

City of Kalamunda Arts and Culture Strategy 2023-2028



Acknowledgement of Country

We respectfully acknowledge the Traditional Owners, the Whadjuk Noongar People, as the custodians of this land. We also pay respect to all Aboriginal community Elders past, present, and future who have lived and continue to reside in the area and are an integral part of the history of this region.



Sharyn Egan & Gordon Mitchell
Bibbulmun Spirit Poles

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Message from the Mayor



Arts and culture help strengthen our community through inclusivity, personal creativity, shared experiences, activating our public spaces and enriching our lives.

The City of Kalamunda aims to provide everyone in our community with opportunities for social and cultural enjoyment, while developing and enhancing the City's economy.

Through a robust arts and culture strategy, the City articulates, supports and develops the arts and culture industry within our region, providing social and economic benefits that far outweigh investment.

The three focus areas of the strategy – Empowering the community, Economic development and Building capacity – work in synergy to create a definitive roadmap for the future of arts and culture in our City.

The City has a strong history of engaging with artists, arts and culture projects, and cultural facilities. A strategic and future-focused view provides the foundation with which to continue this proud legacy and add significant value for those living in, working in, and visiting the City of Kalamunda.



Joan Walsh-Smith & Charles Smith
Gumnut Sculpture Fountain

Introduction

The City of Kalamunda is rich in cultural assets, home to high-quality cultural infrastructure such as performing arts spaces, galleries, libraries, the History Village, local halls, community centres, parks and outdoor performance areas and many specialist arts schools and programs.

The hills region has a long history of attracting creative residents, evident in the large number of creative groups, community celebrations and events, artist studio trails and storytellers based in the area.

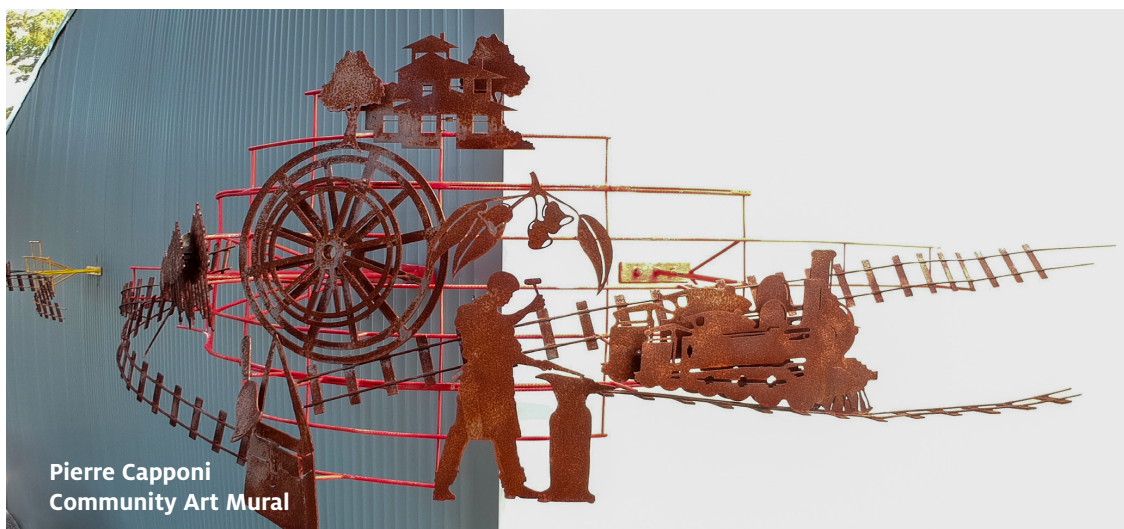
This Arts and Culture Strategy 2023–2028 reinforces the City’s ongoing commitment to arts and culture, building on established activities and initiatives and amplifying the arts through investment and development. It is centred around connecting the creative sector with cultural facilities, creating unique experiences and stories to grow community pride and attracting visitors and tourists to grow the local economy. Bolstering funding for arts and culture in the City is a key priority, with partnerships, grants and sponsorship opportunities actively explored.

The City of Kalamunda is dedicated to ensuring that our residents have regular access to arts and culture, making it an integral part of their everyday lives.

Our Vision

To place creative practice at the heart of our community.

By supporting creativity in all of its forms, we will nurture and grow our local talent, respect and retain our local traditions and enhance and connect our community.





The City of Kalamunda Arts and Culture Strategy 2023-2028 identifies potential partners in delivering on the strategies and actions.

The City connects and champions grassroots and community initiatives by providing resources, support and advocacy to help enable artists and projects to grow beyond the City's support.

The City also assists the sector by promoting the cultural program to other supporting bodies. This includes advocating for State Government support, and aligning with organisations such as Circuitwest, and Art on the Move, among others.

All of these elements are considered part of the rich arts and cultural tapestry of the City.

Where this Strategy Fits: The Integrated Planning and Reporting Framework



There is close connection between the City of Kalamunda Arts and Culture Strategy 2023-2028 and the Strategic Community Plan - Kalamunda Advancing 2031.

The Strategic Community Plan (SCP) mission statement supports the vision of 'Connected Community, Valuing Nature and Creating our Future together.'

The SCP identifies the community's priorities, expectations, and aspirations for the City over the next decade and sets out methods for achieving them. It considers the issues and pressures affecting the community and the level of resources realistically available to achieve its aims and aspirations.

The City of Kalamunda Arts and Culture Strategy 2023-2028 also aligns with:

- *City of Kalamunda Strategic Community Plan 2021-2031*
- *Inclusive Kalamunda: Social Inclusion Plan 2021-2025*
- *City of Kalamunda Tourism Development Strategy 2019-2025*
- *City of Kalamunda Public Art Master Plan*
- *Innovate Reconciliation Action Plan*
- *Kalamunda Futures Youth Plan 2023-2028*

In 2021, the City consulted the local community and relevant stakeholders for input on how they interact with the arts in the City of Kalamunda and their hopes for the future of arts and culture in the City.

The review methodology included an online survey and five face-to-face workshops. The online survey received 107 online submissions from the community and 100 written submissions from local young people through district schools.

Survey respondents said they actively engaged in a broad scope of creative practices spanning visual arts, craft and sculpture; music; performing arts such as theatre, musicals, dance, photography, illustration, writing and storytelling; and textiles and fashion. Respondents placed a high value on spiritual and cultural experiences, in particular engaging with Aboriginal Noongar culture.

Those consulted reported they value creativity and self-expression, fun, and bringing the community together. They recognised the benefits which can be realised in supporting each other, connecting and celebrating identity and improving mental health and well-being.

These benefits are reflected in the identified priorities for future arts and cultural planning:

- Opportunities for community engagement through events, festivals, performances and exhibitions
- Upskilling and sharing stories in courses, workshops, and seminars
- Strengthening the representation of the unique culture and heritage of Kalamunda through public art and Aboriginal Noongar acknowledgement and engagement.

These consultation findings strongly reflect the City of Kalamunda's ten-year Strategic Community Plan vision statement:

Connected Communities, Valuing Nature and Creating our Future Together.

The Strategy

The City's Arts and Culture Strategy 2023-2028 advocates for the role arts and culture plays in creating opportunities for a connected and inclusive community. It is centered around connecting the creative sector with cultural facilities, creating unique experiences and stories to grow community pride and attracting visitors and tourists to grow the local economy.

Innovative ideas considered in the Strategy include:

- Engaging local creative industry professionals to activate existing facilities, significant places, events and markets to increase visitor experiences.
- Advocating for investment in research and residency projects to engage historians, writers, and performers.
- Exploring unique stories of the area to discover important people and narratives for celebration, shaping these stories into unique tourism destination products, film scripts, performances, and immersive events.
- Developing young and emerging creative practitioners through skills development, mentorships and active engagement with City projects and activities.

The City of Kalamunda Arts and Culture Strategy 2023-2028 focuses on three key objectives, supporting the City's social and economic policy goals:

Objective 1: Empowering the Community

Objective 2: Economic Development

Objective 3: Building Capacity





Strings by PSO at KPAC

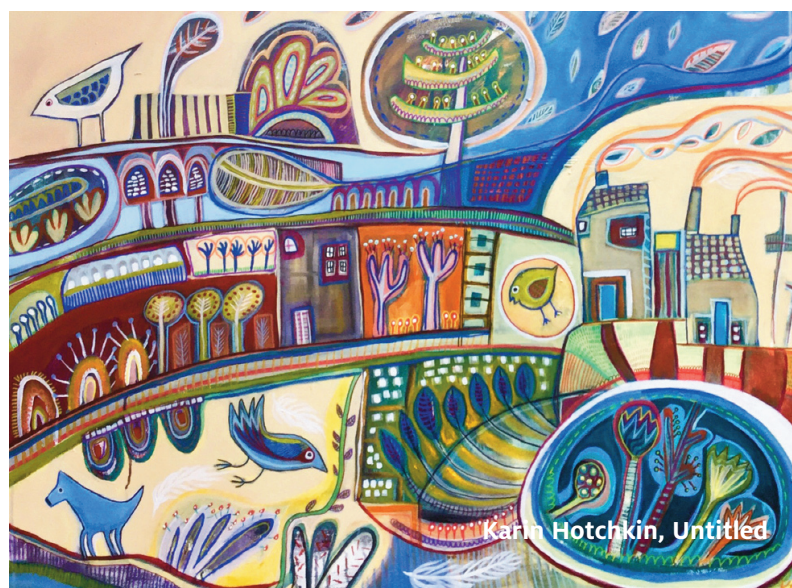
Framework

Arts and Culture Key Objective 1: Empowering the Community						
Strategy	Action	23/24	24/25	25/26	26/27	27/28
1.1 Build connection, communication and network for the arts and cultural community	1.1.1 Build database of local artists, creative workers and cultural groups					
	1.1.2 Create communication platform: utilise City website, create Facebook or E-news group					
	1.1.3 Initiate networking events at local venues, and cultural events					
	1.1.4 Celebrate Local Stories					
1.2 Increase public attendance and use of Kalamunda Performing Arts Centre	1.2.1 Develop relationships with professional producers through touring, and opportunities for creative development residencies, and community workshops					
	1.2.2 Develop an Audience Development Strategy. and improve KPAC's ability to understand ticket-buying customers (CRM and independent website)					
	1.2.3 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					
	1.2.4 Continue to implement capital improvements and equipment upgrades in accordance with the budget					
	1.2.5 Develop options for activating Lesser Hall as a residency and exhibition space with curatorial support and appropriate options for invigilation					
1.3 Explore opportunities for a curated exhibition program at the Zig Zag Gallery, and opportunities for community exhibitions in the community	1.3.1 Audit all exhibition venue opportunities in the City (Zig Zag Gallery, Lesser Hall, Libraries, Community Centres)					
	1.3.2 Develop an annual curated exhibition program for the Zig Zag Gallery					
1.4 Develop programming and outreach for all suburbs in the City of Kalamunda	1.4.1 Explore opportunities for cultural and performance infrastructure in each suburb with library branches as potential hubs for each community.					
	1.4.2 Investigate outreach or shared programming from key cultural venues: KPAC, Zig Zag Gallery, and Libraries					
	1.4.3 Explore a responsive and flexible approach to all arts and cultural programming across the City of Kalamunda: prioritise different focus each year, e.g. community arts activities, business and arts partnerships, cultural tourism, and Flagship Event development (including Aboriginal tourism products)					

Arts and Culture Key Objective 2: Economic Development						
Strategy	Action	23/24	24/25	25/26	26/27	27/28
2.1 Maintain existing cultural and heritage assets while enhancing Kalamunda townsite to create a vibrant and engaging rural village atmosphere	2.1.1 Capital work improvements for City Cultural Facilities planned and implemented, including but not limited to KPAC and Zig Zag Gallery					
	2.1.2 Develop and market iconic arts and cultural “Flagship Attractions” that entice visitors to the area					
	2.1.3 Provide opportunities to interact with the local community and “bring life into the street”					
2.2 Support the “Flagship Events” Program calendar through the development of arts and cultural providers and content	2.2.1 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.					
	2.2.2 Explore opportunities with key Arts and Cultural festivals such as Perth Festival and Fringe World for collaborative programming opportunities					
2.3 Economic Development through arts and cultural activation	2.3.1 Explore potential philanthropic donation program for cultural activities with the local business community					
	2.3.2 Collaborate and develop arts and cultural opportunities with demonstrated economic benefit					
	2.3.3 Broker relationships that encourage creative investment and community pride					
	2.3.3 Explore arts and culture funding opportunities and attract grant funding to the City					



Arts and Culture Key Objective 3: Building Capacity						
Strategy	Action	23/24	24/25	25/26	26/27	27/28
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 an “expression of interest process” for residency program					
	3.1.2 Develop partnership to support residency research between Historical Society, History Village, Library and Local History Collection, and other cultural partners					
	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					
	3.1.4 Develop and implement residency opportunities to include connections with Kalamunda community through workshops and presentations, or active participation in research					
3.2 Provide professional development opportunities for artists in the City of Kalamunda	3.2.1 Identify opportunities and implement a training and mentorship program to encourage young and emerging artist participation					
	3.2.2 Investigate professional development needs and promote opportunities					
3.3 Empower local artists to grow their arts business in Kalamunda	3.3.1 Collaborate with local organisations to provide Arts Business workshops for artists wishing to create or grow their arts business					
	3.3.2 Establish communication channels and tools to share employment opportunities, commissions, and expressions of interest with local artists					
	3.3.3 Set up opportunities for arts sector and local businesses to meet and explore ways to grow their arts business					



Karin Hotchkin, Untitled

Evaluation and indicators of success

The City will continue to monitor and evaluate the success and delivery of the Strategy throughout its term, 2023-2028.

Success will be measured and demonstrated through qualitative discussions with stakeholders, feedback collected through community engagement initiatives and by tracking the relevant indicators and quantitative assessment of the outcomes from the actions outlined in the Strategy's Objectives. This can provide a balance between qualitative and quantitative forms of evaluation.



Sharyn Egan, Kylie Graham, Peter Farmer Jnr & James Egan
Worl Wangkiny, Perth Observatory

