

City of
Bayswater

Cultural Plan



Acknowledgment

Ngalla City of Bayswater kaatanginy baalapa Noongar Boodja
baaranginy, Wadjuk moort Noongar moort, boordiar's koorra koorra,
boordiar's ye yay ba boordiar's boordawyn wah.

*The City of Bayswater acknowledges the Traditional Custodians of the
land, the Whadjuk people of the Noongar Nation, and pays its respects
to elders past, present and emerging.*



Introduction

This is the City of Bayswater’s first published Cultural Plan - but that does not mean that this is a blank canvas! The City has been active in this space for a long time, including delivering cultural activities and events directly as well as supporting local individuals and community groups to deliver cultural activities.

We already contribute thousands of dollars every year in fee waivers and in-kind support as well as countless hours of staff time. In leasing alone, the City supports local cultural organisations with over half a million dollars in subsidised rent and building maintenance. We are committed to facilitating a supportive environment where artists, community groups and creative businesses are encouraged to be dynamic and innovative.

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Defining culture

Culture is our way of life, capturing the shared values, attitudes and beliefs of the community in which we live, work or play.

Culture is often connected with the arts; therefore, the City's Cultural Plan focusses on using arts and culture activities to facilitate community participation and build a better, more creative future, together.

This Cultural Plan specifically relates to the three main elements of Cultural Arts, which includes visual arts (i.e. drawing, painting, photography, ceramics, sculpting and architecture); literature (i.e. poetry, prose and drama); and performing arts (i.e. music, dance and theatre).

What is this plan?

The Plan will provide a framework to guide the planning and provision of arts and culture projects, programs, services and facilities in the City of Bayswater and clarify the City's role.

The City has identified what it currently delivers in relation to arts and culture, what the gaps are and opportunities into the future for partnerships to encourage and optimise community participation and service delivery.

The Plan will guide the future direction and highlight priorities for grant funding, partnerships and investment of cultural development within the City, aligned with other City plans and key strategies.

This plan does not encompass heritage matters or public art. The City has a Municipal Inventory of Heritage Places which documents important heritage features within our local government area.

A separate project to be undertaken by the City is the development of a Public Art Strategy.

“ This Cultural Plan relates to the three main elements of Cultural Arts: visual arts, literature and performing arts. ”



How did we develop it?

This plan was developed in partnership with the community using the following consultation processes:

- Engagement with industry representatives - using social media and the City's engagement platform Engage Bayswater.
- Workshops with community mentors - 30 people representing a diverse range of cultural organisations and individual artists participated in two separate facilitated workshops to provide guidance on the development of the City's first Cultural Plan.
- Individual conversations and written communication with local artists, creatives and community groups who could not attend the community workshops.
- The feedback collected was organised within the following four themes:

Component	Description
New edges	The new ideas or concepts that we have not even thought of and could really shake our worlds
Emerging trends	Changes that are still experimental and are on the move
Established norms	The 'Business as Usual' activities that keep us moving
Dying practices	The practices and habits we just keep doing even though they are no longer relevant or outdated

City of Bayswater definition of an artist

The City defines an artist as a person who:

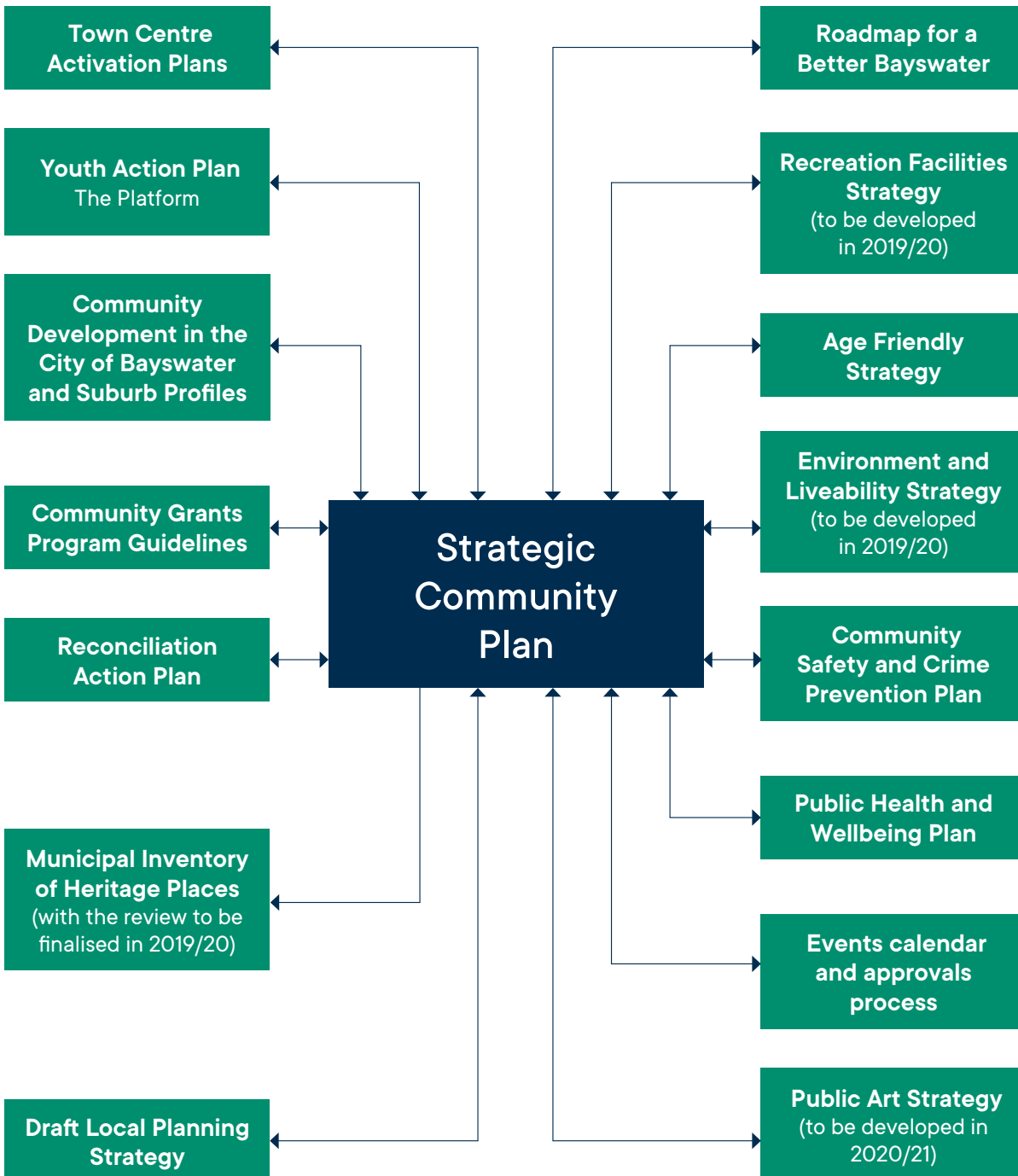
- Has a formal qualification in arts and culture;
- Earns an income from arts and culture related activities; and
- Defines themselves as an artist due to their specific skill set, demonstrated creativity and experience. This may include emerging artists, practitioners, students and Indigenous artists.



Other City information

The following documents are available on the City of Bayswater website or are currently being developed and provide further information about actions and strategies to which the City has already committed. Additional documents will continue to be added over time, as required.

You can use this information to partner with us to deliver improved cultural outcomes with shared resources and knowledge:



Principles

Based on the City’s own decision making criteria we have identified the following five principles for the delivery of cultural services and activities:

Strategic Direction

Responds to the adopted Strategic Community Plan.

Community Views

Takes into account feedback received from the community with regard to desirable outcomes or gaps in provision.

Equity

Responds to the diverse needs and geographic interests of City of Bayswater residents.

Risks

Takes into account the risks of supporting or not supporting proposed activities.

Costs

The availability of City funds and other funding sources.



Commitments

The City of Bayswater commits to improving awareness of the cultural richness of our community and to work collaboratively with artists, community groups and other tiers of government to allow a range of cultural experiences to thrive throughout our suburbs.

The following commitments and opportunities were identified through community consultation with industry leaders, local residents and artists. The ability to fulfil these is dependent on the availability of resources and ways in which we can work together to deliver more.

Advocacy and advisory

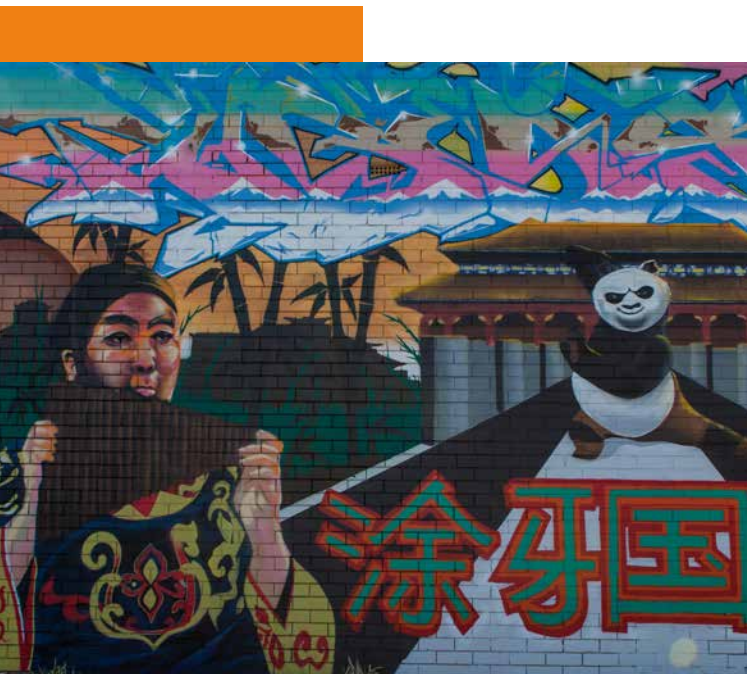
The City already acts as an ambassador for our community with other tiers of government and uses its influence to attract funding for activities and facilities that will add value to our local culture. Our intention is to harness the information we receive from cultural organisations and artists to better inform our advice and advocacy program.

Commitments

1. Lobby for arts and culture organisations in the City of Bayswater.
2. Promote the city's cultural assets and events using a range of media platforms, including social media, City of Bayswater website and print media.
3. Seek grant funding and commitments to the delivery of infrastructure for cultural activities.

Opportunities

1. Actively encourage the provision of inclusive art and cultural activities by other organisations for people of all ages.
2. Support a diverse range of arts and culture activities to build a stronger community and meet community needs.
3. Advocate for the State Government to support cultural expression within the City of Bayswater, such as the provision of funding for arts and cultural facilities (hard infrastructure) that ties in with arts and cultural projects, programs and services (soft infrastructure).



Partner/collaborate

The City is always looking to add value to its own investment in culture by working with others. When we invite other groups and individuals to participate the community benefits and we create a stronger, more resilient culture and arts community for the long term.

Commitments

1. Encourage connections and networking opportunities between the City, arts and cultural workers and artists that live or work in the City of Bayswater.
2. Continue to deliver cultural activities in partnership with others.
3. Work with the Office of Multicultural Interests and local groups to build cultural awareness through performance, activities and events.
4. Continue to facilitate the use of local libraries as venues for exhibitions and other cultural activities.
5. Develop the capacity of local cultural groups and organisations through the provision of the City's Community Upskillers Program, grant funding and partnership opportunities.

Opportunities

1. Explore greater use of technology to make cultural activities more interactive and accessible.
2. Consider a range of temporary cultural experiences – self-paced, pop-ups, flash mobs, hands-on activities.
3. Explore adapting and repurposing unused spaces and creating cultural precincts.
4. Explore our connections to our local Noongar culture.
5. Work with schools to involve all parts of the community in arts and culture.

Deliver

The City has a strong program of events and also delivers cultural opportunities to the community through its facilities and activities. Through community engagement we gain a better understanding of local needs and can shape and remodel our programs to respond.

Commitments

1. Continue to deliver family events which are free or low cost, with entertainment for children.
2. Optimise community use of buildings and facilities for the delivery of cultural activities and cultural services.
3. Increase the City's awareness of changing resident needs, desires and interests.
4. Continue to deliver activities and events that are valued by the community.
5. Link cultural experiences with social opportunities.
6. Utilise open spaces, parks and the riverfront.
7. Make way for new cultural initiatives when old practices no longer serve the community.

Opportunities

1. Explore new cultural experiences to appeal to a wide range of audiences.
2. Use non-traditional spaces for cultural activities.
3. Embrace spontaneity by cutting red tape where possible - recognising that people want to be more spontaneous about their activities.

How do you use this plan?

- Identify opportunities and avenues for funding new initiatives;
- Develop proposals for partnerships with the City or other organisations;
- Identify new partners with similar or complementary objectives; and
- Understand the City's role and how you can participate.

Contacts - who can provide advice?

City of Bayswater

City of Bayswater
9272 0622

- Manager Community Development - partnerships, advocacy.
- Coordinator Events - event planning, event support and approvals.
- Coordinator Community Development - grant funding, disability access, Aboriginal culture.
- Place Managers - town centres, activating spaces.
- Manager Project Services - community /sporting infrastructure asset renewals and community facility future planning.



LotteryWest
9488 6236

- Grants advice, sponsorship and research.
- Healthway sponsorship.
- Community spaces and places grants.
- Equipment grants.
- Community events grants.
- Projects.



Department of
**Local Government, Sport
and Cultural Industries**

**Department of
Local Government,
Sport and Cultural
Industries**
6552 7300

- Grants advice and funding.
- Investment Fund.
- Contemporary Music Fund.
- Playwright Partnership Program.
- Improvement Fund.
- Strategy, research and policies.

Funding and resourcing

The funding associated with the implementation of this Plan is determined by the City of Bayswater on an annual basis.

Reporting and reviewing

This is a five year Cultural Plan, which will be reviewed each year, as part of the City's annual budget planning process to ensure that it is continuing to meet the needs of the community. The City of Bayswater will celebrate successes in delivering this plan through social media and regular reporting in other media.

Measures of success will include:

- Number of cultural events delivered by the City or in partnership with the community
- Variety of cultural events delivered (i.e. performing arts, visual arts, literature)
- The level of participant satisfaction with events and activities delivered by the City
- The level of funding provided to cultural activities
- City funding and in-kind support provided to cultural partners
- External funding received to contribute to events, activities and cultural infrastructure.

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This report is available in alternative formats upon request.

