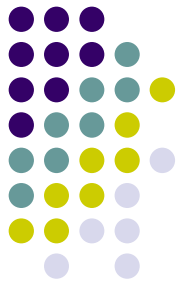


Cultural Planning Reference Group

Agenda

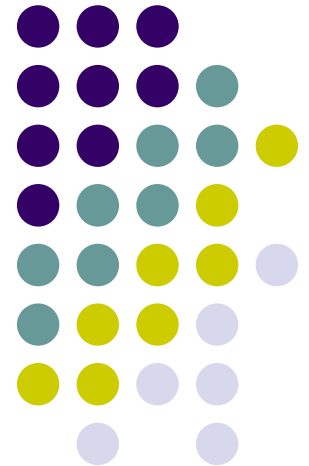


6.00 – 6.15	Refreshments on arrival
6.15 – 6.45	Cultural Plan presentation – Lorna Secrett
6.45 – 7.15	Introduction to Cultural Partners – achievements, initiatives & projects
7.15 – 7.30	Refreshment break
7.30 – 8.00	Update of Cultural Calendar Update Contact Details for Shire website Financial update
8.00 – 8.30	Group discussion

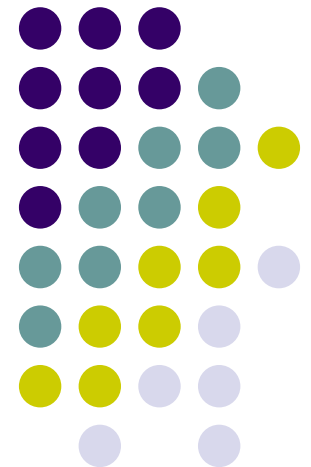
Shire of Busselton

CULTURAL PLAN

arts, culture,
sense of place,
community spirit.



This project was initiated by The Shire of Busselton and has been partially funded by *Community Culture regional cultural planning investment fund* which is managed by Community Arts Network WA on behalf of the State of Western Australia through ArtsWA.

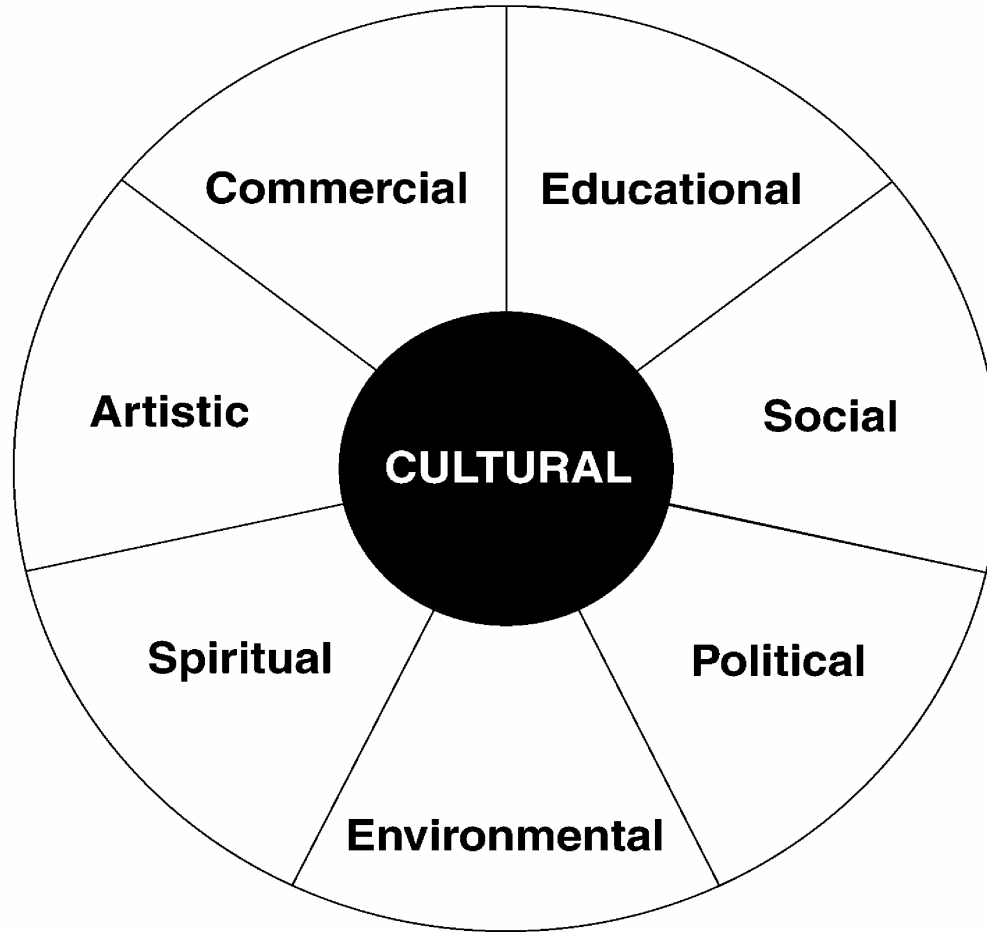


What is Culture - UNESCO's definition

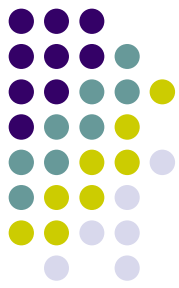


“It is culture that connects people with one another and makes the development of the individual possible. It is culture that defines how people relate to nature and their physical environment, to the earth and to the cosmos and through which we express our attitudes to the beliefs in other forms of 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.”

The words Culture and Community are interchangeable



What is Cultural Planning



It 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.

Cultural Planning - ACT Planning and Land

Authority definition

- Cultural planning aims to ensure that the values people hold for the place where they live are protected and reflected in the way Government plans, approve and provides infrastructure and services. The cultural identity of a community comprises who the people are; and their backgrounds, tastes, rituals, experiences, diversity, talents and aspirations for the future. The cultural richness of a place is also governed by local heritage attributes and the natural and built qualities that attracted residents to the area. Cultural planning seeks to identify and confirm such values with the aid of the local community and provide information to the Government for planning and land management purposes.



Community Quadrant



- **PEOPLE**

The physical body

The heart

Networks, sharing and caring

- **PLAN**

Mission, goals, objectives and targets
- the analytical

- **INSPIRATION**

The spirit

Creativity, dreams

Imagination

Beliefs

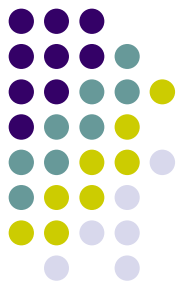
- **TRADE**

Marketing,
supply and demand,
packaging

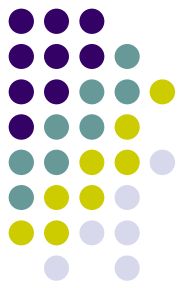


1. Climate setting	Desktop research and orientation with stakeholders, community and the location
2. Steering Committee Formation	Committee may be formed at this stage or following cultural mapping
3. Cultural Mapping	The unfolding of stories, resources, skills, dreams making visible the identity of the people and the place/s
4. Visioning	Developing a future-based collective vision
5. Developing a plan	Identifying goals and a plan of action to achieve the collective vision
6. Implementing	Setting up a system to implement, oversee and support the plan
7. Celebration	An important community-building, promotions and marketing protocol
8. Evaluation	Including community vitality, capacity, communication, networks, management systems and targets.

The aim of this project (part one and two)



- To conduct an assessment and analysis of arts and culture in the Shire of Busselton with emphasis on facilities, artistic groups, events, networks, capacity, growth and gaps.
- To provide recommendations on the future directions of arts and culture in the Shire of Busselton and a plan for a cultural precinct in Busselton
- To develop a collective community cultural vision and plan



The Two-Part Process

Part One: Cultural Mapping.

This occurred between May and October 2004 resulting in a Cultural Mapping report containing 16 recommendations in four categories:

- **Cultural Mix**
- **A culture of creative thinkers**
- **Buildings**
- **Arts and culture infrastructure**

Cultural Mapping - continued



Approximately 30 community workshops and meetings took place in Busselton and Dunsborough recording approximately 150 participants in total.

Cultural Mapping Findings



- Relationships between local arts and culture organisations were poor or non-existent.
- Young people, Indigenous and non English speaking migrants were poorly represented in the workshops.
- Many artform/ cultural specialist groups were not represented at the workshops
- Arts and culture systems infrastructure: data base, lines and strategies for communications, planning were not well established.
- Information on buildings for arts and culture were insufficient - better communication and systems were needed to obtain this information
- Information on the application of culture in urban planning was not a focus in stage one.

CULTURAL PLANNING (Part Two)



- This took place between January and September 2005 involving 20 workshops and meetings recording approximately 250 participants.

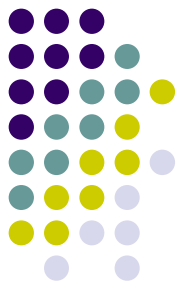
The aim of this methodology

(the intent)



- To inspire communities about the potential of the collective vision by providing them with the experience of developing this for themselves
- To provide opportunities for learning in the real situation and, in so doing, reinforce a culture of sharing
- To collectively develop a cultural plan that will provide the milestones and guiding information to assist communities turn their collective vision into a reality
- To create an environment where key players lead by example, step up and take on responsibilities for the betterment of the spirit of the community, according to their skills, experience.

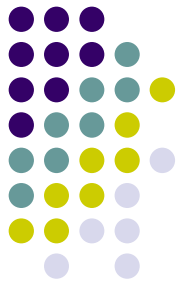
Making the Cultural Plan a reality is a shared responsibility - between



- The Shire of Busselton
- The community - through the Cultural Partners

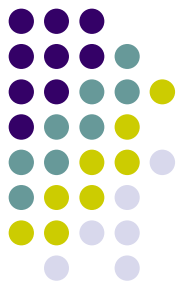
So what is the Cultural Plan?

THE SHIRE OF BUSSELTON CULTURAL PLAN



This cultural plan has been prepared in collaboration with Shire of Busselton communities.

The Purpose (mission)



In harmony with community spirit and the natural environment, the cultural partners work to foster local identity through creative innovation, to facilitate sustainable and meaningful local employment, education opportunities and quality of life.

THE VISION



- It is the year 2015 and the Shire of Busselton is one of very few places in the State where the community have successfully protected that which they hold important - the relaxed, easy going way of life — giving themselves time and space to enjoy the sea, the biodiversity, the sky, community and their heritage. In fact, the communities of the Shire of Busselton lead the way in models on how to achieve this balance between rapid progress, population growth and community happiness. Creativity, collaboration and relevant education continue to be catalysts in this process.

The vision - cont'd



The population now stands at 38,000. There are three major townships — Busselton, Dunsborough and Vasse — and a number of villages including Yallingup and Eagle Bay. Each township participated in separate cultural planning processes and each has established its own distinct identity, character, natural attributes and role. This has been supported through innovative urban planning, public art and percent-for-art policies and initiatives and strong collaborative community networks.

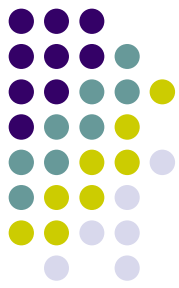
These towns and villages are known for their roles in the unique, big collaborative festivals and expos but also for their local culture which is expressed in activities, places and spaces public art in the parks, along main streets and at historical sites

The vision - cont'd



The Courthouse Cultural Precinct, with its historical interpretive collections, re-enactments, workshops, cosy performances and exhibitions has become a national icon. This was the first such local cultural location to take off but now visitors and locals alike draw inspiration from these local niches in each town. Primarily for the locals, these locations have been the platforms for many of the old and new generations' creative industries. The low-cost artists-in-residence accommodation provided the idea from which other such affordable places grew, making it possible for local young people to continue to live in the region. The former Agriculture Bank Building has a new name and contributes to the precinct's vibrancy and diversity. What was once an abandoned, old police station is now workshop and office spaces for arts and culture.

The vision - cont'd



Summer or winter you will find activities that nurture and inform change, balance and growth. The 'six seasons', as they are known in Indigenous cultures, have influenced the region's cultural development. The Tribal Mix concerts have become a destination for global Indigenous get-togethers.

Vision - cont'd



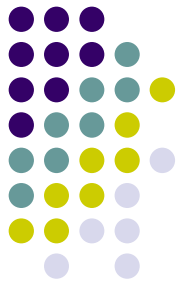
The Shire of Busselton's communities play a role in international matters too. A strong cluster effect has occurred between Indigenous and youth facilities, the arts education facility and the Vasse Performing Arts and Exhibition Centre. Not only are there international performances and exhibitions but these networks have opened the international roads for local talents in music, art, ceramics, pottery, woodwork and fashion, to name a few.

Vision - cont'd



Young people can now come home to Busselton, Dunsborough, Vasse, Yallingup and surrounding villages because there is a sustainable future here based on the culture: the creative, environmental, social and innovative economic features and the community values that this region has been built on.

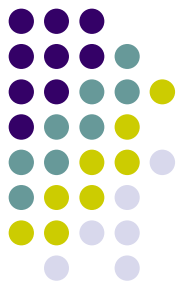
Our Guiding Principles



Our plans and actions are based on

- The spirit of sustainability for future generations
- Creativity (imagination) and innovation (solutions)
- A holistic, collaborative approach
- Our roles and responsibilities as custodians of the natural environment
- Our roles and responsibilities as custodians of our heritage

Our Goals



To create sustainable local cultures

- Through partnerships with business, tourism and education to create local employment and educational opportunities

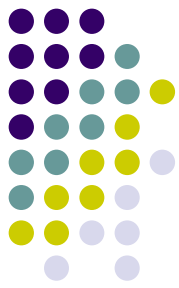
To constantly improve communications

- Through listening and collaborating, sharing resources, increasing networks, developing promotion and marketing skills and through appropriate use of technology.

To develop and maintain cultural infrastructure

- Through effective management and policy development
- Through planning and establishing facilities to complement cultural growth trends
- Through including public art in public facilities and spaces to enhance a sense of identity and place
- Through technology

As part of this process, Cultural Partners were established - representing the following services:



- Arts business development
- Arts and Culture sector development
- Community arts
- Community development
- Community visioning
- History
- Indigenous communities
- Multimedia
- Multicultural communities
- People with disabilities
- Performance arts
- Pottery
- Local visual artists
- Theatre
- Visual arts and craft exhibitions
- Woodturning
- Writing
- Youth
- Tourism
- Education

Cultural Partners recommended roles



- To update database information relevant to their sector and provide these to the Shire for the arts and culture database
- Network with funding bodies
- Develop a three year plan
- Network with State-wide arts and culture organisations
- Include young people in the organisation
- Broaden community participation in arts and culture.
- Deposit copies of promotional material and annual reports with the library for inclusion in the local history section.
- Oversee their sectors commitments to the cultural plan

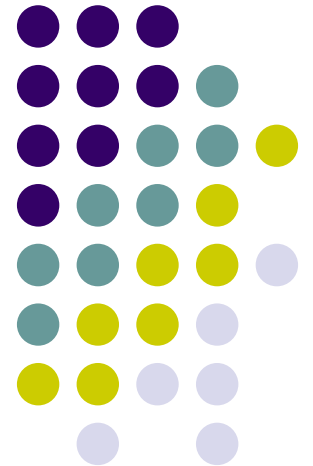
Who is responsible for the Cultural Plan?



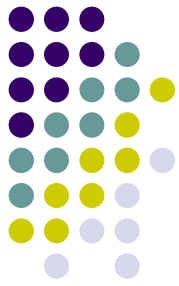
- The Shire has the responsibility of facilitating the implementation of the Cultural Plan and the review and evaluation processes. The Shire also has some umbrella activities and infrastructure (capital works/ systems management/ key events) responsibility.
- The Cultural Partners, identified in the Cultural Plan have responsibilities to drive certain elements of the Cultural Plan
- If people have ideas and they are not willing to get involved and drive the ideas - then the ideas get placed in an ideas bank - until such time as they have drivers.
- The Shire can only be as good as the capacity and achievements of the community. The community can only be as good as the infrastructure provided by the Shire. Both depend on the strength of each.

ACTION PLAN

Shire of Busselton
Cultural Partners



Summary of recommendations for the Shire of Busselton



SB 2

- That the Shire of Busselton establish an internal Cultural Planning Working Group or allot 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.

Shire of Busselton - cont'd



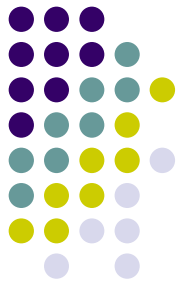
SB 3

- That Cultural Planning be established as a six-monthly agenda item for Council

SB 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

Shire of Busselton - cont'd



SB 5

- That Cultural Partners and Shire of Busselton update the Cultural Calendar on a six-monthly basis and that planning occurs to maintain a minimum of three-years' planning in advance

SB 6

- That the Shire of Busselton compile information relating to their cultural assets and the annual investment in arts and cultural development and planning

Shire of Busselton - cont'd



SB 7

- That an amount of up to \$10,000 be allocated in the annual budget under Cultural Development Officer for implementation of the cultural plan

SB 8

- That a percent-for-art policy be developed to include public and community art in the Shire's capital works program

Shire of Busselton - cont'd



SB 9

- That a cluster approach be adopted for the provision of arts and culture facilities involving partnerships with education, business, tourism and the arts community.

Summary of Recommendations for the Shire of Busselton



□ SB1

- That developers are included in the next stage of cultural planning
- That developers are briefed on the cultural mapping and cultural planning reports

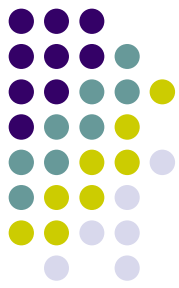
Cultural Partners



CP1

- That the cultural partners develop their terms of reference. These terms will need to consider membership to this group to ensure openness but also collaborative and development values. It will need to factor in succession to ensure that new blood is continually introduced, welcomed and supported.

Cultural Partners - cont'd



CP 2

- That the cultural partners and the Shire of Busselton update the Cultural Calendar on a six monthly basis and that the planning occurs to maintain a minimum of three years planning in advance.

Cultural Partners - cont'd



CP 3

- That the cultural partners devise a strategy to collect information relating to the income that the collective arts and culture sector generates each year

Cultural Partners - cont'd



CP4

- That the cultural partners compile a statement of financial projections for arts and cultural activities for 2006, 2007, 2008

Cultural Partners - cont'd



CP 5

- That the cultural partners and project drivers meet to discuss funding opportunities, share their knowledge and networks and develop strategies to enhance their chances of obtaining funding.