



CITY OF VINCENT

# ARTS DEVELOPMENT ACTION PLAN

2018 - 2020

# CONTENTS

Acknowledgement of Country	4
About this Action Plan	6
Background	8
Aspirational Statement	10
Innovation	12
Support	14
Creative Economy	16
Activation	18
Connection	22

## ACKNOWLEDGEMENT OF COUNTRY

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

We recognise the contribution the Whadjuk people have made and continue to make to our culture and in our community. 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.

Detail of 'Celebrating the Coolbaroo League'  
by Jenny Dawson & Sandra Hill

Detail of 'Illuminated' Lightbox  
Laneway exhibit by Sioux Tempestt

## ABOUT THIS ACTION PLAN

The Arts Development Action Plan provides a strategic framework and a clear set of themes, goals and deliverables for the period of 2018-2020.

The approach of developing an action plan for next two years has been taken to allow strategic direction and progress in the use of financial and staff resources in the immediate future, as well as a purposeful direction for City of Vincent arts while a long-term 5 year Arts Strategy is under development. It also allows for refinement of the strategic goals as projects and successes are assessed and reflected upon.

# BACKGROUND

**The City of Vincent has a diverse, engaged community who value the arts and participating in communal events that creating a sense of local identity and place. Art in all its forms can be accessible to all community members regardless of background, ability, income and age.**

Art plays a vital role in creating a vibrant and thriving city, it helps to create a sense of belonging, and it contributes to identity through insight, reflection, and allowing a space for the expression of ideas. Creative places allow for connection and inclusivity and greatly contribute toward the liveability of communities.

In May 2017 the City of Vincent council endorsed the Art Priorities for 2017/2018, which set out short term priorities, medium term ambitions, and the goal to develop a long term holistic approach through an Art Strategy.

From June to October 2017, the Imagine Vincent community consultation campaign was held, collecting the thoughts and opinions of over 1000 City of Vincent residents to help create a shared vision for the future. 128 of the responses received related positively to the arts, with the word 'art' mentioned over 400 times in the community feedback. The Imagine Vincent data was used as the community consultation basis for the

development of the 2018 – 2020 Arts Development Action Plan, to inform the direction of the themes and goals created and to ensure projects and actions addressed the community's requests.

Members of the City of Vincent's Arts Advisory Group formed an Arts Strategy Working Group to further consider the direction, themes, goals and projects of the 2-year Development Action Plan. The City of Vincent plans to conduct arts-specific community consultation for the development of the longer-term 5 year Arts Strategy, which will be completed over the 2 years outlined in this document.

Detail of 'Seven Sisters'  
by Sharyn Egan

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

**Innovation**

**Support**

**Creative Economy**

**Activation**

**Connection**



'Downlounge' by Dawn and Phil Gamblen

# THEME > Innovation

## Rationale

For the City of Vincent to be the Arts capital of Perth, a thriving professional arts scene must be supported and ever-developing. The City of Vincent aims to attract established artists to the community and provide the opportunities and room for expression needed to keep them in the City as practising professional artists. The Innovation theme within the Action Plan must leave room to be responsive to opportunities and new ideas and allow artists the freedom to respond to contemporary social issues.

## Goal

**City of Vincent is a hub for high quality, innovative contemporary arts**

## Commitment

We will generate opportunities for professional artists to take risks, explore their practice, and produce excellence in artwork

PROJECTS/ACTIONS 2018-20	DELIVERABLE	TIMELINE
Artist meet and greets	<ul style="list-style-type: none"> <li>• Opportunities for community to meet artists working in City of Vincent and discuss their work</li> <li>• Meet and greet sessions included in agreements for commissioned works</li> </ul>	August 2018 - July 2020
Percent for Art review	<ul style="list-style-type: none"> <li>• Percent for Art policy reviewed and updated</li> <li>• Percent for Art policy aligned with Built Form and Placemaking strategies</li> </ul>	September 2018
Expand networks and reach	<ul style="list-style-type: none"> <li>• Establish new artist connections through social media</li> <li>• Partner with existing network hubs to access new networks</li> <li>• Utilise new networks to assist community in funding appropriate artists</li> </ul>	January 2019
Commission a major work as an entry statement	<ul style="list-style-type: none"> <li>• One major entry statement artwork commissioned and completed</li> <li>• Review of project completed to determine direction of following entry statements</li> </ul>	July 2019

## Long term possibilities/actions

- Major commissions and projects
- Long-terms Arts Strategy
- City of Vincent Artist in Residence
- Attract high-quality established artists to City of Vincent
- City of Vincent acquisitional prize at Sculptures by the Sea
- Subsequent Entry Statement commissions
- Public Art projects with professional and emerging categories
- Investigate the impact of different procurement processes on outcomes



# THEME > Support

## Rationale

The City of Vincent is home to a diverse range of existing artists and community organisations with achievements that can be supported, enhanced and celebrated. Partnerships between local artists and organisations, and local government, are a vital element to a creative city, and collaboration should be pursued wherever possible. The Arts Action Plan aims to support three tiers of arts engagement – professional artists, emerging artists, and general community. The City of Vincent recognises that a community-appropriate Arts Action Plan should include engagement with Aboriginal peoples, CALD groups and youth.

## Goal

**Artists and arts organisations in the City of Vincent are supported and celebrated**

## Commitment

We will identify, support and partner with artists and arts organisation operating in City of Vincent

PROJECTS/ACTIONS 2018-20	DELIVERABLE	TIMELINE
Mural commissions for established artists	<ul style="list-style-type: none"> <li>Revised EOI call-outs for mural commissions to target established artists</li> <li>High-quality murals completed that align with strategic plan</li> </ul>	August 2018 - December 2020
Identify and partner with local organisations	<ul style="list-style-type: none"> <li>Creative organisations in City of Vincent identified and mapped</li> <li>Partner with at least one local organisation to deliver a strategic project</li> </ul>	June 2020
Affordable artist co-working space	<ul style="list-style-type: none"> <li>Suitable City of Vincent-owned co-working spaces identified and investigated</li> <li>Establishment of a pilot co-working space in partnership with local art organisation/s</li> <li>Ongoing promotion of space through City of Vincent channels</li> </ul>	December 2020

## Long term possibilities/actions

- Affordable art spaces in all Town Centres
- Annual grants for arts organisations and individuals
- Triennial funding for local arts organisations

# THEME > Creative Economy

## Rationale

A thriving and ever-developing creative economy is a vital element of an artistic city. The City of Vincent will support emerging creative businesses of all kinds, including those outside of what had traditionally been considered artistic. The Arts Action Plan will encourage collaboration between artists and other creative industries. Further research into supporting a holistic approach to City of Vincent's arts industry will be conducted to determine how the City of Vincent can better contribute to the development of a vibrant creative economy.

## Goal

**City of Vincent has a thriving creative economy**

## Commitment

We will foster the growth of a creative economy in the City of Vincent

PROJECTS/ACTIONS 2018-20	DELIVERABLE	TIMELINE
Research development of creative economies	<ul style="list-style-type: none"> <li>Informed discussion sessions to determine action pathway for achieving creative economy goal</li> </ul>	August 2018 – December 2020
Compulsory mentorship in higher value funded murals	<ul style="list-style-type: none"> <li>City of Vincent commissioned murals deliver mentorship element for local emerging artists</li> </ul>	August 2018 – December 2020
Encourage creativity in all City of Vincent departments	<ul style="list-style-type: none"> <li>Increased interaction between Arts &amp; Activation Officer and other City of Vincent departments</li> <li>Engage other City of Vincent departments in projects creatively</li> </ul>	August 2018 – December 2020
Determine strategic projects to achieve commitment in the 5 year Arts Action Plan	<ul style="list-style-type: none"> <li>Goals and actions for supporting a creative economy included in the 5 year Arts Action Plan</li> </ul>	December 2020

## Long term possibilities/actions

- City of Vincent Artist in Residence program
- Partnerships with surrounding Local Governments
- Established, growing creative economy in City of Vincent

# THEME > Activation

## Rationale

The arts should exist in a two-way relationship with the communities of City of Vincent, reflecting and enhancing the spaces and identity of the places they operate in. The Arts Action Plan should include projects which activate public spaces, contribute to liveability and allow for the expression of community uniqueness. The City of Vincent should allow space in the Arts Action Plan for community-led projects and projects with easy entry points for all community members. The Arts Action Plan will align with the City of Vincent's Placemaking policies and Town Team plans.

## Goal

**City of Vincent has vibrant streetscapes and a unique identity**

## Commitment

We will lead and support projects which activate City of Vincent streets and express the City's unique identities

PROJECTS/ACTIONS 2018-20	DELIVERABLE	TIMELINE
Guerrilla Arts Project pilot	<ul style="list-style-type: none"> <li>• First Guerrilla Arts Project period delivered across City of Vincent</li> <li>• Data gathered for determining actions for continuation of project</li> </ul>	August 2018 – December 2020
Percent for Art	<ul style="list-style-type: none"> <li>• Cash-in-lieu payments received for strategic arts budget</li> <li>• High-quality public artworks installed in new developments</li> </ul>	August 2018 – December 2020
Lightbox Laneway Gallery	<ul style="list-style-type: none"> <li>• 4 Lightbox Laneway gallery exhibitions delivered per year</li> <li>• Artists supported to exhibit their work in the public realm</li> <li>• At least one exhibition slot per year reserved for a targeted demographic of artists</li> </ul>	August 2018 – December 2020
Strategic mural commissions and co-funding	<ul style="list-style-type: none"> <li>• Murals completed with consideration to Placemaking plans, artistic content and context suitability</li> <li>• High-quality public murals relevant to community completed in City of Vincent</li> </ul>	August 2018 – December 2020
Arts & Activation Officer to attend Town Team meetings	<ul style="list-style-type: none"> <li>• Improve Arts Action Plan with Town Centre plans</li> <li>• Increased contact between Arts &amp; Activation Officer and local creative organisations/ individuals</li> </ul>	August 2018 – December 2020
City of Vincent Arts Instagram	<ul style="list-style-type: none"> <li>• City of Vincent Art Instagram created and populated with at least one post per week</li> <li>• All types of City of Vincent art and creativity promoted regularly through social media</li> </ul>	December 2018

PROJECTS/ACTIONS 2018-20	DELIVERABLE	TIMELINE
City of Vincent Art Collection lending	<ul style="list-style-type: none"> <li>City of Vincent Art Collection made available to community organisations to borrow and display</li> </ul>	June 2019
Traffic control boxes and NBN node painting	<ul style="list-style-type: none"> <li>Artists given the opportunity to complete public works for payment</li> <li>Traffic boxes and NBN nodes painted and made creative</li> </ul>	December 2019
City of Vincent Jazz Precinct	<ul style="list-style-type: none"> <li>Jazz Precinct concept begun with signage</li> <li>Jazz Precinct mural completed</li> <li>Potential for partnership with International Jazz Festival investigated</li> </ul>	December 2019
Partner with florists for pop-up weddings	<ul style="list-style-type: none"> <li>City of Vincent local businesses engaged in place activation activities</li> </ul>	December 2019
Begin urban artwalk	<ul style="list-style-type: none"> <li>Urban Artwalk map determine</li> <li>Existing artworks identified and labelled</li> <li>Partnerships with relevant organisations initiated</li> </ul>	December 2019
Partner with WA Music Association to provide opportunities for local musicians to perform and develop	<ul style="list-style-type: none"> <li>Local musicians showcased at events</li> <li>Increased City of Vincent engagement with musicians</li> </ul>	December 2019

### Long term possibilities/actions

- Town Centre Arts fund for events or installations
- Town Centre pop-up takeover or Artist in Residence
- City of Vincent Art Award re-established
- Urban artwalk Leederville- Northbridge
- High-quality commissioned entry statements
- Self-guided Art Walks with maps
- Professional documentation of public art in City of Vincent
- Integrate Arts Strategy into Town Centre Place Plans



Artwork by JerkFvce

# THEME > Connection

## Rationale

The City of Vincent Arts Action Plan should respond to community needs and wants in a considered and ever-developing way. An ongoing dialogue between the City and local communities is needed to ensure that arts activities are connecting with residents. Feedback and consultation will be sought in creative and engaging ways. Consultations and arts projects will be run with transparency to foster genuine connections between the City and the community.

## Goal

**The City of Vincent community is listened and responded to**

## Commitment

We will provide opportunities for feedback from and an open dialogue with the City of Vincent community

PROJECTS/ACTIONS 2018-20	DELIVERABLE	TIMELINE
Partner with emerging and established Aboriginal artists	<ul style="list-style-type: none"> <li>• Increase of City of Vincent-supported Aboriginal artworks</li> <li>• Commission at least one new public artwork by Aboriginal individual/s through the City's public art or mural programs</li> </ul>	August 2018 – December 2020
Allocate funding to the 5 year Arts Strategy	<ul style="list-style-type: none"> <li>• 5 year Arts and Cultural Strategy development with an external consultant</li> </ul>	December 2019
Aboriginal representation on the Arts Advisory Group	<ul style="list-style-type: none"> <li>• At least one Aboriginal member of the Arts Advisory Group engaged</li> </ul>	December 2019
Matched \$ Murals: Let's Paint Vincent	<ul style="list-style-type: none"> <li>• Co-funded mural application round run</li> <li>• Matched \$ murals painted within a set period of time</li> <li>• Let's Paint Vincent promoted on social media and in community</li> </ul>	December 2019
Promote Arts Strategy and acquire feedback	<ul style="list-style-type: none"> <li>• 5 year Arts Strategy draft/consultation promoted and feedback received from various sectors of the community</li> </ul>	June 2020
Roaming artwork for community consultation	<ul style="list-style-type: none"> <li>• 5 year Arts Strategy consultation completed using creative and distinctive artwork throughout City of Vincent</li> </ul>	June 2020
Arts Advisory Group	<ul style="list-style-type: none"> <li>• Community and arts industry advice received on City of Vincent arts activity and strategy</li> </ul>	Ongoing

## Long term possibilities/actions

- Develop simple arts/events feedback tool
- 5 year Arts Strategy in place
- Community Art Awards with categories
- Arts Charter for City of Vincent
- Diversity of artforms represented in City of Vincent



CITY OF VINCENT

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Cover mural artwork by  
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