

**5.9 CITY OF VINCENT ARTS PLAN - APPROVAL TO ADVERTISE**

- Attachments:**
1. Arts Development Action Plan 2018-2020 Review
  2. Stakeholder Engagement Findings Report June 2022
  3. Draft Arts Plan 2023-2028

**RECOMMENDATION:**

That Council **APPROVES** the draft Arts Plan 2023-2028, at Attachment 3, for the purpose of advertising.

**PURPOSE OF REPORT:**

For Council to approve draft Arts Plan 2023-2028 (**Attachment 3**) for the purpose of advertising.

**BACKGROUND:**

The Arts Plan 2023 – 2028 (Arts Plan) is the successor to the Arts Development Action Plan 2018 – 2020 (ADAP), and will deliver an overarching vision, key objectives and associated action items as part of the overall strategic arts direction for Vincent. This is aligned with the Corporate Business Plan 2022/23 – 2025/26 (CBP) connected community priority area action: 'Prepare and implement the Arts Plan'.

At the 22 September 2020 Council Workshop, Administration presented a closure report and outcomes of the ADAP. Administration further undertook a performance review of the ADAP, completed in June 2021 (**Attachment 1**).

On 1 October 2021, a Policy Paper outlining the development of the Arts Plan was issued to Elected Members, for the consideration of the scope, draft vision, themes and objectives and proposed community engagement in accordance with the City's Policy Development and Review Policy.

On 16 February 2022 further information was provided via email outlining the communications plan and engagement approach.

At the 28 June 2022 Council Workshop, the Arts Plan project was presented to Elected Members. This provided an overview of the engagement report and process and outlined the key take outs and areas for action that has been reflected in the Arts Plan.

**DETAILS:**

Following the ADAP review, a phased and varied approach to community engagement was undertaken in line with the City's Community Engagement Framework. This included broad community engagement and targeted industry and stakeholder engagement.

The first phase of engagement included two workshops with the City's Arts Advisory Group (AAG). In these sessions, the ADAP Review (**Attachment 1**) was used as a basis to workshop ideas for the new Arts Plan and develop draft visions, themes and objectives.

The second phase of engagement took place from March to June 2022. This phase of engagement tested and enhanced the draft visions, themes and objectives developed in phase one, and informed the actions in the draft Arts Plan.

The following community engagement activities have taken place:

- July 2021, August 2021, April 2022 and May 2022: Workshops with the AAG;
- April to May 2022: Online community survey open, 62 responses;
- April to May 2022: Four event pop-in sessions-at the Kyilla Community Farmers Market, Luna Leederville, Noongar Radio Harmony Day and Pickle District After Dark 2.0;
- May 2022: Two industry workshops;
- May 2022: One workshop with relevant members of Administration; and
- May 2022: Interview with DLGSC.

Administration used the ADAP Review (**Attachment 1**) and community engagement findings, as outlined in the Stakeholder Findings Report (**Attachment 2**) to develop the Draft Arts Plan, included as **Attachment 3**.

A number of draft visions were canvassed through community consultation, but feedback showed that the ADAP vision was still accurate and had not yet been achieved. The vision statement has been retained:

*'Embed creativity in everything we do to make City of Vincent the Arts capital of Perth.'*

The following themes and objectives have been drafted to support the Vision:

Theme: Connected Community

Objective 1: Our arts and culture flourishes and is celebrated.

Objective 2: Arts and culture helps us build relationships and connections with each other and the City.

Theme: Vibrant and Thriving

Objective 3: We work towards injecting creativity into all our public spaces which showcases art and culture and enhances our public spaces.

Objective 4: Our places move us to discover and connect to a culturally rich Vincent that is accessible to people of all abilities.

Theme: Place and Identity

Objective 5: We cultivate a sense of belonging, pride and identity through creative insight and reflection.

Objective 6: We attract artists to the community and support them to explore and grow their practice.

Theme: Innovation and Creative Economy

Objective 7: We are focused on growing Vincent's creative economy through innovation and support for our emerging creative talent.

Objective 8: We support bold, inspirational and sustainable thinking that draws on the expertise of our creative community.

The draft themes and objectives were strongly supported in the community engagement feedback and were subsequently refined and streamlined. Actions of the Draft Arts Plan were informed by the engagement findings and guided by the themes and objectives.

**CONSULTATION/ADVERTISING:**

If approved, advertising of the draft Arts Plan will be in accordance with the City's Community and Stakeholder Engagement Policy. Public notice of all new and significantly amended strategic documents must be provided for a period exceeding 28 days in the following ways:

- notice published on the City's website;
- notice posted to the City's social media;
- notice published in the local newspapers;
- notice exhibited on the notice board at the City's Administration and Library and Local History Centre; and
- letters distributed to relevant local businesses and community groups.

Following consultation, the revised Arts Plan will be presented to Council for adoption.

**RISK MANAGEMENT IMPLICATIONS**

Low: It is low risk for Council to approve the draft Arts Plan for the purpose of advertising.

**STRATEGIC IMPLICATIONS:**

This is in keeping with the City's *Strategic Community Plan 2018-2028*:

Enhanced Environment

*Our parks and reserves are maintained, enhanced and well utilised.*

Accessible City

*Our pedestrian and cyclist networks are well designed, connected, accessible and encourage increased use.*

Connected Community

*An arts culture flourishes and is celebrated in the City of Vincent.*

*We have enhanced opportunities for our community to build relationships and connections with each other and the City.*

*Our many cultures are celebrated.*

*We recognise, engage and partner with the Whadjuk Noongar people and culture.*

*Our community facilities and spaces are well known and well used.*

*We are an inclusive, accessible and equitable City for all.*

Thriving Places

*Our town centres and gathering spaces are safe, easy to use and attractive places where pedestrians have priority.*

*Our physical assets are efficiently and effectively managed and maintained.*

Sensitive Design

*Our built form is attractive and diverse, in line with our growing and changing community.*

*Our planning framework supports quality design, sustainable urban built form and is responsive to our community and local context.*

Innovative and Accountable

*Our resources and assets are planned and managed in an efficient and sustainable manner.*

*Our community is aware of what we are doing and how we are meeting our goals.*

*We are open and accountable to an engaged community.*

**SUSTAINABILITY IMPLICATIONS:**

This does not contribute to any specific sustainability outcomes of the *City's Sustainable Environment Strategy 2019-2024*, however sustainability and minimising environmental impacts are integrated into assessment criteria for physical artworks, particularly public artworks and those commissioned through the Percent for Art scheme.

**PUBLIC HEALTH IMPLICATIONS:**

This is in keeping with the following priority health outcomes of the City's *Public Health Plan 2020-2025*:

*Increased mental health and wellbeing*

*Increased physical activity*

**FINANCIAL/BUDGET IMPLICATIONS:**

The implementation of the Arts Plan will be met through existing operational budgets. These budgets and any specific Arts Plan action items requiring capital budget, will be considered by Council through the annual budgeting process.

There is opportunity to utilise Percent for Art cash-in-lieu reserve for projects and initiatives that align with the Percent for Art Policy.

**COMMENTS:**

Access to art and culture not only increases vibrancy and improves the experience of places and spaces, but also encourages connection and increases the mental health and wellbeing of the community. Opportunities for creative expression of Vincent's context, heritage and culture as well as the people who live, work and play here are vital in creating a sense of identity and belonging.

<b>Arts Action Development Plan 2018-2028</b> Review 2020-1	✓ What we did matches what we said we'd do ○ We're on our way to achieving the action ✗ We haven't started the action yet ● Addressed in Arts Plan and LPP 7.5.13 review
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













**INNOVATION**

KEY ACTIONS	DELIVERABLES	RATING	WHAT WE'VE DONE - KEY RECOMMENDATIONS
1. Artist meet and greets 2. Percent for Art Review 3. Expand networks and reach 4. Commission a major work as an entry statement	1. Opportunities for community to meet artists working in City of Vincent and discuss their work Meet and greet sessions included in agreements for commissioned works	✓	Meet and greets built into major artwork commissioning process. Smaller projects restricted by budget – artists must be paid for additional time <b>REC:</b> Ongoing meet and greets for commissioned works Consider event or arts trail presentation by artists in person or pre-recorded online
	2. Percent for Art policy reviewed and updated Percent for Art policy aligned with Built Form and Placemaking strategies	○ ●	In progress led by the Planning team, with Placemaking and Arts input - presented at AAG and EMC with Workshop to follow <b>REC:</b> Continue to progress as part of broader arts development project that include Arts Plan and Percent for Art Policy Guidelines. Identify alignment with Place Plans, Wayfinding Plan and Built Form Policy.
	3. Establish new artist connections through social media Partner with existing network hubs to access new networks Utilise new networks to assist community in funding appropriate artists	✓ ●	Network partnerships established with Perth Public Art Foundation, Chamber of Arts and Culture, Arts hub, RTR, and Streets of Perth, resulting in high numbers and quality of EOIs received <b>REC:</b> Continue to maintain and develop these partnerships through Arts Plan deliverables and source opportunities with other organisations.
	4. One major entry statement artwork commissioned and complete Review of project completed to determine direction of following entry statements	○ ●	Commission process run in 2019/20, panel recommendation not endorsed by Council. Process, schedule template and contract established. New EOI developed, with Arts Advisory Group. <b>REC:</b> Ensure this is completed in 2020/21 financial year. Check on processes to ensure this can be streamlined. Arts Plan and revised Guidelines will strengthen identified arts needs to ensure that there is consistency in assessments.
<b>LONG TERM POSSIBILITIES/ACTIONS</b> <ul style="list-style-type: none"> <li>• Major commissions and projects</li> <li>• Long-terms Arts Strategy</li> <li>• City of Vincent Artist in Residence</li> <li>• Attract high-quality established artists to City of Vincent</li> <li>• City of Vincent acquisitioned prize at Sculptures by the Sea</li> <li>• Subsequent Entry Statement commissions</li> <li>• Public Art projects with professional and emerging categories</li> <li>• Investigate the impact of different procurement processes on outcome</li> </ul>		<b>WHAT WE'VE DONE - KEY RECOMMENDATIONS</b> <p>Major artwork commissioned. Projects undertaken and more planned. New Arts Plan to be delivered in lieu of Long term arts strategy due to budget constraints.</p> <p>Does not appear to have been an artist in residence or acquisitioned prize at Sculptures by the Sea. Investigate if there's value in pursuing this objective as part of future project planning.</p> <p>Entry statement commissions planned in William Street Town Centre and Leederville Town Centre.</p> <p>Arts Relief Grant funding provided for emerging artists.</p> <p>Opportunity to incorporate analysis of procurement processes on outcome, particularly in relation to percent for art cash-in-lieu expenditure.</p>	

**SUPPORT**

KEY ACTIONS	DELIVERABLES	RATING	WHAT WE'VE DONE - KEY RECOMMENDATIONS
1. Mural commissions for established artists 2. Identify and partner with local organisations 3. Affordable artist co-working space	1. High-quality murals completed that align with strategic plan	✓	Revised EOI attracted high application numbers 9 quality murals funded or co-funded by the City <b>REC:</b> Successful outcome. Review murals policy to ensure it provides strategic guidance and increases the provision of high-quality murals throughout Vincent.
	2. Creative organisations in City of Vincent identified and mapped Partner with at least one local organisation to deliver a strategic project	✓	Partnered with Pride WA (Traffic Control Boxes) Noongar Radio (Mural and Uniforms) Perth Jazz Festival, Perth Festival (LitCrawl), Revelation Film Festival (Film Project), Paper Mountain (Forward Bound) <b>REC:</b> Embed review process for art project outcomes that includes feedback from associated partners on the Vincent funded/facilitated projects.
	3. Suitable City of Vincent-owned co-working spaces identified and investigated Establishment of a pilot co-working space in partnership with local art organisation/s Ongoing promotion of space through City of Vincent channels	○ ●	Multiple potential private spaces investigated, action not achieved due to budget constraints, affordability, health and planning requirements, lack of City-owned fit-for-purpose spaces. <b>REC:</b> Artists' co-working spaces being explored through Making Space for Culture project initiated through inner-city local government network. Development of new public spaces can be encouraged through Percent for Art Policy (public art spaces) and Economic Development Strategy objectives along with reduction in red-tape planning regulations.
<b>LONG TERM POSSIBILITIES/ACTIONS</b> <ul style="list-style-type: none"> <li>• Affordable art spaces in all Town Centres</li> <li>• Annual grants for arts organisations and individuals</li> <li>• Triennial funding for local arts organisations</li> </ul>		<b>WHAT WE'VE DONE - KEY RECOMMENDATIONS</b> <p>Artists' co-working spaces being explored through Making Space for Culture project initiated through inner-city local government network. Continue to explore opportunities for art spaces in all town centres as part of place plan reviews and feed into Arts Plan action items.</p>	

ACTIVATION			
KEY ACTIONS	DELIVERABLES	RATING	WHAT WE'VE DONE - KEY RECOMMENDATIONS
<p>1. Guerrilla Arts Project pilot</p> <p>2. Percent for Art</p> <p>3. Lightbox Laneway Gallery</p> <p>4. Strategic mural commissions and co-funding</p> <p>5. Arts &amp; Activation Officer to attend Town Team meetings</p> <p>6. City of Vincent Arts Instagram</p> <p>7. City of Vincent Art Collection lending</p> <p>8. Traffic control boxes and NBN node painting</p> <p>9. City of Vincent Jazz Precinct</p> <p>10. Partner with florists for pop-up weddings</p> <p>11. Begin urban artwork</p> <p>12. Partner with WA Music Association to provide opportunities for local musicians to perform and develop</p>	<p>1. First Guerrilla Arts Project period delivered across City of Vincent</p> <p>Data gathered for determining actions for continuation of project</p>	<p>●</p>	<p>Platform Temporary Art project pilot run in 2019. Feedback gathered from community and AAG.</p> <p><b>REC:</b> Identify key learnings from this feedback to inform Arts Plan.</p>
	<p>2. Cash-in-lieu payments received for strategic arts budget</p> <p>High-quality public artworks installed in new developments</p>	<p>✓</p>	<p>Arts Officer provided consultation with developers on Percent for Art contributions, participated in selection panel for two major developments.</p> <p><b>REC:</b> Embed objectives in updated LPP 7.5.13 to ensure that developers consider public realm and associated public artwork if they are choosing Option 1. DRP checks on public artwork elements as part of their assessments of new developments.</p>
	<p>3. Lightbox Laneway gallery exhibitions delivered per year</p> <p>Artists supported to exhibit their work in the public realm</p> <p>At least one exhibition slot per year reserved for a targeted demographic of artists</p>	<p>✓</p>	<p>6 Lightbox Laneway exhibitions held including targeted exhibitions for Pride month and NAIDOC week.</p> <p><b>REC:</b> A success story that should be continued as part of future arts planning and better supported through updated LPP 7.5.13 policy provisions.</p>
	<p>4. Murals completed with consideration to Placemaking plans, artistic content and context suitability</p> <p>High-quality public murals relevant to community completed in City of Vincent</p>	<p>✓</p>	<p>Locally relevant, high quality murals commissioned. Artistic context and strategy discussed with co-funding businesses. Town Teams included in artist/design selection process.</p> <p><b>REC:</b> Review murals policy to ensure it provides strategic guidance and increases the provision of high-quality murals throughout Vincent. Address gaps through place plans or other relevant planning instruments.</p>
	<p>5. Improve Arts Action Plan with Town Centre plans</p> <p>Increased contact between Arts &amp; Activation Officer and local creative organisations/individuals</p>	<p>✓</p>	<p>Arts Officer developed relationships with all Town Teams with resulting increased contacts at local creative organisations.</p> <p><b>REC:</b> Ongoing objective as part of relationship building.</p>
	<p>6. City of Vincent Art Instagram created and populated with at least one post per week</p> <p>All types of City of Vincent art and creativity promoted regularly through social media</p>	<p>○</p>	<p>Make Vincent account run for 18 months, not viable due to staff resources.</p> <p><b>REC:</b> Discontinue if value can be found through other regular social media posting and website updates.</p>
	<p>7. City of Vincent Art Collection made available to community organisations to borrow and display</p>	<p>○</p>	<p>Action not continued following cost to value assessment. Art Collection displayed and stored appropriately.</p> <p><b>REC:</b> Consider as part of Art Collection policy review. Discontinue if it is found to be unviable to move art collections without liability issues.</p>
	<p>8. Artists given the opportunity to complete public works for payment</p> <p>Traffic boxes and NBN nodes painted and made creative</p>	<p>✓</p>	<p>4 Traffic control boxes, 1 transformer box painted. NBN node MOU not achieved.</p> <p><b>REC:</b> Success story. Consider continuing (perhaps as an emerging artist initiative)</p>
	<p>9. Jazz Precinct concept begun with signage</p> <p>Jazz Precinct mural completed</p> <p>Potential for partnership with International Jazz Festival investigated</p>	<p>✓ ●</p>	<p>Relationships developed with Jazz WA, Centrestage Promotions and Perth International Jazz Festival. PIJF Vincent Community stage achieved 2019 and 2020. 18 month trail approved for Centrestage Concert Club. Monthly Hyde Park Jazz Parades.</p> <p><b>REC:</b> Embed continued development of Jazz Precinct in Vincent as an objective in upcoming Arts Plan.</p>
	<p>10. Partner with florists for pop-up weddings. City of Vincent local businesses engaged in place activation activities</p>	<p>✗</p>	<p>Pop up wedding project cancelled.</p>
	<p>11. Urban Artwalk map determined</p> <p>Existing artworks identified and labelled</p> <p>Partnerships with relevant organisations initiated</p>	<p>○ ●</p>	<p>Existing artwork included on Art Map. Art Project funding given to local artists to deliver Sculptural Poles infrastructure in the Pickle District (Stage 1)</p> <p><b>REC:</b> Regular update art map and this will also inform locality information for Arts Plan.</p>
	<p>12. Local musicians showcased at events</p> <p>Increased City of Vincent engagement with musicians</p>	<p>✓</p>	<p>Local musicians showcased at Leedy Streets Open (via partnership with WAM), and Perth Jazz Festival community stage.</p> <p><b>REC:</b> Explore ongoing opportunities to continue these partnerships and support for local musicians.</p>
<p><b>LONG TERM POSSIBILITIES/ACTIONS</b></p> <ul style="list-style-type: none"> <li>• Town Centre Arts fund for events or installations</li> <li>• Town Centre pop-up takeover or Artist in Residence</li> <li>• City of Vincent Art Award re-established</li> <li>• Urban artwalk Leederville- Northbridge</li> <li>• High-quality commissioned entry statements</li> <li>• Self-guided Art Walks with maps</li> <li>• Professional documentation of public art in City of Vincent</li> <li>• Integrate Arts Strategy into Town Centre Place Plans Artwork</li> </ul>			<p><b>WHAT WE'VE DONE - KEY RECOMMENDATIONS</b></p> <p>Expand urban art walk and consider online elements showcasing artist presentations on local artworks. Use this information to inform Arts Plan. Consider art award and artist in residence opportunities for potential implementation in Arts Plan. High quality commissioned entry statements underway and other key entry statement locations to be identified as part of the Wayfinding Plan project.</p>

CONNECTION			
KEY ACTIONS	DELIVERABLES	RATING	WHAT WE'VE DONE - KEY RECOMMENDATIONS
1. Partner with emerging and established Aboriginal artists 2. Allocate funding to the 5 year Arts Strategy 3. Aboriginal representation on the Arts Advisory Group 4. Matched \$ Murals: Let's Paint Vincent 5. Promote Arts Strategy and acquire feedback 6. Roaming artwork for community consultation 7. Arts Advisory Group	1. Increase of City of Vincent-supported Aboriginal artworks Commission at least one new public artwork by Aboriginal individual/s through the City's public art or mural programs	 	Jade Dolman, Kevin Bynder, Sharyn Egan and Charmaine Cole commissioned to complete artworks including Lightbox Laneway, major mural, traffic control box and uniform design. <b>REC:</b> Work closely with Vincent RAP working group to increase support for Aboriginal artists and the provision of Aboriginal artworks. Make this a key part of Arts Plan objectives.
	2. 5 year Arts and Cultural Strategy development with an external consultant		Budget allocated but returned due to COVID-19. <b>REC:</b> Develop Arts Plan that also relies on entry statements and other associated localities identified by consultant-funded Wayfinding Plan
	3. At least one Aboriginal member of the Arts Advisory Group engaged		Targeted advertising completed without success. New AAG member networks will be utilised to fill position. RAPWG consulted on arts currently. <b>REC:</b> In progress
	4. Co-funded mural application round run Matched \$ murals painted within a set period of time Let's Paint Vincent promoted on social media and in community		Action split into wider arts project funding round, and ongoing co-funded mural program. 8 murals commissioned and completed. 7 arts projects of various artforms funded through grant round. <b>REC:</b> Successful outcome. Review murals policy to ensure it provides strategic guidance and increases the provision of high-quality murals throughout Vincent.
	5. 5 year Arts Strategy draft/consultation promoted and feedback received from various sectors of the community		5 year Arts Strategy put on hold. Artist-led consultation workshop provider found for ADAP community consultation. <b>REC:</b> Identify relevant community sectors to consult for this and use data gathered to inform the development of an internally developed Arts Plan.
	6. 5 year Arts Strategy consultation completed using creative and distinctive artwork throughout City of Vincent	 	5 year Arts Strategy put on hold. Artist-led consultation workshop provider found for ADAP community consultation. <b>REC:</b> Implement arts impact survey that includes artist responses to Percent for Art policy review and broader arts survey.
	7. Community and arts industry advice received on City of Vincent arts activity and strategy		New AAG with wider artform expertise. <b>REC:</b> Ongoing
<b>LONG TERM POSSIBILITIES/ACTIONS</b>		<b>WHAT WE'VE DONE - KEY RECOMMENDATIONS</b>	
<ul style="list-style-type: none"> <li>Develop simple arts/events feedback tool</li> <li>5 year Arts Strategy in place</li> <li>Community Art Awards with categories</li> <li>Arts Charter for City of Vincent</li> <li>Diversity of artforms represented in City of Vincent</li> </ul>		Development of Arts Plan and arts development action items (for action plan or place plans). Explore value of an Arts Charter and community arts awards for future projects.	
CREATIVE ECONOMY			
KEY ACTIONS	DELIVERABLES	RATING	WHAT WE'VE DONE - KEY RECOMMENDATIONS
1. Research development of creative economies 2. Compulsory mentorship in higher value funded murals 3. Encourage creativity in all City of Vincent departments 4. Determine strategic projects to achieve commitment in the 5 year Arts Action Plan	1. Informed discussion sessions to determine action pathway for achieving creative economy goal	 	Research has led to discussion points for development of new ADAP <b>REC:</b> Use learnings from discussion session to inform more structured research project that can inform Arts Plan and Economic Development Strategy objectives
	2. City of Vincent commissioned murals deliver mentorship element for local emerging artists	 	One co-funded mural mentorship completed. Limited by budget and willingness of businesses. <b>REC:</b> Consider a new approach in Arts Plan.
	3. Increased interaction between Arts & Activation Officer and other City of Vincent departments Engage other City of Vincent departments in projects creatively		Arts Officer worked with Engineering, Place Management, Planning, Health, Waste, Parks, Beatty Park, Procurement, Facilities, Community Partners with positive results <b>REC:</b> Continue building these relationships also, considering the restructure (elimination of activation officer role and move of arts development officer into Policy & Place team)
	4. Goals and actions for supporting a creative economy included in the 5 year Arts Action Plan	 	Actions will be developed with AAG for Arts Plan. <b>REC:</b> see above and this should also inform Economic Development Strategy.
<b>LONG TERM POSSIBILITIES/ACTIONS</b>		<b>WHAT WE'VE DONE - KEY RECOMMENDATIONS</b>	
<ul style="list-style-type: none"> <li>City of Vincent Artist in Residence program</li> <li>Partnerships with surrounding Local Governments</li> <li>Established, growing creative economy in City of Vincent</li> </ul>		Investigate options for artist in residence in Arts Plan. Make a creative economy a key part of Arts Plan and the upcoming Economic Development Strategy	

**HATCH** | RobertsDay

Prepared for the  
*City of Vincent*



PICKLE  
DISTRICT  
After Dark

City of Vincent Arts Plan (2022-2027)

# Stakeholder Findings Report

May 2022



## Introduction

The City of Vincent is presently in the process of developing its 5-year Arts Plan 2022 to 2027 (Arts Plan). The City has already carried out extensive work in formulating a draft vision and themes that align with the City's Strategic Community Plan (CSP) priorities. Extensive work on developing the priorities was also done in consultation with the Arts Advisory Group in 2021. This has also included an internal review of the performance achieved against the Arts Development Action Plan 2018-20 (ADAP).

The development of the Arts Plan will build on the previous ADAP, along with City of Vincent policy reviews, including the Percent for Art Policy, the Public Murals Policy, the Public Art Policy and the Art Collection Policy.

In 2021, the City was a local government partner alongside City of Perth, City of South Perth and the Town of Victoria Park in the formulation of the "Making Space for Culture" study. The work identified a suite of initiatives that can be utilised to support the provision of space for creatives.

This additional research will also be inputted into the current process.

Hatch RobertsDay was appointed to assist with stakeholder engagement and the development of an Action Plan, to support the Arts Plan development process.

The purpose of this Stakeholder Findings Report is to provide an overview of the targeted community and industry engagement activities undertaken, and key findings.

### Acknowledgement of Country

We respect and honour Aboriginal and Torres Strait Islander Elders past, present and future. We acknowledge the stories, traditions and living cultures of Aboriginal and Torres Strait Islander peoples on this land and commit to building a brighter future together.



Fridays Studio, Pickle Street



Ellington, Image credit: Perth Now



Rosemount, Image credit: artsource



Artist Siamese, public art City of Vincent

# Background

The City of Vincent 5-year Arts Plan will acknowledge and consider the performance of its precedent, the ADAP, and the contribution and foundation that other studies and policies will make to its formulation, particularly the City of Vincent Percent for Art Policy and the Making Space for Culture Report.

## Arts Development Action Plan 2018-2020 (ADAP)

The City of Vincent ADAP was adopted in 2018 and effectively trialled for three years. The ADAP vision was to 'embed creativity in everything we do to make City of Vincent the Arts capital of Perth' with five key themes (innovation, support, creative economy, activation, connection) and associated goals and deliverables.

In summary, the key strengths and challenges revealed by the review included:

### Successes

- Artist networking
- Artist projects (murals, lightboxes, percent for art)
- Musicians at events
- Arts organisation networking
- Town teams networking
- Perth International Jazz Festival partnership

### Challenges

- Funding/budget barriers – strategy review, art collection outreach
- Resourcing (e.g. limited resources to deliver on wide-ranging and sometimes complex projects)
- Statutory barriers (e.g. arts co-working space delivery was impacted by planning, health, building regulations and frameworks)
- Economic strategy initiatives (knowledge gaps in strategies and levers available to implement economic outcomes), and
- Internal stakeholder networking (limited integration in wider operations; limitations in the delivery of the vision to “embed creativity in everything we do”).

The above findings were further tested and explored through the engagement process undertaken by this study.



Engagement Findings Report

## Other Relevant Policies

### Percent for Art Policy

The City was the first metropolitan Local Government Authority to adopt and implement a Percent for Art Policy, focussed on integrating public art in private sector developments. The policy has operated successfully for approximately 22 years, and undergone several reviews. A key implication of the policy is the opportunity it has provided for cash-in-lieu funding, as an alternative to in-kind provision of public art.

In this respect, the Percent for Art Policy has represented a valuable additional resourcing stream for the delivery of certain arts outcomes (public art), to supplement the City's own investment.

The City will be reviewing the Percent for Art Policy, and amongst other things, investigating the value and opportunity of broadening the scope of outcomes that the policy can deliver, which can support the creative sector and enhance placemaking and activation in the City (e.g. arts spaces, event funding, etc).

This engagement study specifically explored the views of a range of stakeholders regarding the value and issues in broadening the Percent for Art Policy.

### Making Space for Culture

The Making Space for Culture study in 2021, identified a range of high-level initiatives to assist partnering Local Government Authorities to deliver space for creatives across the four participating areas. Initiatives included:

- Identifying and supporting ground-up initiatives and projects through either the property development sector, other landowners or creatives.
- Establishing or influencing planning frameworks that support existing and emerging arts focussed precincts, and
- Identifying a range of policy levers that can assist in encouraging the provision of creative spaces outcomes (e.g. Percent for Art, Plot Ratio Bonuses, etc).

This engagement process has explored the views of stakeholders in the importance of delivering space and the mechanisms that can be utilised.



## Other Relevant Policies

### Innovate - Reconciliation Action Plan 2019-2021

The City's Innovate Reconciliation Action Plan (RAP) guides the City in achieving their vision for reconciliation as a place where Aboriginal and non-Aboriginal people walk alongside each other in respectful and meaningful partnership, celebrating Noongar culture and tradition. It is a way for the City to publicly state its commitment to reconciliation and invite the community to celebrate and acknowledge Aboriginal culture, history and tradition. This RAP follows the release and implementation of the Reflect Rap in 2017.

The RAP has a range of actions, broadly categorised into four themes of relationships, respect, opportunities, and governance, tracking progress and reporting. The key action that aligns directly with the future Arts Plan is **Celebrate Noongar artwork, culture and language in public spaces**. This action has the following deliverables that strongly align to the Arts Plan:

- Consider usage of Noongar inspired 'sense of place' themes and artwork as part of the implementation of the City of Vincent Public Open Space Strategy.
- Find opportunities to incorporate Aboriginal artwork into the City's existing marketing and communications collateral.
- Investigate installing iconic City entry statements acknowledging Noongar Country and people
- Commission an Aboriginal art piece at Beatty Park Leisure Centre
- Commission at least one new public artwork by Aboriginal and Torres Strait Islander individual/s through the City's public art or mural art programs per year.
- Add to the City of Vincent art collection by supporting local Aboriginal artists.

Additionally, the City have identified a deliverable of having at least one Aboriginal member on the Arts Advisory Group.

### Draft Wayfinding Plan

The City of Vincent's draft Wayfinding Plan integrates with the wider strategic planning framework and informs place plans and non-place-based initiatives. The plan notes that signage and successful wayfinding is not just about getting people from A to B but can play an important role in reflecting a site's history and character.

The plan notes that the City has an extensive network of public art and murals through its town centres that act as wayfinding and placemaking markers for people moving around the City, and as gateways to the town centres.

The plan identifies key components of the unique identities of each Town Centre, and the locations of existing public art, murals and gateway artworks. Linking these artworks together, the strategy proposed key arts trails, and locations of future opportunities for gateway artworks and murals to build on the existing art network.

The locations of future public art should be informed by the wayfinding plan and reflect the identity of the Town Centres, and the recommended locations of future artworks.



## Vision

The vision is to be set as the high level goal for the Arts Plan.

Taking into consideration the Arts Advisory Group feedback and alignment with the Strategic Community Plan, the staff administration prepared the following potential vision statements, themes and objectives.

The aim was to contextualise the Arts Plan and ensure it reflects the aspirations of the SCP and the arts community they represent. These were tested as a part of the engagement process.

Feedback suggests that the themes and objectives are well supported.

With respect to the vision statement, there was a resounding call for a greater focus on supporting and nurturing grassroots development of the industry, through facilities, capacity building and promotion. There was also a call to move beyond such a dominant focus on public art, visual arts and music - to embrace a more diverse range of genres. To that end, the second vision statement is most aligned.

The final call to action, based on the feedback received, was that the vision required strengthening. The outcome has resulted in the recommendation that the ADAP vision statement be retained, and utilised for the Arts Plan.

## Potential Vision Statements

# 1

We celebrate and connect our layered history, community and unique places through creativity and art.

# 2

Vincent is a place of discovery, connection and creativity where art is woven into the very fabric of everything we do.

# 3

We build on our extensive networks of art while striving to be bold, inspirational and sustainable.

# Vision Statement (retained)

Embed creativity in everything we do to make City of Vincent the Arts Capital of Perth

## Objectives



### Connected Community

(from Connected Community priority of SCP)

- Our arts and culture flourishes and is celebrated
- Arts and culture helps us build relationships and connections with each other and the City



### Vibrant and Thriving

(from Thriving Places priority in the SCP)

- We work towards injecting creativity into all our public spaces which inspire and encourage social interaction
- Our places move us to discover and connect to a culturally rich Vincent that is accessible to people of all abilities



### Place and Identity

(from Innovation and Accountable priority in the SCP)

- We are focused on growing Vincent's creative economy through innovation and support for emerging creative talent
- We support bold, inspirational and sustainable thinking that draws on the expertise of our creative community



### Innovation and Creative Economy

(from Sensitive Design priority in the SCP)

- We cultivate a sense of belonging, pride and identity through creative insight and reflection
- We attract artists to the community and support them to take risks and explore their practice



# Engagement Methods

Engagement with stakeholders is critical for the success of the Arts Plan, and to ensure it reflects the unique needs of the local arts / creative practitioners, the wider community and municipal stakeholders. The following section outlines all key activities undertaken including their purpose, target audience and success measures.

## A. Targeted Stakeholder Meetings

The engagement was informed by an initial series of meetings with targeted stakeholder groups. These meetings ensured the engagement and Arts Plan is aligned with the practices of the City, and State Government. Outcomes informed the Digital Survey and the structure of the additional engagement activities.

## B. Digital Engagement

Upon completing the targeted stakeholder meetings, the digital engagement activities were prepared. The activities included a survey, an ideas wall and online mapping hosted digitally on the City's Bang the Table platform. The survey was completed by 62 people. The online mapping did not receive any feedback from the community.

## C. Pop-in Engagement Activities

The aim of the pop-in engagement activities was to promote the engagement process and attract feedback specifically from creatives, and people participating in arts-focused activities. There were 3 x pop-in activities which comprised of both interactive and static displays that were located at events with arts activities including Kyilla Markets, Luna Leederville and the Noongar Radio Harmony Day at Hyde Park. Static displays were also provided at 5 venues around Vincent, including Luna Leederville, The Art Garage, Get Ya Fix, The Backlot and Linton and Kay. The survey was also promoted by City of Vincent staff at the After Dark Festival in the Pickle District.

## D. Industry Focused Creative Sessions

The Industry creative sessions were held in May 2022. The objective was to directly engage with the local arts and cultural sector, to validate the vision and themes, and workshop objectives, curatorial considerations, avenues for support of the sector, general actions and deliverables.

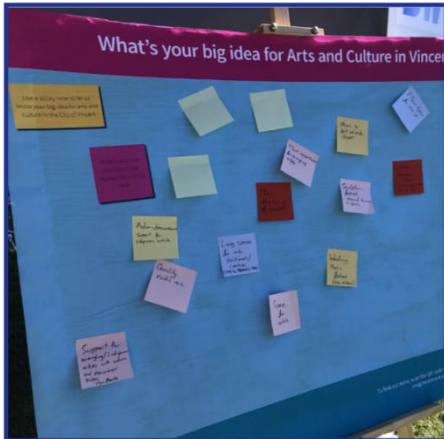
## E. Arts Advisory Group Workshop

The purpose of this session was to review Stakeholder Findings and determine the key actions and the implementation of the Arts Plan for future budgeting.

## F. Elected Member Presentation

There will be a formal presentation to Elected Members, to share the Stakeholder Findings at the conclusion of this process.

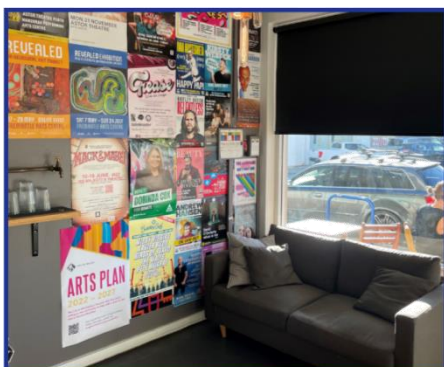




Pop-in Engagement Activities (images left and right)



Arts Plan poster locations across Vincent (image top left: Backlot, image top right: Linton Kay, image bottom left: Get Ya Fix store, image bottom right: Luna)



# Key Findings - Community Survey + Industry Workshops

## Key Take Outs

- The four areas of focus 'Connected Community', 'Vibrant and Thriving', 'Place and Identity' and 'Innovation and Creative Economy' all appear to be of high importance to the respondents, with **'very important' being the most used response to all categories.**
- Areas of genre which reflected the highest level of dissatisfaction were **Dance, Theatre, Book / Literary events, and Aboriginal and/or Torres Strait Islander cultural activities.**
- The Arts is **best represented** in the **Pickle District**. **Mount Hawthorn** was identified as the district where the Arts is **least represented.**
- The provision of **suitable venues and spaces**, alongside **financial resources** were identified as the **highest priority service**, to support the Art's Industry.

## Areas for Improvement

Based on the survey findings and Industry workshops, we can identify that there are six key focus areas needing improvement. These are:

### Variety and Diversity

- The genres of the Arts should reflect a broader spectrum - it is more than visual arts and music
- Heavily focused on public art

### Physical Spaces

- High demand for a variety of spaces, including performance and rehearsal spaces
- Facility maintenance is a concern

### Make Art Visible

- Create better awareness and accessible information of existing arts activities through marketing,

### Capacity Building

- Engage with local artists
- Include opportunities for all abilities and ages into artistic contributions
- Fill the knowledge gaps – there is a need for support and capacity building for art practitioners

### Partnerships + Collaboration

- Need for cross pollination of industries and creative genres to strengthen and widen the arts and cultural offering
- Facilitate networking

### Events and Activation

- Grassroots & industry-led programming
- Host events in all districts

# Pop-in Sessions

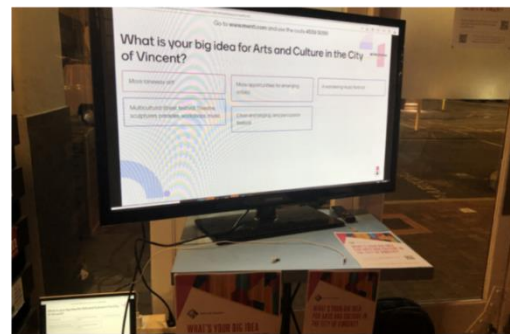
## Key Take Outs

There were three pop-in sessions held at the Kyilla Markets, Luna Leederville and the Noongar Radio Harmony Day at Hyde Park. At the pop-in sessions, we asked participants to share their experience of the Arts in the City of Vincent.

Whilst there was limited spatial information gained from each mapping exercise, **visual art** and **public art** were the two arts sectors people most identified in the City of Vincent. Artworks such as the 'avocado house' and the George Domahidy Mural were also identified as notable artworks for members of the community.

Other key take outs include:

- The video production industry has evolved, and there is less demand on space now. There is a cluster of existing operators in and around Carr Place, which presents a real opportunity for future development (Artarmon TV Studio's, Crows Nest NSW).
- The opportunity to provide a richer experience in parks, to suit all ages.
- The importance of Aboriginal cultural heritage elements in places like Hyde Park and renaming Hyde Park to have an appropriate Aboriginal name that could inform arts outcomes.
- There was a general feeling that finding out about arts events usually involved coming across them rather than knowing about them beforehand. This presents an opportunity to raise visibility of arts activities for residents through regular promotion/marketing, particularly around promotion of the Pickle District as well as arts activities in our Public Open Spaces.

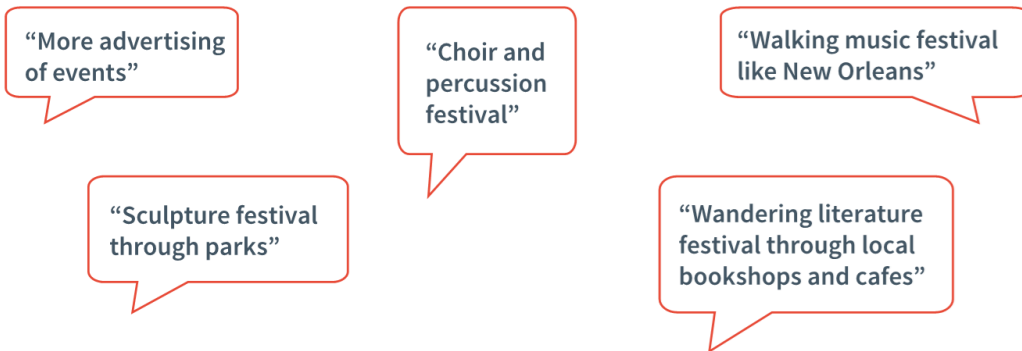


Top: Pop-in engagement mapping activity  
Bottom: George Domahidy Mural

## Ideas Wall

The ideas wall generated more responses from the community across the pop-in engagement activities. Responses can be grouped into the following themes:

### Events & Festivals



### Spaces



### Support



# Community Survey

## Overview

As part of the engagement process, a survey was conducted to understand the community’s perspective and to inform the goals and recommendations that should be drawn out in the City of Vincent Arts Plan.

The website page had a total visit of 295, with 62 participants completing the survey. There were a further 2 x pop up events and 1x digital display to help encourage participation and interact with the community. It is worth noting that most of the respondents were industry representatives.

The survey had separate components seeking feedback about how well the Arts is represented in existing precincts, the Arts Plan strategic objectives, participation, satisfaction and importance, priority service areas and an opportunity to provide feedback on public art specifically.

From the survey findings and Industry workshops, we can identify that what the community wants, relates significantly to our four key areas of focus created with the City of Vincent staff. This shows us the community is supportive of the direction we are heading in, for the Arts Plan.



Connected Community



Vibrant and Thriving



Place and Identity

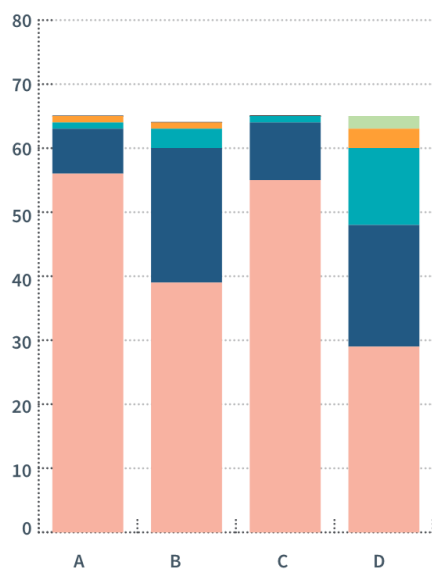


Innovation and Creative Economy

## Connected Community

The community places the highest priority of the **Arts being celebrated (55+ very important)** closely followed by an **arts culture being accessible to diverse people of all abilities (50+ very important)**.

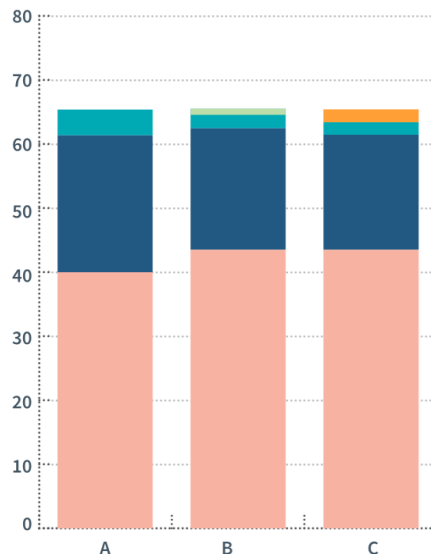
All the values of a connected community including the Arts being celebrated, accessible, connected to place and avenue of building relationships, are seen to be majority of high to moderately high importance of the community.



- A Our arts culture is celebrated
- B Build relationships and connections
- C Art culture is accessible to diverse people of all abilities
- D Art reflects connection people have to Vincent

## Vibrant and Thriving

The values of 'vibrant and thriving' including building upon our extensive art networks, creating inclusive, inspirational public spaces, and creativity introduced into all public spaces ranked high from the community, with **all three ranking between 60-70% very important**.



- A Creativity is introduced into all public spaces
- B Create inclusive, inspirational public spaces
- C Build upon our extensive art networks



## Place and Identity

The community responded that **all three priorities of Place and Identity are largely very important or moderately important.**

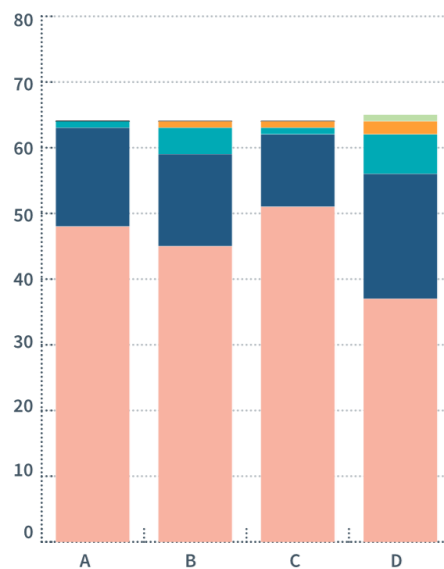
'**Contributes to identity through creative insight and reflection**' was ranked with the highest importance (45+% very important), 'sense of belonging and pride' (35+% very important) and 'history and people are celebrated' (20+% very important).



- A Contributes to identity
- B Sense of belonging and pride
- C History and people are celebrated

## Innovation and Creative Economy

The community responded for all four objectives mostly very important and moderately important. **Grow creative economy/support emerging talent ranked highest** (50+% very important) followed closely with bold, inspiration and sustainable thinking (45+% very important).



- A Bold, inspirational and sustainable thinking
- B Draw on the expertise of creatives in Vincent
- C Grow creative economy / support emerging talent
- D Attract established artists in Vincent



Engagement Findings Report



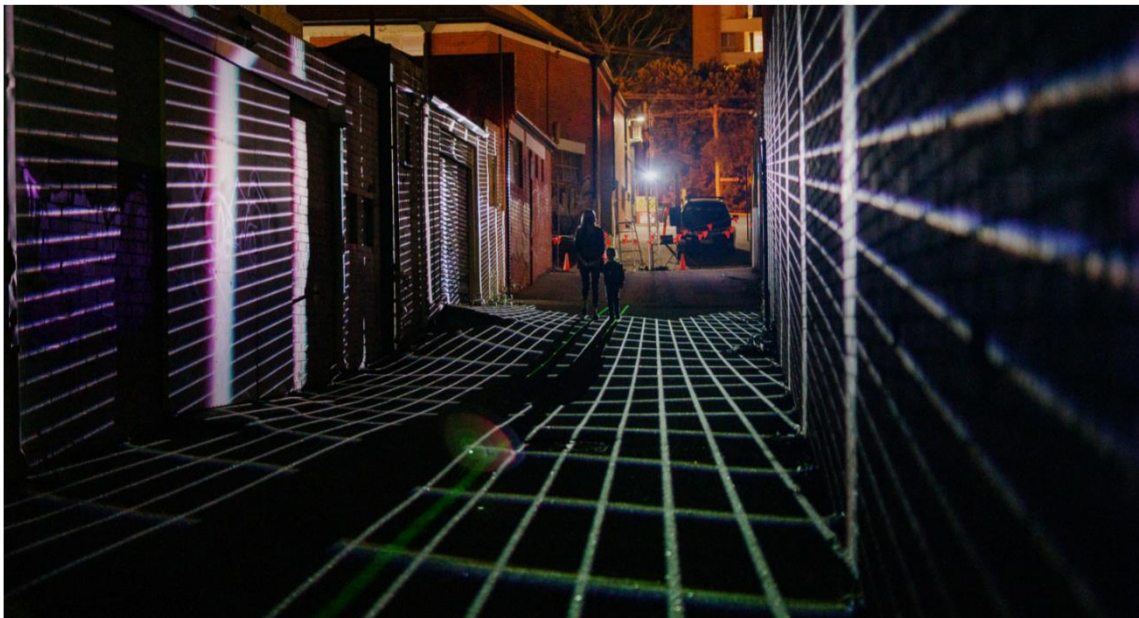
## Precincts and Priority Services

Based on feedback, the Arts is best represented in the Pickle District, followed by the Leederville Town Centre and Beaufort Street.

Mount Hawthorn was identified as the district where the Arts is least represented.

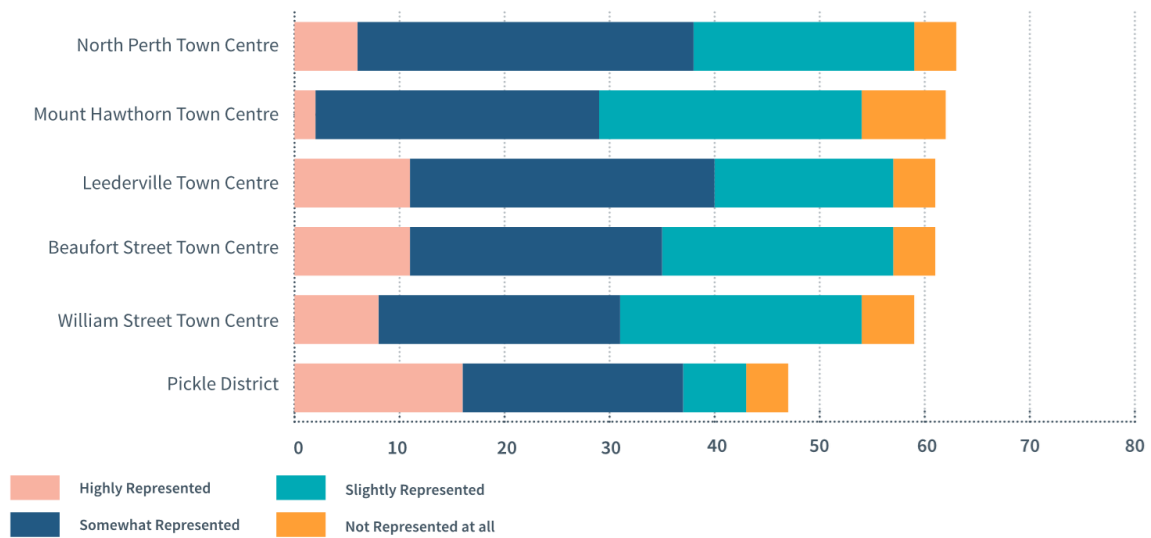
The provision of suitable venues and spaces, alongside financial resources were identified as the highest priority service, to support the Arts Industry.

Capacity building and programming were also identified as a significant service, with over 50% of respondents indicating it is a high priority. Interestingly, public art was listed as the least important service provided.

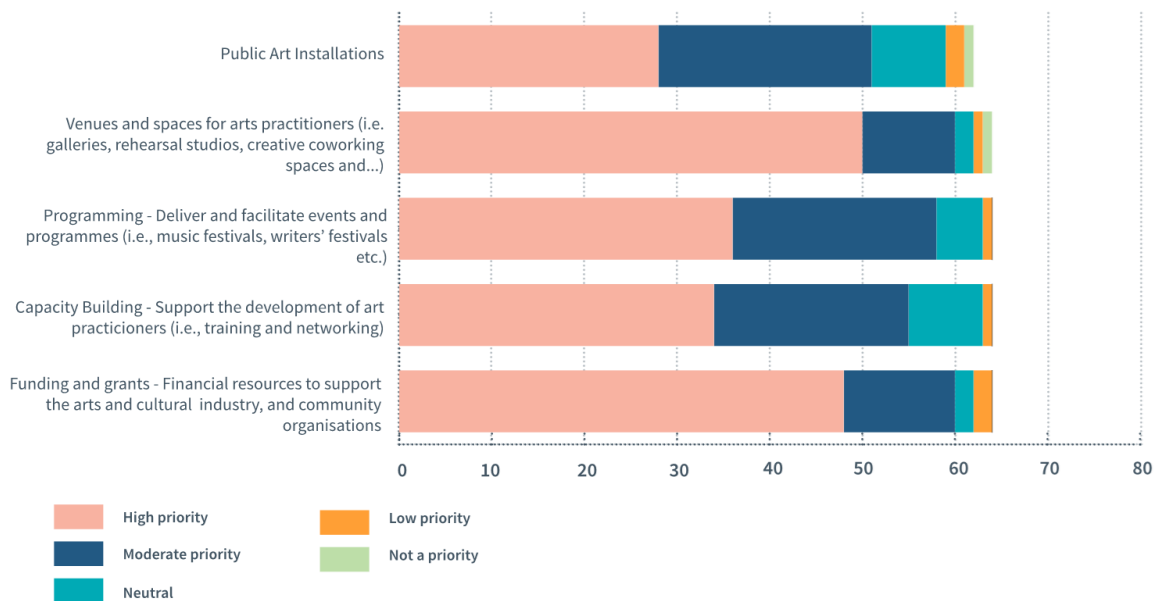


Pickle District, Image credit: Matthew Gedling

The Arts represented in existing precincts



Priority services to support the Arts industry



## Importance, Satisfaction and Participation

It was pleasing to see such a good response to this survey, from members specifically within the Arts Industry. This means the City can confidently engage with the broader community once the draft Arts Plan has been completed, knowing it is strongly represents the view of the local industry.

Most respondents were actively involved in the industry (65% were professional practitioners and 28% were either part-time practitioners or hobbyists).

60% of respondents were City of Vincent residents, which highlights an engaged local arts community.

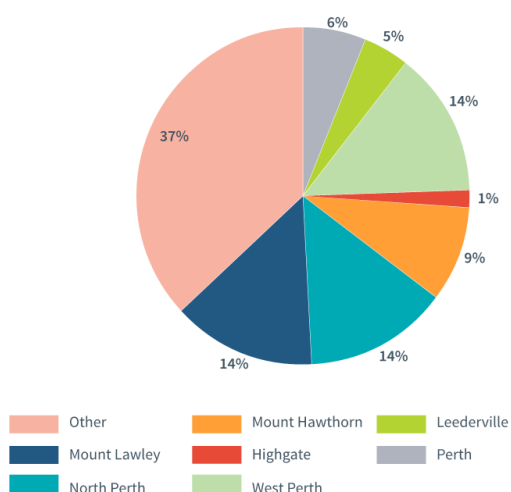
Areas of genre which reflected the **highest level of dissatisfaction were dance, theatre, book / literary events, and Aboriginal and/or Torres Strait Islander cultural activities.**

The genres which were identified as moderately more important than others (visual arts and music), also reflected the highest level of satisfaction.

Visual arts and craft, and music events are the genres which attracted the highest attendance rates. It is worth noting that less than 7% of survey participants were not industry practitioners. Therefore, this data may not genuinely reflect actual participation trends overall.

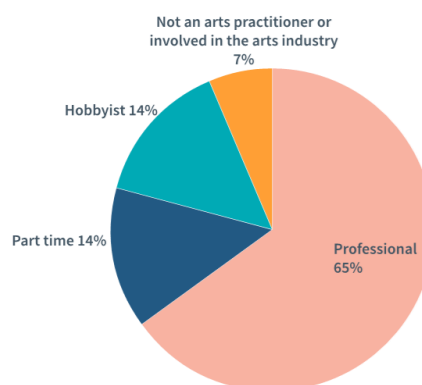
There was also useful survey feedback to the question 'why is arts and culture important to you?' The data showed that most people chose 'improved health and wellbeing' and 'I get to know people in my community' which resonates strongly with the connected community theme.

Survey Respondents

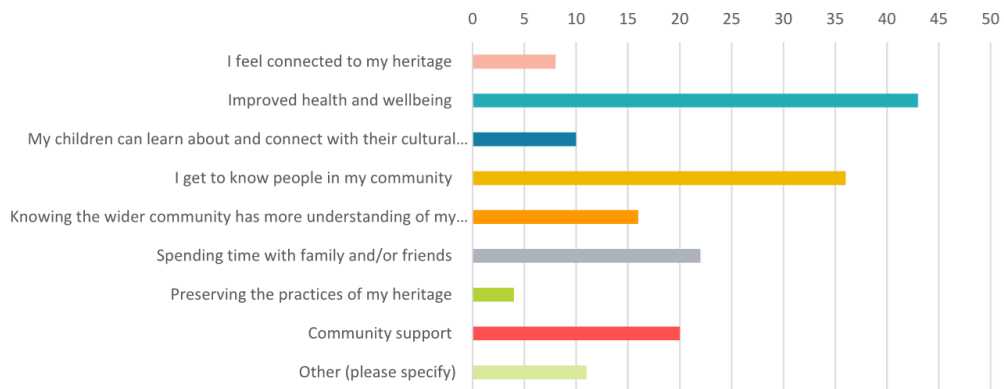


Engagement Findings Report

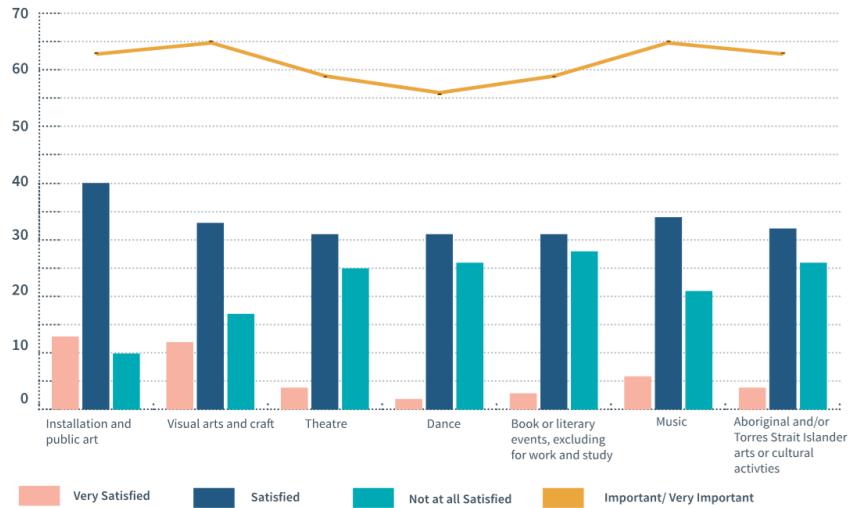
Industry Involvement



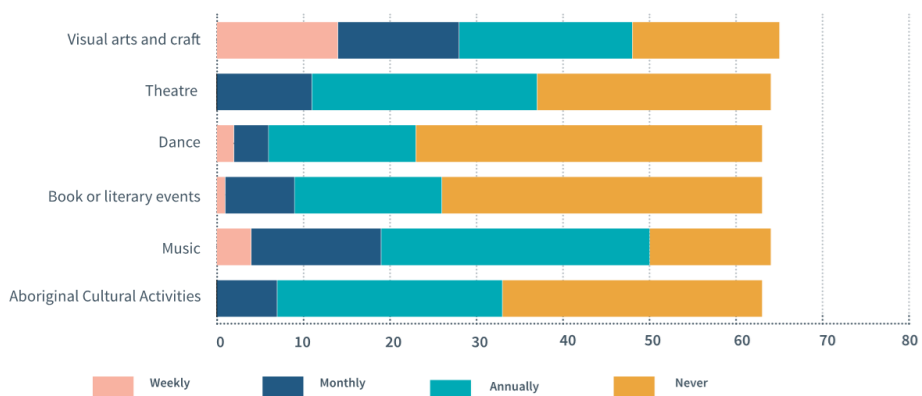
Importance of Arts and Culture



Arts Genre - Satisfaction and Importance



Participation Rates



## Existing Public Art Collection

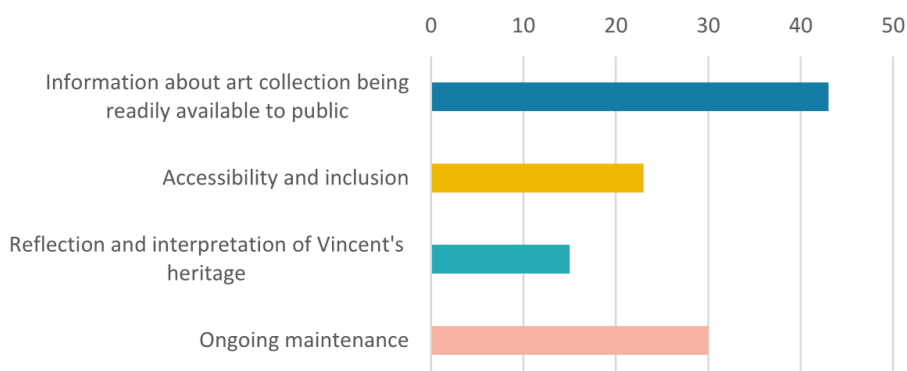
The community also responded to questions enquiring about the aspects they think could improve Vincent’s existing public art collection.

In response to specific areas of focus, people chose ‘Information about art collection being readily available to public’ and ‘ongoing maintenance’ as the two most

important.

Other key issues raised in through an open response have been broken up into six key areas of focus, as summarised below.

### Public Art Collection (areas for improvement)



### Physical Spaces

“Building or facilitating cultural infrastructure”

“Create space for local artists to share their experiences with emerging artists”

“It would be wonderful to have a permanent city of Vincent gallery space to view works from the Vincent collection and have ongoing exhibitions by local artists. Restore the annual Art Awards”

“Focus on creating spaces for the recreational and emerging artists, and you will have a sustainable flourishing art scene, rather than just public and street art-which is the tired trend elsewhere”

### Make Art Visible

“Better promotion of existing work and the update and promotion of the online arts map”

“All Entry Statements to the City should have public art incorporated”

### Capacity Building / Support

“Integrity to invest in local artists. The ability to have in depth opportunities to develop artistic practice and engage the local community further into artistic process, practice and workshops”

“Inclusion includes disabled/ immunosuppressed people”

“Don’t neglect established and experienced artists in favour of ‘the new’”

“Bring communities outside Vincent to see what is happening there”

### Variety and Diversity

“It seems to be entirely focused on public art?”

“More variety and scale”

“Allowing the focus of Arts delivery to broaden into Performance art not just Visual Art”

### Public Art

“There seems to be an emphasis upon the public manifestation of art, rather than the engine of this which is the harder to find and support living artists and their communities”

### Events and Activation

“Go for it at all levels - from professional art and performance, to kids finger painting or the fun things that Junkadelic ”

“There are not very many events within the city. It would be nice to see more arts and culture events now that COVID is less of a concern to public health.”

### Partnerships

“Integrating with or featuring in non-arts/social based businesses”

“Engage with youth voice and create spaces that promote wellbeing culture and creativity”

# Industry Workshop

## Overview

Two Industry Workshops were held back to back on the 5th May. There were attendees representing diverse genres, including practitioners, arts organisations and developer representatives.

The purpose of the Industry Workshop was to further explore the need for facilities and spaces, percent for art, regulation barriers, planning for arts precincts, activation/event opportunities and partnership opportunities.

As part of the Industry workshop, menti-meter questions was asked concurrently with the room discussions.

The themes included:

- “Just Give Me Space” - The provision of creative space
- “The Money or the Box” - The role and opportunities for funding
- “Death by Committee” - The barriers and opportunities provided by administrative and statutory processes
- “United We Stand” - The role and planning of arts precincts
- “The Life of the Party” - The role of events
- “Playing Well in the Sandpit” - Exploring partnership opportunities



Photographs from Industry workshops

## “Just Give me Space”

### *The provision of creative space*

This theme was a platform to understand what is needed for the art and cultural community regarding offerings of spaces.

- High demand for performance and rehearsal spaces
- Need for cross pollination of industries and creative genres to strengthen and widen the arts and cultural offering (mixed use-fusion spaces)
- Need for diversity of spaces in scale as well as flexible for multi-use/shared uses
- Create awareness and accessible information (about spaces available)
- Strategies to make better short term/temporary use of vacant commercial spaces (how can information be shared?)
- Continual management and maintenance of arts and cultural facilities and public space
- Management and maintenance are issues of concern
- Demand for office space - make needs transparent
- Multi – functional spaces are the highest priority needing to be increased in the City of Vincent (menti-data)
- Invest in better information to improve use of potential spaces.
- Target industry and creative organisations to host events in parks (i.e. WA Ballet). After events are held, document and promote outcomes.

## “The Money or the Box”

### *The role and opportunities for funding*

This theme drew out response to government and developer contribution to art and cultural opportunities.

- Collaborative approach to investment through engagement with developers who are interested in the arts
- Consider short, medium and long term outcomes through policy, programs and fundings
- Leverage new developer opportunities for interim activation (vacant ground floor tenancies)
- Percent for Art - Variety is important (in-kind and cash-in-lieu)
- Policy Framework- Establish boundaries around long term management / maintenance of art installations
- Percent for Art - opportunity for a performance space?
- State a strategic case for investment, and make connections (business community, artists and philanthropists)
- Leverage strategic opportunities in core districts / invest in precedents (i.e. Pickle District).
- Potential opportunities for plot bonus ratio controls.



### “Death by Committee”

*The barriers and opportunities provided by administrative and statutory processes*

This theme helped to identify the challenges and opportunities for tackling the red tape, to better support the arts industry.

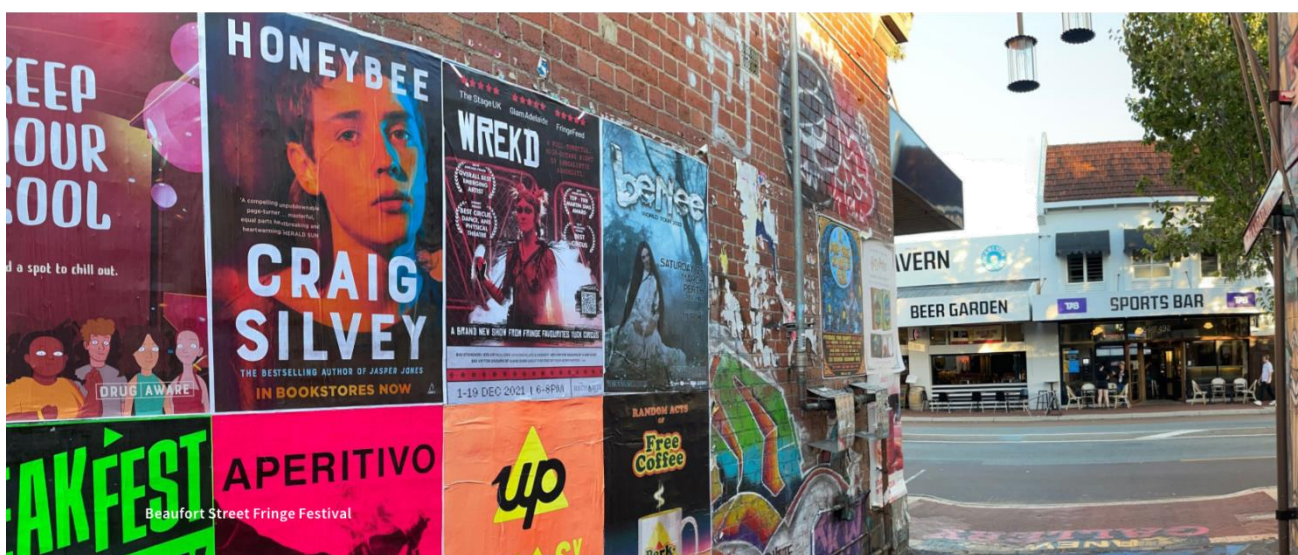
- City of Vincent has a role to play in advocating for the Arts (to the State Government). Council needs to know what the Arts community needs.
- The genres of Arts should reflect a broader spectrum - it is more than visual arts and music
- Fill the knowledge gaps – there is a need for support and capacity building
- Procedures stifle creative chaos. How can you promote creativity and flexibility within the necessary structure and process?
- Agreement and commitment to work together on a common goal (outcomes vs process driven)
- Procedural obstacles include accessibility to grant writing and knowledge gaps (menti-meter).

### “United We Stand”

*The role and planning of Arts Precincts*

This theme introduced the various avenues of connection and comradery that could exist, or already exist and can be leveraged, between government and the arts and cultural community.

- Protect cultural uses where we can expand local identity (take risks, preserve grit and integrity), cultural intergration needs a strong policy response
- Increase avenues for networking (interaction, visibility and mentoring opportunities)
- What are the political levers that make art more visible and accessible?
- Invest in precincts ( i.e. Pickle District, Rosemount and Jazz Precinct).
- High frequency locations are also important (Robertson Park)
- Pickle District ranks highest in terms of importance to art (menti-meter)



## “The Life of the Party”

### *The role of events*

The theme identified what are the opportunities for events and activation to promote and celebrate the Arts.

- Beaufort St/Fringe – these events get people involved in the arts. Need to span across all precincts.
- Events bring creatives together - collaboration, mentoring and inspiration.
- Draw on local resources and artists. Large scale and local are both important. Leverage local professionals and students (WAAPA).
- Pickle District After Dark - attracts artists and art enthusiasts but also need additional events for broader audience.
- Events are seen to be important to creatives/ participants to bring public visibility, collaboration opportunities, and generates a much deeper connection to community (menti-meter)

## “Playing Well in the Sandpit”

### *– Exploring partnership opportunities*

This theme provided a platform for the participants to provide their insight into the avenues for connection across government and community.

- Create a unified voice.
- Engage the youth
- Bring practitioners together (they often work in isolation)
- Collaboration and funding potential with education – TAFE, WAAPA, ECU, schools
- Need for programmed activities in public spaces to draw audience and connection between community
- Cultural silence. How can we make arts visible?



# City of Vincent Feedback

## Staff Workshop

Two workshops sessions have been undertaken with staff representing key operational sectors within the City.

Key discussions from these sessions include:

- Knowledge of the Arts Plan needs to be extended more widely. It has enjoyed only limited implementation across other parts of the organisation.
- More dialogue about the document and its key initiatives is really important.
- Ideally facilities need to be multi-purpose and cater to a range of different groups. Leasing and liability issues also need to be considered.
- Vincent has ageing assets. A strategic approach is important to understand and address the issue for new / other arts and cultural facilities. This should be a joint project across the organisation.
- Opportunities to better market the arts. Use existing channels. Make sure information is communicated so it can be shared. Very small team, with stretched resources.
- Opportunity to review the Percent for Art Policy. It's important to engage developers early so that the City gets meaningful art.
- Consider implementing various Arts initiatives (e.g. express and understand more granular opportunities that give potential detail to broader vision and objectives)
- Need to recognise that the City has very limited capital resources available (e.g. properties to provide space) and therefore space provision may need to be the primary focus of a reshaped Percent for Art Policy.
- Need to capture Arts initiatives into other strategic plans across the organisation
- The City has limited staff resources - the Arts Plan needs to reflect realistic staffing levels. Critical to prioritise a small number of initiatives rather than attempt to implement too much.
- This exercise has been a good opportunity to improve awareness of the role of Arts, amongst internal staff. There is a need to identify more ways and better coordinate cross-functional participation, across the Arts space.
- Human and capital economic focus is required, particularly sector building and leveraging the City's existing creative brand and value proposition.

## Arts Advisory Group Workshop

Two working sessions were undertaken with the City of Vincent Arts Advisory Group, which includes representatives of the local arts industry across a variety of genres.

A summary of these discussions is captured below:

### Corporate / Organisation wide focus

- Opportunity to better leverage external partnership opportunities: McCusker Foundation (UWA Business School), WAAPA Arts Course / Arts Management Course, Curtin interns
- Key internal collaboration opportunities: More cross pollination with Strategic Planning team, leverage place planner interns, Community Development, Property team
- Need for a senior staff champion - Director / Leadership level to drive Arts
- Use language that is more inclusive, to reach everyone (creatives)
- Re-position the Arts as a high organisational priority (like sustainability)
- The Arts Plan will need to consider measurable and tangible outputs that provide broad outcomes aligned strategically to SCP.
- Recognise that some Arts initiatives are complex and require considerable time (eg, place/space delivery)

### Cultural Infrastructure

- Nurturing developer relationships that are already aligned and have strong links to the arts
- Consult directly with artists regularly

### Capacity Building

- Alternative to the Arts Awards - consider coordinating an Art Gallery Walk, through art month
- Collaborate/ cross pollinate to attract theatre companies and arts organisations to base themselves in the City of Vincent (new office space / cluster opportunities)
- Facilitate / assist with funding and public art grants

(Percent for Art funds could be used for local grants / micro-grants)

### Marketing, Communications and Advocacy

- Coordinate opportunities such as Fremantle Arts Centre Artist-in-Resident programs, Developers (spaces for organisations that represent the arts), Theatre Companies (Theatre 180, the last great hunt)
- Can the Arts Advisory Group use networks and provide a platform for larger strategic outreach initiatives (e.g. advocacy to state government, precinct coordination, etc.).
- Focus on the different audiences - arts consumers versus artists (creatives)

### Activation and Events

- Partner with the Town Teams to coordinate an annual festival that moves around each year.
- Small Scale (micro) Funding Grants to support networking activities
- Understand how the next generation want to be involved through experience
- Leverage the attraction of Pickle District After Dark event. Celebrate and enhance arts and cultural events that have been successful (such as Aboriginal Cultural events)

### Statutory / Strategic Planning

- All cross functional strategies need to have actions that consider the arts within existing policies and strategies i.e. diversity and inclusion

# State Government Feedback

## Department of Local Government, Sport and Cultural Industries

As part of the targeted stakeholder engagement, the project team met with the Department of Local Government, Sport and Cultural Industries (DLGSC) to gain an understanding of how the City's programs and future Arts Plan can integrate with DLGSC programs and policies, and how it can leverage cultural infrastructure funding.

Key discussions from this session can be categorised under Arts Investment and Funding, Policy Frameworks and Funding & Partnerships.

### Arts Investment and Funding

- DLGSC identified that there is a possibility of a new cultural infrastructure fund being investigated. This fund could potentially operate in a similar way to the Department's current Community Sporting and Recreation Facilities Fund (CSRFF).
- This model uses a partnership approach with local government and community groups to deliver sporting infrastructure.
- Funding opportunities need to be based on strategic planning. This should be informed by a strategic vision for arts and cultural infrastructure in the local government area, and within precincts to identify the gaps in cultural infrastructure, the needs of the community, and the future vision for cultural infrastructure.
- It is also important to consider how it connects to the network of existing and future cultural infrastructure within Vincent, and across the region.

### Policy Frameworks

- DLGSC are undertaking a review of the Percent for Art Policy model. Key issues raised as part of this review, relevant to the development of the Arts Plan, are an increase in the procurement of Indigenous and Torres Strait Islander artists, and a greater representation of Indigenous and Torres Strait Islander art.

### Funding & Partnerships

- DLGSC noted the success of the Creative Communities Program, in partnership with Lottery West. This program was used to support short term artist residencies in communities (up to \$30K and for up to 10 weeks) and also assisted in the delivery of longer-term programs (up to \$70-\$80k and longer than 10 weeks).
- This program could also assist with funding of intermediary organisations such as Artsource & FORM, to assist with the delivery and ongoing management of actions within the Arts Plan.
- There is a potential to leverage State Government Investment in Screen Arts in the City of Vincent, to support existing post-production and visual effects operations in the City.



**Address**

Level 2, 442 Murray Street

Perth WA 6000

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CITY OF VINCENT

# DRAFT ARTS PLAN

2023 - 2028





Cover:  
Voxlab studio ft. Bec Juniper paintings  
Photograph by Danica Zuks, 2021

This page:  
Smiths Lake Reserve sculpture and Talking Rock  
Tony and Francine Riches, 2003  
Photograph courtesy of City of Vincent, 2013

## ACKNOWLEDGEMENT OF COUNTRY

The City of Vincent acknowledges the Traditional Owners of the land, the Whadjuk people of the Noongar nation, and pay our respects to Elders past and present.

We recognise the unique and incomparable contribution the Whadjuk people have made and continue to make to our culture and in our community, as the oldest living culture and the first artists on this land. We will continue to seek the input of the Traditional Owners.

The land on which we live, meet, and thrive as a community always was and always will be Noongar land.

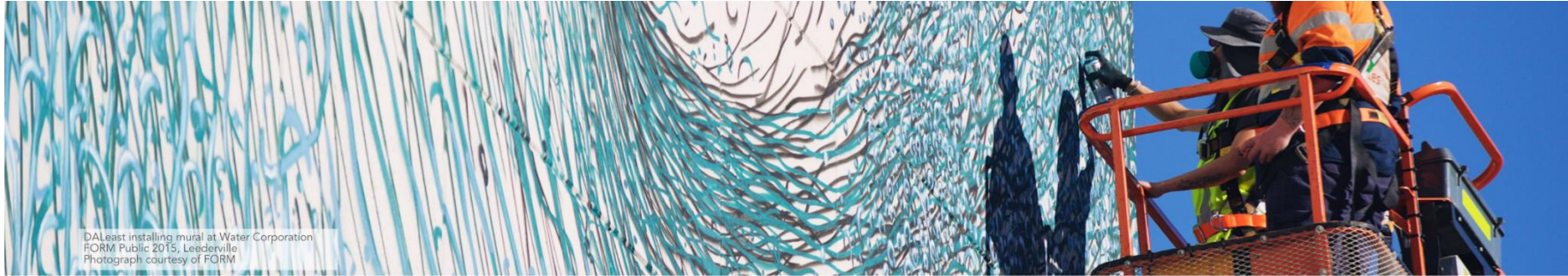




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Pickle District After Dark 2.0  
Light artwork by Sohan Ariel Hayes  
Photograph by Matthew Gedling, 2022



DALeast installing mural at Water Corporation  
FORM Public 2015, Leederville  
Photograph courtesy of FORM

# ARTS PLAN ON A PAGE

## VISION

Embed creativity in everything we do to make City of Vincent the Arts capital of Perth.

The Vision feeds into four themes, each with two key objectives. The final section of this document details several actions for each objective, to be delivered over the five year span of the Arts Plan.

## THEMES



**CONNECTED  
COMMUNITY**



**VIBRANT &  
THRIVING**



**PLACE &  
IDENTITY**



**INNOVATION &  
CREATIVE ECONOMY**

## OBJECTIVES

1. Our arts and culture flourishes and is celebrated
2. Arts and culture helps us build relationships and connections with each other and the City
3. We work towards injecting creativity into all our public spaces which showcases art and culture and enhances our public places
4. Our places move us to discover and connect to a culturally rich Vincent that is accessible to people of all abilities
5. We cultivate a sense of belonging, pride and identity through creative insight and reflection
6. We attract artists to the community and support them to explore and grow their practice
7. We are focused on growing Vincent's creative economy through innovation and support for our emerging creative talent
8. We support bold, inspirational and sustainable thinking that draws on the expertise of our creative community

# HOW TO READ THIS DOCUMENT

The Arts Plan is structured around three key focus areas:

## 1. WHERE ARE WE NOW?

Sets out the strengths, weaknesses, opportunities and threats of Vincent's current arts and culture portfolio and the results of the stakeholder engagement conducted for the Arts Plan.

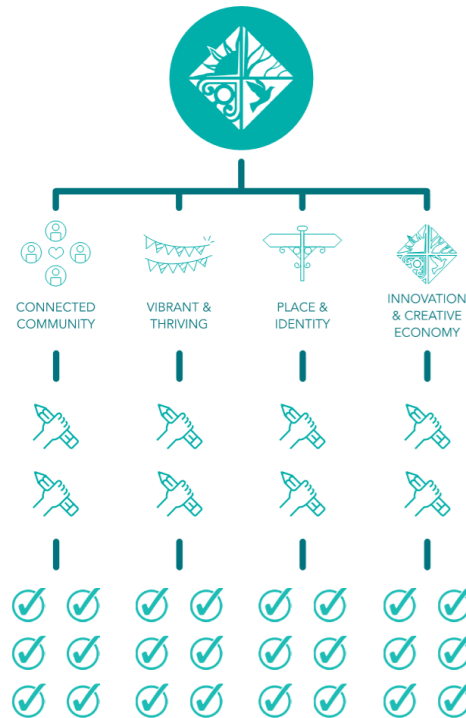
## WHERE DO WE WANT TO BE?

Sets out the vision and associated themes and objectives that will respond to the 'where are we now' focus area, to enhance and improve Vincent's arts and culture activities and offerings.

## HOW DO WE GET THERE?

Outlines the actions which will contribute to achieving the objectives and vision of the Arts Plan.

# HOW DO THE VISION, THEMES, OBJECTIVES AND ACTIONS RELATE?



## VISION

High level goal for the Arts Plan.

## THEMES

Captures four major themes through which the Arts Plan will be delivered in order to achieve the vision.

## OBJECTIVES

Two key objectives are listed against each theme, articulating our approach and priorities.

## ACTIONS

Corresponding with each of the objectives specify what we will do to achieve each objective, and the overall vision.

# WHERE ARE WE NOW?

## THE ARTS IN VINCENT

What sets Vincent apart from other areas of Perth is the rich, layered and diverse history embedded in this place that always was and always will be Whadjuk Noongar Boodja.

The bustling and ever evolving inner city location we enjoy today has a past as the fringe and outskirts of the city, and a longstanding history of welcoming immigrants from all over the world. Before the wetlands were infilled they were home to Chinese market gardens; long before that, before colonisation an extensive network of wetlands that stretched across and passed through Vincent were rich in flora and fauna, and remain culturally significant sites to the Whadjuk Noongar people.

Today Vincent is known for its thriving arts scene, home to artists and galleries, street art and public art throughout town centres and laneways, live music venues, the Pickle District, Hyde Park events, creative organisations and institutions such as The Rosemount and RTRFM.

Our community is diverse, multicultural, vibrant, creative, engaged, and values art and culture.



Behind the scenes of dance film *Honeymoon Phase* by Kaela Halatau and Stephanie Senior  
Photograph by Danica Zuks, 2020

Rings by Stephen Pennock,  
North Perth Common, 2019  
Photograph by Danica Zuks

Rivulets by Lorena Grant  
Beatty Park Leisure Centre  
Photograph by Danica Zuks

Ever Ever mural by Georgia Hill, 2016  
Photograph by D Dewsbury



- Alignment with:**
- Innovate RAP 2022 - 24
  - Wayfinding Signage Plan
  - Place Plans and Planning Frameworks
  - Access & Inclusion Plan 2022 - 27
  - Public Open Space Strategy 2018

- Arts Policies:**
- Percent for Art Policy
  - Public Art Policy
  - Murals Policy
  - Art Collection Policy

### STRATEGIC ALIGNMENT

The Strategic Community Plan (SCP) details Vincent’s overarching plan for the future, and is informed by extensive community consultation. It sets the strategic direction for the entire organisation and is supported by a number of informing strategies and plans, including the Arts Plan.

The four themes of the Arts Plan have been developed in line with the SCP guiding principles Connected and Healthy Community, Thriving Places, Sensitive Design and Innovative and Accountable.

The Arts Plan succeeds the Arts Development Action Plan 2018 - 2020 (ADAP). A review of performance achieved against the ADAP was undertaken and informed the framework of the Arts Plan, alongside the Making Space for Culture Report. Both are detailed further in the following pages.

Other City documents that the Arts Plan aligns with include:

- Innovate Reconciliation Action Plan 2022 - 2024;
- Wayfinding Signage Plan;
- Place Plans and Planning Frameworks;
- Access & Inclusion Plan 2022 - 2027; and
- Public Open Space Strategy 2018.

The Arts Plan guides the City’s activity and investment in the arts sector, percent for art contributions and cash-in-lieu expenditure and informs the arts policies. This includes:

- arts commissions, projects, events and programming;
- internal processes such as approvals, collection management and maintenance;
- sponsorship of initiatives, projects and awards;
- co-funding or grant funding initiatives; and
- partnerships and collaborations.



**CONTEXT**

The performance review and learnings of the ADAP informed the development of the Arts Plan. Findings from the recently completed Making Space for Culture study also played an informative role.



8 | CITY OF VINCENT ARTS PLAN 2023 - 2028

**ADAP REVIEW**

Adopted in 2018, the ADAP vision was to ‘embed creativity in everything we do to make City of Vincent the Arts capital of Perth’, supported by five key themes (connection, activation, support, innovation, creative economy) and associated goals and deliverables.

Implementation of the ADAP was impacted by COVID-19 as many actions could not be delivered due to restrictions. The delayed implementation of the ADAP slowly resumed as the ease of restrictions allowed.

The key strengths and challenges identified in the ADAP review revealed the following:

**Successes**

**Mural and public art commissions.** A large number of projects and initiatives were successfully commissioned, funded and co-funded.

**Opportunities for the community to meet creatives and learn about their practice.** Artist talks and meet and greet sessions have been valuable and will continue to be actioned through the Arts Plan.

**Connect with creative organisations to advertise opportunities through their networks.** Increased reach to artists has resulted in receiving higher quality submissions. An example of this was advertising the Film Project open call through RTRFM.

**Identify and partner with local organisations to achieve common goals.** Partnerships have drawn on expertise of local creative sector to provide creative opportunities and experiences to the industry and community. An example of this was the Moorditj Mural Masters project delivered in partnership with Kickstart Youth Festival, where budding young Aboriginal artists were mentored through the full mural commission process by Jade Dolman, a Whadjuk/Ballardong Noongar and Eastern Arrente experienced mural artist.

**Challenges**

**Resourcing barriers.** A number of deliverables were not able to be achieved due to lack of human and financial resourcing.

**Spaces for creative production and practice.** Suitable and affordable working spaces for artists were not found despite multiple avenues being explored including City of Vincent assets, partnerships with arts organisations and vacant, privately owned premises.

**Increased interaction between arts and other portfolios internally.** Whilst there has been improvement in this area with integration of the arts portfolio into the Place Planning team, further cross collaboration across the City can be achieved.

MAKING SPACE FOR CULTURE

The Making Space for Culture study was collaboratively commissioned in 2021 by City of Perth, Town of Victoria Park, City of South Perth and City of Vincent. Undertaken by Hatch RobertsDay, the study investigated the demand, preferred location and strategies to support affordable artist live work infrastructure and creative maker spaces such as studios and workshops in the Perth inner city.

The study included an inventory of cultural infrastructure and planning frameworks, targeted survey of local creatives, interviews with key stakeholders, and researched best practice local, national and international benchmarking and case studies.



The resulting report aligned planning mechanisms and partnership opportunities to identify practical avenues to deliver creative space both collaboratively and individually for each local government authority.

The survey yielded 1,080 responses from practicing creatives in Perth, of whom over 80% were seeking creative space for their practices in the inner city area. There is an enormous need for space for arts and culture, yet its provision is deeply deficient.

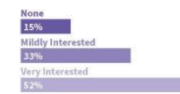
326 respondents specified a preference for a location within the City of Vincent, almost half of which were in the visual arts, with 20% in performance and 14% in music. The survey also collected detailed information about the design and amenity requirements of such spaces and locations, providing a comprehensive understanding of the spatial needs such as natural lighting, access to water, power and loading areas, and equipment requirements. This has been highly valuable in the development of the Arts Plan.

Findings from the report were further tested and evolved through stakeholder engagement for the Arts Plan.

Survey Results

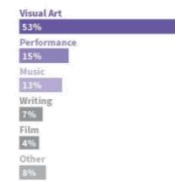
**1080**  
RESPONSES  
FROM PRACTICING  
CREATIVES

What is your level of interest to have a space in 'Inner Perth'?



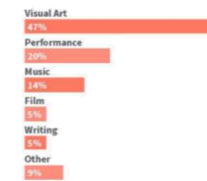
**84%**  
INTERESTED  
IN AN INNER CITY  
CREATIVE SPACE

What best describes your main creative practice?



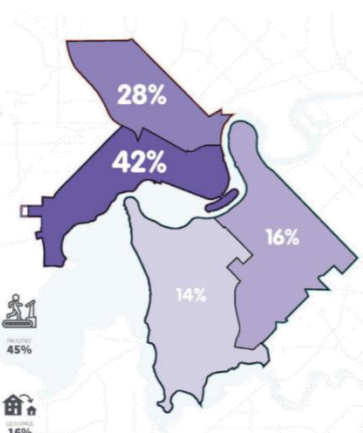
**326**  
RESPONSES  
IDENTIFIED CITY OF VINCENT  
AS PREFERRED LGA

What best describes your main creative practice?



Where?

What is your preferred LGA to have a space in?



ATTRACTIONS (TOP 5)



BARRIERS (TOP 5)



## WHERE ARE WE NOW? COMMUNITY FEEDBACK

A community survey formed one component of the stakeholder engagement for the development of the Arts Plan. The survey was open to everyone and included questions to gauge where we are now in the arts and culture space.

The community survey was hosted online in April and May 2022, and was supplemented with in-person engagements, and physical and digital promotions. The survey received 62 responses.

Most respondents were actively involved in the arts industry. 65% were professional practitioners, 28% were either part-time practitioners or hobbyists and 7% were not involved in the arts industry.

63% of survey participants were City of Vincent residents, highlighting an engaged local arts community.

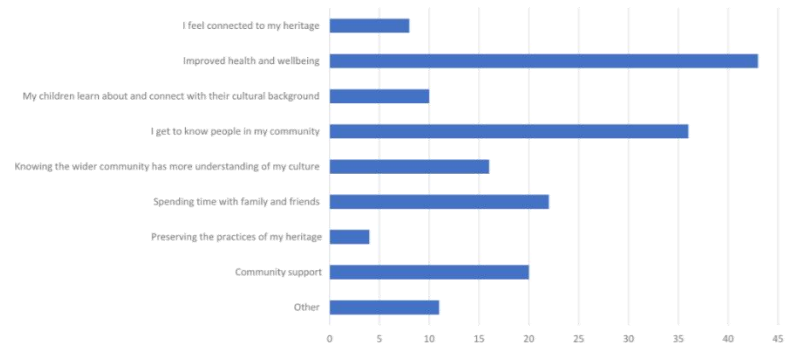
The main goal of the survey was to understand the community's priorities for the future. Feedback also provided the community's perspective and reflection on current arts and cultural offerings.

The top reasons why survey participants thought arts and culture is important were:

1. Improved health and wellbeing
2. Getting to know people in the community
3. Spending time with family and/or friends
4. Community support

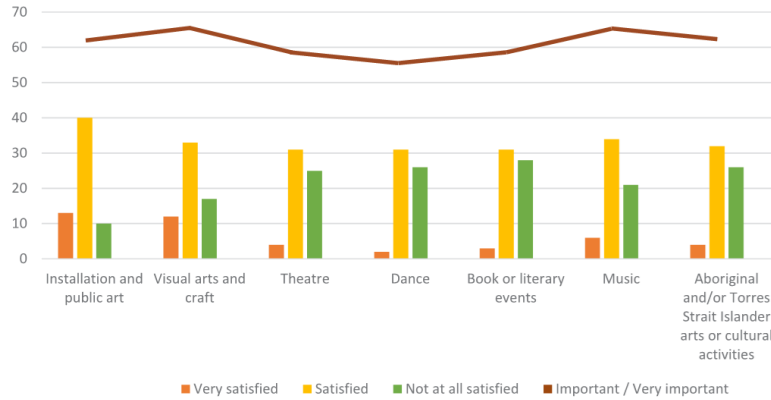


### IMPORTANCE OF ART AND CULTURE





SATISFACTION AND IMPORTANCE

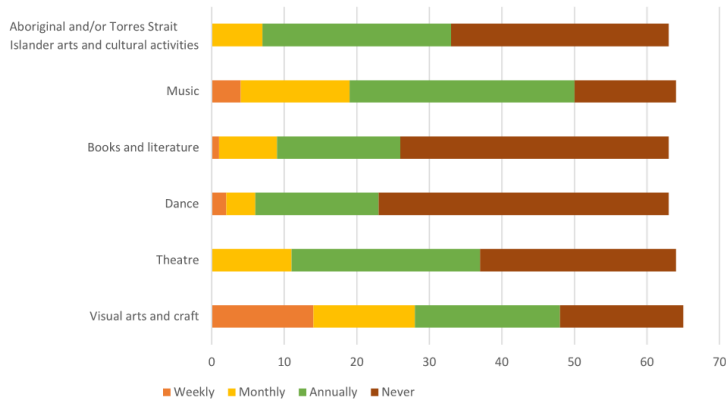


The arts and culture activities that received the most participation by survey respondents were music and visual arts and craft.

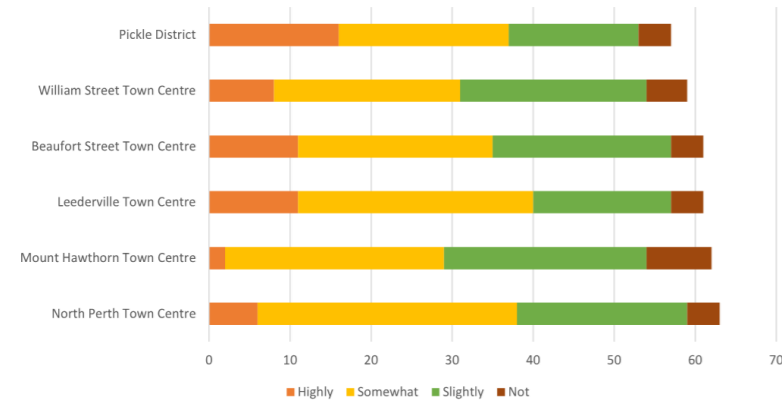
Arts genres identified as moderately more important than others also reflected the highest levels of satisfaction. These were installation and public art, visual arts and craft and music.

Based on the community survey feedback, the Arts is best represented in the Pickle District, followed by the Leederville and Beaufort Street Town Centres. Mount Hawthorn was identified as the town centre where the Arts is least represented in Vincent.

COMMUNITY PARTICIPATION IN ARTS AND CULTURE



REPRESENTATION OF ARTS AND CULTURE





## WHERE DO WE WANT TO BE?

### ENGAGEMENT METHODS

Based on the information collected in the 'Where are we now?' section, a draft vision and themes for the Arts Plan were formulated with input from the Arts Advisory Group and Elected Members. These were then tested, developed and enhanced through the stakeholder engagement process.

Engagement with stakeholders is critical for the success of the Arts Plan, to ensure it reflects the unique needs of the local creative industry, the wider community and key stakeholders.

A range of engagement methods were employed for the development of the Arts Plan in an effort to capture feedback across all groups. Findings are summarised in the following pages.



Jane Coffey working in her studio, recipient of Arts Relief grant, Photograph by Danica Zuks, 2021

Interactive artwork by Sohan Ariel Hayes, 2022  
Fridays Studio, Pickle District After Dark 2.0  
Photograph by Kate Hulett.

## ENGAGEMENT FINDINGS

### COMMUNITY SURVEY

Aimed at residents, workers and visitors of Vincent the survey was comprehensive with a total of 18 questions, seeking feedback on how well the Arts is represented in existing precincts, the Arts Plan strategic objectives, participation, satisfaction and importance, priority service areas and public art specifically.

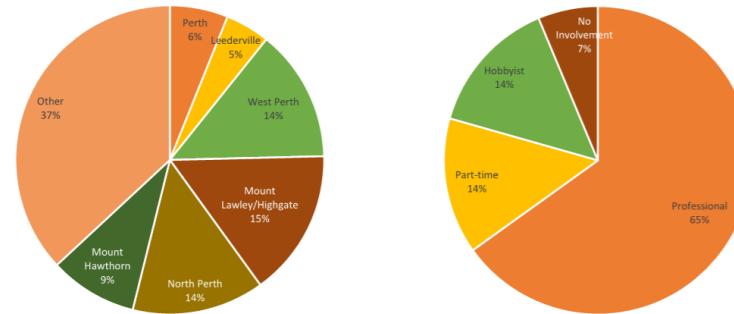
Valuable and substantial feedback was collected with 295 webpage visits and 62 participants completing the survey, a third of which opted to fill out the open text section.

Most respondents were actively involved in the arts industry with 65% professional practitioners, 28% part-time practitioners or hobbyists and only 7% not involved in the arts industry. 63% of participants were City of Vincent residents, highlighting an engaged local arts community.

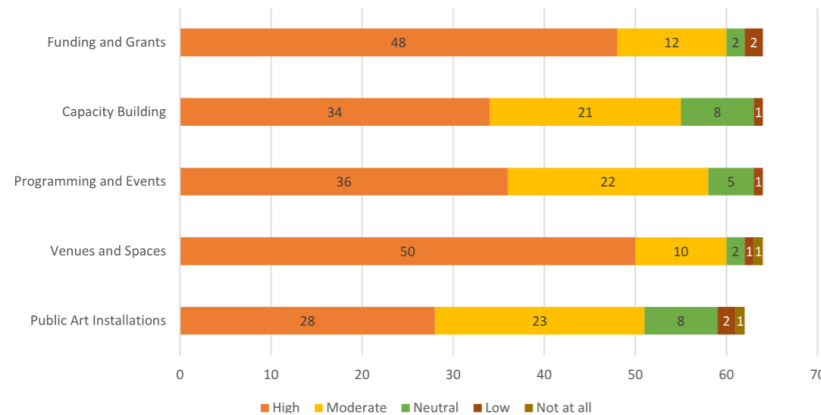
Key findings:

- The four proposed themes ‘Connected Community’, ‘Vibrant and Thriving’, ‘Place and Identity’ and ‘Innovation and Creative Economy’ were all of high importance to respondents, with ‘very important’ being the most used response to all categories.
- Arts genres that reflected the highest level of dissatisfaction were Dance, Theatre, Books/Literature and Aboriginal and/or Torres Strait Islander cultural activities.
- The provision of suitable venues and spaces, alongside financial resources were identified as the highest priority service to support the Arts industry.

SURVEY RESPONDENTS LOCATION AND INDUSTRY INVOLVEMENT



PRIORITY SERVICES TO SUPPORT THE ARTS INDUSTRY





**EVENT POP-IN SESSIONS**

The aim of the event pop-in engagement activities was to promote the community survey and attract feedback specifically from arts and culture consumers and people who engage in community activities.

Stalls were set up at the Kyilla Community Farmers Market, Luna Leederville, the Noongar Radio Harmony Day at Hyde Park and at The Pickle District's After Dark 2.0 event. Participants were invited to share their experience of the Arts in Vincent along with a map and ideas wall to prompt the in-person conversation.

Large format posters on easels and walls promoting the community survey were also installed at Luna Leederville, The Art Garage, Get Ya Fix, The Backlot and Linton and Kay Gallery.

Key findings:

- There is an opportunity to provide a richer cultural experience in parks, to suit all ages.
- There is an opportunity to provide more Aboriginal cultural heritage elements and arts outcomes in public places.
- There is an opportunity to raise the visibility of arts activities for Vincent residents, workers and visitors through promotions and marketing.



### INDUSTRY WORKSHOPS

Held in May 2022, the objective of the industry focused workshops was to directly engage with the local arts and cultural sector to validate the draft vision and themes, and workshop objectives, curatorial considerations, avenues for support of the sector, and general actions and deliverables.

Two workshops took place with a diverse group of attendees, including practitioners, arts organisations and developer representatives.

Themes discussed included:

- provision of creative space;
- the role and opportunities for funding;
- barriers and opportunities provided by administrative and statutory processes;
- the role and planning of arts precincts;
- the role of events and programming; and
- partnership and collaboration opportunities.

Key findings:

- There is an opportunity for more variety and diversity in arts activities and offerings in Vincent.
- There is high demand for a variety of physical spaces for creative production and practice.
- There is a need to create better awareness and provide accessible information about arts activities and opportunities through marketing and promotions.
- There is a desire for more opportunities for capacity building.
- There is a need for partnerships and collaboration within creative industry to strengthen and widen the arts and cultural offering by pooling resources.
- There is a desire for more support for grassroots and industry-led programming and activations across all districts and town centres.

## TARGETED STAKEHOLDER WORKSHOPS

**Arts Advisory Group**

In addition to a number of workshops in 2020 that informed the approach and direction of the ADAP review and Arts Plan development, two focus workshops were undertaken in 2022 with City of Vincent's Arts Advisory Group (AAG). The AAG includes representatives of the local arts industry across a wide variety of genres.

Key findings:

- We must do what we can to provide more cultural infrastructure at affordable prices for the local creative industry. Further support is required to nurture relationships and build networks within the arts sector and consult directly with artists regularly.
- Facilitate capacity building opportunities for creatives. Explore potential for grant and/or micro-grant funding.
- Importance of marketing, communications and advocacy with a focus on broad audiences and arts consumers.
- Advocate for state funding and contributions of maker spaces and artist-in-residence opportunities.
- Continue to support creative events through the Event Sponsorship Program and town team support. Explore opportunities to sponsor or partner with arts organisations to deliver arts experiences and/or programming.

**City of Vincent**

Two internal engagement workshops were held with staff representing key operational sectors within the City.

Key findings:

- An organisation-wide focus on integration of arts and culture through collaborative approaches across directorates and teams is desired.
- Consider broad outcomes aligned to the SCP and recognise that some arts initiatives are complex and require considerable time to deliver.
- The City has limited resources, focus should be on prioritising a smaller number of initiatives and explore opportunities to support externally-led projects.
- Awareness of the arts in Vincent through marketing and promotions is required.
- There is an opportunity to engage developers early regarding percent for art contributions and arts opportunities.

**State Government**

The project team met with the Department of Local Government, Sport and Cultural Industries (DLGSC) to gain an understanding of how the City's programs and future Arts Plan can integrate with DLGSC programs and policies, and the potential to leverage cultural infrastructure funding.

Key findings:

- Potential for new cultural infrastructure funding is being investigated. Further engagement required to understand detail and opportunities.
- Percent for Art model is under review, a key issue to be addressed is an increase in the procurement of Aboriginal and Torres Strait Islander artists, and a greater representation of Aboriginal and Torres Strait Islander art and culture. This presents the opportunity to align Vincent's Percent for Art Policy with new amendments.
- Recent success in partnership with Lotterywest to support short term and long term artist-in-residence programs. Further engagement required to understand detail and opportunities for Vincent.

## HOW DO WE GET THERE?



Two artists at the Moorditj Mural Masters Launch, 2022  
Photograph by Sophie Minissale

### VISION, OBJECTIVES AND ACTIONS

Through the review of the ADAP and subsequent stakeholder engagement, we were able to determine our arts and culture priorities. A number of draft visions were canvassed through community consultation, but feedback particularly from the creative sector showed that the ambitious ADAP vision remained the preferred option and had not yet been achieved. The vision statement has been retained as follows:

*Embed creativity in everything we do to make City of Vincent the Arts capital of Perth.*

The vision feeds into four themes that align with the Strategic Community Plan. Within each theme are two key objectives. These objectives are achieved by the actions detailed in the following pages, and summarised through the implementation framework on pages 37 and 38.

THEME	OBJECTIVE
 <p>Connected Community</p>	<p>1. Our arts and culture flourishes and is celebrated.</p> <p>2. Arts and culture helps us build relationships and connections with each other and the City.</p>
 <p>Vibrant and Thriving</p>	<p>3. We work towards injecting creativity into all our public spaces which showcases art and culture and enhances our public spaces.</p> <p>4. Our places move us to discover and connect to a culturally rich Vincent that is accessible to people of all abilities.</p>
 <p>Place and Identity</p>	<p>5. We cultivate a sense of belonging, pride and identity through creative insight and reflection.</p> <p>6. We attract artists to the community and support them to explore and grow their practice.</p>
 <p>Innovation and Creative Economy</p>	<p>7. We are focused on growing Vincent's creative economy through innovation and support for emerging creative talent.</p> <p>8. We support bold, inspirational and sustainable thinking that draws on the expertise of our creative community.</p>



Objective:

**1. Our arts and culture flourishes and is celebrated.**

Arts and culture are powerful tools in bringing people together, and encouraging understanding and empathy between different groups. COVID-19 has created social restrictions and negative impacts on the arts sector in recent years. In response, it is important to encourage relationships and connections within the community and with the City.

This is supported by the community survey responses which showed that getting to know other people in the community was the second most important aspect of arts and culture, followed by spending time with family and friends and community support.

The actions for this objective work towards building the following relationships and connections:

- The City and the local arts community.
- Individuals, groups and organisations in the arts sector for potential collaboration and job opportunities and networking.
- The public and the local arts community.
- The City and the broader community.

ACTION 1.1	Undertake a cultural audit of creatives and arts organisations in City of Vincent.
ACTION 1.2	Establish a database of creatives and arts organisations that can be accessed by the public.
Rationale	<p>One of the main take aways from community engagement was the need for cross pollination between creative industries and genres to strengthen and widen the arts and culture offering in Vincent. Participants in the industry workshops agreed and also emphasised the importance of bringing creatives together, as they often work in isolation, for potential collaboration, knowledge share and mentoring opportunities.</p> <p>Establishing a database of creatives and arts organisation for public use will enable this cross pollination and foster relationships both within the creative sector and with the public.</p>
Details	<p>Undertake a cultural audit and identify the optimal way to make the database accessible to the public.</p> <p>Timeframe: 2024/25 - 2026/27</p>





<b>ACTION 1.3</b>	<b>Investigate a partnership with RTRFM for the promotion of arts and culture activities and opportunities in Vincent.</b>
<b>Rationale</b>	<p>Located in the Beaufort Street Town Centre, RTRFM is a highly valuable asset for Vincent with its strong and longstanding focus on local arts, music and culture. Deeply embedded in the local arts community, RTRFM presents the opportunity to tap into an established and extensive network of creatives, arts and culture consumers and community minded locals.</p> <p>A partnership with RTRFM will not only help raise visibility of the Arts in Vincent, but will also enable the City to support this local, established, non-profit community radio station that plays a vital role in the West Australian music and wider arts and culture scene.</p>
<b>Details</b>	<p>Work with RTRFM to explore opportunities for a partnership to raise awareness of arts activities in Vincent, such as but not limited to regular promotions and appearances on the Artbeat show.</p> <p>First year learnings should be reviewed and any necessary changes implemented to the following year's partnership.</p> <p>Timeframe: 2023/24 onwards</p>

<b>ACTION 1.4</b>	<b>Support creative events through the Events &amp; Festivals Sponsorship and Town Team Grant programs.</b>
<b>Rationale</b>	<p>Events are important to creatives as they bring public visibility, deeper community connection, inspiration, and collaboration and mentoring opportunities. Feedback provided in the industry workshops supported this.</p> <p>Community survey responses showed support for more creative events, including a wide variety of art forms from kids finger painting all the way through to sophisticated showcases of work by established artists.</p> <p>Across all stakeholder groups we received positive feedback for The Pickle District Town Team annual art crawls. These events are able to attract large crowds of artists and art enthusiasts, and increasingly also the general public. There is an opportunity to learn from and/or build upon this event model to increase the number of successful creative events supported.</p>
<b>Details</b>	<p>Continue to support creative events through the Festivals &amp; Events Sponsorship and Town Team Grant annual funding programs. Explore ways to support applicants in delivering successful creative events by implementing changes to the application and operational processes.</p> <p>Timeframe: 2023/24 onwards</p>



*Objective:*

**2. Arts and culture helps us build relationships and connections with each other and the City.**

Vincent has the advantage of being an inner-city location, steeped in history from pre-colonial times through to today.

Our town centres and districts tell a story through their architecture, streetscapes and people, but this can be further built upon. Integration of arts and culture in these spaces can help the community learn about our places, both literally and in more abstract ways, to connect to the rich culture embedded in Vincent.

It is vital to ensure this is done with an inclusive and honest approach, portraying all groups who are tied to our places now and throughout history.

This objective aligns to the City's Innovate Reconciliation Action Plan 2022-2024 and Disability Access & Inclusion Plan.

<b>ACTION 2.1</b>	<b>Explore opportunities for heritage and interpretation through the Arts in our public places.</b>
<b>Rationale</b>	<p>Community survey responses identified reflection and interpretation of Vincent's heritage as one of four main areas of improvement.</p> <p>Feedback from the pop-in sessions indicated a particular desire for Aboriginal cultural and artistic heritage elements in public places.</p> <p>The City of Vincent Library and Local History Centre and the Boordiya Elders Group are excellent resources for historical knowledge of our places as well as Noongar cultural knowledge. They can be drawn upon to explore opportunities for heritage and interpretation arts projects including the application of surface motifs, mural artworks, small discovery pieces, performance art and technological solutions like talking posts and QR codes.</p>
<b>Details</b>	<p>Once opportunities are identified, incorporate into map of public art opportunities and prioritise accordingly. Include all necessary details such as art form and historical, cultural and/or contextual content.</p> <p>Timeframe: 2025/26 onwards</p>



**ACTION 2.2** Ensure public art and arts opportunities are accessible to people of all abilities.

**Rationale**

The community survey responses identified accessibility and inclusion as a main area of improvement for the City's public art collection. Feedback received across all stakeholder groups highlighted the importance of providing opportunities for people of all abilities and ages to make creative contributions.

Through this action the City will address accessibility and inclusion in regards to both the experience of public art and in opportunities to contribute public art.

**Details**

Research best practice examples and precedents locally and abroad. Make necessary amendments in the review of arts policies, application processes and arts initiatives to ensure public art and arts opportunities are accessible to people of all abilities.

Timeframe: 2024/25 - 2025/26

**ACTION 2.3** Explore opportunities to celebrate Noongar culture and language through the arts in public places.

**Rationale**

This initiative aligns with the Innovate Reconciliation Action Plan 2022-2024. Recognising the need to grow our knowledge of Aboriginal cultures, achievements and history, this action helps the City in working towards ensuring Aboriginal traditions, protocols and cultures are respected and preserved.

Opportunities can encompass any and all forms of art such as physical installations, workshops, performance art and spoken word, amongst others.

**Details**

With appropriate cultural advice and direction, identify opportunities to celebrate Noongar culture and language through the arts in public spaces. Incorporate opportunities into the public art opportunities map and prioritise accordingly.

If opportunities arise to collaborate with external parties on initiatives that achieve this outcome, cultural advice is to be sought and opportunity considered.

Timeframe: 2023/24 onwards



<p><b>ACTION 2.4</b></p>	<p><b>Commission a significant Noongar artwork in a prominent City location.</b></p>
<p><b>Rationale</b></p>	<p>This action is a deliverable within the City of Vincent Innovate Reconciliation Action Plan 2022-2024.</p> <p>This initiative will show respect to Noongar culture, and will help achieve the City's goal to celebrate Noongar language, culture, history and art. It will provide the opportunity for Noongar artists to tell Noongar stories, and for the broader community to learn about Noongar culture.</p>
<p><b>Details</b></p>	<p>Taking direction from the Boordiya Elders Group, develop specific details of the artwork opportunity and project plan, to then procure the artist(s) and commission the artwork.</p> <p>Timeframe: 2024/25</p>



*Objective:*

**3. We work towards injecting creativity into all our public spaces which showcases art and culture and enhances our public spaces.**

The City of Vincent is known for its extensive network of public art and strong presence of creative industries.

Areas for improvement identified in stakeholder engagement included making art more visible, creating better awareness and providing accessible information about arts activities.

Promoting arts initiatives in Vincent works towards achieving the arts vision, to build the City's reputation as the arts capital of Perth.

Promotions and accessibility of information also extend to the artists and creatives involved, and can assist them in securing future work opportunities. This ensures our arts and culture sector is not only celebrated, but flourishes.

<b>ACTION 3.1</b>	<b>Develop and implement processes to improve exposure and promotion of City run and supported arts activities.</b>
<b>ACTION 3.2</b>	<b>Re-design and implement changes to the City's arts webpages.</b>

**Rationale**

Community event pop-in sessions indicated that there is limited communications of arts events and initiatives in Vincent, limiting community attendance and participation. There is a desire to be informed about arts activities in a timely manner to allow for adequate planning.

This presents an opportunity to raise the visibility of arts activities for residents and arts and culture consumers with regular promotion and marketing through existing and potentially new channels.

**Details**

The City, having due regard to available resources will review its internal practices to determine an efficient process for the promotion of arts activities through relevant media channels. This will be incorporated into existing reporting requirements.

The design of the City's arts webpages will reflect these improvements and be updated accordingly.

Timeframe: 2023/24 - 2025/26



**ACTION 3.3** Undertake a full audit of the City's art collection.

**ACTION 3.4** Investigate and implement new system for art collection record keeping and maintenance schedule.

**Rationale**

Bolstered by the Percent for Art Policy which has been in place since 1998 and the former Town of Vincent Art Awards, the City has built an impressive art collection. Community survey responses identified the top area for improvement in public art was making information about the collection readily available to the public.

There is currently no consolidated register for this collection which makes it difficult for City processes such as ongoing maintenance, and for the public to access up to date information about the art collection.

**Details**

Undertake a full audit of the City's art collection including paintings, objects, public art and murals. Investigate the best system for documentation of the art collection as well as artwork maintenance schedules.

Timeframe: 2024/25 - 2027/28



Objective:

**4. Our places move us to discover and connect to a culturally rich Vincent that is accessible to people of all abilities.**

Artists perform an important role in Vincent and have provided immeasurable value to our communities. When art correctly reflects place, context and community it has the ability to create a sense of belonging and identity.

This objective aims to bring to light the identity of place through an inclusive approach to creative insight and reflection. This includes all aspects of our community as we know that people feel a sense of belonging to a place when they see themselves reflected in the places they live, work and play.

<b>ACTION 4.1</b>	<b>Review and relaunch the Mural Co-funding Program.</b>
<b>Rationale</b>	<p>The annual Mural Co-funding Program is currently open for applications for City funding towards a mural project year round. As funding is set at the commencement of each financial year, co-funding is provided on a first come first served basis and does not allow for an assessment of all opportunities to be undertaken.</p> <p>Reducing the period that applications are accepted and allowing for an assessment of all applications together is a more equitable approach. The program should be open for applications at the beginning of each financial year so that proposals can be fairly assessed, budgets be distributed and applicants will have the remainder of the financial year to install the mural.</p> <p>Assessment criteria will be updated in the program review to ensure that successful projects align with the Arts Plan objectives.</p>
<b>Details</b>	<p>Review the Mural Co-funding Program including the application process, assessment criteria and process, and guidelines.</p> <p>Timeframe: 2023/24 - 2024/25</p>



<b>ACTION 4.2</b>	<b>Relaunch the Lightbox Gallery program.</b>
	Located in Kaadadjiny Lane in the Beaufort Street Town Centre, the Lightbox Gallery was first launched in 2015 and has since hosted 16 exhibitions by local, emerging artists.
<b>Rationale</b>	The lightboxes now require refurbishment and feedback from the local arts community shows that the program has become outdated, requiring artist fees to be increased, to better support emerging artists.
<b>Details</b>	Refurbish the lightboxes and review the Lightbox Gallery program and associated artist fees, application process and assessment criteria, to then relaunch the program.  Timeframe: 2023/24

<b>ACTION 4.3</b>	<b>Explore avenues to screen the collection of short films commissioned through the City of Vincent Film Project in public and to the wider community.</b>
	The annual Film Project produces short, non-fiction films that reflect the place and identity of our community by showcasing local stories, characters and urban legends of Vincent.
<b>Rationale</b>	There is an opportunity to share the growing collection of short films with the community to enjoy our local stories and talent, and in turn nurture a sense of belonging, pride of place and identity. It will also widen the variety of arts offerings in the public realm for locals and visitors alike.
<b>Details</b>	Explore avenues to screen the short films. Possible opportunities include organising a screening event, incorporating the screening into scheduled City events, and digital or streaming options.  Timeframe: 2024/25 onwards





Objective:

**5. We cultivate a sense of belonging, pride and identity through creative insight and reflection.**

This objective is aligned with the overall vision for the Arts Plan, to embed creativity in everything we do.

A goal for this objective is to move away from the silo approach traditionally taken by local governments and instead take a holistic approach to arts projects to integrate creative outcomes into our public spaces.

Effective collaboration will provide opportunities of a small to larger scale with high impact. This will provide a subsequent value add with creative interventions to works and upgrades in our public spaces through the integration of arts and culture.

As well as inspiring the public and encouraging social interaction, this holistic approach will enable the City to achieve a resource efficient arts program and more varied arts outcomes.

<b>ACTION 5.1</b>	<b>Develop a living document that maps out prioritised public art opportunities.</b>
<b>Rationale</b>	A map with prioritised public art opportunities in Vincent will bring a more strategic and efficient approach to arts projects. The living document will inform City run initiatives as well as expenditure of the percent for art cash-in-lieu reserve.
<b>Details</b>	The living document will identify public art opportunities, their location and level of prioritisation, and include any relevant additional information.  Timeframe: 2023/24 - 2024/25



<b>ACTION 5.2</b>	<b>Explore opportunities to integrate arts outcomes into public open spaces.</b>
<b>Rationale</b>	Feedback at the event pop-in sessions, largely from locals and arts consumers, identified the opportunity to provide a richer creative and cultural experience to suit all ages and abilities in our public open spaces and parks. This was further supported in the industry workshops where participants agreed highly frequented areas outside of town centres are also important.
<b>Details</b>	Identify where opportunities suited to public open spaces and parks including playspaces, heritage and interpretation art and small scale discovery pieces can be facilitated. This action will align with the City's Public Open Space Strategy.  Timeframe: 2024/25 - 2025/26

<b>ACTION 5.3</b>	<b>Integrate artistic outcomes into the implementation of the Wayfinding Signage Plan.</b>
<b>Rationale</b>	The Vincent Wayfinding Signage Plan presents the opportunity to integrate arts outcomes into its implementation.  Community survey responses showed strong support for incorporating public art into City of Vincent entry statements and gateways .
<b>Details</b>	Identify and implement opportunities to integrate artistic outcomes into the implementation of the Wayfinding Signage Plan including but not limited to public art entry statements and gateways, surface application murals and wayfinding signage.  Timeframe: 2023/24 onwards



<b>ACTION 5.4</b>	<b>Explore opportunities for artist talks on public artworks in Vincent.</b>
<b>Rationale</b>	<p>Artist talks give insight into the concepts and processes behind artworks and their creators. Even more so than public artworks themselves, they can spark inspiration, teach us more about the place and context, and encourage social interaction. The talks will provide access to more information about public artworks in Vincent, which was identified as a major area for improvement in stakeholder engagement.</p>
<b>Details</b>	<p>Opportunities for artist talks include but are not limited to, artist talks as part of artwork launch events, filmed artist talks as digital assets on the City's website, or collaboration with an external public art walking tour provider. Opportunities will be implemented through making changes to commission requirements and allocating appropriate funding to projects for artist talk fees and videography.</p> <p>Timeframe: 2026/27 - 2027/28</p>

<b>ACTION 5.5</b>	<b>Develop and implement the Public Infrastructure Mural Program.</b>
<b>Rationale</b>	<p>The City partnered with Main Roads WA to launch the Traffic Control Box Program in 2016, providing traffic control boxes as canvases to emerging mural artists. The resulting murals beautify and add points of interest to our traffic networks, enjoyed by pedestrians, cyclists and vehicles.</p> <p>The opportunity exists to expand the program to include more types of public infrastructure such as bike paths, noise walls, underpasses, street furniture and general utility assets, particularly in anticipation of the Vincent Underground Power Project.</p> <p>Feedback from the local arts community emphasised the importance of regularly reviewing and updating artist fees to ensure viability for artists, considering cash flows and costs of insurances and equipment required for mural commissions.</p>
<b>Details</b>	<p>Review the Traffic Control Box Program and develop the Public Infrastructure Mural Program and associated artist fees with consideration to insurance and equipment costs. Engage with necessary external organisations for owner permissions, including but not limited to Water Corporation and Western Power.</p> <p>Timeframe: 2025/26 onwards</p>



Objective:

**6. We attract artists to the community and support them to explore and grow their practice.**

The Making Space for Culture study identified a major deficit in the provision of creative spaces in inner-city Perth.

This creates the opportunity for Vincent to explore avenues to provide more creative spaces and cultural infrastructure, and in turn attract artists and creatives into the community. In addition, support for creatives in securing spaces allows artists to focus on and grow their individual practice.

Such spaces could include but are not limited to:

- longer term studios for display and/or practice of various art forms;
- medium-term spaces for rehearsal and showing of musical and/or performative arts; and
- short-term spaces for creative events and experiences.

<b>ACTION 6.1</b>	<b>Investigate reduced-fee and alternative length of time options for creatives to hire Vincent spaces.</b>
	<p>Currently managed through the SpacetoCo website, the City's venues such as town halls, pavilions and parks are available for hire by the hour.</p> <p>Feedback from the community, particularly creatives in the performing arts sector, is that the current model is not practical or financially viable for arts activities. It is desirable for spaces to be hired for periods varying from several days to several weeks along with access to secure storage throughout.</p> <p>Venues, particularly smaller spaces, have the potential for longer term uses than the current hourly offering provides, for example a theatrical production requiring four weeks for rehearsals and two weeks for performances, or artist residencies spanning one to three months.</p>
<b>Rationale</b>	<p>Investigate the viability of providing medium and longer term hire or lease options of City owned venues to creatives at reduced rates, with the introduction of a compensation model that creates community arts and culture activations that the public can participate in free of charge.</p> <p>Timeframe: 2024/25 - 2025/26</p>



<b>ACTION 6.2</b>	<b>Explore opportunities to increase the supply of cultural infrastructure in Vincent through planning frameworks.</b>
<b>Rationale</b>	<p>The community survey responses showed that the number one ranked priority service to support the arts industry was to provide access to venues and spaces for arts practitioners.</p> <p>This builds upon findings from the Making Space for Culture study. There is high demand for spaces within the City for a wide variety of arts and culture uses, from individuals to organisations and from grass roots to established creatives.</p>
<b>Details</b>	<p>Investigate opportunities to allow and encourage the supply of cultural infrastructure by the private sector through the Percent for Art Scheme and Precinct Planning Frameworks.</p> <p>Timeframe: 2024/25 onwards</p>

<b>ACTION 6.3</b>	<b>Advocate to DLGSC to assist in supporting delivery of arts spaces with funding opportunities.</b>
<b>Rationale</b>	<p>The main topic discussed in targeted consultation with DLGSC was the provision of cultural infrastructure in inner-city Perth.</p> <p>DLGSC are aware of the high demand and low supply of cultural infrastructure, and are investigating the possibility of funding avenues that use a partnership approach with local government and/or community groups to deliver spaces. They noted the success of the Creative Communities Program in partnership with Lotterywest, which supported artist residencies and creative programming as an example of this.</p>
<b>Details</b>	<p>Continue to engage with and advocate to DLGSC to assist in delivering cultural infrastructure with funding opportunities. This action will require ongoing engagement with the arts sector to understand physical space needs.</p> <p>Timeframe: 2024/25 onwards</p>



Objective:

**7. We are focused on growing Vincent’s creative economy through innovation and support for emerging creative talent.**

In order to maintain, cultivate and grow the arts sector in Vincent, it is important to support a wide variety of creative individuals and initiatives from emerging to established.

Key findings from stakeholder engagement included the importance of opportunities for emerging artists, investment in local artists and continual support of established artists.

This objective focuses on support for externally run arts initiatives. In order to grow the creative economy it is important to facilitate upskilling and capacity building for individuals and organisations.

<b>ACTION 7.1</b>	<b>Support early career filmmakers through the City of Vincent Film Project.</b>
<b>Rationale</b>	<p>Launched in 2005 and delivered in partnership with Revelation Perth International Film Festival since 2018, Vincent’s Film Project provides early career filmmakers with the opportunity for mentorship and funding to make a short non-fiction film that demonstrates their filmmaking talents.</p> <p>Proven to be a useful stepping stone into the screen industry, the project is a great opportunity to promote early career filmmakers.</p>
<b>Details</b>	<p>Continue to support emerging filmmakers with funding and mentorship through the annual Film Project. Review process of Film Project every second year and implement any changes required to ensure continued successful outcomes.</p> <p>Timeframe: 2023/24 onwards</p>



<b>ACTION 7.2</b>	<b>Facilitate or promote skill development opportunities for creatives to build upon their capabilities.</b>
<b>Rationale</b>	<p>Stakeholder engagement identified the importance of capacity building in the local creative community. The ideas wall from community pop-in sessions received a number of suggestions for administrative support and upskilling in public art procurement and commission processes for artists.</p> <p>Such capacity building will allow creatives to expand their practices and will increase the pool of opportunities available to them.</p>
<b>Details</b>	<p>Engage with the local arts community to understand details of desired skill development, and then investigate ways to facilitate or promote opportunities for upskilling.</p> <p>It is anticipated that external providers will need to be procured for these services.</p> <p>Timeframe: 2025/26</p>

<b>ACTION 7.3</b>	<b>Investigate the opportunity to provide a Legal Laneway in Vincent for street artists.</b>
<b>Rationale</b>	<p>Vincent is known for the street art and graffiti filled laneways located in and around our town centres. Often including a combination of City approved and non-approved artworks, they spark many different views. Some are of the view that any non-approved work must be removed immediately (extremely resource intensive), others think it adds to the grungy character of town centres, and some see it as a tourist attraction as the laneways draw visitation from near and far.</p> <p>The opportunity exists to leverage the City's iconic street art laneways and mark out a specific location for a Legal Laneway model in Vincent. The Legal Laneway model allows ongoing installation of street art without permissions in specified areas, and has been known to reduce graffiti and tagging in nearby areas whilst also increasing the general standard of street art in the area. Successful precedents exist in City of Melbourne and Brisbane City Council.</p>
<b>Details</b>	<p>Research the Legal Laneway model and explore the opportunity to provide it in Vincent.</p> <p>Timeframe: 2024/25 - 2026/27</p>



<b>ACTION 7.4</b>	<b>Investigate a grant program for local arts and culture initiatives.</b>
<b>Rationale</b>	<p>It is important to support external initiatives as well as City-led projects in order to support the local creative industries and foster a sense of belonging and ownership in the community.</p> <p>Community survey responses ranked funding and grants as the second top priority for supporting the arts, and highlighted the need to provide financial resources to support the arts and cultural industry and community organisations. The COVID-19 Arts Relief Grants initiative was a huge success, funding 16 projects by local creatives across a wide variety of artforms.</p>
<b>Details</b>	<p>Explore opportunities and then develop and implement a framework for an arts grant program for arts and culture initiatives that align with objectives and actions from the Arts Plan.</p> <p>Keep application process and artwork brief broad and open to allow for innovative creative interventions to be approved for grant funding.</p> <p>Timeframe: 2026/27 - 2027/28</p>





*Objective:*

**8. We support bold, inspirational and sustainable thinking that draws on the expertise of our creative community.**

In Vincent we are lucky to have a substantial network of creatives and arts organisations, venues and initiatives. This presents the opportunity for collaboration, support for the local creative industry, and more varied arts and culture outcomes.

This objective aims to take advantage of this impressive brains trust with an innovative approach, drawing upon the expertise of our creative community.

Feedback collected through stakeholder engagement indicated that Vincent’s past and current arts and culture activities are heavily focused on the visual arts, and the community would like to see a more diverse offering.

<b>ACTION 8.1</b>	<b>Ensure support of wide variety of different art forms and initiatives.</b>
<b>Rationale</b>	<p>Stakeholder engagement identified a gap in Vincent’s arts and culture offerings. Efforts to date have largely been in the visual arts, particularly permanent public art and murals. Responses call for more attention to be placed on the performing arts such as theatre, movement and musical performances, literature and poetry.</p> <p>Two approaches are anticipated for this action:</p> <ul style="list-style-type: none"> <li>• Arts policies and programs must be amended to allow a wider variety of arts and culture offerings; and</li> <li>• The public art opportunities map referred to in Action 3.1 can be used to ensure a wide variety of art forms are included in planning.</li> </ul>
<b>Details</b>	<p>Ensure changes are made to allow a wider variety of arts and culture initiatives in Vincent.</p> <p>Ensure the public art opportunities map includes types of artworks against each located opportunity, and regularly check to ensure a wide variety of art forms across Vincent.</p> <p>Timeframe: 2024/25 onwards</p>



**ACTION 8.2** Support existing creative organisations and initiatives in Vincent that align with objectives of the Arts Plan.

Findings from the arts industry workshops and AAG included the need to support the process of art, the artists and organisations behind the scenes, and not just outcomes of art, in order to nurture the creative economy as a whole.

**Rationale** Supporting existing organisations and initiatives is also beneficial as Vincent has limited resourcing available for the delivery of arts initiatives. It will help us achieve our goal to provide a wide variety of arts and culture offerings to our community, by drawing upon the expertise of our creative community.

**Details** It is important to build and maintain networks and relationships in the creative sector, and look for opportunities to support organisations and initiatives that are diverse to achieve the objectives and vision of the Arts Plan.

This action identifies opportunities for support including sponsorship funding and/or in-kind contributions such as venue hire, as well as support for projects, programs or awards.

Timeframe: 2024/25 onwards

**ACTION 8.3** Explore partnership opportunities to deliver a large scale, temporary art installation.

Across all stakeholder consultation a common thread in the responses was the desire for a big ticket arts event, a unique community celebration of our arts scene. Suggestions included larger, richer experiences showcasing a variety of art offerings to suit all ages, in our parks as arts festivals and/or laneway events.

**Rationale** A large scale, event-based and temporary art installation is an ambitious goal and will fulfill these community requests whilst also supporting innovation and the creative economy. Delivery of a bold and inspirational temporary art installation will provide a rich experience for the community and also assist in achieving our vision to become the arts capital of Perth.

**Details** Explore opportunities to partner with like-minded organisations and creatives to deliver a large scale, temporary art installation in Vincent. It is anticipated to take place in a park or town centre location such as laneways or a piazza.

Timeframe: 2025/26 - 2027/28

# IMPLEMENTATION FRAMEWORK

ARTS PLAN 2023 - 2028 IMPLEMENTATION FRAMEWORK									
ACTIONS	APPROX. BUDGET	LEAD TEAM	SUPPORT TEAM	TIMING					
				23/24	24/25	25/26	26/27	27/28	
<b>CONNECTED COMMUNITY</b>									
Objective 1: Our arts and culture flourishes and is celebrated.									
1.1	Undertake a cultural audit of creatives and arts organisations in City of Vincent.	\$5,000	S&D	C&B		✓	✓		
1.2	Establish a database of creatives and arts organisations that can be accessed by the public.	\$5,000	S&D	C&B			✓	✓	
1.3	Investigate a partnership with RTRFM for the promotion of arts and culture activities and opportunities in Vincent.	\$10,000 p.a.	S&D	C&B	✓	✓	✓	✓	✓
1.4	Support creative events through the Events & Festivals Sponsorship and Town Team Grant programs.	\$100,000 p.a.	C&B	S&D	✓	✓	✓	✓	✓
Objective 2: Arts and culture helps us to build relationships and connections with each other and the City.									
2.1	Explore opportunities for heritage and interpretation through the Arts in our public places.	\$200,000	S&D/LHC	I&E			✓	✓	✓
2.2	Ensure public art and arts opportunities are accessible to people of all abilities.	\$6,000	S&D	I&E/C&B		✓	✓		
2.3	Explore opportunities to celebrate Noongar culture and language through the arts in public places.	\$150,000	S&D	C&B	✓	✓	✓	✓	✓
2.4	Commission a significant Noongar artwork in a prominent City location.	\$150,000	S&D	C&B/I&E		✓			
<b>VIBRANT AND THRIVING</b>									
Objective 3: We work towards injecting creativity into all our public spaces which showcases art and culture and enhances our public spaces.									
3.1	Develop and implement processes to improve exposure and promotion of City run and supported arts activities.	\$10,000	C&B	S&D	✓	✓			
3.2	Re-design and implement changes to the City's arts webpages.	\$5,000	C&B	S&D		✓	✓		
3.3	Undertake a full audit of the City's art collection.	\$10,000	S&D	C&B		✓	✓		
3.4	Investigate and implement new system for art collection record keeping and maintenance schedule.	\$15,000	S&D	ICT				✓	✓
Objective 4: Our places move us to discover and connect to a culturally rich Vincent that is accessible to people of all abilities.									
4.1	Review and relaunch the Mural Co-funding Program.	\$35,000 p.a.	S&D	C&B	✓	✓			
4.2	Relaunch the Lightbox Gallery program.	\$10,000 p.a.	S&D	C&B	✓				
4.3	Explore avenues to screen the collection of short films commissioned through the City of Vincent Film Project in public and to the wider community.	\$25,000	S&D	C&B		✓	✓	✓	✓

Community & Business Services (C&B), Strategy & Development (S&D), Infrastructure & Environment (I&E), Information & Communications Technology (ICT), Vincent Library Local History Centre (LHC)

# IMPLEMENTATION FRAMEWORK

ARTS PLAN 2023 - 2028 IMPLEMENTATION FRAMEWORK									
ACTIONS	APPROX. BUDGET	LEAD TEAM	SUPPORT TEAM	TIMING					
				23/24	24/25	25/26	26/27	27/28	
<b>PLACE AND IDENTITY</b>									
Objective 5: We cultivate a sense of belonging, pride and identity through creative insight and reflection.									
5.1	Develop a living document that maps out prioritised public art opportunities.	\$5,000 p.a.	S&D	I&E	✓	✓			
5.2	Explore opportunities to integrate arts outcomes into public open spaces.	\$5,000 p.a.	S&D	I&E		✓	✓		
5.3	Integrate artistic outcomes into the implementation of the Wayfinding Signage Plan.	\$80,000	S&D	I&E	✓	✓	✓	✓	✓
5.4	Explore opportunities for artist talks on public artworks in Vincent.	\$15,000	S&D	C&B				✓	✓
5.5	Develop and implement the Public Infrastructure Mural Program.	\$40,000 p.a.	S&D	I&E			✓	✓	✓
Objective 6: We attract artists to the community and support them to explore and grow their practice.									
6.1	Investigate reduced-fee and alternative length of time options for creatives to hire Vincent spaces.	\$20,000	S&D	C&B		✓	✓		
6.2	Explore opportunities to increase the supply of cultural infrastructure in Vincent through planning frameworks.	\$2,000	S&D	C&B		✓	✓	✓	✓
6.3	Advocate to DLGSC to assist in supporting delivery of arts spaces with funding opportunities.	-	S&D	C&B		✓	✓	✓	✓
<b>INNOVATION AND CREATIVE ECONOMY</b>									
Objective 7: We are focused on growing Vincent's creative economy through innovation and support for emerging creative talent.									
7.1	Support early career filmmakers through the City of Vincent Film Project.	\$32,000 p.a.	S&D	C&B	✓	✓	✓	✓	✓
7.2	Facilitate or promote skill development opportunities for creatives to build upon their capabilities.	\$10,000	S&D	C&B			✓		
7.3	Investigate the opportunity to provide a Legal Laneway in Vincent for street artists.	\$5,000	S&D	C&B		✓	✓	✓	
7.4	Investigate a grant program for local arts and culture initiatives.	\$80,000	S&D	I&E/C&B				✓	✓
Objective 8: We support bold, inspirational and sustainable thinking that draws on the expertise of our creative community.									
8.1	Ensure support of wide variety of different art forms and initiatives.	2,000	S&D	I&E/C&B		✓	✓	✓	✓
8.2	Support existing creative organisations and initiatives in Vincent that align with objectives of the Arts Plan.	\$10,000 p.a.	S&D	C&B		✓	✓	✓	✓
8.3	Explore partnership opportunities to deliver a large scale, temporary art installation.	\$50,000	S&D/C&B	I&E/C&B			✓	✓	✓

Community & Business Services (C&B), Strategy & Development (S&D), Infrastructure & Environment (I&E), Information & Communications Technology (ICT), Vincent Library Local History Centre (LHC)



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