

Draft City of Kalamunda Arts and Cultural Plan 2022-27								
Arts and Culture Key Objective 1: Empowering community cultural engagement								
Strategy	Action	Responsibility	22/23	23/24	24/25	25/26	26/27	Evaluation Measures
1.1 Build connection, communication and network for arts and cultural community in Kalamunda	1.1.1 Build database of local artists, creative workers and cultural groups;	Arts and Culture	x	x	x	x	x	Social: Social connection is enhanced  Economic: Local economy supported Economic: Professional practice capability is increased  Cultural: Knowledge, ideas and insight are gained Cultural: Sense of Belonging to a shared cultural heritage is deepened
	1.1.2 Create communication platform: utilise City website, create Facebook or E-news group	Public Relations, Arts and Culture.		x	x	x	x	
	1.1.3 Initiate networking events at local venues, and cultural events	Community Development, Arts and Culture.		x	x	x	x	
	1.1.4 Celebrate "Local Heroes" (cross City activity)	Public Relations, Arts and Culture			x		x	
	1.1.5 Advertise employment opportunities, commissions and expressions of interest through network	Arts and Culture		x	x	x	x	
	1.1.6 Explore professional development needs, skills, and develop workshop program in response	Arts and Culture, Community Development.			x	x	x	
1.2 Develop co-ordination and collaboration within City teams for arts and cultural outcomes	1.2.1 Set up monthly Arts and Cultural cross-team meeting and agenda: long term/strategic discussions and planning	Arts and Culture	x	x	x	x	x	Economic: Professional practice capability is increased  Cultural: Creativity stimulated  Cultural: Knowledge, ideas and insight are gained  Cultural: Sense of Belonging to a shared cultural heritage is deepened
	1.2.2 Explore opportunities for programming collaboration and promotion	Arts and Culture	x	x	x	x	x	
	1.2.3 Explore joint funding application processes	Economic Development and Tourism,	x	x	x	x	x	
	1.2.4 Develop evaluation framework through Culture Counts	Arts and Culture	x	x	x	x	x	
1.3 Increase public attendance and use of Kalamunda Performing Arts Centre	1.3.1 Develop KPAC Programming Policy which balances commercial shows /hires with culturally challenging product/ diverse audiences	KPAC Team, Arts and Culture.	x					Social: Well-being improved Social: Social connection is enhanced Social: Social differences are bridged (inclusion)  Economic: Local economy supported Economic: Professional practice capability is increased  Cultural: Creativity Stimulated Cultural: Knowledge, ideas and insight are gained Cultural: Diversity of cultural expression is appreciated Cultural: Sense of Belonging to a shared cultural heritage is deepened
	1.3.2 Develop relationships with professional producers through touring, and opportunities for creative development residencies, and community workshops;	KPAC Team, Arts and Culture.		x	x	x	x	
	1.3.3 Audience Development Strategy: improve KPAC's ability to understand ticket buying customers (CRM and independent website)	KPAC Team, Arts and Culture, Public Relations.	x	x				
	1.3.4 Increase KPAC's connection with State peak professional body, CircuitWest, collaboration with other "outer metro" venues, and activities such as Showcase, and Shows on the Go touring product.	KPAC Team, Arts and Culture,	x	x	x	x	x	
	1.3.5 Improve access and visual recognition of KPAC through improved signage and traffic access.	KPAC Team, Arts and Culture, Public Relations.		x				
	1.3.6 Continue to implement capital improvements and equipment upgrades	KPAC Team,	x	x	x	x	x	
	1.3.7 Explore local events and commissions: ie local musical with children's groups, centenary celebration of Ag Hall.	KPAC Team, Arts and Culture,				x		
1.4 Enhance direct connections between Aboriginal and non-Aboriginal residents.	1.4.1 Encourage local community centres, learning centres and agencies to hold "story circles".	Arts and Culture, Libraries, Community Development.		x		x		Social: Well-being improved Social: Social connection is enhanced Social: Social differences are bridged (inclusion)  Cultural: Creativity Stimulated Cultural: Knowledge, ideas and insight are gained Cultural: Diversity of cultural expression is appreciated Cultural: Sense of Belonging to a shared cultural heritage is deepened
	1.4.2 Support National Reconciliation Week and NAIDOC celebrations	Events, Public Relations, Community Development.	x	x	x	x	x	
	1. Support Noongar cultural content in Hero events and activities in City's calendar	Libraries, Events, Public Relations, Community Development.	x	x	x	x	x	
1.5 Develop community interest in Public Art Master Plan	1.5.1 Connect the ephemeral sculpture outcomes to Hero Events and/or tourism destinations (entry to Bibbulman track).	Economic Development and Tourism, Arts and Culture.	x		x		x	Social: Social connection is enhanced  Economic: Local economy supported

	1.5.2 Develop designs for small, child-friendly public artworks for local park upgrades, with local schools and artists.	Arts and Culture		x	x	x			Economic: Professional practice capability is increased Cultural: Creativity Stimulated Cultural Aesthetic Enrichment
	1.5.3 Encourage public interaction with public.	Arts and Culture			x	x	x		Cultural: Knowledge, ideas and insight are gained Cultural: Diversity of cultural expression is appreciated Cultural: Sense of Belonging to a shared cultural heritage is deepened
1.6 Explore opportunities for curated exhibition program at Zig Zag Gallery, and opportunities for community exhibitions in community	1.6.1 Audit all exhibition venue opportunities in the City (Zig Zag Gallery, Lesser Hall, Libraries, Community Centres)	Arts and Culture	x						Social: Social connection is enhanced
	1.6.2 Develop curatorial approach to the Zig Zag Gallery connected to key strategic objectives of Arts and Cultural Strategy: research/residency outcomes, Public Art Master Plan aims, Hero Event calendar.	Arts and Culture	x	x	x	x	x		Economic: Professional practice capability is increased Cultural: Creativity Stimulated
	1.6.3 Develop options for activating Lesser Hall as a residency and exhibition space with curatorial support and appropriate options for invigilation.	Arts and Culture, KPAC Team.	x	x	x	x	x		Cultural: Knowledge, ideas and insight are gained Cultural: Diversity of cultural expression is appreciated Cultural: Sense of Belonging to a shared cultural heritage is deepened
1.7 Develop a seed funding program to empower artists and groups to develop opportunities for Hero Events and programs	1.7.1 Develop expression of interest process that encourages local artists and businesses to present conceptual events and programs that support community engagement and tourism development strategies.	Arts and Culture, Economic Development and Tourism.		x	x	x			Social: Social connection is enhanced Economic: Professional practice capability is increased
	1.7.2 Explore responsive and flexible approach: prioritise different focus each year: ie community arts activities, business and arts partnerships, cultural tourism, Hero Event development (including Aboriginal tourism product).	Arts and Culture, Economic Development and Tourism, Community Development, Public Relations.		x	x	x			Cultural: Creativity Stimulated Cultural: Knowledge, ideas and insight are gained Cultural: Diversity of cultural expression is appreciated Cultural: Sense of Belonging to a shared cultural heritage is deepened
	1.7.3 Provide briefings on expression of interest process through network	Arts and Culture, Community Development.			x	x			
	1.7.4 Set up opportunities for arts sector and local businesses to meet/broker/speed date to create new relationships where needed.	Arts and Culture, Economic Development and Tourism.			x	x			
	1.7.5 Align small seeding investment to selected concepts for pilot/ business case development/fund-raising and grant application processes.	Arts and Culture, Economic Development and Tourism.			x	x	x		
	1.7.6 Explore potential for philanthropic donation program for cultural activities with local business community	Arts and Culture, Economic Development and Tourism.			x	x	x		
	1.7.7 Align policy outcomes and grant conditions: access, Welcome to Country requirements, Special events calendar connections.	Arts and Culture, Events.			x	x	x		
1.8 Develop programming and outreach for all suburbs in the City of Kalamunda	1.8.1 Determine cultural and performance infrastructure in each suburb/ consider library branches as potential hubs for each community.	Arts and Culture, Libraries, Community Development		x	x				Social: Social connection is enhanced Economic: Local economy supported
	1.8.2 Consider outreach or shared programming from key cultural venues: KPAC, Zig Zag Gallery, Libraries.	Arts and Culture, Libraries, KPAC Team, Community Development.			x	x	x		Cultural: Diversity of cultural expression is appreciated
<b>Arts and Culture Key Objective 2: Economic development through cultural and tourism activation</b>									
<b>Strategy</b>	<b>Action</b>	<b>Responsibility</b>	<b>22/23</b>	<b>23/24</b>	<b>24/25</b>	<b>25/26</b>	<b>26/27</b>	<b>Evaluation Measures</b>	
2.1 Ensure existing cultural and heritage assets are maintained to meet community expectations;	2.1.1 Public Art Master Plan maintenance guidelines and recommendations to be implemented;	Arts and Culture, Building Maintenance.	x	x	x	x	x		Social: Social connection is enhanced Economic: Local economy supported
	2.1.2 Capital work improvements for KPAC planned and implemented;	Arts and culture, KPAC Team, Building Maintenance.		x	x	x	x		Cultural: Sense of Belonging to a shared cultural heritage is deepened

	2.1.3 Develop and market iconic arts and cultural “Hero Attractions” that entice visitors to the area	Arts and Culture, Events, Economic Development and Tourism.	x	x	x	x	x	
2.2 Enhance Kalamunda townsite to create vibrant and engaging “rural village” atmosphere.	2.2.1 Implement Public Art Master Plan Recommendation 6: Public Art will be integral to the Kalamunda Activity Centre Plan:	Arts and Culture.		x	x	x		Social: Social connection is enhanced
	2.2.2 Provide opportunities to interact with the local community and “bring life into the street”:	Arts and Culture. Community Development, Planning.	x	x	x	x	x	Economic: Local economy supported Economic: Professional practice capability is increased  Cultural: Creativity Stimulated Cultural Aesthetic Enrichment Cultural: Knowledge, ideas and insight are gained Cultural: Diversity of cultural expression is appreciated Cultural: Sense of Belonging to a shared cultural heritage is deepened
2.3 Support the “Special/Hero Events” Program calendar through development of arts and cultural providers and content	2.3.1 Develop the Public Art Master Plan recommendation: The City should instigate an annual or bi-annual festival of temporary or ephemeral artworks that relate to the natural environment.	Arts and Culture, Planning.	x	x		x		Social: Social connection is enhanced
	2.3.2 Utilise “seed funding” approach to initiate new partnerships and ideas for local events that strengthen the key calendar festivals: Spring in the Hills, Harvest festival, Open Studios etc.	Public Relations, Arts and Culture.		x	x	x	x	Economic: Local economy supported Economic: Professional practice capability is increased
	2.3.3 Explore opportunities with key Arts and Cultural festivals such as Perth festival and Fringe World for collaborative programming opportunities	Arts and Culture, KPAC Team, Events	x	x	x	x	x	Cultural: Creativity Stimulated Cultural Aesthetic Enrichment Cultural: Knowledge, ideas and insight are gained Cultural: Diversity of cultural expression is appreciated Cultural: Sense of Belonging to a shared cultural heritage is deepened
2.4 Lead authentic and culturally aware Aboriginal tourism experiences.	2.4.1 Develop and promote strong Aboriginal cultural identity.	Community Development, Arts and Culture.		x	x	x	x	Number of new tourism operators, venues and attractions; Satisfaction with tourism marketing and development activities; Tourism economic activity
	2.4.2 Expand and grow Aboriginal-led tourism products.	Economic Development and Tourism.			x	x		
	2.4.3 Promote understanding and awareness of Aboriginal culture,	Community Development, Arts and Culture.	x	x	x	x	x	
	2.4.4 Develop relationships with Perth Observatory and the Aboriginal astronomy program	Arts and Culture, Economic Development and Tourism.		x	x			
<b>Key Objective 3: Capacity Building and development</b>								
3.1 Develop artist in residence strategy: research-based residencies/ cross artform/ to inform public art masterplan, tourism product development, and artist practice.	3.1.1 Develop “purpose” document to form “expression of interest process” for residency program;	Arts and Culture,	x					Cultural: Creativity Stimulated Cultural: Knowledge, ideas and insight are gained Cultural: Diversity of cultural expression is appreciated Cultural: Sense of Belonging to a shared cultural heritage is deepened
	3.1.2 Negotiate partnership to support residency research between Historical Society, History Village, Library and Local History Collection, and other cultural partners.	Arts and Culture. Community Development, Planning, Public Relations.	x					
	3.1.3 Explore venues that can be offered: Stirk Cottage, History Village, Observatory, and determine capital needs for residency projects; desk, storage, internet capacity in History Village or other cultural facilities.	Arts and Culture.	x	x				
	3.1.4 Residency implementation to include connections with Kalamunda community through workshops and presentations, or active participation in research.	Arts and Culture.		x		x		
	3.1.5 Rights to the Intellectual Property outcomes to be jointly owned by the City and resident artist, to allow for further development into cultural content for City’s strategic purposes: future films, theatre shows, events and publications.	Arts and Culture.		x	x	x	x	

3.2 Develop opportunities for young and emerging artists in Public Art Master Plan	3.2.1 Using the key projects outlined in the Public Art Master Plan such as the landmark entry location works, or the child-friendly artworks for parks as the focus, implement a training and mentorship program to encourage young and emerging artist participation.	Arts and Culture, Planning.			x	x	x	Social: Social connection is enhanced  Economic: Local economy supported Economic: Professional practice capability is increased
	3.2.2 Develop skills in ephemeral art installations using natural materials with local young people and schools.	Arts and Culture,	x	x	x	x		Cultural: Creativity Stimulated Cultural Aesthetic Enrichment Cultural: Knowledge, ideas and insight are gained Cultural: Diversity of cultural expression is appreciated Cultural: Sense of Belonging to a shared cultural heritage is deepened
3.3 Develop Aboriginal artists, stories and cultural content for outcomes recommended in Public Art Master Plan	3.3.1 Skills development and mentoring for emerging Noongar artists by professional Noongar artists to take up opportunities in the Public Art Master Plan; in the Kalamunda Activity Centre Plan and potential Landmark sculptures at entry points to the eastern and southern edges of the City in Wattle Grove, and at the intersection of Canning and Pomeroy Roads, Carmel; and into Lesmurdie.	Arts and Culture, Community Development			x	x	x	Social: Social connection is enhanced  Economic: Local economy supported Economic: Professional practice capability is increased  Cultural: Creativity Stimulated Cultural Aesthetic Enrichment Cultural: Knowledge, ideas and insight are gained Cultural: Diversity of cultural expression is appreciated Cultural: Sense of Belonging to a shared cultural heritage is deepened