rest of Australia', these being 'Place of Birth' which showed that 79% of the Shire's residents were born in Australia as against the national figure of 71%, while Indigenous Persons in the Shire were accounted at 1.5% as against the whole of Australia average of 2.3%. The group noted that, in light of this, the Shire could be seen as relatively mono-cultural.

Relevant Observations

The following points were made during the course of the meeting:

- Definition of sustainability in relation to the project was seen as being aligned with the Western Australian State Sustainability Strategy – Hope for the Future. A Sustainability Matrix has been developed by Shire staff for guidance in relation to assessment of Scheme amendments such as the Ambergate North development.
- Spirit of a place, meaning in relation to Town Planning Scheme, the special meaning, social significance of an area. Yallingup was discussed as an example of the loss of spirit or character through development – the loss of Surfside Restaurant, surf shop, gallery and kiosk and replacement with a small café and resort style chalets has taken the hub/heart of the community out. Intangible is related to tangible and how to incorporate that into a TPS is a focus of the Cultural Strategy.
- Cultural activities express spirit, through public art and special places.
- Unlikely places can be people spaces e.g. Injidup car park where people gather to surf, fish and walk the Cape to Cape track.
- Important to consider '3rd places' being social outlets/opportunities which are not home or work, the role of public open space, piazza style where passive surveillance and interaction can increase community safety and wellbeing
- Caravan parks contribute to cultural experience and tradition, redevelopment to high end chalet resort style identified in Tourism Strategy as an issue – how could the Cultural Strategy inform other strategies and TPS from a different angle?
- Diversity of housing, worker accommodation affected by closure of caravan parks, along with loss of casual beach holidays for a generation.
- Investment and development needs to be informed by issues of public good, in a wider scope which involves community identity and significance of character of the place.
- Issues of landowners and community need to be rebalanced, LCPS has the potential to build in a layer of community feeling/values.
- Identifying values and value criteria assists with such things as funding, opportunity to support planning decisions, benefits of bringing values in.



- Public good needs to be defined and balanced with private interests, identify values and set criteria for assessment.
- Reinforcement of environmental sustainability values need to be addressed through cultural/social lens, including Indigenous concerns over loss of flora and fauna.
- Warden Cultural Centre is monitoring climate change through changes in nature/seasons and conducting species surveys.
- Consultation 'feedback loop' is important – need to keep people informed of the progress, especially those people who've participated in surveys, workshops etc. Database is being compiled and added to, through the survey, with results to be forwarded in early April.
- Peter Newman's 'Story of Place' approach – facilitated by PhD student and recording stories of residents and visitors through literature, photographs etc. Could be used to support and underpin the Strategy into the future.
- Dept Ag. & DPI currently investigating peri-urban areas, with emphasis on preservation of local food growing.
- Market culture is strong and getting stronger in SW – encouraging cottage industries and local produce.
- Jenny to discuss incorporating Vasse Creative Industries Report into demographic analysis to develop groundwork for recommendations on development of Creative Industries Policy, Scheme incentives in Strategy.
- Promotion – any promotional opportunities for the project to be suggested to Lorna – Richard can table article at Social Practice Network.



Geographe Bay foreshore, Broadwater

Outcomes of Meeting 2

25 May 2009

Results and analysis of Cultural Discovery Survey and Focus Groups

The Survey received almost 400 responses from a wide variety of respondents, including primary and secondary school students. Focus Groups were also conducted with business/tourism interests, artisans, young people and Shire staff, using the same questions, and common themes were highlighted.



Key points of the discussion:

Indigenous consultation has been conducted initially through a one on one interview with local elder Bill Webb and further comment and specific input from the indigenous community will be sought on the draft Strategy during formal consultation.

The language of the Survey, in the way the questions were framed and the responses gained, was considered to be a key to the success of the exercise as plain 'social' language was used, avoiding jargon and planning terms. The questions encouraged people to explore sense of place and memories, which built a comprehensive picture of the values attached to cultural experiences and places. It was noted that social experience is not about limitation or restriction on development of places, rather an acknowledgment of the importance of cultural significance in the assessment of development proposals.

People find it easier to relate to history and built fabric, rather than concepts of relationship, belonging and responsibility for places and spaces. Environmental integrity was seen as having a strong focus in responses to the survey, and it was noted that environmental conservation responsibility is well developed and accepted, whereas a sense of cultural conservation and responsibility is still in development.

A strong focus on history and heritage was noted, with the comment that this needs to be balanced with a future-oriented outlook. This was also raised in the Cultural Partners meeting where the comment was made that new residents have a 'new history' and don't necessarily relate to tales of the past.

The consultation was seen to have identified and reinforced the point of view of general residents to contentious issues drawn out in other Strategies. These include the loss of caravan parks, as identified in the Local Tourism Planning Strategy, and the potential commercialisation of key entry and travel routes, as identified in the Local Commercial Planning Strategy. This non-vested point of view from general residents was seen to be valuable in presenting a balanced response to strategic land use planning.

Artwork audit – key sites and themes for public art

Key findings:

- Two main types of project identified – heritage interpretive trails and art as artists working in spaces (public art);
- 50 artworks/trails identified, in varying states of condition and with strong heritage theme;
- Gardens have been mapped and included such as Sugito Friendship Garden and Community Garden;
- Strong mosaic/pottery element with the opportunity to further develop that cultural resource;
- Works of public art in public/semi private spaces have been mapped;
- Place making checklist is being developed as part of the Strategy which examines how people 'use' spaces in a cultural sense – to avoid beautification or ornamentation without providing a practical use for POS.

The discussion ranged around the connection between art and place making. It was seen that there could be too much focus on the role of art, but also noted that art is a



key signifier of cultural importance and provides an understanding of a place, whether it be a town centre, POS or important site. The art audit integrates with the Strategy through mapping sense of place/history/spirit. Art and place making should be anchored into the planning process, whether public or private projects or works.

Methodology for assessment of key cultural sites, precincts & activity clusters

One of the difficulties of the project was the development of a methodology for assessment of key cultural sites and precincts, which would be user friendly and understood by the statutory planners who would carry out an assessment of development proposals.

The difficulty of categorising cultural significance was highlighted, along with a discussion of the merits of using a similar system to heritage assessment e.g. social, scientific, environmental etc.

The Strategy needs to include an assessment tool with criteria, measure and values, which recognises and respects the public/private balance.

The example of the Busselton Drive-in Cinema was discussed. Its cultural value is high, yet it is unreasonable to expect a private operator to sustain its function if not viable or its economic value is under realised. The suggestion was made that the function of the Drive-in, which is primarily outdoor cinema, and the experience, which is primarily social interaction and gathering, be included in major developments through POS which could accommodate such a use. The 'enshrining' of cultural sites was not seen as useful and relates back to the point made about being future-oriented and incorporating the function/value in developments rather than any specific built fabric.

Employment issues - the Local Settlement Planning Strategy is working from an estimated population of 52,000 in 2031 and is likely to tie land release to employment opportunities to ensure sustainable communities.

There is a suggestion that the property boom has altered the orientation of development with a focus on provision of 'events' rather than meaningful community development in large land developments. Diversity of employment is needed, maintaining values of a place through meaningful home employment, rather than empty investment homes.

The Commonage precinct in Yallingup comprises galleries, small artist studios and wineries, and should be encouraged as cottage industry friendly, with considerations for stimulation of creative industries.

Land Use Issues and Implementation

Recommendations need to be developed regarding Scheme provisions and policy initiatives incorporating the following:

- Degrees of significance/strength of culture could be augmented by measuring current use of site and existing function.
- Community/individual conflict can hold back community infrastructure projects.
- Values of a community includes culture of ideas.



- POS checklist – should measure sustainability of open spaces into the future e.g. water use, and also include provision or retention of habitat for wildlife including Western Ringtail Possum and birdlife.
- Recognise the need for proponents to have regard in their submissions and do the assessment work.



public art at Naturaliste College, Vasse
artists Nicole and Alex Mickle

7.4 Conclusions

Across all ages, locals and visitors alike there were some strong themes - the bay, beaches and the Jetty were overwhelmingly the most mentioned for youth activities, taking visitors and family fun. Visiting markets, libraries, the cinema, cycling/walking paths, wineries and restaurants were the most commonly utilised or attended activities across all age groups.

The value of the outdoors, public events/festivals and music was significant and the need for more art, an appreciation of 'everyday' art and the desire for a dedicated arts venue in the Shire were very strong.

'We need a venue for visiting performers/exhibitions/artists in general'

There were some unfavourable comments comparing the Shire of Busselton to other towns/cities with respect to the lack of art and culture however the comparisons were made with much larger towns/cities such as Fremantle, Melbourne and places in South Australia.



The data also indicated that a vast number of individuals felt there were no significant art sites in the Shire, and/or felt they did not have or know any they could call a favourite. That said, a high volume of art sites were listed, and those who did pick a favourite/significant site, were generally passionate about it.

Comments suggested that the majority of the art enjoyed by respondents was the type experienced on a daily basis such as the 'fat lady in the park', 'surfboard seats', 'the barrel' or the type of art that is in unexpected locations such as 'beachfronts' and 'riverbanks'. Functional art including benches, seats and bus stops are both appreciated and desirable.

The data and comments clearly illustrate people's appreciation of the natural aspect of the area i.e. beaches, unspoiled bush, walking trails and the significant value placed on the outdoors, public events/festivals and music. Many comments expressed a desire for free, easily accessible, family friendly events and festivals.

Historic, memories, fun, family and friends, accessible, physical activity, original and colourful were some of the reasons given for the man made places or forms identified as culturally significant and special within the Shire of Busselton.



8 Recommendations



8.1 Sustainable Land Use Planning

Land use planning, or town planning, is a term used for a branch of public policy that seeks to ensure that land is used and developed in an ethical and sustainable manner. Sustainable land use planning is an important component of social policy in many nations, ensuring that land is used efficiently for the benefit of the wider economy and population as well as to protect and conserve the environment.

The planning and development system in Western Australia seeks to coordinate sustainable land use and development through the implementation of strategies, policies, plans and statutory instruments such as local planning schemes, all of which enable sustainable growth of urban and regional communities. Policy formulation and decision-making are largely the responsibility of the 141 local governments in WA, the Western Australian Planning Commission, the Department of Planning, redevelopment authorities and other Government agencies e.g. the Department of Environment and Conservation. (Source – No. of local governments: www.walga.asn.au)

The consideration of community, economic, environmental, infrastructure and regional development principles are important elements of planning and are referred to in the Western Australian Planning Commission's 'State Planning Strategy'. It is therefore essential to recognise the importance of culture within the broader 'sustainability' framework of economy/society/environment from which consideration of matters within the land use planning framework is triggered.

In land use planning terms, the broad range of cultural expression can be seen as elements that require protection and enhancement over time via the local planning framework and other mechanisms. It is important not only to conserve existing cultural places and resources but to ensure that future cultural expression is not limited by poor decision making. This can be achieved by investigating strategic innovation, the provision of incentives in property development, by increasing participation rates in relation to cultural planning and cultural development and by recognising the importance of cultural planning within the land development process.

All local government decisions have cultural implications – particularly in the infrastructure, land use and economic decisions made daily. One of the objectives of the LCPS is to seek culturally appropriate decision-making and, in particular, strategic approaches to the concept of using land use planning mechanisms to support cultural planning outcomes and aspirations; and to identify appropriate locations for key cultural infrastructure.



8.2 Planning Mechanisms

A key component of the LCPS is to identify and recommend the development of policies, strategies, procedures and other mechanisms which underpin the integration of cultural planning, land use and development into the Shire's strategic planning, corporate planning and budgetary processes.

Decision making in relation to cultural land use planning can be influenced by a number of related mechanisms. In many areas of planning it is not always feasible to achieve desired outcomes in a simple, readily-implemented single method. A hierarchy of mechanisms can be employed to achieve higher levels of community participation and broader success at all levels of the policy formulation and implementation process.

The LCPS is one of the higher order strategic mechanisms for guiding and influencing the implementation of other, more detailed, outcomes to achieve the desired objectives. The LCPS resides below the Shire's Strategic Plan and both are reflected in subsequent policy formulation and review. Local planning schemes and policies generally achieve the recognisable implementation of the Shire's stated objectives and these can directly influence procedures and outcomes.

8.2.1 Strategic Planning

8.2.1.1 Local Cultural Planning Strategy

The LCPS is being formulated as a land use planning strategy to inform not only the Local Planning Strategy and new Local Planning Scheme but to support cultural sites, facilities, infrastructure, experience and procedures. It will also inform future resource requirements, both human and financial, to successfully implement any recommendations.

The LCPS through its implementation via the Local Planning Strategy and other mechanisms will have a range of implications for land use, development and land management. While it establishes a non-statutory policy direction for the Shire, its influence on the new Local Planning Scheme will be a significant innovation in WA and will hopefully benefit cultural outcomes in a significant and tangible manner.

Recommendation 1

That the Shire of Busselton Local Cultural Planning Strategy be adopted by Council and the WAPC and implemented by the Shire as part of the land use planning framework.

8.2.1.2 Local Planning Strategy

The Shire is to prepare a Local Planning Strategy (LPS) prior to embarking on a review of the District Town Planning Scheme. The LPS will have significance as a relevant consideration for the Shire in making planning decisions and for appeal bodies in determining appeals. Clause 2.1 of the Model Scheme Text requires the determinations of local governments under the scheme to be consistent with the LPS. The LPS will be prepared and endorsed under the procedures set out under the Town Planning Regulations.



The LPS for the Shire will be the culmination of separate, but related land use planning strategies:

- Local Rural Planning Strategy
- Local Environmental Planning Strategy
- Local Tourism Planning Strategy
- Local Commercial Planning Strategy
- Local Cultural Planning Strategy

When these strategies have been finalised, the Shire will consolidate the relevant outcomes into a more comprehensive LPS which will set out the long-term planning directions of the Shire, apply State and regional planning policies and provide the rationale for the zones and other provisions included in the new local planning scheme.

The State-wide aim is for planning schemes, with incorporation of Local Planning Strategies, to migrate from being purely regulatory documents to become tools for expressing and achieving the local government's objectives, policies and proposals. The LPS will enable the scheme to more clearly express the strategic vision, policies and proposals of the Shire. It will also provide a means to interpret State and regional policies at the local level.

Recommendation 2

That the Shire of Busselton Local Planning Strategy be formulated with regard to the relevant recommendations adopted pursuant to the Shire of Busselton Local Cultural Planning Strategy.

8.2.2 Statutory Planning - Local Planning Scheme

The process of town planning at a local level establishes the land use and development blueprint for the Shire: how it can grow sustainably, what can be built and other matters that affect the manner in which the Shire guides the use of land. This blueprint is turned into binding legal provisions through a Local Planning Scheme.

Before the Scheme can become effective, it is a legal requirement that there be a LPS. The LPS sets out the relationship of the Scheme with State and Regional policies for planning and explains the strategies upon which the Scheme is based.

The LCPS and subsequent LPS will be used to inform a review of the Shire's District Town Planning Scheme leading to adoption and gazettal of a new Local Planning Scheme for the Shire. The objective of the LCPS in that regard is to suggest statutory approaches that can be reflected in the new Scheme to achieve the incorporation of positive and meaningful cultural and public art outcomes.

The 'Aims' of the Scheme set out the underlying principles and objectives behind the provisions and, although they are worded generally, they offer an insight into the local government's motivations.



Recommendation 3.1

That the Local Planning Scheme includes specific reference to the importance of cultural outcomes and cultural identity in the Scheme's 'Aims' e.g. to protect, conserve and enhance areas within the Shire identified as being of significant cultural value and to ensure that cultural issues are a consideration in all decision-making.

Recommendation 3.2

That the Local Planning Scheme includes specific reference to the need to consider and assess the effect of a proposed land use or development on cultural matters relevant to the site and locality in the Scheme's 'matters for consideration'.



8.2.3 Policy Mechanisms

8.2.3.1 Council Policy and Corporate Documents

The Shire maintains a wide range of Council policies and corporate documents that address administration, governance, services and general issues in the community. The Cultural Plan 2005 is an example of a corporate document.

At the organisational level widespread awareness and acceptance of the cultural planning approach within the Shire should be achieved. Responsibility for cultural planning should be shared across a range of disciplines and at senior, middle management and operational levels. Multi-disciplinary teams must become involved in the formulation and implementation of the cultural planning programme, including via Council policy initiatives.

It is essential that integration is achieved organisationally as well as in relation to policies and technical specifications. Reliance on specific staff or business units only to implement Shire initiatives will not be as effective over strategic time frames.

Policy integration across disciplines and departments of the Shire will be an important implementation strategy of the LCPS. The acceptance of responsibility for the conservation and enhancement of cultural and character outcomes must be a strategic objective for all Shire operations including engineering and works, statutory planning, and corporate and strategic planning.



Recommendation 4

That the carriage of policy outcomes in relation to cultural development and cultural land use planning be a responsibility across all areas of the Shire, including Community and Commercial Services, Planning and Development Services, Engineering and Works Services and Finance and Corporate Services via the incorporation of relevant procedures, systems and policy i.e. a more effective organisational approach must be applied to the process of implementation of cultural development initiatives and cultural planning outcomes.

8.2.3.2 Local Planning Policy

In addition to the Local Planning Scheme, the Shire can make Local Planning Policies to serve as a guide in making decisions. The Shire is not bound by these Policies, but must have regard to them in making decisions under the Scheme as they provide important guidance and detail in relation to land use and development.

The Local Planning Policy Framework contains provisions for the making, amendment and revocation of Local Planning Policies (LPPs). LPPs are made under the Scheme but do not form part of the Scheme.

LPPs may deal with particular issues which apply throughout a Scheme area or policies which apply to particular areas. The following general principles are recommended as a guide in preparing LPPs, which should:

- be consistent with the LPS and any relevant Statement of Planning Policy, or State or regional policy of the WAPC;
- relate to a valid planning purpose and be based on proper planning principles;
- provide guidance in exercising or informing discretion under the scheme;
- be concise and clearly explain to the user what the policy is and how it will influence decision-making.

A number of issues were raised during community consultation that could see some resolution via new and revised planning policy outcomes which are addressed in many of the following LCPS recommendations.

8.2.3.3 Policy Integration

The Shire had at least 38 local planning policies and a number of planning strategies in 2009. The complexity involved in defining, reconciling and managing policy interaction, particularly in larger organisations, means that implementation of policy objectives can be difficult to achieve. Policy integration can reduce the risks associated with unintended consequences resulting from conflicting policy objectives and provisions. (Semantech Inc. 2009)

The outcomes of this investigation into cultural issues that may be addressed via the planning framework indicate that it will be difficult to recommend a policy solution without considering the existing policies adopted by the Shire over many years. Accordingly, it would be appropriate to include a process in all subsequent policy review that ensures consideration of cultural matters in the same way that environmental, economic or social principles are currently addressed.



Recommendation 5.1

That subsequent review of the Shire's local planning policies and technical specifications ensure that cultural impact assessment and cultural significance are integrated and considered in the decision making process i.e. the policy and specification framework needs to be broadened to reference cultural values and principles, cultural assets, and public art opportunities in the assessment of development, works and land use proposals.

Recommendation 5.2

That cultural impact assessment be integrated into the Shire's Social Impact Statements Policy including reference to cultural significance in the objectives and inclusion/modification of provisions at point 5.5 (e):

(e) Cultural Impact

- Impact on local character, amenity and 'sense of place' including loss of cultural function of places;
- Impact on historic and cultural landscapes;
- Impact on attractions of the area, including travel routes;
- Impact on places of indigenous and European cultural heritage significance;
- Identify opportunities for public art and cultural interpretation; and
- Include community in partnerships to achieve desirable outcomes.

8.2.3.4 Planning Procedures

The Shire uses systems and procedures to ensure consistent and comprehensive assessment of development applications and other proposals to develop or subdivide land and/or change land use. The Shire's Development Control Unit (DCU) and technical/planning staff apply criteria from standardised checklists as a tool to ensure more sustainable development outcomes, as well as consistency in the determination of applications. These procedures include assessment of environmental and social impacts of development generally and it is recommended that impact on cultural places and resources as well as opportunities for cultural expression and public art, be included in the relevant checklists as assessment tools.

This approach will not only ensure improved development outcomes for the community but will also raise awareness of the importance of cultural outcomes over strategic time frames.

Recommendation 6

That the Development Checklists used by the Shire's Development Control Unit and other Shire staff to assist in the assessment of development applications and applications for rezoning, structure plans and subdivision, be updated/modified to include cultural assessment items as follows:

- Qualitative, criteria-based assessment tools i.e. assessment on merit of how sites contribute to culture and cultural development;
- Opportunities for public art, including Percent for Art Policy outcomes;
- Opportunities for cultural expression e.g. development on or adjacent to sites of cultural significance, including indigenous cultural heritage sites;



- Opportunities to raise awareness of culture/history through public art and interpretation;
- Retention of existing facilities, assets and resources that contribute to the cultural fabric of the place;
- Impact on local character, amenity and 'sense of place' including loss of cultural function of places;
- Impact on historic and cultural landscapes and attractions of the area, including travel routes;
- community awareness of proposals – consultation outcomes.

8.2.4 Cultural Precincts

An objective of the LCPS is to identify the range of cultural heritage elements and sites within culturally significant Precincts and to suggest ways to continue to develop and promote the cultural assets of the Precincts in a way that reflects the character of the Precincts and the Shire, and at the same time allows for their ongoing and organic evolution.

Cultural Precincts seek to embrace existing neighbourhoods and celebrate local character, creating zones of experience. The communities who developed these areas influence the approach to community building at a social, cultural, environmental and economic level. The Precincts are identified in some detail in section 5 of the LCPS.

Recommendation 7.1

That the following culturally significant Precincts and their attributes be identified for the purposes of the LCPS:

A. Naturaliste Ridge Precinct – Dunsborough, Commonage, Cape Naturaliste, Indian Ocean coast, Leeuwin-Naturaliste Ridge from Wilyabrup to Naturaliste.

- environmental capital of pristine bush land, caves rugged ocean coast and important travel route corridors such as Caves Rd and Cape Naturaliste Rd complemented by agricultural activities including viticulture.
- creative capital demonstrated in the furniture makers, jewellers, artists and 'cottage industries' including artisans and live music entertainment.
- social capital embedded in ocean recreation, surfing, fishing, whale watching, tourist activities, live music and markets.
- cultural capital as evidenced by the galleries, wineries, concerts, artist studios, boutique style town centre with cafes, restaurants and live music venues.

B. Geographe Bay Precinct – Busselton, Vasse and the Geographe Bay coast east of Dunsborough.

- environmental capital of an extensive north-facing shore line and diverse ecology along the foreshore - Busselton Jetty is a focal point along with a number of other heritage buildings in the town centre of Busselton.
- intellectual and creative capital demonstrated in medical research, creative industries, wood craft, pottery, visual artists and designers with a focus of dance, music, theatre activities in the Busselton Cultural Precinct.



- social capital embedded in recreation, tourist activities, hospitality industry, short stay accommodation, camping, caravanning, fishing, whale watching; and hosting a number of events and festivals.
- cultural capital as evidenced by the heritage walks focusing on built environment sites in the Busselton town centre, the Busselton Library, galleries, theatre, cinema, hotels, parks, restaurants, cafes.

C. Wetlands Precinct – Vasse-Wonnerup, New River, Broadwater and Dunsborough wetlands.

- environmental assets which include a complex system of wetlands and significant diversity of flora and fauna - the Vasse-Wonnerup Wetlands are listed on the RAMSAR register of internationally important wetlands.
- creative assets demonstrated in the museum and pottery club housed at the Old Butter Factory, art works in foreshore parks, Waljin Garden and the Community Garden.
- social assets represented in the number of interest groups and community caretakers of parts of the wetlands and weekend markets in Rotary Park.
- cultural assets including heritage significance of the Old Butter Factory Museum and former (relocated) Railway Station in Rotary Park.

D. Rural Precinct – rural and agricultural areas east of Leeuwin-Naturaliste Ridge.

- environmental capital and agricultural activities based on a variety of soil types, diversity of cropping, viticulture, fruit, olives and livestock - sheep, deer and cattle (beef and dairy) and regional parks of native vegetation.
- social capital represented by hamlets, halls, churches and general stores and historically by the Group settlers as well as farm stay and short stay accommodation, wineries, restaurants, tourist attractions, specialist farming of viticulture and food production.

Recommendation 7.2

That when considering planning proposals and development applications the Shire is to seek to ensure that the character of the adopted Precincts is maintained and enhanced to enable the ongoing conservation and maintenance of cultural sites and resources within the Precincts.

8.2.5 Urban and Town Centre Provisions

8.2.5.1 Town Centre Planning

Many of the Shire's most important cultural assets, as well as other locations of cultural activity and social interaction, are located in our town centres. As the Shire's population becomes even more heavily focused in the urban areas, the cultural and social role of our town centres assumes greater importance. This is seen as a broadly positive trend as it will provide the Shire's residents and visitors with a greater range of cultural and social opportunities. A pro-active planning approach, therefore, is seen as being required to ensure that the benefits of this growth can be maximised, and any negative impacts mitigated and managed.



This has already been recognised by the Shire in a number of the other sector-based planning strategies that, together, will form the basis of an overall local planning strategy and new town planning scheme for the Shire. This includes the Local Commercial Planning Strategy and Local Tourism Planning Strategy, both of which have been adopted for final approval by the Council.

Some of the key changes to planning direction for town centres recommended in the Local Commercial Planning Strategy and Local Tourism Planning Strategy include:

- A more supportive approach to residential development in the town centres;
- A more flexible approach with respect to building height, provided that detailed design issues are effectively addressed; and
- Further encouragement of mixed-use development.

Both of those documents are available for viewing on the Shire's website.

It is not the place of this Strategy to set out an overall planning direction for town centres. In the course of developing this strategy, however, a number of particular objectives that need further attention have been identified, specifically:

- Encouraging the development of mixed-use development and more places for informal social interaction – including via development incentives;
- Intensification of built form and development of public spaces to maximise use and interaction; and
- Encouragement of night-time and cultural activities, and especially the avoidance of conflict between these activities and other land-uses.

Each of these objectives is discussed in more detail in subsequent sections.

8.2.5.1.1 Town Centre Planning – Mixed-use development and development incentives

Experience in other parts of Australia and around the world indicates that planning objectives are often best achieved via incentives-based approaches as an adjunct to prescriptive, standards-based approaches e.g. via allowing for a greater development density, or relaxation of parking or other development standards, if desired development (such as mixed-use development or other development that will deliver greater vitality and variety to the town centres) is undertaken. In order to be able to offer incentives, however, base standards need to be established.

Such standards are currently in place with respect to parking provision and building height. There are no base standards explicitly set out, though, for two of the most common standards used to guide town and city centre planning – plot ratio i.e. the ratio of total floor-space on a site relative to the land area of the site, and dwelling/unit density i.e. the total number of dwellings or other accommodation units permitted to be developed on a given area of land. While that was appropriate when the current town planning scheme was drafted in the mid to late 1990's, as the height limit effectively established the plot ratio, changes in both planning context and proposed planning direction mean that it is no longer appropriate to not have base standards for plot ratio and dwelling density as increased flexibility for building height is introduced.

For such base standards to work effectively,, they need to reflect the desired built form, and use somewhat below the maximum density which developers might otherwise seek



to develop. If they are set above that level then they will not be triggered and will effectively be redundant planning provisions. The appropriate density will depend on market conditions and preferred planning direction at any given time and, over time, it is expected that the maximum density at which developers might seek to develop will increase.

Initially, it is proposed that a base plot ratio standard of up to 1.5 (which would mean that a maximum of 1,500m² of useable floor-space could be developed on a 1,000m² site) and base dwelling density standard of up to R60 i.e. 1 dwelling for every 166m² of site area, be considered in the Busselton town centre. For the Dunsborough town centre, a base plot ratio standard of up to 1.0 and base dwelling density standard of up to R50 i.e. 1 dwelling for every 200m² of site area. These should be combined with incentives that allow for higher densities or for the relaxation of other development standards where desired development is undertaken.

This is consistent with the proposed direction set out in the Local Commercial Planning Strategy and Local Tourism Planning Strategy. To provide some planning guidance and for consistency it is proposed that dwelling density standards also apply to development of self-contained tourist accommodation – albeit in somewhat modified form.

Recommendation 8.1

That development standards relating to plot ratio and dwelling density are applied to both the Busselton and Dunsborough town centres, but with incentives that allow for higher densities and/or relaxation of other development standards where desired development is undertaken.

Dwelling density standards should also apply to development of tourist accommodation. Identification of sub-precincts within which different standards apply should be considered. For Busselton town centre, a base plot ratio standard of up to 1.5 and base dwelling density standard of up to R60 should be considered. For Dunsborough town centre, a base plot ratio standard of up to 1.0 and base dwelling density standard of up to R50 should be considered. These standards may be adjusted over time as market conditions and preferred planning direction changes.

In view of the above, there is a need to identify more specifically what sort of development should be identified as development that is desired, but which the market may not otherwise deliver to the extent desired, and what sorts of incentives might be appropriate to encourage that development. From a cultural planning perspective, there are seen to be five key objectives:

- Mixed-use development that combines commercial and residential land-uses in a sympathetic and complementary manner, contributing towards the vitality and variety of our town centres;
- Development of restaurants, small bars, cafes and other places for informal social interaction and which support night-time activity;
- Development of hotel and other non-self-contained tourist accommodation (hotel style) in town centres which will create a demand for restaurants, small bars and cafes and will support night-time activity and greater vitality in town centres; and
- Development of additional housing in town centres, especially more affordable housing to gain maximum benefit from proximity to services. Apartment style



housing units suited to non-traditional households who will create greater demand for night-time activity should also be encouraged.

Potential incentives to encourage each of these five types of development are set out as part of the recommendation below.

It should be noted though, that there is, and it is recommended that there continue to be, more detailed design guidance set out for development of town centres, including more prescriptive, standards-based approaches. This will need to be refined over time and that has recently occurred with the adoption of an urban design policy for Busselton town centre. The proposed base standards, plus the maximum incentive set out would result in a maximum plot ratio of 3.0 in Busselton and 2.0 in Dunsborough (other than for hotel-style accommodation). This could be achieved with 3 – 4 storey development in Busselton and 2 – 3 storey in Dunsborough. It should be noted that the issue of building height, per se, will need to be considered and addressed in the Scheme and policies over time.

It should also be noted that the State Government was, at time of writing, considering the removal of dwelling density standards for 'multiple dwellings' i.e. what would commonly be referred to as a 'flats' or 'apartments' as opposed to 'units' or 'terraced housing' or similar. The State was also considering a number of changes to development standards associated with multiple dwellings that are broadly consistent with what is proposed in this document.

Recommendation 9.2

That there continue to be detailed design guidance for the Busselton and Dunsborough town centres, that should be refined over time, and that the following development incentives are considered:

- Mixed-use development – where both commercial and residential/accommodation uses each constitute a minimum of 25% of the floor-space of a proposed development, up to a 50% density bonus in terms of both unit density and plot ratio.
- Places for informal social interaction – where a development incorporates a restaurant, small bar or café that meets minimum specifications, do not count that space as part of plot ratio calculations, and do not require the provision of car parking for the first 100m² of this floor-space, and provide up to a 25% density bonus in terms of plot ratio for the remainder of the development.
- Non-self contained tourist accommodation (hotel style) – generally support development up to 5 storeys high, where detailed design issues are adequately addressed no density or plot ratio controls, car parking provision reduced from 1 bay per unit to 1 bay per 2 units (and to nil if paid parking is introduced into either town centre in future).
- Affordable housing – up to a 100% density bonus in terms of unit density and a 50% bonus in terms of plot ratio for 1 bedroom dwellings (note that, because of provisions of state planning policy, up to a 50% density bonus in terms of unit density would otherwise apply) and up to a 50% density bonus in terms of both unit density and plot ratio, and a reduction in on-site resident car parking provision from 2 bays per dwelling to 1 bay per dwelling for 2 bedroom dwellings.
- Where more than one of the incentives is triggered, incentives may be accumulated, up to maximum of a 100% density bonus in terms of both unit density and plot ratio.



8.2.5.1.2 Town Centre Planning – Night time and cultural activities

Night-time and cultural activities are an important component of most successful town centres. Accommodation of these activities is important to provide for the social and cultural needs of the whole of the population - especially if we want to attract and retain a young adult population, and provide a suitable range of social and cultural opportunities for the young adults that already form an important part of our communities.

Night-time and cultural activities, however, can generate noise and other impacts that conflict with residents and other users of town centres. This has already proven to be an impediment to development of the Busselton town centre, and without effective management, may prove increasingly problematic in future. The recent changes to liquor control legislation in Western Australia have also created the potential for 'small bars', which provide for a lower key, more intimate experience, but which will still tend to create some noise that may impact nearby residents and tourist accommodation.

There are essentially three ways of attempting to manage the potential conflicts:

- the physical separation of incompatible uses through identification of separate 'entertainment' and 'residential' precincts;
- mitigation of noise impacts created by night-time and cultural activities (through reducing noise output and/or insulation); and/or
- designing and constructing housing and tourist accommodation such that interior noise levels are within acceptable limits, despite external noise levels that may exceed what would be expected in purely residential areas.

Because of the relatively small size of both the Busselton and Dunsborough town centres, and the fact that there is already a mix of residential/accommodation and night-time uses in both, the identification of distinct entertainment precincts is not seen as a viable or sufficient management approach – although some level of separation of some uses is likely to occur even without a conscious planning approach to do so. The on-site mitigation of noise impacts will also need to play a role, but placing all of the emphasis on managing noise at source also has its limitations, especially with respect to alfresco areas and other activities that happen outdoors and/or on the street.

Experience elsewhere in Australia and around the world is leading to a growing realisation that dwellings and tourist accommodation in town and city centre areas needs to be designed such that interior noise levels are within acceptable limits, given external noise levels that may exceed what would be expected in purely residential areas. It is recommended that the introduction of planning controls to achieve this be considered for residential and tourist accommodation uses in the Busselton and Dunsborough town centres. This would not affect the status of or need to protect the amenity of existing residential and accommodation development in the town centres.

Recommendation 8.3

That the introduction of planning controls to achieve acceptable interior noise levels be considered for residential and tourist accommodation uses in the Busselton and Dunsborough town centres, given the potential for elevated external noise levels as a result of other activities in those town centres.



It is appropriate and timely that the Shire further recognises the value of existing residential infrastructure as a resource for home business and arts. Developments in technology and the cost of commercial floor-space to small business and creative industries point to the use of homes as a viable alternative for appropriately scaled and compatible uses. While current planning outcomes generally provide for home occupations and residential enterprises, the local planning scheme and policy framework could be reviewed to provide more flexibility and encouragement in that regard.

Recommendation 8.4

That the local planning scheme and planning policies be reviewed to encourage creative industry hubs in appropriate residential areas - home based enterprises accommodated in single residential housing or buildings designed to have the appearance and scale of a residential dwelling.

8.2.5.2 Place-making

The art of 'place-making' is about creating a culture of participatory and grass roots democracy where the community has direct ownership of the processes and outcomes. When time and resources are invested into effective place making, people will tend to linger in the enhanced environment created, and businesses see the benefits of people staying longer which helps to sustain the local economy and influences positive cultural experiences for both residents and visitors.

When people feel safe and are encouraged to spend more time in more desirable community spaces they walk more, cycle more and buy local. They spend more leisure and play time in vibrant local main streets where there are places to sit, pause, learn, shop, connect and celebrate. Meaningful and attractive places and spaces can contribute to cultural experience and create an intransigent value which the community can take pride in. (Gilbert Rochecoste 'The art of place-making' - Urban Design Forum, March 2009)

The Project for Public Spaces (PPS) is dedicated to creating and sustaining public places that build communities and recommends the following urban design considerations.

- Main street planning: Main streets and urban commercial corridors are one of the most important ways of keeping towns and cities vital - the goal is to look beyond mere aesthetics. To create a street where people want to be and are happy to patronise local businesses, we must make sure it is more than a thoroughfare for traffic, and focus on the ways we can transform a street into a place where people come first.
- The space between buildings: take time to convince developers and building managers that the presence of people in public spaces is nothing to fear. By fostering active spaces around buildings, they would bolster the appeal of properties. Public spaces are valuable assets worthy of investment.
- Town squares: with good design and management, town squares and similar spaces can benefit businesses as well as the public. Adding benches makes public spaces more active. Using horticultural and art displays that change will bring the benefit of attracting people. The entire area will become a destination.
- Public open space: From the outset, the notion that public open space areas are simply passive, green refuges needs to be challenged. The virtues of parks that accommodated a wide variety of public activities, from nature trails and sports fields to cafés and markets need to be acknowledged. Parks can serve as true



community centres that spark the revitalisation of neighbouring districts. Public space management organisations, which take charge of keeping parks and community spaces clean, safe, and vital, needs consideration. (Project for Public Spaces, New York – www.pps.org 2009)

Recommendation 9

That the review of the Local Planning Scheme and local planning policy outcomes address the issues of place-making relating to public open space, town squares, main streets, cultural and heritage precincts, and other community spaces, and that project management and process control measures are implemented to ensure the enhancement of existing places of cultural significance, including incorporation of public art and cultural interpretation.

Culturally significant sites are places that hold and generate memories and stories significant to the unique character of the Shire including 'third places' besides 'home' and 'place of work'. A third place is where one can regularly and reliably go and meet others, spend time or engage in a particular activity. Each corner store, park, café, hotel, street tree, has a story that could be uncovered and contribute to making the place important to both residents and visitors.

8.2.5.4 Townscape Character

"Fantastic architecture hidden from lack of care – should be preserved" -
Focus Group comment

The amenity of the town centres' streetscape, particularly in Busselton, was considered to be an important aspect of town character influencing the understanding of local cultural settings. However it was also considered that the maintenance of many buildings and public spaces has been neglected in recent years and urgent upgrades are required in some situations. This is related to the stated concern for inappropriate land uses in the main street setting e.g. car yards, large supermarkets with tilt-up walls as the street façade (instead of shop fronts), and the clustering of real estate offices in specific locations. These outcomes were considered to fragment the streetscape and lead to a poor recognition of main street character and poor navigability around the town centre, particularly for visitors.

It is therefore considered that the Shire should investigate mechanisms for achieving streetscape improvements and the upgrade and maintenance of buildings and facades. The ongoing improvement of buildings and shop fronts needs to be attractive to landowners and the use of incentive programmes should be considered. The Shire could also audit footpaths and paved areas and prepare a programme for repair and improvement as required.

Recommendation 10

That the review of the Local Planning Scheme and local planning policy outcomes ensure the achievement of the ongoing retention of existing attractive streetscapes, main street character and the rural/holiday town character of town centres by:

- implementing a programme of streetscape (including roads and foot paving) upgrades based initially on existing town-scaping plans; and
- making the maintenance and improvement of buildings and facades attractive to landowners by the provision of incentives such as SAR concessions and



sponsored programmes for the provision of paint and materials where landowners/tenants carry out works which meet the stated policy objectives.

8.2.5.5 Special Character Areas

The Shire includes a number of 'special character' areas which are designated in the Scheme and addressed via local planning policy.

- Busselton Heritage and Special Character area – this has been reviewed and renamed as 'Adelaide Street Special Character Area Provisions' and the extent of the policy area reduced.
- Quindalup Special Character area
- Yallingup Special Character area
- Old Dunsborough Special Character area
- Eagle Bay Special Character area

These areas have particular planning and design implications for development such as building setbacks, height of structures, nature of fencing, materials and landscaping with a view to reinforce, retain or change the characteristics, form and nature of the area.

There is no compelling reason to consider that these areas are not valid in terms of their objectives and expected outcomes although the implementation of the community's expectations has been difficult to achieve in some circumstances.

There is therefore some benefit in reviewing the relevant Scheme provisions and policies to ensure that cultural impact assessment and cultural significance are integrated and considered in the decision making process. The existing framework in that regard needs to more adequately reference cultural values and principles in the assessment of development and land use proposals in these areas as well as consider the cultural values of sites and other cultural assets so that more effective implementation of provisions can be achieved.

The Busselton Cultural Precinct is identified as a significant component of the Busselton Special Character area. As this area is in community ownership and has different objectives in terms of public access and use, it is recommended that a specific character area be created for this important precinct.

Recommendation 11.1

That the review of the Local Planning Scheme retain the Shire's current Special Character Area Policies to reflect cultural heritage objectives and principles, including reference to cultural assets and public art opportunities.

Recommendation 11.2

That the Local Planning Scheme consider the values of the 'Busselton Cultural Precinct' (at the northern end of Queen Street, Busselton) with a view to its identification as a special character area with appropriate Scheme provisions and policy outcomes.



8.2.6 Universal Planning Recommendations

8.2.6.1 Public Art

The Shire's Percent for Art Policy was adopted in February 2008 in response to the Shire's desire to protect and enhance the amenity and identity of the public domain of places such as town centres and main streets. While it is adopted pursuant to the District Town Planning Scheme, the implementation of the Policy would benefit from the inclusion of a Scheme provision specifically referencing the objectives and mechanisms of the Policy.

Recommendation 12.1

That the review of the Local Planning Scheme and local planning policy outcomes include appropriate provisions relating to the implementation of the Shire's Percent for Art Policy. Where funds are provided through the Percent for Art scheme, funds will accumulate to provide interpretive artworks for trails or artworks for significant public open space, recreation grounds or public buildings generally within the precinct in which the development takes place.

In providing opportunities for public art the Shire also needs to make provision for appropriate outcomes in Shire works, as well as via the Percent for Art Policy. It is important that the Shire include a budget process for the provision of public art in significant or strategic public works such as foreshore development and main street improvements.

Recommendation 12.2

That the Shire ensure that public art projects are delivered as part of major capital works, particularly in the Dunsborough town centre, Dunn Bay foreshore precinct, Busselton town centre, Jetty precinct and other high profile areas.

The Shire's Percent for Art Policy applies to development projects and public works of a value greater than \$1,000,000 and requires that one percent of the value of the works be contributed to public art. Many of the Shire's own works in main streets, public open space and other community spaces are therefore not considered in terms of public art outcomes at this time even though the Shire's total expenditure in these areas can be significant.

The outcomes of the Cultural Discovery Survey and Focus Groups identified that additional public art in appropriate locations was supported. In order to raise awareness of culture/history through public art and interpretation in public places it is therefore recommended that the Shire consider implementing a programme that provides public art in key projects, cultural spaces and other places that would not otherwise be captured by existing policy mechanisms. It is proposed that this be achieved by identifying those Shire capital works and development projects with possibilities for the incorporation of public art and including a provisional sum at the first draft of the budget development process (generally December). Concept development and finalisation of a budget allocation for the artwork projects can then be progressed in conjunction with the capital works program.



Recommendation 12.3

That the Shire develop a policy position in relation to the Shire's provision of public art in capital works projects in urban areas.

Recommendation 12.4

That a programme be developed for the ongoing provision by the Shire of public art in the town centres and other appropriate locations in consideration of Table 9 – Significant Cultural Sites, and in accordance with the Public Art Implementation Schedule (Table 10).

8.2.6.2 Development of cultural sites

A number of areas within the Precincts were identified by the Focus Groups as being at risk of inappropriate use or development in view of their zoning or reservation status pursuant to the current District Town Planning Scheme No. 21. For example, a caravan park or other intensive uses could theoretically be approved in Meelup Regional Park under the current 'Recreation' reservation. It emerged during the Focus Group sessions that such outcomes may be considered inappropriate in terms of the strategic objectives of sites and their cultural values.

Sites that are considered culturally important and sensitive to development could benefit from designation in a more specific reservation with an adequate level of protection of the site's cultural values. This would assist in improving the network between the important, culturally significant sites, the community and the Shire.

Recommendation 13

That the review of the Local Planning Scheme considers the zoning or reservation designations of cultural sites to ensure appropriate protection of significant cultural assets. This could include the introduction of new reserves or zones e.g. 'Conservation' reserve, with appropriate provisions ensuring land use and development in accordance with the community's expectations.

8.2.6.3 Facilities for Cultural Expression

One of the consistent responses from the Cultural Discovery Survey and Focus Groups was the concern regarding the absence of a 'performing arts centre' in the Shire, and the fact that a site had not been set aside for this important cultural facility.

The outcome of the investigations into cultural assets clearly identified a gap in the provision of appropriate facilities in regard to concert and performance venues. This gap was also identified in the Cultural Plan.

Fortunately the Shire has already undertaken a feasibility study into a performing arts and creative industries centre which identified six sites for investigation. In June 2009, the Council resolved (in part) to submit Signal Park and Barnard Park to the Busselton Foreshore Redevelopment Group as possible sites for the purpose of community consultation on the foreshore development and to invite expressions of interest from the community for alternative sites. Subsequent to this process, several factors including the gifting of Lots 43 and 44 Queen Street (the Old Police Complex which has now been



demolished) to the Shire, the piazza style, pedestrian friendly Cultural Precinct upgrade works and the adoption by Council of the Busselton Foreshore Working Group Concept Plan and Busselton Foreshore Draft Master Plan (for community consultation) contributed to the realisation that Lot 450 Queen Street is the preferred site for a performing arts and convention centre.

Recommendation 14.1

That a site for a performing arts centre be identified in an appropriate location in or near the town centre of Busselton, noting that the Shire's preferred site is Lot 450 Queen Street, within the Cultural Precinct.

Other similar concerns were raised by the Survey and Focus Groups in relation to the availability of cultural infrastructure such as youth centres and other facilities for youth including performance/concert venues and informal alternative active open spaces.

The linking of dual use paths could be seen as proactive in relation to encouraging safe outdoor activity as well as the provision of more exercise structures, activities and cultural heritage interpretation trails in public open space.

Recommendation 14.2

That a site for a youth centre be identified in appropriate locations in both Busselton and Dunsborough to ensure ongoing access to adequate youth recreation, social and education facilities in both towns.

8.2.6.4 Facilities Provision

Where existing nodes are being considered for redevelopment, or new development is proposed, there is a concern that the existing character, culture and facilities of the place are not adequately recognised e.g. loss of facilities during redevelopment at Yallingup, Old Dunsborough and Eagle Bay. It is considered essential to reflect existing facilities and cultural outcomes in all development scenarios so that elements of character can be retained and elaborated on and adequate facilities provision achieved.

Recommendation 15.1

That the review of the Local Planning Scheme and local planning policy outcomes ensure that existing cultural, social and convenience facilities are replaced where redevelopment occurs so that new development is required to replace the function of the place if still required unless it is agreed by the Shire that alternative arrangements are acceptable.

Recommendation 15.2

That assessment guidelines be formulated to ensure adequate recognition of existing facilities, identity and character is achieved in redevelopment outcomes of places such as Carburnup River and Yallingup which provide a community hub, a gathering place, and essential services such as post office, newspapers and convenience goods.

Recommendation 15.3

That the review of the Local Planning Scheme and local planning policies ensure, where new urban development is proposed, the creation of a mix of activity areas with



adequate amenities, safe shopping and recreation areas, housing diversity, employment, public transport and access to education.

Recommendation 15.4

That the review of the Local Planning Scheme and local planning policies ensure ongoing support for appropriate artisan land use in the Commonage rural residential area (such as arts and craft studios, small galleries and cottage industries) while recognising the area's natural and rural residential character.

8.2.6.6 Important Travel Routes and Town Entry Corridors

The entry to urban areas via road corridors is highlighted as an important statement of local cultural character and can provide recognition of the Shire's status for tourists and other visitors. The visual amenity and landscape significance of entry corridors is considered to warrant particular protection from land use or development that would impact on the arrival experience. The Shire is fortunate in that it has generally avoided the commercialisation of land adjacent to entry roads such as Causeway Road and the construction of large, bulky commercial buildings which would impact on views to the wetlands and other natural areas as well as change the existing character of the entry.

The LNRSP also identifies the significance of a number of strategic roads including Caves Road, Cape Naturaliste Road, Wildwood Road, Vasse-Yallingup Siding Road and Commonage Road and recommends the establishment of appropriate development controls to protect the landscape values of land within road view scapes.

Other important roads in the Shire which will require ongoing protection from inappropriate development include Bussell and Vasse Highways, Causeway Rd, Busselton Bypass, Sues Road, Tuart Drive and Layman Road.

Recommendation 16

That the review of the Local Planning Scheme and local planning policy outcomes ensure that significant travel routes and town entry corridors are valued and protected from inappropriate development, including commercial development, inappropriate signage, or vegetation clearing that impacts on visual amenity or views of natural/rural areas.

8.2.6.7 Caravan Park Redevelopment

Over the past ten or so years, land in the Shire has significantly increased in land value, particularly land near the coast and town centres. The Shire's coastal caravan parks have been particularly affected in terms of increasing tax burdens and this has led to pressure to redevelop these assets into strata title facilities. The unfortunate outcome is the ongoing loss of lower end caravan park accommodation leading to a shift in the available range of tourist accommodation in the Shire.

Strata title development of caravan and camping grounds, where the caravan park function has been usurped, has also diminished the social connection/network they supported. Accordingly, traditional caravan park accommodation in the Shire is a cultural asset that warrants attention by decision-makers in terms of:



- protection via Scheme (zoning) provisions,
- provision of incentives for the retention of existing caravan parks adjacent to the coast, and
- incentives for the development of new caravan parks within close proximity of the coast and urban areas.

The objective of retaining holiday character and diversity of tourist accommodation is significant as traditional caravan parks not only provide a more affordable and flexible type of holiday accommodation but a recognisable cultural experience for the many families who have patronised caravan parks and camping grounds in the past, sometimes for generations. This issue has also been considered and is being appropriately addressed as part of the development of the Shire's Local Tourism Planning Strategy.

Recommendation 18

That, in a manner consistent with the approach adopted in the Local Tourism Planning Strategy, existing caravan parks be protected by appropriate zoning provisions in the Local Planning Scheme to recognise the significance of the cultural experience afforded by traditional caravan parks.

8.2.6.8 Urbanisation of Rural Character

Ensuring adequate distinction between rural/natural areas and urban areas is an important planning outcome that addresses not only land use conflict issues but provides benefits in terms of the relative character and cultural identity between the different precincts in the Shire.

The creation of hard edges to urban development, provision of public open spaces, adequate dual use path access and public transport and traffic management mechanisms can enhance the character of individual localities and neighbourhoods. This can contribute to the development of communities both locally and in terms of district and regional cultural identity.

Recommendation 18.1

That the review of the Local Planning Scheme and local planning policies ensures the creation of stronger distinctions between urban and rural/natural areas by the enhancement of characteristics relating to space, mobility, pedestrian access, traffic management, accessible public transport, and by the provision of definable (and permanent) development edges.

The loss of visual character through increasingly urban-style marketing enticements and a lack of subtlety in entry statements and structures in rural areas can impact significantly on rural and natural character. In addition, the establishment of restaurants and other intensive non-agricultural development in the Agriculture zone is considered inappropriate, particularly when the Scheme has established a Viticulture and Tourism zone specifically for the purpose of providing for more intensive tourism development in rural areas.



The Local Planning Scheme should address the design of entry statements in rural areas and intensive commercial land uses in the agricultural areas in relation to impacts on rural and visual amenity in these areas, particularly along rural roads and tourist routes.

Recommendation 18.2

That the review of the Local Planning Scheme and local planning policies ensure the inclusion of appropriate objectives and provisions to prevent the commercialisation of rural areas leading to the loss of agricultural production and rural and natural visual character along rural roads.

8.2.6.9 Natural Heritage and Visual Amenity

The natural heritage of the Shire is recognised nationally and internationally as unique, diverse and attractive. While the planning framework provides protection to the environment generally and to visual amenity in some areas, the opportunity is now available to target natural and cultural heritage in all Precincts as well as the visual importance of natural and rural landscapes. This could be achieved by auditing landscapes from environmental, amenity and cultural perspectives with a view to providing better outcomes for currently unprotected areas.

Recommendation 19.1

That the review of the Local Planning Scheme and local planning policies ensure the enhanced and ongoing conservation of the natural and cultural heritage of all Precincts as well as the visual importance of both natural and rural landscapes.

The issue of public access to, and views to coastal foreshores and wetlands could benefit from some further consideration. There are many instances of inappropriate development outcomes and signs (sometimes unauthorised) that impact on views unnecessarily. The planning framework could also ensure that development proposals consider the provision of safe, appropriate and legal access for residents and visitors to public areas such as foreshores and wetlands, including the provision of additional footpath and dual use path connectivity.

Recommendation 19.2

That the review of the Local Planning Scheme and local planning policies addresses the issues of improved access and views to the coast, foreshores and wetlands where opportunities arise during new development and redevelopment.





Vasse Ravens U11 champions 2009

8.3 Other Mechanisms

Many issues arising from the community engagement outcomes are not considered land use issues for the purpose of the LCPS as they are not able to be addressed via the land use planning framework. Although they do not comprise planning recommendations in the LCPS, it is acknowledged that these issues are nevertheless significant and could be addressed by the Shire in appropriate ways. Accordingly it is recommended that these matters be further considered by the Shire outside the planning framework.

8.3.1 Facilities for Sport/Recreation and Youth

The Survey and Focus Groups identified that there is an opportunity to address the provision of appropriate sites for youth facilities such as open air and all-weather performance venues and recreation spaces. Facilities such as playgrounds e.g. the upgrade of Yoganup Park, jetty diving platforms/slides, graffiti walls, and other facilities for cycles and skateboards (including a better connected dual use path network) need to be identified in conjunction with stakeholders and included in works programmes.

It is recommended that the Shire audit recreational and cultural assets to determine a five-year programme for improving, upgrading and maintaining existing and additional youth and recreation facilities, with biennial review.

The programme could be implemented as follows:

1. carry out works that do not require a budget commitment as soon as possible – subject to existing work programmes;
2. adjust existing work programmes to include other works that may have small budget requirements e.g. where minor budget re-allocations can occur or surplus materials are available;
3. works not addressed at points 1 and 2 to be referred for consideration in the subsequent works programmes.



Works programme to include consultation with community and consideration of:

- Upgrade Yoganup Playground as part of foreshore redevelopment.
- Upgrade Busselton and Dunsborough skate parks.
- Investigate and provide alternative opportunities for youth recreation in existing recreation areas and other appropriate spaces.
- Complete Busselton to Dunsborough Regional Recreation Trail/dual use path along Geographe Bay foreshore between Busselton and Dunsborough.
- Improve dual use path connectivity within urban areas and other settled areas such as the Commonage precinct.



9 Implementation



The Local Cultural Planning Strategy comprises a non-statutory component of the local planning framework and will be a key strategic tool informing the Local Planning Strategy and subsequent review of the Shire's District Town Planning Scheme. The Strategy is implemented as a policy instrument pursuant to the Planning Scheme and is a consideration in the Shire's determination of land use and development proposals.

9.1 Implementation Mechanism

The adopted Strategy has specific status under the Town Planning Regulations and the State Planning Framework. This centralised framework provides a context for decision-making in relation to land use and development in the State by providing a context for local and regional policies, strategies and Schemes.

The Strategy is recognised by the Shire and the WA Planning Commission as a framework for future land use, development and urban design in terms of cultural planning outcomes, particularly in urban areas.

The Shire is required to give due regard to recommendations of the Strategy in making planning decisions and in the consideration of Scheme amendments (including rezoning proposals), draft structure plans, development applications, subdivision proposals and policy formulation and review. In some cases the State Administrative Tribunal will also be required to give due regard to the provisions of the Strategy in the determination of applications for review of decisions made in relation to applications for development and subdivision.

Implementation of the Strategy, both as an adopted Scheme policy instrument and as a significant component of the Local Planning Strategy (which will ultimately influence the Local Planning Scheme outcomes), will assist the community to underpin the cultural identity of the Shire and serve to embed arts and culture into Shire's corporate and planning processes.

The objective is to conserve the key character elements of the Shire's towns and rural areas and to maintain these elements over strategic time frames by integrating cultural planning into both the Local Planning Scheme and further into core Shire operational practices.



9.2 Monitoring and Review

Evaluation is an important part of the process. Regular evaluation against the summary of recommendations at Table 11 and their relative time frame for implementation will enable objective assessments to be made about the Shire's performance in achieving the adopted outcomes.

The Strategy should be subject to monitoring and review as follows:

- a. Ongoing evaluation of adopted recommendations and outcomes;
- b. Response to change e.g. changes in Government policy or local priorities;
- c. Review of outcomes accordingly (in response to a. and b. above); and
- d. Comprehensive review every five years;

The focus of monitoring and review should relate to the extent to which the Strategy has been successful in achieving the land use planning objectives of the Shire and in guiding decision-making to achieve the outcomes of the Strategy.



9.3 Recommendations and Actions

The following Table summarises the recommendations adopted by the Shire in relation to cultural land use planning in the district.

Table 11
Summary of Recommendations and Actions
 Shire of Busselton Local Cultural Planning Strategy

Timing of Actions

A: ongoing

B: < 24 months (before June 30, 2012)

Recommendation/Action		Timing	Budget Implication
1	That the Shire of Busselton Local Cultural Planning Strategy be adopted by Council and the WAPC and implemented by the Shire as part of the land use planning framework.	A	Nil
2	That the Shire of Busselton Local Planning Strategy be formulated with regard to the relevant recommendations adopted pursuant to the Shire of Busselton Local Cultural Planning Strategy.	B	Existing process
3.1	That the Local Planning Scheme includes specific reference to the importance of cultural outcomes and cultural identity in the Scheme's 'Aims' e.g. to protect, conserve and enhance areas within the Shire identified as being of significant cultural value and to ensure that cultural issues are a consideration in all decision-making.	B	Existing process – Scheme review
3.2	That the Local Planning Scheme includes specific reference to the need to consider and assess the effect of a proposed land use or development on cultural matters relevant to the site and locality in the Scheme's 'matters for consideration'.	B	Existing process – Scheme review
4	That the carriage of policy outcomes in relation to cultural development and cultural land use planning be a responsibility across all areas of the Shire, including Community and Commercial Services, Planning and Development Services, Engineering and Works Services and Finance and Corporate Services via the incorporation of relevant procedures, systems and policy i.e. a more effective organisational approach must be applied to the process of implementation of cultural development initiatives and cultural planning outcomes.	A	Existing process of systems review and documentation
5.1	That subsequent review of the Shire's local planning policies and technical specifications ensure that cultural impact assessment and cultural significance are integrated and considered in the decision making process i.e. the policy and specification framework need to be broadened to reference cultural values and principles, cultural assets, and public art opportunities in the assessment of development, works and land use proposals.	B	Ongoing process of policy review



5.2	<p>That cultural impact assessment be integrated into the Shire's Social Impact Statements Policy including reference to cultural significance in the objectives and inclusion/modification of provisions at point 5.5 (e):</p> <p>(e) Cultural Impact</p> <ul style="list-style-type: none"> ▪ Impact on local character, amenity and 'sense of place' including loss of cultural function of places; ▪ Impact on historic and cultural landscapes; ▪ Impact on attractions of the area, including travel routes; ▪ Impact on places of indigenous and European cultural heritage significance; ▪ Identify opportunities for public art and cultural interpretation; and ▪ Include community in partnerships to achieve desirable outcomes. 	B	Ongoing process of policy review
6	<p>That the Development Checklists used by the Shire's Development Control Unit and other Shire staff to assist in the assessment of development applications and applications for rezoning, structure plans and subdivision, be updated/modified to include cultural assessment items as follows:</p> <ul style="list-style-type: none"> • Qualitative, criteria-based assessment tools i.e. assessment on merit of how sites contribute to culture and cultural development; • Opportunities for public art, including Percent for Art Policy outcomes; • Opportunities for cultural expression e.g. development on or adjacent to sites of cultural significance, including indigenous cultural heritage sites; • Opportunities to raise awareness of culture/history through public art and interpretation; • Retention of existing facilities, assets and resources that contribute to the cultural fabric of the place; • Impact on local character, amenity and 'sense of place' including loss of cultural function of places; • Impact on historic and cultural landscapes and attractions of the area, including travel routes; • Community awareness of proposals – consultation outcomes. 	B	Ongoing process of internal cross-directorate review
7.1	<p>That the following culturally significant Precincts and their attributes be identified for the purposes of the LCPS:</p> <p>A. Naturaliste Ridge Precinct – Dunsborough, Commonage, Cape Naturaliste, Indian Ocean coast, Leeuwin-Naturaliste Ridge from Wilyabrup to Naturaliste.</p> <ul style="list-style-type: none"> ▪ environmental capital of pristine bush land, caves and rugged ocean coast, important travel route corridors such as Caves Rd and Cape Naturaliste Rd, complemented by agricultural activities including viticulture. ▪ creative capital demonstrated in the furniture makers, jewellers, artists and 'cottage industries' including artisans and live music entertainment. ▪ social capital embedded in ocean recreation, surfing, fishing, whale watching, tourist activities, live music and markets. ▪ cultural capital as evidenced by the galleries, wineries, concerts, artist studios, boutique style town centre with cafes, restaurants and live music venues. <p>B. Geographe Bay Precinct – Busselton, Vasse and the Geographe Bay coast east of Dunsborough.</p> <ul style="list-style-type: none"> ▪ environmental capital of an extensive north-facing shore line and diverse ecology along the foreshore - Busselton Jetty is a focal point along with a number of other heritage buildings in the town centre of Busselton. ▪ intellectual and creative capital demonstrated in medical 	A	Nil



	<p>research, creative industries, wood craft, pottery, visual artists and designers with a focus of dance, music, theatre activities in the Busselton Cultural Precinct.</p> <ul style="list-style-type: none"> ▪ social capital embedded in recreation, tourist activities, hospitality industry, short stay accommodation, camping, caravanning, fishing, whale watching; and hosting a number of events and festivals. ▪ cultural capital as evidenced by the heritage walks focusing on built environment sites in the Busselton town centre, the Busselton Library, galleries, theatre, cinema, hotels, parks, restaurants, cafes. <p>C. Wetlands Precinct – Vasse-Wonnerup, New River, Broadwater and Dunsborough wetlands.</p> <ul style="list-style-type: none"> ▪ environmental assets which include a complex system of wetlands and significant diversity of flora and fauna - the Vasse-Wonnerup Wetlands are listed on the RAMSAR register of internationally important wetlands. ▪ creative assets demonstrated in the museum and pottery club housed at the Old Butter Factory, art works in foreshore parks, Waljin Garden and the Community Garden. ▪ social assets represented in the number of interest groups and community caretakers of parts of the wetlands and weekend markets in Rotary Park. ▪ cultural assets including heritage significance of the Old Butter Factory Museum and former (relocated) Railway Station in Rotary Park. <p>D. Rural Precinct – rural and agricultural areas east of Leeuwin-Naturaliste Ridge.</p> <ul style="list-style-type: none"> ▪ environmental capital and agricultural activities based on a variety of soil types, diversity of cropping, viticulture, fruit, olives and livestock - sheep, deer and cattle (beef and dairy) and regional parks of native vegetation. ▪ social capital represented by hamlets, halls, churches and general stores and historically by the Group settlers as well as farm stay and short stay accommodation, wineries, restaurants, tourist attractions and specialist farming of viticulture and food production. 		
7.2	That when considering planning proposals and development applications the Shire is to seek to ensure that the character of the adopted Precincts is maintained and enhanced to enable the ongoing conservation and maintenance of cultural sites and resources within the Precincts.	A	Nil
8.1	That development standards relating to plot ratio and dwelling density are applied to both the Busselton and Dunsborough town centres, but with incentives that allow for higher densities and/or relaxation of other development standards where desired development is undertaken. Dwelling density standards should also apply to development of tourist accommodation. Identification of sub-precincts within which different standards apply should be considered. For Busselton town centre, a base plot ratio standard of up to 1.5 and base dwelling density standard of up to R60 should be considered. For Dunsborough town centre, a base plot ratio standard of up to 1.0 and base dwelling density standard of up to R50 should be considered. These standards may be adjusted over time as market conditions and preferred planning direction changes.	B	Existing process – Scheme review
8.2	That there continue to be detailed design guidance for the Busselton and Dunsborough town centres, that should be refined over time, and that the following development incentives are considered: <ul style="list-style-type: none"> • Mixed-use development – where both commercial and residential/accommodation uses constitute 25% of the floor-space of a proposed development, up to a 50% density bonus in terms of both unit density and plot ratio. 	A	Existing process – Scheme review



	<ul style="list-style-type: none"> Places for informal social interaction – where a development incorporates a restaurant, small bar or café that meets minimum specifications, do not count that space as part of plot ratio calculations, and do not require the provision of car parking for the first 100m² of this floor-space, and provide up to a 25% density bonus in terms of plot ratio for the remainder of the development. Non-self contained tourist accommodation (hotel style) – generally support development up to 5 storeys high, where detailed design issues are adequately addressed no density or plot ratio controls, car parking provision reduced from 1 bay per unit to 1 bay per 2 units (and to nil if paid parking is introduced into either town centre in future). Self-contained tourist accommodation – up to a 50% density bonus in terms of both unit density and plot ratio. Affordable housing – up to a 100% density bonus in terms of unit density and a 50% bonus in terms of plot ratio for 1 bedroom dwellings (note that, because of provisions of state planning policy, up to a 50% density bonus in terms of unit density would otherwise apply) and up to a 50% density bonus in terms of both unit density and plot ratio, and a reduction in on-site resident car parking provision from 2 bays per dwelling to 1 bay per dwelling for 2 bedroom dwellings. Where more than one of the incentives is triggered, incentives may be accumulated, up to maximum of a 100% density bonus in terms of both unit density and plot ratio. 		
8.3	That the introduction of planning controls to achieve acceptable interior noise levels be considered for residential and tourist accommodation uses in the Busselton and Dunsborough town centres, given the potential for elevated external noise levels as a result of other activities in those town centres.	B	Existing process – Scheme review
8.4	That the local planning scheme and planning policies be reviewed to encourage creative industry hubs in appropriate residential areas - home based enterprises accommodated in single residential housing or buildings designed to have the appearance and scale of a residential dwelling.	B	Existing process – Scheme and policy review
9	That the review of the Local Planning Scheme and local planning policy outcomes address the issues of place-making relating to public open space, town squares, main streets, cultural and heritage precincts, and other community spaces, and that project management and process control measures are implemented to ensure the enhancement of existing places of cultural significance, including incorporation of public art and cultural interpretation.	B	Existing process – Scheme and policy review
10	<p>That the review of the Local Planning Scheme and local planning policy outcomes ensure the achievement of the ongoing retention of existing attractive streetscapes, main street character and the rural/holiday town character of town centres by:</p> <ul style="list-style-type: none"> implementing a programme of streetscape (including roads and foot paving) upgrades based initially on existing town-scaping plans; and making the maintenance and improvement of buildings and facades attractive to landowners by the provision of incentives such as SAR concessions and sponsored programmes for the provision of paint and materials where landowners/tenants carry out works which meet the stated policy objectives. 	B	Existing process – Scheme and policy review
11.1	That the review of the Local Planning Scheme retain the Shire's current Special Character Area Policies to reflect cultural heritage objectives and principles, including reference to cultural assets and public art opportunities.	B	Existing process – Scheme review
11.2	That the Local Planning Scheme consider the values of the 'Busselton Cultural Precinct' (at the northern end of Queen Street, Busselton) with a view to its identification as a special character area with appropriate	B	Existing process – Scheme review



	Scheme provisions and policy outcomes.		
12.1	That the review of the Local Planning Scheme and local planning policy outcomes include appropriate provisions relating to the implementation of the Shire's Percent for Art Policy. Where funds are provided through the Percent for Art scheme, funds will accumulate to provide interpretive artworks for trails or artworks for significant public open space, recreation grounds or public buildings generally within the precinct in which the development takes place.	B	Existing process – Scheme and policy review
12.2	That the Shire ensure that public art projects are delivered as part of major capital works, particularly in the Dunsborough town centre, Dunn Bay foreshore precinct, Busselton town centre, Jetty precinct and other high profile areas.	A	1% of works budget for each major project
12.3	That the Shire develop a policy position in relation to the Shire's provision of public art in capital works projects in urban areas.	B	Staff to initiate
12.4	That a programme be developed for the ongoing provision by the Shire of public art in the town centres and other appropriate locations in consideration of Table 9 – Significant Cultural Sites, and in accordance with the Public Art Implementation Schedule (Table 10).	B	Staff to initiate
13	That the review of the Local Planning Scheme considers the zoning or reservation designations of cultural sites to ensure appropriate protection of significant cultural assets. This could include the introduction of new reserves or zones e.g. 'Conservation' reserve, with appropriate provisions ensuring land use and development in accordance with the community's expectations.	B	Existing process – Scheme review
14.1	That a site for a performing arts centre be identified in an appropriate location in or near the town centre of Busselton, noting that Lot 450 Queen Street, within the cultural precinct, is the Shire's preferred site..	B	Existing process – Scheme review
14.2	That a site for a youth centre be identified in appropriate locations in both Busselton and Dunsborough to ensure ongoing access to adequate youth recreation, social and education facilities in both towns.	B	Existing process – Scheme review
15.1	That the review of the Local Planning Scheme and local planning policy outcomes ensure that existing cultural, social and convenience facilities are replaced where re-development occurs so that new development is required to replace the function of the place if still required unless it is agreed by the Shire that alternative arrangements are acceptable.	B	
15.2	That assessment guidelines be formulated to ensure adequate recognition of existing facilities, identity and character is achieved in redevelopment outcomes of places such as Carburnup River and Yallingup which provide a community hub, a gathering place, and essential services such as post office, newspapers and convenience goods.	B	
15.3	That the review of the Local Planning Scheme and local planning policies ensure, where new urban development is proposed, the creation of a mix of activity areas with adequate amenities, safe shopping and recreation areas, housing diversity, employment, public transport and access to education.	B	Existing process – Scheme review
15.4	That the review of the Local Planning Scheme and local planning policies ensure ongoing support for appropriate artisan land use in the Commonage rural residential area (such as arts and craft studios, small galleries and cottage industries) while recognising the area's natural and rural residential character.	B	Existing process – Scheme review
6	That the review of the Local Planning Scheme and local planning policy outcomes ensure that significant travel routes and town entry corridors are valued and protected from inappropriate development, including commercial development, inappropriate signage, or vegetation clearing that impacts on visual amenity or views of natural/rural areas.	B	Existing process – Scheme review
17	That existing caravan parks be protected by appropriate zoning provisions in the Local Planning Scheme to recognise the significance of the cultural experience afforded by traditional caravan parks. This should be pursued	B	Existing process – Scheme review



	in a manner that is consistent with the direction set out in the Local Tourism Planning Strategy.		
18.1	That the review of the Local Planning Scheme and local planning policies ensures the creation of stronger distinctions between urban and rural/natural areas by the enhancement of characteristics relating to space, mobility, pedestrian access, traffic management, accessible public transport, and by the provision of definable (and permanent) development edges.	B	Existing process – Scheme and policy review
18.2	That the review of the Local Planning Scheme and local planning policies ensure the inclusion of appropriate objectives and provisions to prevent the commercialisation of rural areas leading to the loss of agricultural production and rural and natural visual character along rural roads.	B	Existing process – Scheme and policy review
19.1	That the review of the Local Planning Scheme and local planning policies ensure the enhanced and ongoing conservation of the natural and cultural heritage of all Precincts as well as the visual importance of both natural and rural landscapes.	B	Existing process – Scheme and policy review
19.2	That the review of the Local Planning Scheme and local planning policies addresses the issues of improved access and views to the coast, foreshores and wetlands where opportunities arise during new development and redevelopment.	B	Existing process – Scheme and policy review

Note: The budget and timing implications are estimates based on current information in 2010 and are subject to review.



Appendices



Integrating Cultural Planning

The Stages of Integration	Agency Characteristics
Stage 1: Activity, but Low Awareness	<ul style="list-style-type: none"> • Agency unaware of full potential of cultural planning/ development strategies and the relevance to their objectives; • Short term, ad hoc community arts projects.
Stage 2: Raising Awareness and Extending Engagement	<ul style="list-style-type: none"> • Greater awareness and recognition of the impact of cultural planning practice on social, environmental and economic wellbeing; • Initiation of some longer term cultural development projects which engage different sections of agency; • Continuing strong dependence on energies/leadership of one or two key individuals.
Stage 3: Emerging Vision and Relationships	<ul style="list-style-type: none"> • Widespread awareness/acceptance of cultural planning approach within agency; • Beginnings of a long term vision; • Wider engagement by agency staff in cultural planning and development programmes; • Solid basis of support within agency among senior managers and the various professional groups.
Stage 4: Vision, Commitment and Development	<ul style="list-style-type: none"> • Commitment to routine consideration/incorporation of cultural development factors and opportunities in agency activities/decision making processes; • Well articulated long term vision for the role of cultural planning/development within the agency; • Multi-disciplinary teams involved in cultural planning programme formulation and implementation; • Cultural development skills identified, acknowledged and developed in agency staff; • Responsibility for cultural planning shared across a range of disciplines and at senior, middle management and operational levels.
Stage 5: Integration	<ul style="list-style-type: none"> • Formal integration of cultural planning and development into the agency's strategic planning, corporate planning and budgetary processes; • Powerful 'quality of life' ethos pervades all agency activities.

Cultural Precincts



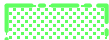

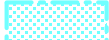

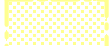
LOCAL CULTURAL PLANNING STRATEGY

PRECINCTS

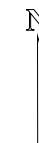
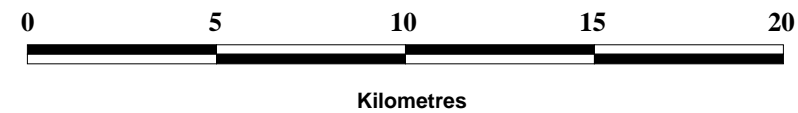
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Precinct

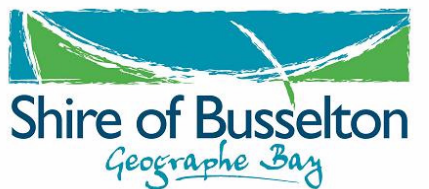
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|--|-------------------|---|----------------|
|  | Geographe Bay |  | Town |
|  | Naturaliste Ridge |  | Road |
|  | Wetlands |  | Shire Boundary |
|  | Rural | | |

Scale at A3 - 1:200 000



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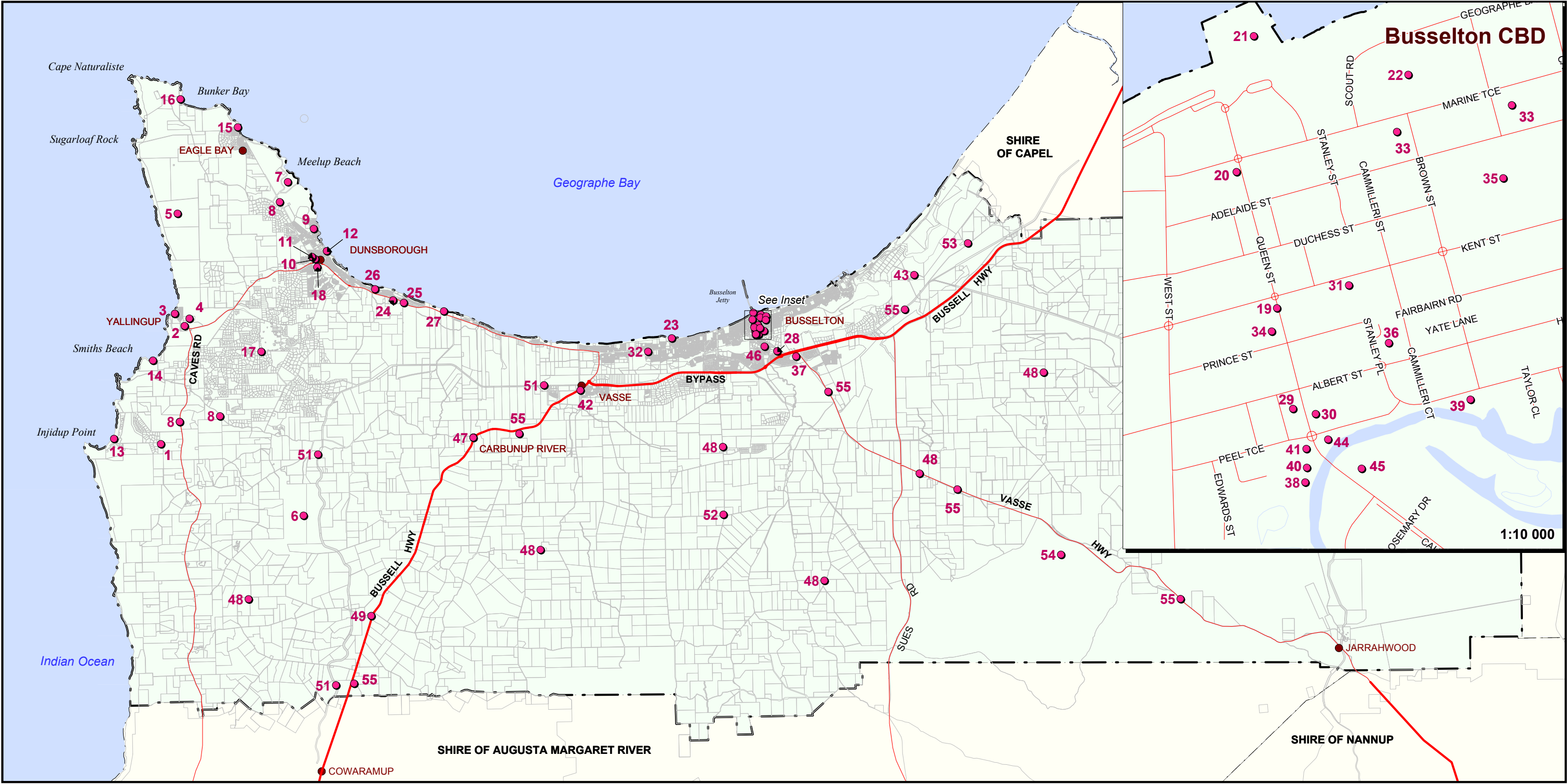


Significant Cultural Sites/Group Settlement Plaques & Areas Maps

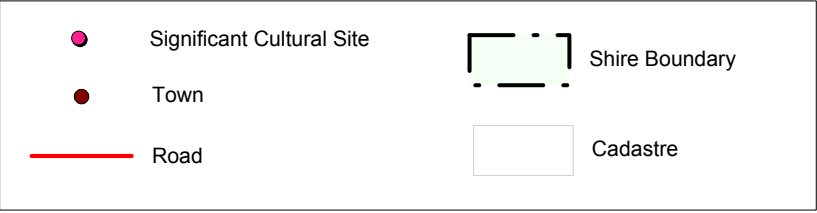
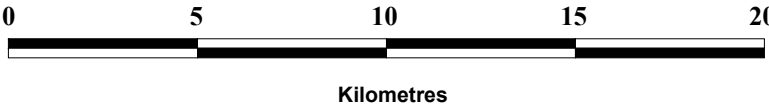
LOCAL CULTURAL PLANNING STRATEGY

SIGNIFICANT CULTURAL SITES

Shire of Busselton, WA



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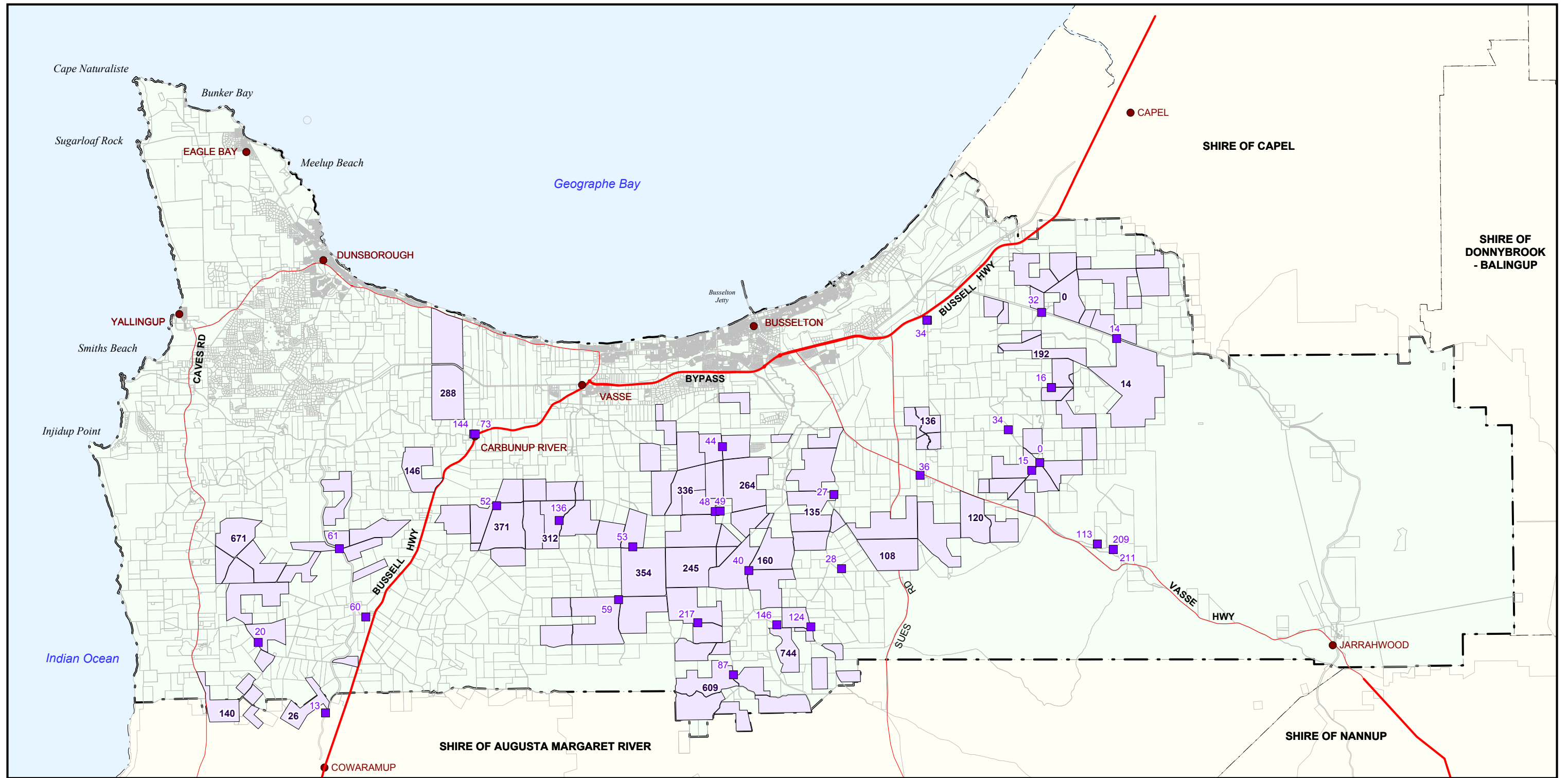
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LOCAL CULTURAL PLANNING STRATEGY

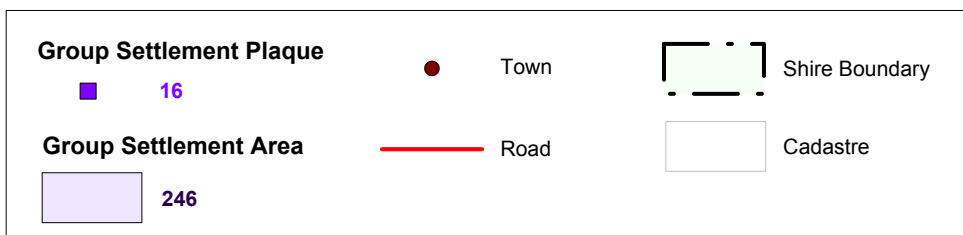
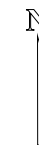
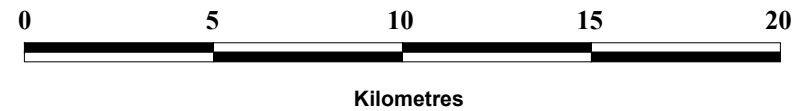
GROUP SETTLEMENT PLAQUES & AREAS

Shire of Busselton, WA



Disclaimer: the positions of the plaques are indicative only. Ground truthing needs to be undertaken to provide an accurate record of their locations.

Scale at A3 - 1:200 000












The Shire of Busselton does not guarantee that this map is without errors and accepts no responsibility for consequences of actions that rely on this map.





Produced 06/08/10
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Public Arts Register & Public Arts Sites Map




#	WORK TITLE	ARTIST NAME	YR	DESCRIPTION	BUDGET	FUNDING BODY	LOCATION	CONDITION	IMAGE
1	Busselton Heritage Trail	Julie Parsons with Maree Norris Mohn and Paula Thomson (local artists)	1998	Handmade painted and printed ceramic, mosaic tiles inlayed into concrete paving to mark significant heritage and historical sites. Over 20 tiles in various locations. History and Heritage, People and Places, Art and Leisure, Geographe Bay Cultural Precinct	\$2,500	Shire of Busselton	Various with starting point and trail description situated outside the Tourist Information Centre. Causeway entry to Busselton CBD	FAIR	
2	The Beacon	Julie Parsons with Maree Norris Mohn	1998	Three dimensional metal and concrete structure, (light house/wishing well) with mosaic tiles illustration of cultural and historical elements of Busselton part of the Busselton Heritage Trail. History and Heritage, Art and Leisure, Causeway Entry in Geographe Bay Cultural Precinct.	\$15,000	Shire of Busselton	Heritage Park causeway entry to Busselton CBD	FAIR, sound elements not working, audio tapes stored with Shire	
3	Possum Paving	Julie Parsons	1998	Tessellated concrete tiles in green and red form a 'welcom mate' on the interior and exterior of the entrance to the Geographe Leisure Centre. The Ringtail Possum. Nature and Environment. Wetlands Cultural Precinct	\$3,000	Shire of Busselton	Geographe Leisure Centre	FAIR	
4	Busselton Suite	Tony Jones	1991	A suite of 7 free standing small scale bronze works on plinths made from Rail I bar and jetty timber themed on local history related to Geograph Bay and the jetty. People and Places, History and Heritage. Nature and Environment. Geographe Bay Cultural Precinct	\$44,000	State Government Department of Housing and Works, Percent for Art Scheme	Busselton Court House	EXCELLENT	




#	WORK TITLE	ARTIST NAME	YR	DESCRIPTION	BUDGET	FUNDING BODY	LOCATION	CONDITION	IMAGE
5	Beach Marker	John Feeney, Karen Seaman, Meg Smart.	1991	Hand made painted and embosed ceramic tiles placed arround the edges of cement circular 2 teir with centre marker pole. Images of fish, people and jelly fish. Some tiles extend into surrounding paving.Jetty area Geographe Bay Cultural Precinct	not avaiable	Shire of Busselton	Busselton foreshore west of Jetty at the end of Queen Street	POOR	
6	2004 Olympic Torch Rally	Russell Sheridan	2000	Three 5 m free standing carved Jarrah figures one holding the olympic torch the other a javelin. Built to commemorate the 2004 Olympic touch rally through Busselton originally situated in Mitchel Park then moved to outside the Touris Information Centre. People and places, Historical event	\$3,000	Shire of Busselton/ SPONSORED BY AMP	Geographe Leisure Centre	Good - not sure where the third one is	 
7	Park Seat Series	Russell Sheridan	2000	A series of seating constructed from jetty timbers carved in the shape of surf boards with significant historical figures representing settlement stories. Placed on concrete footings with inlaid tiles and inscriptions.	not available	Shire of Busselton	various locations from signal park to the caseway down Queen St.	Poor; from the original seats have been removed and others have damaged or missing original components	
8	Sails	Not available	2001	Painted corrugated iron cut in the shape of sails to hide amenities in the ArtGeo court yard.community art project with TAFE students. Geographe Bay Cultural Precinct	not available	Community Arts WA	Old Court House, Courtyard ArtGeo		




#	WORK TITLE	ARTIST NAME	YR	DESCRIPTION	BUDGET	FUNDING BODY	LOCATION	CONDITION	IMAGE
9	Street seating series	Steve Creek, Pel Turner and Petti McInnes	1993	A series of Chunky Jetty timber seating painted. For sites in the CBD and main street.	not available	Shire of Busselton	Queen Street Precinct, work pictured is on Kent Street outside LDS Church	Poor	
10	Street Banners	Chris Williamson	Unknown	Bright coloured fabric banners commissioned to celebrate the festival life of Busselton		Shire of Busselton	Displayed on banner poles in Queen street. Some stored in SHIRE DEPOT	Variable	
11	Busselton Beach Festival Mural	Maree Norris Mohn with community	Unknown	5m x 4m painted ceramic tile mural set onto exposed timber frame attached to brick wall of Post Office. Depicts the sea life, shore and water scenes and images. Childrens paintings. Environment and Nature, People and Places, Geopraphe Bay Cultural Precinct.		Iluka and the Shire of Busselton	Springe Street wall of Post Office crn Stanley Place	good some graffiti (feb 2009)	
12	YOGANUP Regional Playground (YRP)	Coordinated by Perpetua McInnes as SW community Arts Office involving 11 artists including Texan Playground design specialist Jimi Jolley to work with the community. Tim Morley, Pel Turner, Steve Creek, Karen Semoure, Peter Hoskin, Bernard Kaiser, Jon Denaro, Maree Norris Mohn and Karen Meager, Jenny and David Doherty with 300 community members and DEET skill share workers	1993/94	The key concept behind the park is one of community involvement. Community groups participated in conception, fundraising, and assisting in construction. Winner of the 1994 National Heart Foundation State award for innovative outdoor recreation design.	\$63,000 funded by Westralia Sands Limited, Department of Culture and the Arts, CEAD federal funds	Shire of Busselton	Framed by Scout Road, Geopraphe Bay Road and Marine Terrace		 






#	WORK TITLE	ARTIST NAME	YR	DESCRIPTION	BUDGET	FUNDING BODY	LOCATION	CONDITION	IMAGE
13	YRP Mosaic Entry Statement and other mosaic elements	Maree Norris Mohn and Karen Meagher	"	Hand embossed ceramic tiles depicting theme of sea spirits, and numerous tiles with "friends of the park' who paid \$10 to make a tile decorated with their family name and hand print, these tiles where placed in the bike track and pathways.	"	"	"	Good some flacking and chipping	
14	YRP 'The Flying fox Catcher'	Jon Denaro	"	A mermaid like 3.5m figure constructed with armature and concrete the catcher sat at the end of the 30m flying fox	"	"	"	removed due to poor condition.	
15	YRP 'The flying washing machine'	Jon Denaro	"	Designed and built from a recycled twin tub the functional sculpture replaces the stereo type bouncing horse	"	"	"	removed due to poor condition.	
16	YRP Wind vane and sea bird	Steve Creek, Jenny and David Doherty	"	Metal structures assembled on poles	"	"	"	fair	
17	Talking Funnels	Tim Morley and Shire outdoor staff	"	metal funnels at children height place in adjacent gazebo's	"	"	"	good	
18	YRP Main entrance Tunnel	Local Aboriginal people possibly lead by George Webb		Painted concrete inside of enterance tunnels with traditional designs and carved timber totem poles		"	"	fair some graffiti	





#	WORK TITLE	ARTIST NAME	YR	DESCRIPTION	BUDGET	FUNDING BODY	LOCATION	CONDITION	IMAGE
19	Gazebo	Russel Sheridan		Carved timber pole and corrugated tin roof circular gazebo with seating, Figurative caving of local historic identities. Historical, people and places. Geographe Bay Cultural Precinct. Geographe Bay Special Character.		Centenary Funded Project	Dunsborough foreshore east of car park	Good	
20	Gazebo Floor Mosaic	Fiona Sinclair	"	Floor mosaic to the Gazebo glass and ceramic commercial tiles, subject circular placed directional figures. Environmental.	"	"	"		
21	Street Light Poles	Fred McDonald		Cast steel circular design depicting 'tea tree' identified image of the area in elbow of light pole. Poles through out CBD and down Dunn Road to foreshore Environmental/ Street Furniture Dunsborough	\$600 for the design	Shire of Busselton, MAIN STREET PROJECT	Dunn Bay Road, Dunsborough CBD		
22	Bus Shelter	Steve Creek	1995	Upturned bus boat forms the roof of the bus shelter, Corrugated iron, wood with seating some painted elements. Arts and Leisure, Geographe Bay Cultural Precinct	\$5,000	Shire of Busselton, MAIN STREET PROJECT	Elmore St, Geographe Bay		
23	Play Equipment	Fred McDonald and Steve Creek		Boat shaped area with poles originally with a flying fox and swings with soft fall of sand had support poles for shade cloth currently not in place. Art and Leisure_Street Furniture			Dunsborough foreshore end of Dunn Bay Road, east of car park east of Gazebo	FAIR,Some elements not functional	









#	WORK TITLE	ARTIST NAME	YR	DESCRIPTION	BUDGET	FUNDING BODY	LOCATION	CONDITION	IMAGE
24	Old Dunsborough Trail	Maree Norris Mohn		Dunsborough history and trail a community arts project		Shire of Busselton	In storage with the artist and the Shire Depot		
25	The Dunsborough Vanes	Chris Williamson	2005/2006	Printed and painted steel banners that rotate on 4 - 5m poles according to the direction of the wind. Images on the vanes designed by Chris as a community project and incorporate local cultural themes, wines, food, sea activities.Arts and Leisure, Nature and Environment People and Places.	\$70,000	Shire of Busselton	Three in round a bout at the junction of Caves Rd and Elmore St, Caves Rd and Dunn Bay Road		
26	Whale Tail	Russel Sheridan		Concrete on armature whale tail protuding from concrete slab, painted blue	donation		Mr Norris Pk Causway Busso Entry	VERY POOR	
27	The Geographe	Voytek Kozlowski	2006	Free standing, two dimensional steel structure. Cut out shapes of the waves and the Geographe and fish. Some shape elements welded onto surface.	\$7,700	Dep of Housing and Works/ Percent for Art	Geographe Primary School Entry Statement		

#	WORK TITLE	ARTIST NAME	YR	DESCRIPTION	BUDGET	FUNDING BODY	LOCATION	CONDITION	IMAGE
28	Crabber	Alex and Nicole Mickle	2002	Cast bronze figure sitting on wooden structure to emulate the jetty. The figure is crabbing and looks down on circular mosaics with images of sea life. This is one of several works in mosaic and wood that are situated in the courtyards of the school, Wetlands and sea themes. Structures of children to climb onto. Nature and Environment, People and Places.	\$35,000	Dep of Housing and Works/ Percent for Art	Geographe Primary School		 
29	Vase Primary School Entry Statement	Alex and Nicole Mickle		Timber and painted steel free standing sculpture. Themed on the sea and sails. Nature and Environment, Rural Farm Cultural Precinct.		Dep of Housing and Works/ Percent for Art	Vasse SHS Bussell HWY		
30	Urban Totems	Busselton Pottery Group	1996	Embossed handmade and painted terracota ceramic tiles images of heritage buildings in Busselton, and people and crafts. Heritage and history, People and places.	Donation	Busselton Pottery Group	Busselton Library crn Prince and Cammilleri Strs	Fair - Poor	
31	Busselton	Busselton Pottery Group	1996	Depicts stories of white settlement of the Shire in hand made ceramic tiles assembled as a mural	Donation	Busselton Pottery Group	Exterior Civic building entrance wall	Poor	
32	Pottery Group Interpretive Pole	Busselton Pottery Group	2005	Interior work telling the story of the pottery group	Self Funded	Self Funded	Interior butter factory		

#	WORK TITLE	ARTIST NAME	YR	DESCRIPTION	BUDGET	FUNDING BODY	LOCATION	CONDITION	IMAGE
33	ST MARY'S CHURCH Leadlight and stainglass windows	Unknown		1970s plain glass windows were replaced with stained glass donated by descendants of the pioneering families.Heritage/ Religious/ Integrated			ST Mary's Church Cnr Albert And Queen St Busselton	Excellent	
34	The Baudin Bust	Unknown	2005	Cast bronze bust commemorating French explorer Nicolas Baudin. The bust was part of a project which charts the voyage of Baudin along points of his famous journey. Mauritius, Tasmania and now Busselton are just some of the locations which feature the similar artwork. The installation also includes a plaque with information on the life of Baudin and his experiences as he travelled along the West Australian coastline. Geographe Bay Cultural Precinct, History and Heritage, People and Places		Donated by the Terra Australis Committee	It is situated at the end of Queen St, near the Busselton Jetty.	Excellent	
35	Untitled	Unknown check meelup regional group for details		Colourful tile Pattern mosaic, red grey, blue, yellow and white tiles.			Meelup Reserve, Meelup Beach	Excellent	

#	WORK TITLE	ARTIST NAME	YR	DESCRIPTION	BUDGET	FUNDING BODY	LOCATION	CONDITION	IMAGE
36	Artworks at the Community Garden	Various elements by community members, coordinated by Carol Bibby, Penny Robinson, Pam Shanks, Jonathon Falconer Brown and Justin Allison gate artist unknown		Art works, steel cut out fence and gate, painted sheds and mosaic gazebo community arts.Nature and environment.ture and Environment, People and Places			On the Vasse River Crn Strelly and Roe St	Excellent	
37	Untitled"	Steve Creek		Three dimensional steel figurative works, steel suitcases. Cut out elements in roof cast a shadow of 'flying figures and cut steel mural on wall, welcome and departure. People and places.			Busselton Airport off Vasse Hwy.		
38	Dunsborough Recreation Centre Mural	Annie Winchcombe		Painted panels children at play		Busselton Shire and Dunsborough Progress Association			
39		Community Art Mural		sea theme		Dunsborough Art Society	Dunsborough Hall		
40		Karen Seaman-Meagher	1998	Fish concrete fero cement		State Government Percent for Art Scheme	Dunsborough Police Station	fair	

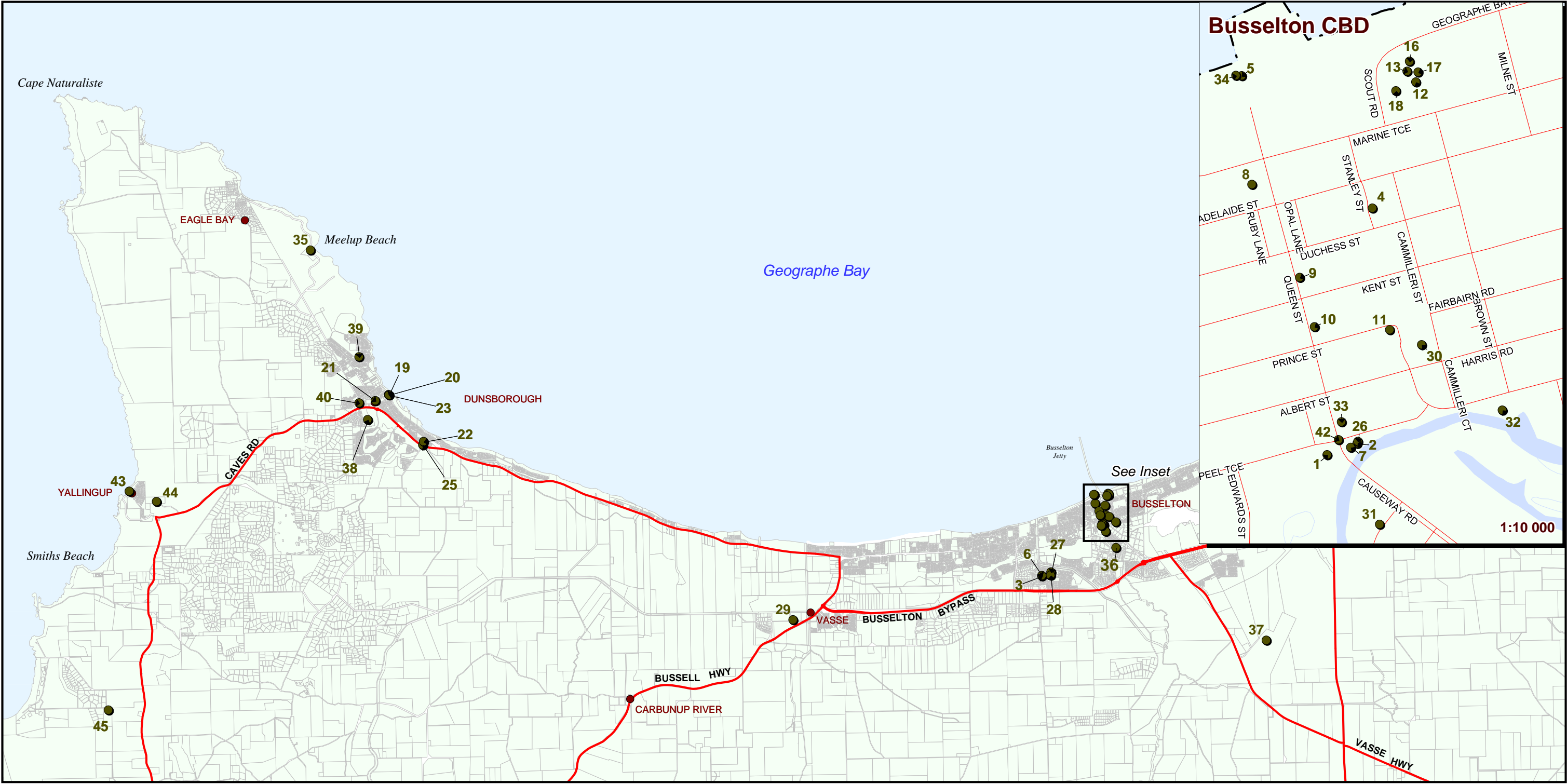
#	WORK TITLE	ARTIST NAME	YR	DESCRIPTION	BUDGET	FUNDING BODY	LOCATION	CONDITION	IMAGE
41	Busselton Aquatic Centre	Karen Seaman	1996	Bathers busts in pool of water with spiral form			Illuka funded.	removed due to poor condition.	
42	Six Seasons	Lance Chadd (design only)	2008	Concentric coloured concrete roundabout to depict the six seasons as acknowledge in Noongar culture and their relationship to the four seasons . The colours matched a watercolour painting by Lance Chadd	\$4,000		Shire of Busselton	excellent	
43	Childrens Playground Yallingup	Unknown		Carved timber posts mosaics adorn the play apparatus lizards, eagles and fish.			Yallingup village foreshore park	v good	
44	Ngilgi Cave mosaic	George Webb		Ngilgi Cave (formerly known as Yallingup Cave) remains one of the Capes most visited attractions. Year 2000 marked one hundred years of operation as a tourism attraction. Located a short distance north of Yallingup, Ngilgi Cave is named because of its association with a rich Aboriginal legend describing the battle between a good spirit (Ngilgi) and an evil spirit (Wolgine).					

#	WORK TITLE	ARTIST NAME	YR	DESCRIPTION	BUDGET	FUNDING BODY	LOCATION	CONDITION	IMAGE
45	WARDAN ABORIGINAL CENTRE	George Webb and various community artists, the Wardan Centre also showcases local Noongar artists works.		The Wardan Aboriginal Cultural Centre was developed by the Wardandi people as a place where they can share their culture with visitors, school groups and Aboriginal people from other areas, in an effort to increase understanding and reconciliation with the wider community, History and Heritage, Arts and Leisure, People and Places			Injidup Springs Road off Wyadup Road.		  
Gardens, Parks and Trails									
1	BUSSELTON HERITAGE TRAIL PLATES			36 etched plates sited around the town direct the historical narrative. The last plate (now missing) was located at the end of the Jetty. Indigenous culture is recognised and identified by the local Aboriginal people. History and Heritage, People and Places.			Various sites location map outside Tourism Centre		
2	Group Settlement						Various sites location map outside Tourism Centre	 	

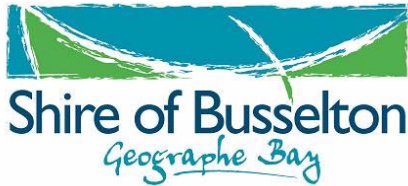
LOCAL CULTURAL PLANNING STRATEGY

PUBLIC ARTS SITES

Shire of Busselton, WA



Produced 18/08/10
by the Shire of Busselton GIS Section



Focus Group Outcomes

Shire Staff Focus Group

30 March 2009

Q1. What are some of the desirable cultural features/resources in the Shire?

- Beaches, natural resources
- Entry to Busselton (low key sense of arrival)
- Sporting Facilities
- Town Centres
- Places to eat/drink/socialise
- Car parks at beaches etc as meeting places
- Rural mosaic/backdrop/mix of uses (agriculture/tourism/urban)
- Small nodes and public facilities in hubs
- Special interest groups
- Space
- Rural landscape
- Intimate town sites
- Marine life
- Jetty
- Coastal landscapes
- Vegetation on rural road reserves
- People/backgrounds
- History
- National Parks & regional recreation areas
- Distinction between urban and rural (space, mobility, lack of traffic)
- Lifestyle choices (elements of preference)
- Camping and caravan parks
- The section of road which provides the sense of arrival at Caves House, including the settlement Pines - the office and general store at Caves House.
- The sweeping curve of the road from tennis courts to Yallingup town site entry (including the absence of kerbed road edges and the narrow brook crossing.
- The informal car park on granite overlooking main break and Bubble at Yallingup.
- Caves road view shed including the character of the road geometry and the absence of advertising.
- Morton Bay Fig trees and Norfolk Island pines at Busselton foreshore.
- The recreation trail/ foot path to Rocky Point.

Q2. What are the driving forces that could affect our cultural resources and land use in the Shire of Busselton over the next 20 years either positively or negatively i.e. trends, threats, opportunities

- Population growth
- Urban sprawl
- Demographic change
- Engaging all age groups
- Sophistication of population

- Technology
- Property investment/ absentee landowners
- Creation of new centres
- Congestion
- Commercialisation of rural areas (loss of visual character through marketing enticements/lack of subtlety)
- Fragmentation of community through urban sprawl
- Seasonal influxes (visitors/absentee landlords)
- Transport – airport, RPT, fast train, bypass and extensions
- Growth of industry
- Clone Towns/Franchise/Chain.

Q3. Are there desired cultural uses in the Shire's town centres that don't have appropriate parcels available on which to locate? What are they (if any)?

- Space for caravans and services
- Performing arts centre
- Community space (meeting/hub)
- Town Square
- Promenade/Walking Space
- Café strip
- Library precinct
- Interactive public art/trails
- Community/visitor signage
- Places for children (as in example of Donnybrook playground attracting numbers from other regional towns)
- Places for teenagers.

Q4. Are there places in the CBD where there are land use conflicts? Are there areas where there needs to be an easier transition between varying land uses?

- Caryard in main street
- Poorly maintained buildings
- Real estate offices/strip
- Restaurants outside of CBD (scattered)
- Bussell Hwy commercial development (strip, parking at front)
- Oversupply of op shops
- Duns – petrol station at centre of town, roundabouts and car parks.

Chambers/DPA Focus Group

March 31, 2009 Equinox Café

Attendees:

Dee Smith (DYCCI)
 Cindy Evans (DPA)
 Ray McMillan (BCC)
 Peter Gordon (BCC)
 Russell Chandler (BCC/Highschool/Bare Naked Theatre)
 Cr Beth Hastie
 Cr Don Hanran-Smith



Q1. What are some of the desirable cultural features/resources in the Shire?

- Yallingup Main Break/Beach
- Marine Reserve
- Art Geo
- Wardan Culture/heritage
- Rocks/beach Eagle Bay and Yallingup
- The non commercial aspect
- Shopping and cafes if it's kept in balance with viability and rural lifestyle
- Ocean
- Meelup Regional Park
- Geographe Bay – especially for yachting and sea based sports/activities
- Farming
- Whicher Range
- Group settlement history
- Inland rural landscape
- Green open spaces
- Parks and playgrounds (need more for boys)
- Bike trails
- Walk trails (links to towns needed)
- Health and fitness
- Organized sport and sporting events
- Hunting and gathering (produce direct: food, dairy, wine, soap...)
- Busselton Health Study
- Rural medical school
- Research and training ground.
- Information and promotion needed about free sites, experiences and activities in the area and history/heritage of the region.

Q2. What are the driving forces that could affect our cultural resources and land use in the Shire of Busselton over the next 20 years either positively or negatively i.e. trends, threats, opportunities

- Development pushing sports out of town centres and threatening organized sport within the community
- Disability access affected by development pushing activities out of town centres
- Growth will change lifestyle/face of community
- Town centres should remain for community uses
- Developers and their requirements are met before the communities - money talks
- Developers should provide facilities in new areas as well as support main centres in towns
- Developers could contribute to a main cultural centre and other infrastructure for community use
- Fragmentation could be a problem with the development of new 'mini' centres
- Mismanagement of centres and gathering points
- Strata title development replacing caravan and camping grounds has diminished the social connection/network they supported e.g. Green Acres
- Self contained short stay accommodation has effected vibrancy in towns as is not social people do not interact outside of units
- Cost of sports is becoming prohibitive for young people – not affordable due to increasing insurance costs etc.
- Need to look at how to create free activities
- Youth needs sports and interaction



- Lack of respect for building and public arts
- Graffiti on blank spaces.

OPPORTUNITIES

- Linking cycle paths etc could be seen as proactive outdoor/active role models
- Bring forward historical information and stories for easier access and consumption for visitors and locals.
- Create more public open space and parks with exercise structures, activities and history/heritage interpretation/art/trails etc
- Need to create forum for community expression about history in area
- Discovery through interactive interpretative art/form
- Engaging the younger generation.

Q3. Are there desired cultural uses in the Shire's town centres that don't have appropriate parcels available on which to locate? What are they (if any)?

- Performing Arts Centre
- Short term accommodation in the town centres
- Need to increase vibrancy in towns through arts and culture experiences
- Public music
- Performance sites (issues with business – quality of entertainment)
- Restaurants not staying open at night – no people about
- Small performance shells at foreshores.

Q4. Are there places in the town centres where there are land use conflicts? Are there areas where there needs to be an easier transition between varying land uses?

- Department store in West Street
- Car Yards in main streets
- Real Estate agents "strip in main streets (at least open 7 days)
- Town is rundown and tired looking – needs a face lift
- Fantastic architecture hidden from lack of care – should be preserved
- Meelup park and Lighthouse precinct – concerns about zoning and protection from certain uses still allowable under recreation zoning.
- Leavers and managing them in the town centre
- Disabled access.

Q5. When you think of land use, how do you balance private property rights/population growth and development with overall community interest?

- People not vehicles should come first in planning the town centre
- Smiths Beach example of custodians of a significant site – lack of balance between greed and community needs/cultural importance and the environment
- Green Acres – unable to afford to continue running as a caravan park due to land taxes/rates etc. Cost to refurbish and so on...lost forever to strata title development
- Putting mechanisms in place to ensure balance so as not to impact negatively on the community, retain visual amenity and business interests (Bunker Bay quite successful)
- Levels of agreement need to be enshrined in planning
- Rebates and incentives are needed for businesses to invest in upgrades of facades etc
- The Shire lacks control over developers – no scheme guidelines that are strong enough. They always win at the tribunal appeals



- Need to retain the façade and character of the towns
- Multinationals will come in put up their tilt panels, internalise the shopping and take the people off the streets – no controls to stop clone towns.

Youth Focus Group

31 March 2009

(comments veered a bit across the questions)

Q1. What are some of the desirable cultural features/resources in the Shire?

- Sporting grounds, Barnard Park – open space to kick a football or other informal sport
- Skate parks – provide open space and keep kids away from shops
- (Need) music venues
- Natural environment/beaches – keep landscape natural and don't over develop
- Clubs – but they are located in Bunbury and Perth
- Crank It Up concerts not consistent enough, need weekly entertainment for under 18's.

Q2. What are the driving forces that could affect our cultural resources and land use in the Shire of Busselton over the next 20 years either positively or negatively i.e. trends, threats, opportunities

- Commercialisation (threat)
- Selling of community assets
- Taking too long to fix Jetty
- Need slides and platforms on Jetty – to add to Jetty jumping
- Upgrade airport for better transport links
- Entertainment for under 18's that's fun, exciting, upbeat tunes, no alcohol, natural high
- More bus services, not many taxis and expensive, network needs to run from Port Geo, out to Vasse and to Dunsborough (bikes are seen as being for little kids by mid teens and also impractical in bad weather)
- Bigger TAFE with more options that actually fit with the jobs available in the area
- Trade training centre
- Better hospital and emergency services
- More and better police (because of nothing to do, lots of kids wander around the streets at night and want to feel safe) – a perception that police didn't provide young people with same service as older people – example given of young people being followed by drunk, aggressive older crew and police giving perfunctory warning before driving off and leaving them to it
- More shopping precincts
- No youth centre at present – provide youth centres in Busselton and Dunsborough.
- Jobs in music, fashion, creative areas
- Culture of surfing and youth should be supported in the area
- Vacant buildings could be utilised for youth spaces
- Live music venues
- Primary industries – too many hospitality jobs
- Traineeships, brickies, trades, building jobs needed.



Q3. Are there desired cultural uses in the Shire's town centres that don't have appropriate parcels available on which to locate? What are they (if any)?

- No cultural area for young people – HQ in Leederville a good model with music, skating, computers, lounging areas
- Need a lot more entertainment, vibrancy
- Higher education – kids have to move to Perth or travel to Bunbury
- More industry – fishing, timber
- Jams, olives, oils, direct produce – Farmers Market in Busselton is good
- Weekend Markets
- Urban Art – public art, sculptural forms, legal graffiti walls – discussion was held about illegal taggers, opinion was that most of the vandal graffiti came from 'out of towners' and the legitimate spray artists needed more legal opportunities for expression. Example given was the half pipe at the Community Garden, which has been painted (although apparently the paint used has compromised the surface texture)
- Youth space with skate park, legal graffiti wall and small meeting place set in open space
- More playgrounds, upgrade Yoganup – bring back or design more play equipment, the fish skeleton etc is missed
- Skate park and Yoganup situated well together – bring in demountable cottage for youth space
- Decent footpaths (in general, not just town centres) – kids on foot and bikes notice the bumpy bits and bits not joined
- Nightclubs/nightlife.

Q4. Are there places in the town centre where there are land use conflicts? Are there areas where there needs to be an easier transition between varying land uses?

- Road layout and parking
- Skate park does not conflict with caravan park, too much (unwarranted) blame on legitimate skate park users for night time trouble, when the real problem is the dark, empty spaces attracting older troublemakers and hoons - the young people want to see the skate park being safer at night
- Everyone interacts well at skate park and looks after each other
- Older people need to be more understanding of the needs of young people
- 'Busselton – Simply Irresistible' – 'Don't Bring Your Kids'
- Demographic change – young people need to be considered by the Council.

Q5. When you think of land use, how do you balance private property rights/population growth and development with overall community interest?

random comments

- Busselton is too right wing – needs to lighten up
- Concept of high density not supported, CBD seen as needing to 'fill up' before going up (building height).



Artisans Focus Group

1 April 2009

Attendees:

Artists:

John Miller
Alison Rae Brown
Jacquie Happ
Voytek Kozlowski
Kim Pearce?
David Thompson

Community:

Brian Linnicker
Margaret Winchcombe
Dorothy ?
Ronnie Millard

Q1. What are some of the desirable cultural features/resources in the Shire?

- Busselton Court House
- Meelup – moon rise
- Castle bay – whaling industry
- Canal Rocks
- Cape to Cape walk trail
- Dunsborough to Eagle Bay walk trail
- Cape Naturaliste Light house
- Bunker Bay
- Schoolies Week
- Eagle Bay
- 'Coast'
- Southbound Concert
- Driving through trees
- Tuart Forest
- Art places/studios/galleries/trail
- Dunsborough bakery
- Forest to shoreline/trails
- Fishing diving
- Old Dunsborough Hall
- Weld Theatre Busselton
- Social Hubs – entertainment
- Caves House Hotel and precinct
- Yallingup Hall
- Ngilgi Cave, Yallingup
- Wineries
- Sport
- Wildflowers – cape to cape – rare vegetation and flora species
- Birds
- Vasse and Dunsborough Markets
- French connection
- Baudin Sculpture
- Art events/festivals at wineries & galleries
- Food events
- Busselton art exhibitions
- Cycling/ways
- Margaret artisans
- Cape harmony concert (annual)
- Theatre groups (Bsn and Dunsborough)
- Caves Road
- Sculpture Parks
- Vasse
- Dunsborough - foreshore
- Drive-in cinema



Q2. What are the driving forces that could affect our cultural resources and land use in the Shire over the next 20 years either positively or negatively i.e. trends, threats, opportunities?

- Developers
- Increase in population
- Absentee landowners
- Fly in fly out facility
- Ageing population
- Tourist town/seasonality
- Signage regulations (directions)
- Limited information services
- Economic downturn
- High rent and land value (books signs)
- Shire boundaries and competitive nature over information
- Tourist sector boundaries – wine region.

Q3. Are there desired cultural uses in the Shire's town centres that don't have appropriate parcels available on which to locate? What are they (if any)?

- Performance spaces only music, acoustics
- Visual arts exhibition space – CATB in Busso
- Playing fields in Dunsborough
- More TAFE facilities and variety of courses
- No connection with university extension
- No area for students and facilities to studio access courses – intellectual stimulation
- (rural – out of Busso) access to venue
- Cultural resources outside of Busso CBD
- Location important behind Vasse tech
- Need a piano (to share)
- Tourist (caravan parking?) bays.

Q4. Are there places in the town centre where there are land use conflicts? Are there areas where there needs to be an easier transition between varying land uses?

- Swimming pool
- Central aspects of Dunsborough – commercial support for arts/food/etc.
- Seasonal
- No open venue for performance
- Traffic/people in town centre.



Focus Groups Comparison

	SOUTHERN RIP	SHIRE STAFF	CHAMBERS/DPA/ COUNCILLORS	ARTISANS
QUESTION 1 <i>What are some of the desirable cultural features/resources in the Shire?</i>	<ul style="list-style-type: none"> • Sporting grounds, Barnard Park – open space to kick a football or other informal sport • Skate parks – provide open space and keep kids away from shops • (Need) music venues • Natural environment/beaches – keep landscape natural and don't over develop • Clubs – but they are located in Bunbury and Perth • Crank It Up concerts, but not consistent enough, need weekly entertainment for under 18s. 	<ul style="list-style-type: none"> • Beaches, natural resources (2) • Entry to Busselton (low key sense of arrival) • Sporting Facilities • Town Centres • Places to eat/drink/socialise • Car parks @ beaches etc as meeting spaces • Rural mosaic/backdrop/mix of uses (agric/tourism/urban) • Small nodes and public facilities in hubs • Special interest groups • Space • Rural landscape • Intimate town sites • Marine life • Jetty • Coastal landscapes (2) • Vegetation on rural road reserves • People/backgrounds • History • National Parks • regional recreation areas • Distinction between urban and rural (space, mobility, lack of traffic) • Lifestyle choices (elements of preference) • Camping and caravan parks • The section of road which provides the sense of arrival at Caves House, including the settlement pines. • The office (ex Davies real 	<ul style="list-style-type: none"> • Yallingup Main Break/ Beach • Marine Reserve • Art Geo • Warden Culture /heritage • Rocks/beach • Eagle Bay and Yallingup • The non commercial aspect • Shopping and cafes if it's kept in balance with viability and • rural lifestyle • Ocean • Meelup • Regional Park • Geographe Bay – especially for yachting and sea based sports/activities • Farming • Whicher Range • Group settlement history • Inland rural landscape • Green open spaces • Parks and playgrounds (need more for boys) • Bike trails • Walk trails (links to towns) 	<ul style="list-style-type: none"> • Busselton Court House • Meelup – moon rise • Castle bay – whaling industry • Canal Rocks • Cape to Cape walk trail • Dunsborough to Eagle Bay walk trail • Cape Naturaliste Light house • Bunker Bay • Schoolies Week • Eagle Bay • 'Coast' • Southbound Concert • Driving through trees • Tuart Forest • Art places/studios/ galleries/trail • Dunsborough bakery • Forest to shoreline/trails • Fishing diving • Old Dunsborough Hall • Weld Hall Busselton • Social Hubs - entertainment • Caves House Precinct • Yallingup Hall • Ngilgi Cave Yallingup • Wineries • Sport • Wildflowers – cape to cape – rare vegetation and flora species • Birds • Vasse and Dunsborough Markets • French connection



		<p>estate) and general store at Caves House.</p> <ul style="list-style-type: none"> The sweeping curve of the road from tennis courts to Yallingup townsite entry (including the absence of kerbed road edges and the narrow brook crossing. The informal car park on granite overlooking main break and Bubble at Yallingup Most of Caves road view shed including the character of the road geometry and the absence of advertising. Morton Bay Fig trees and Norfolk Island pines at Busselton foreshore. The goat trail path to Rocky Point. 	<p>needed)</p> <ul style="list-style-type: none"> Health and fitness Organized sport and sporting events Hunting and gathering (produce direct: food, dairy, wine, soap) Busselton Health Study Rural medical school Research and training ground. 	<ul style="list-style-type: none"> Baudin Sculpture Art events/ festivals/open at wineries + galleries Food events Busselton art exhibitions Cycling/ways Margaret artisans Cape harmony concert (annual) Theatre groups (Bsn and Dunsborough) Caves Road Sculpture Parks <ul style="list-style-type: none"> Vasse Dunsborough - foreshore Drive – in cinema.
COMMON THEMES	<ul style="list-style-type: none"> Beaches and foreshores Sporting/Recreational Facilities Natural landscape Local History/ heritage Arts & entertainment 			

	SOUTHERN RIP	SHIRE STAFF	CHAMBERS/DPA/ COUNCILLORS	ARTISANS
QUESTION 2 <i>What are the driving forces that could affect our cultural resources and land use in the Shire of Busselton over the next 20 years either positively or negatively i.e. trends, threats, opportunities?</i>	<ul style="list-style-type: none"> Commercialisation (threat) Selling of community assets Taking too long to fix Jetty Need slides and platforms on Jetty – to add to Jetty jumping Upgrade airport for better transport links Entertainment for under 18's that's 	<ul style="list-style-type: none"> Population growth Urban sprawl Demographic change Engaging all age groups Sophistication of population Technology Property investment/ absentee landowners Creation of new 	<ul style="list-style-type: none"> Development pushing sports out of town centres and threatening the organized sports within the community Disability access affected by development pushing activities out of town centres Growth will change lifestyle / face of community Town centres should remain for community uses 	<ul style="list-style-type: none"> Developers Increase in population Absentee landowners Fly in - fly out facility Ageing population Tourist town / seasonality Signage regulations (directions) Limited



	<p>fun, exciting, upbeat tunes, no alcohol, natural high</p> <ul style="list-style-type: none"> • More bus services, not many taxis and expensive, network needs to run from Port Geo, out to Vasse and to Dunsborough (bikes are seen as being for little kids by mid teens and also impractical in bad weather) • Bigger TAFE with more options that actually fit with the jobs available in the area • Trade training centre • Better hospital and emergency services • More and better police (because of nothing to do, lots of kids wander around the streets at night and want to feel safe) – a perception that police didn't provide young people with same service as older people – example given of young people being followed by drunk, aggressive older crew and police giving perfunctory warning before driving off and leaving them to it. • More shopping 	<p>centres</p> <ul style="list-style-type: none"> • Congestion • Commercialisation of rural areas (loss of visual character through marketing enticements/ lack of subtlety) • Fragmentation of community through urban sprawl • Seasonal influxes (visitors/absentee landlords) • Transport – airport, RPT, fast train, bypass and extensions • Growth of industry • Clone Towns/ Franchise/Chain 	<ul style="list-style-type: none"> • Developers and their requirements are met before the communities. Money talks. • Developers should provide facilities in new centres as well as support main centres in towns • Developers could contribute to a main cultural centre and other infrastructure for community use • Fragmentation could be a problem with the development of new “mini” centres • Mismanagement of centres and gathering points • Strata title development replacing caravan and camping grounds has diminished the social connection/network they supported e.g. Green Acres • Self contained short stay accommodation has effected vibrancy in towns as is not social people do not interact outside of units • Cost of sports is becoming prohibitive for young people – not affordable due to increasing insurance costs etc. • Need to look at how to create free activities • Youth needs sports and interaction OPPORTUNITIES • Linking cycle paths etc could be seen as proactive outdoor/active role models 	<p>information services</p> <ul style="list-style-type: none"> • Economic downturn • High rent and land value • Shire boundaries and competitive nature over information • Tourist sector boundaries – wine region.
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	<p>precincts</p> <ul style="list-style-type: none"> • No youth centre at present – provide youth centres in Busselton and Dunsborough • Jobs in music, fashion, creative areas • Culture of surfing and youth should be supported in the area • Vacant buildings could be utilised for youth spaces • Live music venues • Primary industries – too many hospitality jobs • Traineeships, brickies, trades, building jobs needed 		<ul style="list-style-type: none"> • Bring forward historical information and stories for easier access and consumption for visitors and locals. • Create more public open space and parks with exercise structures, activities and history/heritage interpretation/art/trails • Need to create forum for community expression about history in area • Discovery through interactive interpretative art / form • Exercise parks • Engaging the younger generation OTHER • Lack of respect for building and public arts • Graffiti on blank spaces 	
COMMON THEMES	<ul style="list-style-type: none"> • Commercialisation/ Development • Public Transport • Activities/entertainment for Youth • Population / demographics 			

	SOUTHERN RIP	SHIRE STAFF	CHAMBERS/DPA/ COUNCILLORS	ARTISANS
QUESTION 3 <i>Are there desired cultural uses in the Shire's CBD that don't have appropriate parcels available on which to locate? What are they (if any)? Where could they be located?</i>	<ul style="list-style-type: none"> • No cultural area for young people – HQ in Leederville a good model with music, skating, computers, lounging areas • Need a lot more entertainment, vibrancy • Higher education – kids have to move to Perth or travel to Bunbury • More industry – fishing, timber • Jams, olives, oils, direct produce – Farmers Market in Busselton is good 	<ul style="list-style-type: none"> • Space for caravans and services • Performing arts centre • Community space (meeting/ hub) • Town Square • Promenade/ Walking Space • Café strip • Library 	<ul style="list-style-type: none"> • Performing Arts Centre • Short term accommodation in the town centres • Need to increase vibrancy in towns through arts and culture experiences • Public music • Performance 	<ul style="list-style-type: none"> • Performance spaces only music, acoustics • Visual arts exhibition space – CATB in Busso • Playing fields in Dunsborough • More TAFE facilities and variety of courses • No connection with university extension



	<ul style="list-style-type: none"> Weekend Markets Urban Art – public art, sculptural forms, legal graffiti walls – discussion was held about illegal taggers, opinion was that most of the vandal graffiti came from ‘out of towners’ and the legitimate spray artists needed more legal opportunities for expression. Example given was the half pipe at the Community Garden, which has been painted (although apparently the paint used has compromised the surface texture) Youth space with skate park, legal graffiti wall and small meeting place set in open space More playgrounds, upgrade Yoganup – bring back or design more play equipment, the fish skeleton etc missed Skate park and Yoganup situated well together – bring in demountable cottage for youth space Decent footpaths (in general, not just town centres) – kids on foot and bikes notice the bumpy bits and bits not joined Nightclubs/nightlife 	<p>precinct</p> <ul style="list-style-type: none"> Interactive public art/trails Community/visitor signage Places for children (as in example of Donnybrook playground attracting numbers from other regional towns) Places for teenagers 	<p>sites (issues with business – quality of entertainment)</p> <ul style="list-style-type: none"> Restaurants not staying open at night – no people about Small performance shells at foreshores 	<ul style="list-style-type: none"> No area for students and facilities to studio access courses – intellectual stimulation (rural – out of Busso) access to venue Cultural resources outside of Busso CBD Location important behind Vasse tech Need a piano (to share) Tourist Bays
COMMON THEMES	<ul style="list-style-type: none"> Performing Arts/Music Restaurants/Cafes Footpaths/Pedestrian Access Youth Centres 			

	SOUTHERN RIP	SHIRE STAFF	CHAMBERS/DPA/ COUNCILLORS	ARTISANS
QUESTION 4 <i>Are there places in the CBD where there are land</i>	<ul style="list-style-type: none"> Road layout and parking Skate park does not conflict with caravan park, too much (unwarranted) blame on 	<ul style="list-style-type: none"> Caryard in main street Printing shop Poorly maintained 	<ul style="list-style-type: none"> Department store in West Street Car Yards in main streets Real Estate agents 	<ul style="list-style-type: none"> Swimming pool Central aspects of Dunsborough – commercial



<p>use conflicts? Are there areas where there needs to be an easier transition between various land uses?</p>	<p>legitimate skate park users for night time trouble, when the real problem is the dark, empty spaces attracting older troublemakers and hoons – the young people want to see the skate park being safer at night</p> <ul style="list-style-type: none"> • Everyone interacts well at skate park and looks after each other • Older people need to be more understanding of the needs of young people • ‘Busselton – Simply Irresistible’ – ‘Don’t Bring Your Kids’ • Demographic change – young people need to be considered by the Council. 	<p>buildings</p> <ul style="list-style-type: none"> • Real estate offices • Restaurants outside of CBD (scattered) • Bussell Hwy commercial development (strip, parking at front) • Oversupply of op shops • Duns – petrol station at centre of town, roundabouts and car parks. 	<p>“strip” in main streets (at least open 7 days)</p> <ul style="list-style-type: none"> • Town is rundown and tired looking – needs a face lift • Fantastic architecture hidden from lack of care – should be preserved • Meelup park and Lighthouse precinct – concerns about zoning and protection from certain uses still allowable under recreation zoning. • Leavers and managing them in the town centre • Disabled access. 	<p>support for arts/food/etc.</p> <ul style="list-style-type: none"> • Seasonal • No open venue for performance • Traffic/people in CBD.
COMMON THEMES	<ul style="list-style-type: none"> • Caryard in Main Street • Parking • Building Appearance 			

	SOUTHERN RIP	SHIRE STAFF	CHAMBERS/DPA/COUNCILLORS	ARTISANS
<p>QUESTION 5 When you think of land use, how do you balance private property rights/population growth and development with overall community interest?</p>	<p>This wasn’t gone into in much detail – general discussion, couple of points detailed below:</p> <ul style="list-style-type: none"> • Busselton is too right wing – needs to lighten up • Concept of high density not supported, CBD seen as needing to ‘fill up’ before going up (building height). 	N/A	<ul style="list-style-type: none"> • People not vehicles should come first in planning the town centre • Smiths Beach example of custodians of a significant site – lack of balance between greed and community needs/cultural importance and the environment • Green Acres – unable to afford to continue running as a caravan park due to land taxes/rates etc. Cost to refurbish and so on...lost forever to strata title development. • Putting mechanisms in place to ensure balance so as not to impact negatively on the community, retain visual amenity and business interests. (Bunker Bay quite successful) 	N/A



			<ul style="list-style-type: none"> • Levels of agreement need to be enshrined in planning • Rebates and incentives are needed for businesses to invest in upgrades of facades etc • The Shire lacks control over developers – no scheme guidelines that are strong enough. They always win at the tribunal appeals. • Need to retain the façade and character of the towns • Multinationals will come in put up their tilt panels, internalise the shopping and take the people off the streets – no controls to stop “clone towns” . 	
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Cultural Discovery Survey





Cultural Discovery Survey

The Shire of Busselton is inviting you to contribute your views towards the Local Cultural Planning Strategy through this survey.

Planning for culture in the Shire of Busselton involves asking questions about lifestyle and community values, such as 'How do you keep your community and cultural identity in the face of rapid population growth?' or 'How do you manage the change and protect quality of life, whilst welcoming and including new residents and visitors?' The development of a Local Cultural Planning Strategy as part of a review of the Town Planning Scheme aims to address these issues by incorporating arts and culture into land use planning and supporting existing and additional cultural sites, infrastructure and experiences.

The survey should be returned to either the box provided, Busselton or Dunsborough Libraries, the front counter at the Shire Offices or mailed to Shire of Busselton, Locked Bag 1, Busselton 6280 (Attention: Cultural Planning Officer). Your answers are completely anonymous – if you choose to enter your contact details at the end of the survey, these details will not be attributed to your answers. This survey can also be accessed online at www.busselton.wa.gov.au/tps/cultural

Please Tick or answer Yes or No on the line provided -

Part 1: About you

Are you a...?

Local	Postcode/locality.....
Visitor	Postcode/locality.....
Male	Female

Are you a member of an Arts or Cultural Organisation/Group?

If yes, which one?

What age group are you in?

12- 18	50 - 64
18 - 29	65 and over
30 - 49	

Part 2: Culture and the Arts – Lifestyle

In General, what is/are your main area of interest in the Arts and/or Culture?

Craft	New Media (<i>eg. digital, computerised</i>)
Dance	Outdoor Activity / Events
Film/Screen	Public Art
History / Cultural Heritage	Performing Arts
Literature / Writing	Visual Arts
Music	Other (please specify).....

Do you derive any income from the creative industries? (*e.g art, design, architecture, IT*)

If yes, approximately what percentage of your income?%

Please rank any of the following spaces, places and experiences that you have attended/ utilised in the past twelve months in the Shire of Busselton in order of their importance to you (where 1 is the most important).

Facility/Activity

Galleries / Museums
 Markets
 Libraries
 Theatres
 Cinemas
 Festivals & Events
 Workshops/Forums/Seminars
 Recreational Parks & Gardens
 Cycling/Walking Paths & Trails
 Urban lifestyle (cafes, shopping)
 Historical sites and Buildings
 Wineries / Restaurants
 Tourism Activities or Attractions
 Other (please specify)..... ..

When thinking of the great outdoors, where is your special place in the Shire of Busselton?

Why is this place special to you?

Part 3: Public Art & You

Which existing public art sites in the Shire of Busselton do you consider to be the most significant?

Which is your favourite public art and why?

Where would you like to see public art in the future?

Please indicate whether you agree or disagree with the following:			
	Agree	Disagree	Neither agree nor disagree
I think public art adds value to community life in the Shire			
I would attend/participate in more cultural events/activities if there was more variety in the Shire of Busselton			
The protection and future planning for places and experiences of cultural significance is important to community life in the Shire			

OPTIONAL

Please enter your name, phone number and email address if you would like to be entered into the draw for a fantastic prize kindly donated by Ace Cinemas, Swings & Roundabouts Winery, Equinox Café, Ngilgi Cave and Cape Naturaliste Lighthouse.

☐ Tick if you would like to be added to a database for updates on the project.
 Your details will not be attributed to your answers.

Name.....Phone.....Email.....

Thank you for your contribution!



Survey Outcomes

Importance Ranking subject to Attendance at Facility

NB: Not broken down by age group as minimal variation shown.

Average ranking scores indicate the average rank given ONLY by those who had attended in the past 12 months/stated a ranking in answer.

Average ranking scores are based on the assumption that 13=most important and 1=least important.

	% attended	Average ranking	% not attended
GALLERIES/MUSEUMS	65	9	45
MARKETS	74	7.8	26
LIBRARIES	73	8.4	27
THEATRES	53	6.8	47
CINEMAS	72	7.4	28
FESTIVALS/EVENTS	73	8.3	27
WORKSHOPS/FORUMS/SEMINARS	46	5.3	54
REC PARKS/GARDENS	71	7.6	29
CYCLING/WALKING PATHS & TRAILS	76	8.5	24
URBAN LIFESTYLE	67	7.1	33
HISTORICAL SITES & BUILDINGS	58	7	42
WINERIES/RESTAURANTS	79	7.5	21
TOURISM ACTIVITIES/ATTRACTIONS	57	7.1	43
OTHER	22		
Many mentioned - those mentioned more commonly: Beach Family Activities Sports			

Age 12-18yrs Statistical Analysis

Total = 44% of submissions?

Number of Submissions?

Main Areas of Interest

Craft	41	30%
Dance	51	37%
Film	66	48%
History	10	07%
Writing	14	10%
Music	91	66%
New media	39	28%
Outdoor	81	59%
Public	16	12%
Performing	39	28%
Visual	55	40%
Other	25	18%
Jetty	12	48%

Photography, sports, video Games, girl guides, boxing, skate park, swimming, nature shows, busking, singing.

Income Earned 2 01%

Spaces, Places and Experiences

Galleries/Museums	Recreation Parks/Gardens
Markets	Cycling/Walking Paths/Trails
Libraries	Urban Lifestyle
Theatres	Historical Sites/Buildings
Cinemas	Wineries/Restaurants
Festivals/Events	Tourism Attractions/Activities
Workshops/Forums/Seminars	Other

Special Places

Jetty Area	43%	Parks	8%
Beaches	37%	Skate Park	2%
Smiths Beach	2%	Sports Venues	4%
Yallingup	4%	Bsn Main Streets	2%
Meelup	2%	Shopping Centres	2%
		Bsn Show	2%

Significant Art Sites

Don't know any/none significant	64%
Jetty Area	9%
Yoganup	8%
Art near Post Office	6%
Butter Factory	2%



Favourite Public Art

Don't Know Any/No Favourite 62%

Jetty	5%
Yoganup Park	5%
Art near Post Office	4%
BSN Show	3%
Duns F'shore Mosaic	2%
Surfboard Seats	2%
Queen St. banners	1%

Future Art Site Suggestions

Everywhere	12%
Beaches	6.5%
Parks	5%
BSN Main Streets	4%
Jetty Area	4%
Walkways/Paths	2%
Shopping Centres	1.5%

Agree or Disagree?

Public Art adds Value to the Shire of BSN?

Agree	43%
Unsure/Neither	55%

Attend if more variety?

Agree	50%
Unsure/Neither	46%

Protection and Future Improvements

Agree	40%
Unsure/Neither	59%

To be added to database 11%

Key comments in this age group

The Jetty had overwhelming popularity in this age group. Although the stats suggest this, they don't reflect the comments and weighting individuals gave the jetty. Many of the comments stated the jetty as the "main place in BSN", "the best place to spend time with family and friends", a "big icon" of BSN and generally associated with one of the only places for youth to gather (for free) in the BSN shire. There was also a spattering of "please fix it" comments that I felt were worth noting.

The general focus of this age groups answers appeared to be geared towards 'functional art' or appreciation of youth art. There was a big focus on venues/sites that were able to be used for physical activities (specifically sports and water activities).

Additionally, as the stats suggest, a majority in this age group expressed enjoyment of festivals/events (such as music festivals and the Bsn show) with the highest interest levels being in music, film, dance, visual arts and outdoor events.

Quotes from this age group: (when asked about favourite place in Bsn shire) "I DON'T KNOW yet. I'm JUST HAPPY TO BE HERE WITH MY FAMILY (moved FROM VIC 6 months ago)" (about jetty being a favourite)" BECAUSE YOU CAN HAVE A GREAT DAY OUT THERE"



Age 18-29yrs Statistical Analysis

Total = 6%

Main Areas of Interest

Craft	22%
Dance	55%
Film	55%
History	33%
Writing	33%
Music	94%
New media	16%
Outdoor	61%
Public	28%
Performing	33%
Visual	33%
Other	0%

Income Earned? 0%

Special Places

Beaches	65%
Meelup	11%
Yallingup	11%
Parks	22%
Cape Naturaliste	11%

Significant Art Sites

Don't know any/none significant	61%
Jetty Area	11%

Favourite Public Art

Don't Know Any/No Favourite	55%
Functional Art	11%

Future Art Site Suggestions

Everywhere	11%
Beaches/Foreshore	11%
Main Streets	11%
Jetty Area	11%

Agree or Disagree?

Public Art adds Value to the Shire of BSN?

Agree	61%
Unsure/Neither	39%

Attend if more variety?

Agree	55%
Unsure/Neither	44%



Protection and Future Improvements

Agree	67%
Unsure/Neither	33%
To be added to database	39%

Quotes from this age group:

“(about the jetty being a favourite) So many different people to meet doing such a diverse range of activities”

Age 30-49yrs Statistical Analysis

Total = 23%

Main Areas of Interest

Craft	40%
Dance	26%
Film	64%
History	30%
Writing	26%
Music	57%
New media	10%
Outdoor	72%
Public	44%
Performing	53%
Visual	51%
Other	10%

Individuals who earn an income from the Arts 20%

Special Places

Beaches	85%
Geographe Bay	8%
Meelup	11%
Yallingup	5%
Old Dunsborough	5%
Jetty	21%
Walk Paths	5%
Parks	5%

Significant Art Sites

Don't know any/none significant	42%
Jetty Area	10%
Courthouse	8%
Art Geo	7%
Galleries	7%
Vasse River	5%

Favourite Public Art

Don't Know Any/No Favourite 64%



Duns. Wind Vanes	4%
Mitchell Park	4%

Future Art Site Suggestions

Beaches/Foreshore	31%
Main Streets	22%
Everywhere	17%
Parks	15%
Walkways/Paths	10%
Jetty Area	7%

[Very diverse, some worth mentioning:](#) Dedicated Arts Centre, On Walls, River Banks, Entry to Settlements, Schools, Art Geo Complex

Agree or Disagree?

Public Art adds Value to the Shire of BSN?

Agree	78%
Unsure/Neither	18%

Attend if more variety?

Agree	83%
Unsure/Neither	17%

Protection and Future Improvements

Agree	85%
Unsure/Neither	12%

To be added to database 37%

Some interesting quotes from this age group;

"It can be dynamic. Full of movement and interaction around the jetty area, or serenity in some of the more secluded areas. It has a wonderful feeling of expansion. It's a wonderful place to just breathe."

Age 50-64yrs Statistical Analysis

Total = 14%

Main Areas of Interest

Craft	36%
Dance	34%
Film	48%
History	52%
Writing	39%
Music	59%
New media	7%
Outdoor	72%
Public	52%
Performing	34%
Visual	52%
Other	7%

Individuals who earn an income from the Arts 23%



Special Places

Beaches	86%
Meelup	18%
Geograph Bay	10%
Yallingup	10%

Jetty	10%
Walk Paths	7%
Cape Naturaliste	7%
Untouched Bush	5%
Cape2Cape	5%

Significant Art Sites

Don't know any/none significant 55%

Courthouse	10%
Art Geo	10%
Jetty Area	7%
Vasse River	5%
Baudin's Bust	5%
Mural Near PO	5%
Duns. Vanes	5%
Beach/F'shore Areas	5%

Favourite Public Art

Don't Know Any/No Favourite 61%

Duns. Wind Vanes	7%
Art Geo	5%

Future Art Site Suggestions

Beaches/Foreshore	31%
Towns Main Streets	23%
Everywhere	10%
Parks	23%

Again, very diverse. Some worth mentioning: On Walls, River Banks, Entry to Settlements, Walkways/Paths, Jetty Area, end of Dunn Bay Rd, Courthouse

Agree or Disagree?

Public Art adds Value to the Shire of BSN?

Agree	73%
Unsure/Neither	23%

Attend if more variety?

Agree	64%
Unsure/Neither	29%

Protection and Future Improvements



Agree 82%
Unsure/Neither 16%

To be added to database 54%

As the stats suggest, this age group had a much larger focus on historical sites and the natural environment. There were several mentions of unspoiled bushland, beaches, walk paths and historical art/buildings/sites in the comments made.

Additionally, this age group seemed to offer a far larger variety of places (proportionally) for the open ended questions.

Quotes from this age group: "(most significant public art) Dunsborough entry statement - because it embodies significant elements of the cape." "Cannot believe a town the size of Busselton shuts down after 1pm Saturday-Monday" (future public art) "1% of a new development should be planning development policy of the Council".

Age 65+yrs Statistical Analysis

Total = 13%

Main Areas of Interest

Craft	48%
Dance	19%
Film	29%
History	50%
Writing	28%
Music	48%
New media	48%
Outdoor	43%
Public	33%
Performing	38%
Visual	43%
Other	7%

Individuals who earn an income from the Arts 9%

Special Places

Beaches	71%
Meelup	9%
Geograph Bay	7%
Yallingup	5%

Parks	31%
Skate Park	5%
Yoganup	5%
Barnard Park	5%

Jetty	17%
Untouched Bush	5%
Historical Places	5%

Others mentioned; Wood turner's workshop, Whicher Ranges, Galleries, Naturaliste Ridge

Significant Art Sites



Don't know any/none significant	43%
Courthouse	14%
Art Geo	9%
Jetty Area	5%
Vasse River	7%
Baudin's Bust	5%
Duns. Weather Vanes	5%
Beach/F'shore Areas	5%

Favourite Public Art

Don't Know Any/No Favourite 48%

Sculptures	7%
Galleries	5%
Baudin's Bust	5%
Natural	5%
Riverbank Art	5%
Outdoors General	5%
Art in the Park	5%

[Very varied. Some others mentioned:](#) Meelup Jim Harland, BSN Airport, Museums, Paintings, Mitchell Park, Art near Post office, BSN art society, All

Future Art Site Suggestions

Beaches/Foreshore	19%
Main Streets Towns	19%
Everywhere	14%
Parks	7%
Dedicated Arts Centre	7%
Old Courthouse	5%
End of Dunn Bay Rd.	5%
Jetty Area	7%
Walkways/Paths	5%

[Again, very diverse. Some worth mentioning:](#) Old Ag. Bank, Old Police Station, On Walls, Preserve nature, preserve existing art, Duns' leisure centre, entry to settlements, shopping centres.

Agree or Disagree?

Public Art adds Value to the Shire of BSN?

Agree	74%
Unsure/Neither	21%

Attend if more variety?

Agree	64%
Unsure/Neither	26%

Protection and Future Improvements

Agree	88%
Unsure/Neither	12%

To be added to database	31%
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VISITORS STATISTICAL ANALYSIS

Surveys returned by visitors only numbered approx 8%.

Special Places

Beaches	68%
<i>(All different beaches, predominantly Duns/Yall/Eagle bay coastlines)</i>	
Walk Paths	21%
Cape Naturaliste	10%
Cape2Cape	14%

Significant Art Sites

Don't Know Any/None significant 68%

Butter Factory 7%

All others less than 5%. Some mentioned; Courthouse, Jetty, Duns. Weather Vanes, Mural near post office, BSN art society, tiles at the cemetery

Favourite Public Art

Don't Know Any/No Favourite 71%

None received more than one 'vote'

Some mentioned: Art by children, Sculptures, Paintings, Natural, Old Courthouse Gallery, Old Butter Factory, Museums, Galleries.

Future Art Site Suggestions

Main Streets Towns	14%
Parks	14%
Foreshore/Beaches	14%
Everywhere	14%
Walkways/Paths	7%

Summary?

Overall key comments

Across all ages, locals and visitors, there was definitely a strong theme for a few things. Listed Below:

The Jetty: overwhelmingly the main place mentioned for youth activities, taking visitors and family fun. Going back over the stats and seeing just how important this appeared to be to the community was quite confronting now it is closed. However, the comments suggest that most over 18yrs will still gain use from the jetty area in general.

The need for more Art in general: A few comments were made comparing BSN Shire (unfavourably) to other towns/cities. However, the comparisons were made with MUCH larger towns/cities such as Fremantle, South Australia (city not detailed) and Melbourne.

The desire for a dedicated arts venue: Many comments here along the lines of 'we need a venue for visiting performers/exhibitions/artists in general'.

Desire for more art: The stats show a vast number of individuals who felt there was no significant art sites in the BSN shire, and/or felt they did not have/know any they could call a favourite. That said, as you



can see by the lists, a high volume of art sites were listed, and those who did pick a favourite/significant site, were generally passionate about it.

Appreciation of 'everyday' art: Comments suggested that the majority of the art enjoyed was the type you can pass daily i.e. 'fat lady in the park', 'surfboard seats', 'the barrel' or the type that is in unexpected locations i.e. Beachfronts and riverbanks. Functional art such as benches, seats, bus stops etc. also seemed to be well appreciated and desired.

The value of the outdoors, public events/festivals and music: The stats clearly illustrate people's appreciation of the more natural side of the area i.e. Beaches, unspoiled bush, walking trails. But a majority also expressed a keen interest in music, festivals and events. Many of the comments related to these focussed on a desire for free, easily accessible, family friendly events/festivals.

Overall 'reasons' summary

Reasons across age groups were extremely similar so did not break down.

Those who chose natural areas of coastline/bush gave reasons such as 'serenity', 'peaceful', 'water activities', 'beauty', 'nature', 'fresh air', 'scenery', 'family and friends', 'flora and fauna', 'atmosphere' and 'fun', with very little variation and similar answers across all age groups (the online surveys were the only real exception here, they all tended towards more lengthy reasons).

Those who chose unnatural sites typically gave the following reasons: Historic, memories, fun, family and friends, accessible, physical activity, original and colourful. Again these repeated regularly, with very little variation, across all age groups (as above, the online surveys were the only real exception here, with more in depth reasons being provided).

The majority of exceptions to the above reasons in the quotes/comments under each age group summary are provided.

QUOTES

(no 'Significant art site' quotes as all who gave comments simply stated there were none significant or similar. With the exception of the kids group, which I had to share)

High School Group

Special Place:

(the Beach) "Because I like the serenity"

(Jetty) "Because it brings me and my dad closer"

(Jetty/foreshore) "It has polite people and lots of events"

(the beach) "it's quiet and helps me think"

(Jetty) "because it's a good place to stay the day"

(Meelup beach) "it has lots of rocks to walk on and hardly any stingers"

(BSN Show) "lots of fun and reminds me of good times"

(the Beach) "because it's good fun and a great way to catch up with friends"

(Jetty) "Because it's really historic and i like the way it is"

(Beach) "because you can have a great day out there"

(Jetty) "because it's loads of fun and everyone enjoys being there"

(Margaret River) "it is just a great place"

(beaches and the ocean) "They are beautiful and they are fun"

(Jetty) "Because I like the wildlife"



Favourite public art:

"Main streets because it's colourful everywhere!"

"Yoganup tiles because they are made by little kids"

"Any because I'm a budding artist"

"They are all my favourite because I love art"

(Art in the Park) "Because it's a really big thing and heaps of people buy paintings"

"Surf boards seats because they are unique"

Public art in the future:

"I can see the arts blooming in the city centre"

Main (adult) Group**Special Place:**

(jetty) "I can enjoy being over water without being on a boat!"

"Geographe Bay Foreshore. Pristine and absolutely beautiful – Wold class"

(cape2 cape) "It gives me access to the natural beauty that I love down here"

(several beaches/areas of coastline) "Natural/Preserved/Undeveloped – The most important assets of the region"

(beach) "I grew up with my Dad on the ocean – He was a fisherman. It's a part of me"

(any of the beaches) "they are some of the best in the world"

(jetty) "Magnificent sunsets across the cape, Jetty in the foreground"

(geograph bay) "Accessible and good angling prospects!"

(Smiths Beach) "It always uplifts us, energises and yet calms us at the same time – it changes through the seasons yet is always constant for us"

Favourite Public Art:

"I like the whimsical art at Yoganup Park – gives insight into the children who created the mosaics and original appearance to the play equipment"

"The things by kids – it is often useful and meaningful as well – not just odd space fillers"

"Clay mosaic on the Shire office wall. It is history of Bsn and has weathered beautifully!"

"Train. You can climb on and imagine" (age 50-64)

"The skate park graffiti because it puts off a good vibe and allows youths to express themselves"

"The Drowned Child. The emotional impact"

(the one outside the post office) "Brightens up the town"

Art at Busselton Airport. It's attractive, symbolic and relevant! But there should be more of it"

Public art in the future:

"in future infrastructure – instead of some new vogue architect – let's get kids designing stuff"

Kids (under 12s) Group**Special Place:**

(shops and restaurants) "Because shopping is fun and go to restaurants calm you down"

(the rocky beach) "Because it is the Indian ocean"

(Meelup) "Because my family goes out there for picnics"

(Jetty) "it's by the sea and it's nice to chillout"

(Meelup) "because it's nice and refreshing"

"in my garden. It's a place where i can relax" (age 9)

"Old butter Factory (illustrated). Because I like seeing the olden day stuff" (age 9)

Dunsborough Park (illustrated). "Because it's fun and it's a great place to have lunch" (age 9)



(plants drawn) 'why is this place special to you?' "because it's my back yard" (age 9)

Favourite Public Art:

"Banners in Queen Street. The Banners show wildlife sometimes"

"The jetty is famous"

"The town flags because of the craziness"

"The Busselton Jetty, because it has the exervatory" (sic)

"Fig Tree Lane because it's got lots of it" (age 9)

"Starry night. It stands out" (age 9)

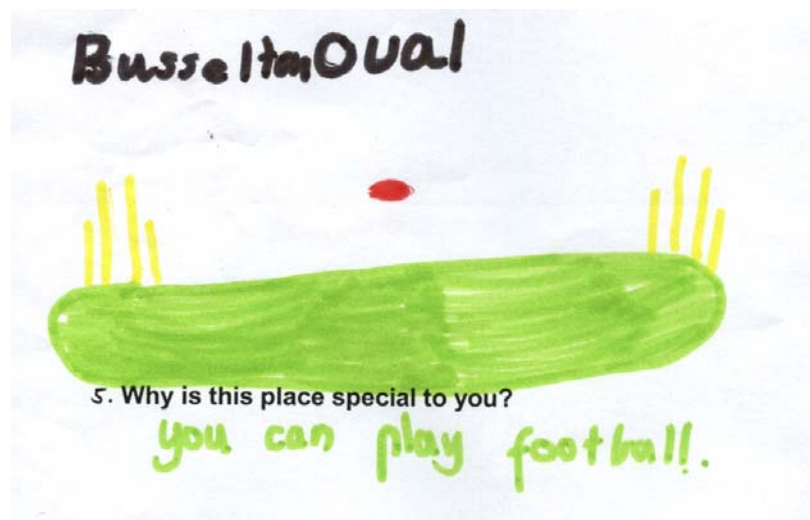
Public art in the future:

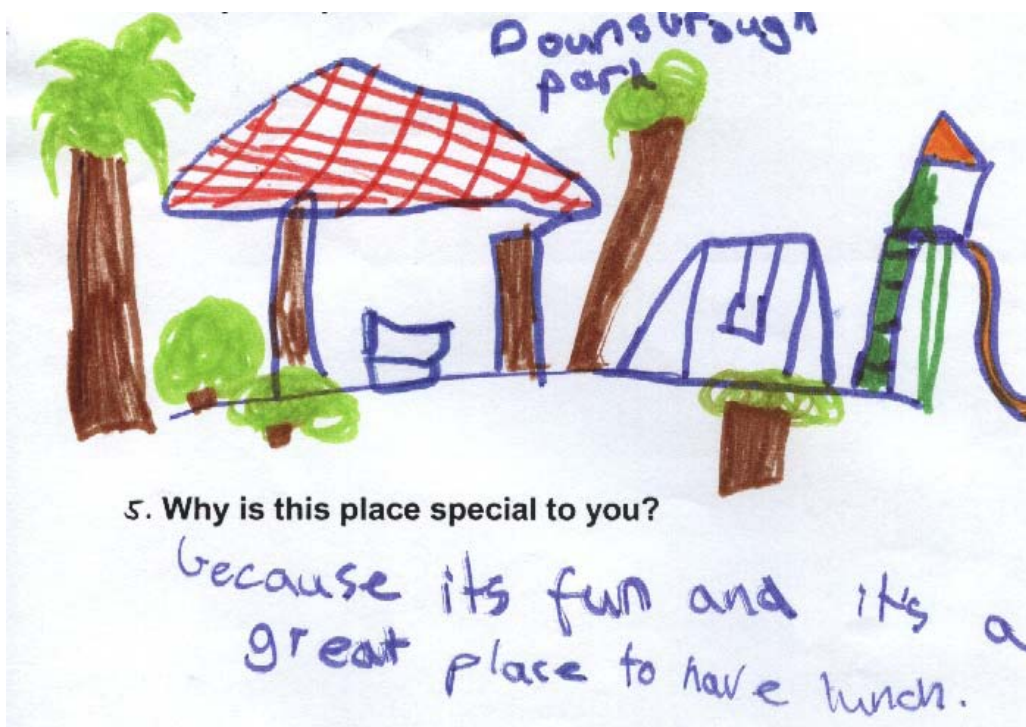
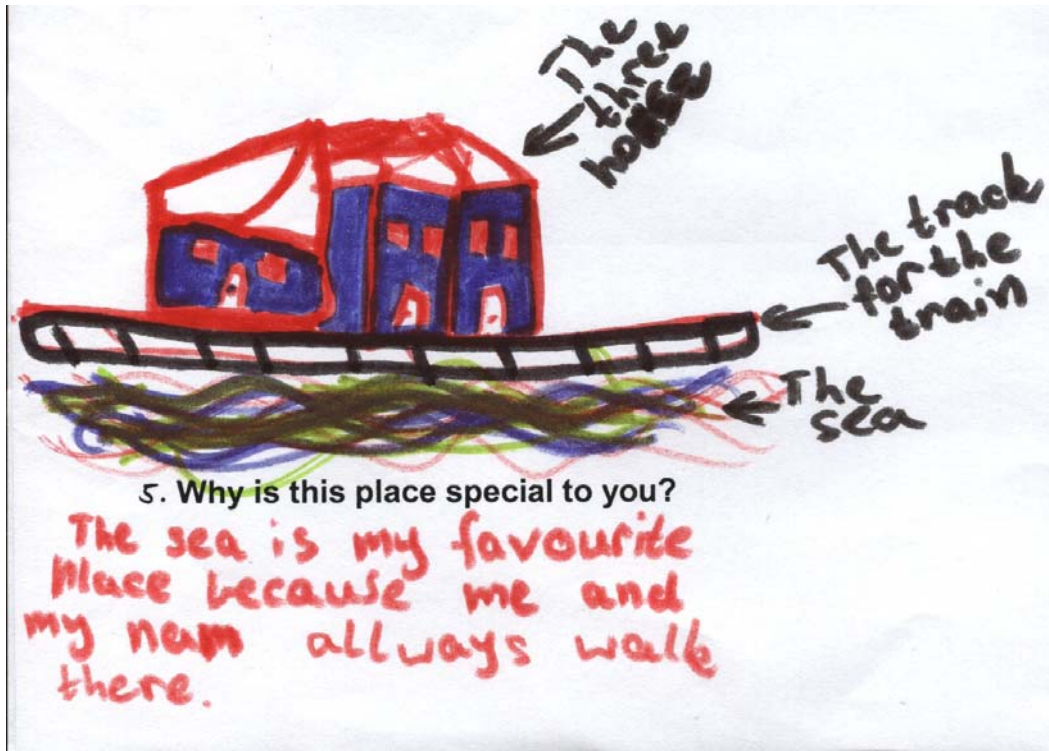
(I would like to see public art..) "in homes out the front"

Significant Public Art:

"The Iron Man poster at the entrance of Busso"

"The Olympic statues because my mum was in the Olympic torch relay".





Survey Outcomes

Places/Sites and Art Types

Special Places in the Shire of Busselton

WILYABRUP CLIFFS	INJIDUP	FORREST BEACH	ROCKY POINT
	HISTORICAL PLACES	SMITHS BEACH	YOGANUP PARK
CAVES	GALLERIES	BROADWATER BEACH	SKATE PARK
FISH RD RESCUE	WHICHER RANGE	GEOGRAPHE BAY	VICTORIA SQUARE
	TUART FOREST	DRIVE-IN CINEMA	CINEMA
WONNERUP	CAPE2CAPE TRACK	YALLINGUP	BSN SHOW
OLD DUNSBOROUGH	UNTOUCHED BUSH	LONGLAUDS PARK?	POOLS
BUNKER BAY	QUINDALUP	BSN MAIN STREETS	CANAL ROCKS
KALGARITCH PARK	ROTARY PARK	WETLANDS	EAGLE BAY
SIESTA PARK	BARNARD PARK	WALKPATHS	CAPE NATURALISTE
LAYMAN ROAD TREES	COMMUNITY GARDENS	INJIDUP	BSN WEST
WOODTURNER’S WORKSHOP	BSN ENTRANCE	ART IN THE PARK	NATURALISTE RIDGE
SPORTS VENUES	VASSE ESTUARY	JETTY AREA	UNDERWATER OBSERVATORY
MEELUP	BMX TRAILS		
BACK ROADS OF YALLINGUP		LEEWIN -NATURALISTE NATIONAL PARK	

Significant Art Sites in the Shire of Busselton

MEELUP TOILET BLOCK	TILES AT WESTPAC	THE OLYMPIC PEOPLE	SURFBOARD SEATS	YOGANUP	AT FESTIVALS
HISTORIC SITES	TILES AT CEMETARY	PLAYGROUNDS	BSN ART SOCIETY	WELD HALL	ART GEO
BAUDIN'S BUST	BUTTER FACTORY	MURAL NEAR POST OFFICE	BENCH NEAR POST OFFICE	ROTARY PARK	WEATHER VANES, DUNS.
LIBRARY GARDENS	JAPANESE GARDENS	ABORIGINAL GARDENS	COMMUNITY GARDEN	CBD ROOFTOP SPIRES	VASSE RIVER
GUNYULUP GALLERIES	NATURAL	BEACH/FORESHORE AREAS	CHILDREN AREA	JETTY	JETTY OBSERVATORY
GAOL	THE BARREL (FORESHORE)	STATUES	MOSAICS	QUEEN STREET	QUEEN ST BANNERS
SKATE PARK	DUNS. ROTUNDA	GUNYULUP STEEL ART	WONNERUP SCHOOL HOUSE	SCHOOLS	YALLINGUP GALLERY
GALLERIES	PARKS	DUNS. PARK	DUNS ENTRANCE	CHURCHILL PARK	MITCHELL PARK
COURT HOUSE	NGILGI CAVE	LIGHTHOUSE	SCULPTURE NEAR GLC	VICTORIA PARK	CINEMAS
DRAWING		TOURIST BUREAU SCULPTURE			



Favourite Art Sites in the Shire of Busselton

DUNS WIND VANES	JETTY	BUSSELTON SHOW	TRAIN	SCUBA STATUE OUTSIDE DIVE SHED	CHICK ON A STICK
GEO LEISURE CENTRE SCULPTURES	SKATEPARK GRAFFITI	MOSAIC ON SHIRE OFFICE	MEELUP JIM HARLAND	BSN AIRPORT	GALLERIES
MUSEUM	BUTTER FACTORY	OLD COURTHOUSE GALLERY	WINDMILL	DROWNED CHILD	BAUDIN'S BUST
ANZAC WAR MEMORIAL	DON'T KNOW OF ANY	DUNS FORESHORE MOSAIC	CERAMICS @ VASSE RIVER	ART NEAR VISITOR INFO CENTRE	NATURAL
VISUAL MOBILITY	PERFORMANCE	PAINTINGS	MOVIES	SCULPTURES	DRAWING
FUNCTIONAL ART	SNAKE SEAT WALJIN GARDEN	RIVERBANK ART	OUTDOORS	MITCHELL PARK	ART IN THE PARK
YOGANUP PARK	ABORIGINAL	JAIL	ART NEAR POST OFFICE	FAT LADY IN PARK	ART GEO
ART BY CHILDREN	QUEEN ST BANNERS	BSN ART SOCIETY	BSN LIBRARIES	SURFBOARD SEATS	MITCHEL PARK ART FESTIVAL
TOURIST BUREAU STATUES	CAPE NAT. COLLEGE STATUES	TILES OUTSIDE COLES	MARKETS	EUROPEAN	O'CONNER SCULPTURE

Future Public Art Site Suggestions

MAIN STREETS OF TOWNS	FORD SHOP	PARKS	SIGNAL PARK	MITCHELL PARK	OLD COURTHOUSE
BSN ART SOCIETY GALLERY	FORMER AG. BANK	OLD POLICE STATION	STUDENT ART EXHIBITION	SCHOOLS	MEELUP BEACH
YALLINGUP BEACH	END DUNN BAY RD	PRESERVATION NATURAL	FORESHORE/BEACH	DUNS. LEISURE CENTRE	ENTRY TO SETTLEMENTS
RIVERBANKS	JETTY AREA	WALKWAYS/PATHS	ON WALLS	REPLACING CLUB/BAR	COMMUNITY GARDEN
CULTURAL PRECINCT		SHOPPING CENTRES	SPORTING VENUES	PRESERVE EXISTING	TOURIST ATTRACTIONS
NEW DEVELOPMENTS	ART GEO COMPLEX	WELD HALL (REP. CLUB)	BOAT RAMP	PORT GEO	VICTORIA SQ.
YACHT CLUB	OUTDOORS GENERAL		EVERYWHERE	DEDICATED ARTS CENTRE	



Place-making Checklist

Guidelines for assessing and developing public open spaces and enhancing spaces of cultural significance, incorporating public art.

- Effective and efficient use of land
- Approaches to design, context, landscape and connectivity
- Re-use of suitable buildings
- Focus on the pedestrian, safety and navigability
- Local character
- Access to green space and play space
- Affordable housing
- Lighting strategy.

Community goals are a top priority in city planning

- Citizens regularly participate in making their public spaces better and local leaders and planning professionals routinely seek the wisdom and practical experience of community residents.
- Residents feel they have responsibility and a sense of ownership for their public spaces.
- Neighbourhoods are respected, fostered and have unique identities. There is a sense of "pride of place."
- Public spaces are planned and managed in a way that highlights and strengthens the culture of a particular community.

The emphasis is on pedestrians, not cars

- Pedestrians and bicyclists are more numerous than vehicles (on at least some streets).
- Streets function as "places" and have numerous attractive destinations along them.
- Transit options are available to get to places where people want to go and are used by all kinds of people.
- Parking does not occupy most of the public space; free parking is difficult to find.
- There is a walkable commercial centre convenient to every neighbourhood that provides everyday needs and services (grocery store, pharmacy, library, medical services, coffee shop etc).

New development projects enhance existing communities

- New developments, both public and private, are designed to include mixed uses and to be easily reached without using a private vehicle.
- Developments are human scale and connect with places to cut through rather than mega scale, internalized and islands unto themselves.
- There is a mix of new housing types and layouts that allows and encourages people to grow old there.



Public spaces are accessible and well-used

- There are public places within both neighbourhoods and town centres where people can gather informally and regularly.
- Parks feature attractions for people of different ages and are used at different times of day; they are more than simply recreation facilities.
- The waterfront allows people to actually reach the ocean, lake or river.
- Amenities (benches, transit waiting areas, etc) are comfortable, conveniently located and designed to support the intended use.
- Negative uses or users do not dominate the public spaces.
- Both children and seniors can easily and safely walk to where they want to go (e.g. children can walk to school, seniors can walk to movies, grocery stores).

Civic institutions are catalysts for public life.

- Schools are centrally located to support other neighbourhood activity.
- The library is a multi-purpose and popular place where people go for many different types of activities.
- Civic institutions (museums, community centres, hospitals, government buildings, etc) have resources and activities that appeal to people of all ages and all cultures in the community.

Local economic development is encouraged

- There are many locally owned businesses-markets, convenience stores, street vendors, and larger independent stores; these local businesses are encouraged by the city; people know their retailers by name.
- The mix of locally owned businesses is such that at least some of them are "third places" - places where people can just spend time.
- Local businesses work with schools to provide internships or part time jobs.

Public spaces are managed, programmed and continually improved.

- The public realm is managed to maximize community interaction and to facilitate public outcomes.
- Spaces are managed to provide opportunities for generations to mix.

Source: PPS





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