CREATIVE COMMUNITY PLAN

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City of **Greater Geraldton** a vibrant future
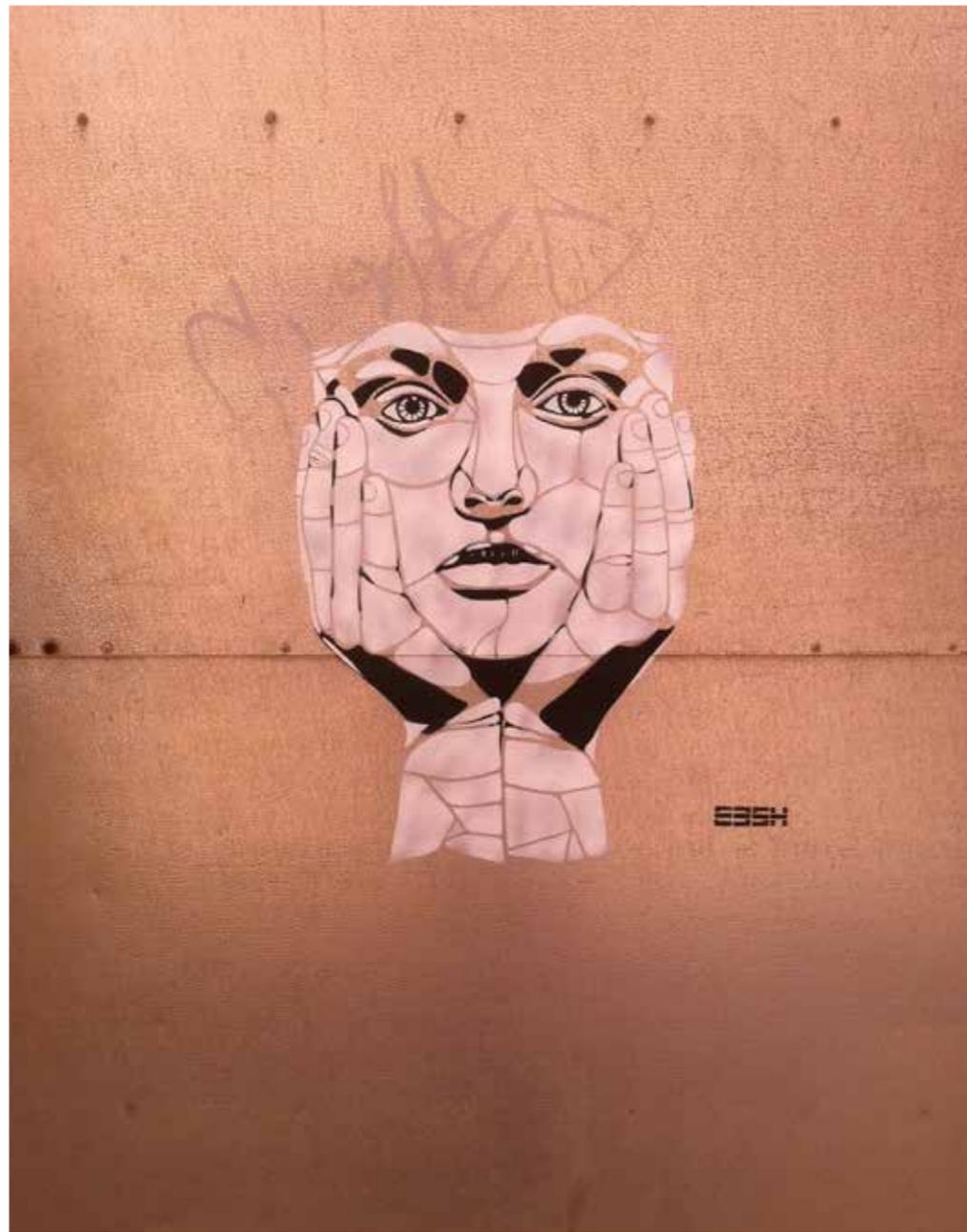
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INTRODUCTION

A CREATIVE COMMUNITY

A community reflects the collective identity of its members. While the community we experience today is what has evolved from the past, the people of Greater Geraldton have a choice about what they want the community and region to be in the future and how they want to be shaped by the community.

The 2029 and Beyond Project, initiated by the City of Greater Geraldton in 2010 allowed the people who live within the geographic boundary of Greater Geraldton to say what they would like the city and region to be like in 2029. One of the priorities was to create a creative community.

A creative community has a "sense of place" that gives residents their identity. It attracts new people to move to the community, businesses to invest and provides the platform for its individuals, community groups and businesses to move into the wider world. A creative community offers a human dimension. It's about a better quality of life for individuals and more liveable communities. It's about people supporting and caring for each other, and recognising and celebrating difference. It provides opportunities for people to come together and connect.

A creative community is the engine that drives innovation and brings a liveliness and vibrancy to the community's activities. It's about bringing art and creativity into the mainstream, supporting and using the talents of creative people and businesses to innovate and create social change and new businesses. It's about challenging long-held ideals and gives a voice to those whose voice is not always heard. A creative community articulates the community's feelings and promotes self-examination and cultural identity.

For the people of Greater Geraldton a creative community is not an "add on" or "elective". It is, and will be, a part of all of our everyday lives. Arts and creativity have always built the culture of regional communities, giving a sense of identity, belonging and improving the

quality of life. They are the "edge" that regional communities need to develop and prosper in the 21st century. The City of Greater Geraldton believes that a strong commitment to a creative community will transform its people and region and will create a lasting and important legacy for our future generations that will be remembered throughout this Century and beyond.

Who this is for?

This strategy has been prepared by the City of Greater Geraldton for the whole community. It is not an exclusive City of Greater Geraldton policy document; rather it is a working framework that people and groups can use to plan their activities and to support their artistic and cultural initiatives. This strategy recognisesand builds on the excellent and extensive work that is already occurring, and celebrates the major contribution made by the many different people who are making the Greater Geraldton community innovative, exciting, creative and social. The strategy provides leadership, helps people find common ground and builds creative collaborations. It is intended that this document be for everybody, including residents, groups, government agencies, businesses and non-government organisations.

Impact on budget

This document provides a guide for framing particular initiatives or projects for consideration by the City Council during annual budget formulation. It does not commit Council to any resource allocations. Funds can only be appropriated for particular initiatives or projects as part of annual budget processes. All approaches and suggestions identified in this document are therefore subject to future funding from the City of Greater Geraldton or other sources.

Desired approaches in this document are linked to the Strategic Community Plan (SCP) and City Vibrancy Plan (CVP), and assigned a relative priority rating as follows:

- High: within the current or next year.
- Medium: within the next five years.
- Low: within the ten-year forward estimates.

Making a creative community

The desire to create a creative community is one of the building blocks of the 2029 Vision for the Future and, as such, this strategy should be read in the context of other policies being developed by the City Council. This document is based on extensive community consultation that occurred in 2010/11, which identified priority projects that the community considered would support a creative city. These projects, and the comments gathered from the community, have been grouped into Themes to frame this strategy. These are listed below.

Theme 1 . Welcome
Welcome and facilitate all sectors of the community to participate in the community's cultural life

Theme 2 . City of Art
Develop and promote Greater Geraldton as a city for the arts

Theme 3 . Place And Identity
Develop Greater Geraldton's sense of place and identity

Theme 4 . Cultural Tourism
Develop and promote the uniqueness of the region

Theme 5 . Youth
Engage youth in the arts and creative industries

Theme 6 . Yamaji Culture
Recognise, support and celebrate Yamaji culture

Theme 7 . Rural Communities
Support the cultural development of rural communities

Theme 8 . Digitial Connection
Maximise the benefit of the Internet and digital connectivity

Using this document

It is intended that this document be used in a number of ways.

- Community members can see how their projects can fit into the bigger picture and get inspiration for things that they could do to make the community a creative place.
- People working in the City of Greater Geraldton can use it to guide the projects they are developing and to add support for proposals going to Council.
- Businesses can see where there may be opportunities to expand into the creative industries.
- It also explains where and how people, groups and business can contribute to the future of the community.
- Visitors will get a better understanding of what is going on in the community and where it is heading.

SCP means the City of Greater Geraldton Strategic Community Plan.
CVP means the City of Greater Geraldton City Vibrancy Plan.

West End Gate Art, 2013
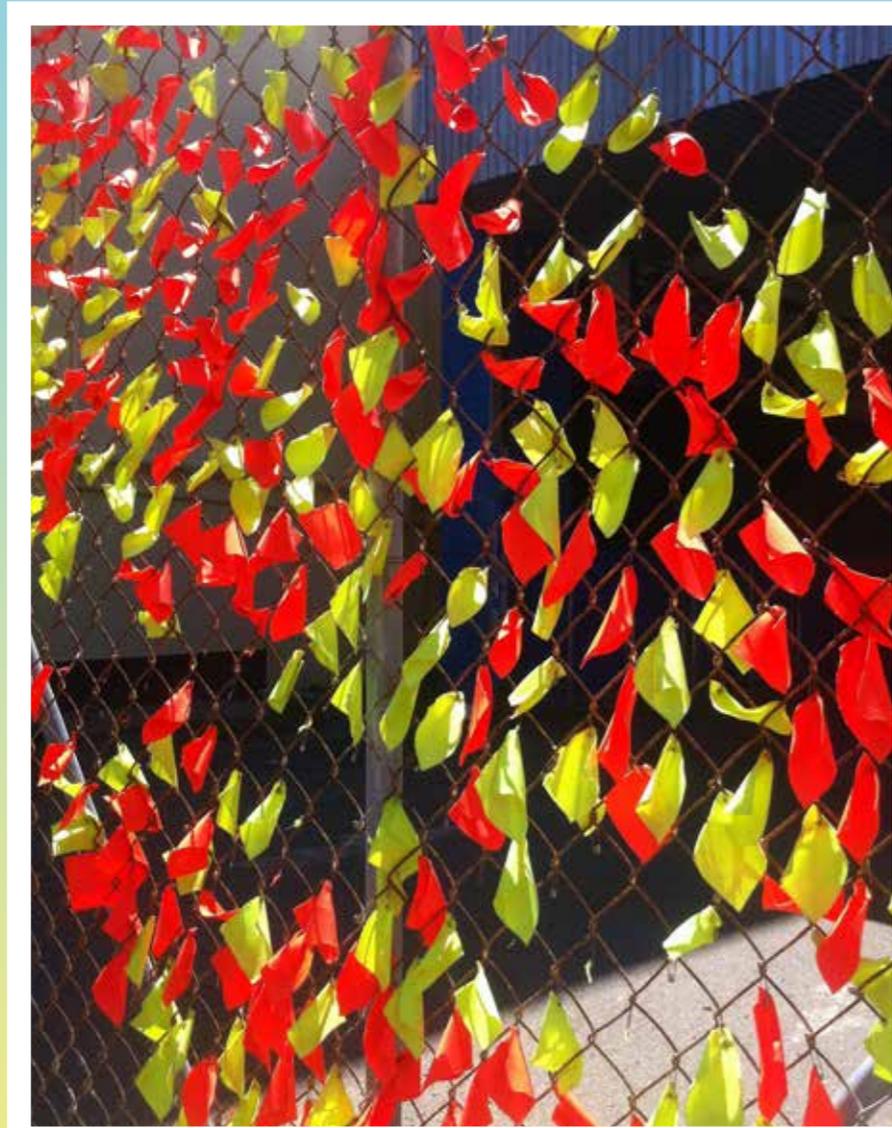
WEL-COME

— Roxanne Grant

Welcome and facilitate all sectors of the community to participate in the community's cultural life

Communities that look outward with a strong sense of cultural vitality are attractive. People feel welcome. Creativity helps maintain a community's identity and social cohesion, particularly in times of rapid population growth, economic change and when communities are diversifying. Creative communities embrace cultural diversity, age differences and geographic separation. They attract people who are already creative and promote further experimentation. They also encourage people to become creative and to participate in innovative social and economic transformation.

Creative communities are highly liveable because they attract vibrant and diverse cultural events and celebrations, interesting people and inspiring architecture and public spaces. This goes a long way to attracting new residents, reducing the loss of people to capital cities and increases the likelihood that young people will stay and build their future here. To support this the City of Greater Geraldton is responding to the challenge of keeping people informed of what is going on and providing opportunities for them to easily share information.

Creative communities build unique cultures and distinctive lifestyles. Artistic input to the design of the city and public artworks contribute to well-designed public spaces creating attractive, accessible places where people want to meet and form new social connections. This impacts positively on the city's natural and built urban environment and its open spaces.

Historically the City of Greater Geraldton has made significant contributions to local arts and cultural activity via support for the Geraldton Regional Library, Geraldton Regional Art Gallery, Queen Elizabeth II Seniors and Community Centre, Arts and Cultural Development Council (ACDC), Queens Park Theatre, Theatre 8, and the Geraldton Cultural Trust. Parks, public meeting places and facilities are a focal point for people to meet and the community to participate in activities. This will be strengthened through the development of whole arts precincts within the CBD rather than just specific locations.

To support these developments Greater Geraldton needs investment in cultural assets and activities, and integration between creative expression and new economic and employment opportunities. This investment will strengthen partnerships between cultural workers across all sectors of the community, build respect and nurture the cultural life of people from different communities within Greater Geraldton.

The City of Greater Geraldton also recognises the contribution of other agencies such as the Art Gallery of WA, the WA Museum, the State Library of WA, Country Arts WA, the Department for Culture and the Arts, National Trust and Community Arts Network WA; all of which add significant value to the artistic capital of Greater Geraldton.

Initiative	Desired Outcome	SCP Link	CVP Link	Priority	Responsibility
Initiative 1.1 . Identify and remove barriers for people attending arts, cultural and social activities.	Greater attendance at arts, cultural and social activities.	1.3.3	P33	High	City & Community
Initiative 1.2 . Develop innovative ways to involve residents in developing arts and cultural activities.	Greater involvement by residents in the development of arts and cultural activities.	5.1.2	P10	Medium	City & Community
Initiative 1.3 . Provide and support live performances, exhibitions and other arts opportunities.	More live performances, exhibitions and other arts opportunities.	1.3.1	P33	High	City & Community
Initiative 1.4 . Encourage volunteers to be engaged in arts and cultural activities.	Greater volunteerism in arts and cultural activities.	3.5.4	P10	Medium	City & Community
Initiative 1.5 . Develop a public information inventory of available cultural spaces and what events are occurring; and an interactive website to provide access to the information.	Greater public access to information about available cultural spaces and what events are occurring.	1.3.1	P16	High	City
Initiative 1.6 . Develop an events program and strategy that includes coordinating and publicising activities across the year and across the region.	Greater strategic focus in events development, and greater public awareness of events across the region.	1.3.3	P33	High	City
Initiative 1.7 . Review master plans for the existing arts and cultural hubs to identify gaps and prioritise development.	Greater strategic focus in the development of arts and cultural hubs.	1.3.1	P26	High	City & Community
Initiative 1.8 . Identify locations around Geraldton and Mullewa where street arts can take place. Differentiate these locations according to artistic use (e.g. video, busking, street performance). Streetscape these locations to support these uses.	More locations around Geraldton and Mullewa that are available and streetscaped for street arts.	4.1.3	P33	Medium	City
Initiative 1.9 . Develop a City Events Office.	Greater public access to information about events, and more support for community in developing events.	1.3.3	P33	Low	City
Initiative 1.10 . Develop an evaluation framework for community art projects, cultural events and creative community strategies.	Greater focus on outcomes in the development and delivery of community art projects, cultural events and creative community strategies.	1.3.3	P33	High	

West End Gate Art, 2013

— Unknown

CITY OF ART

Develop and promote Greater Geraldton as a city for the arts.

All great art and creative projects have a clear conception of where they are going and what they seek to achieve. The City of Greater Geraldton already has significant artistic and cultural resources through its interactions with organisations such as the WA Museum, WA Art Gallery, Country Arts WA, Department of Culture and the Arts and other such organisations. The City of Greater Geraldton wants to build on these relationships.

This approach should be mirrored in the policies and programs being developed by the City of Greater Geraldton to guide how the arts and creative industries will develop. A truly creative community has to move support for arts and creativity from the peripheral and decorative into the core functions of how it operates. These core functions include planning strategies and policies, economic development strategies, spending priorities, City of Greater Geraldton policy and infrastructure. Ideally this input should be a the fundamental design and planning stages, not as an afterthought.

The City of Greater Geraldton will support making artistic and creative work spaces throughout Greater Geraldton by reviewing its Local Laws and policies where necessary to make it easier to hold public performances and exhibitions and find alternative short term uses for disused buildings as art venues. It will also allocate a specific portion of local government rates revenue for artistic input to new projects.

The artistic and creative community and industries can add value to local business and government by providing high quality services through design, marketing, promotion and arts related services. Greater Geraldton is home to many very creative and talented people however some of these people are not aware of the resources available to support their professions, where they can access markets or get training and mentoring. The City of Greater Geraldton recognises this and will seek to inform, guide and link artists and people in the creative industries with support, performance and exhibition spaces and potential markets and businesses.

"All great art and creative projects have a clear conception of where they are going and what they seek to achieve"

Mentoring and career development is invaluable to artistic and creative practitioners. The City of Greater Geraldton will support mentoring programs and visiting arts programs that have a significant commitment to skills sharing and professional development with local artists. Similarly opportunities will be made for local artists to travel with City of Greater Geraldton delegations to national and international locations.

Initiative	Desired Outcome	SCP Link	CVP Link	Priority	Responsibility
Initiative 2.1 . Develop arts development policies and strategies that account for all artistic disciplines (including dance, inter-arts, media arts, music, theatre, visual arts, and writing and publishing) and all delivery mechanisms (including community arts and public art).	Greater clarity, commitment and strategic focus in the development of arts of all disciplines.	1.3.1	P32	High	City
Initiative 2.2 . Develop a cultural facilities plan.	Greater clarity, commitment, efficiency and strategic focus in the development of cultural facilities.	1.3.1	P26	High	City
Initiative 2.3 . Ensure that the current good relationships with State and Federal Government agencies that work in the arts and culture are built upon for the benefit of the local community.	Increased State and Federal support of arts and culture in Greater Geraldton.	1.3.1	P10	Medium	City
Initiative 2.4 . Incorporate arts-related initiatives and information into all appropriate City and City-related marketing material to attract small business, commercial, State and Australian Government agencies to Greater Geraldton.	Increased attraction of private and public entities to Greater Geraldton.	1.3.1	P16	Medium	City
Initiative 2.5 . Ensure that 0.5% of the budget of all Local Government infrastructure projects is allocated for artistic contribution to the design and/or appearance of developments.	Greater presence of public art and artful design.	1.3.1	P26	High	City
Initiative 2.6 . Ensure that 0.5% of the budget of all Local Government rate revenue is allocated to support the City's arts development policies.	Consistency of funding for arts development.	1.3.1	P32	High	City
Initiative 2.7 . Review local laws to ensure the easy enablement of events, exhibitions and public artistic performances.	More events, exhibitions and public artistic performance.	1.3.3	P33	Medium	City
Initiative 2.8 . Link local artists to industry and government projects that require artistic input.	Greater artistic input into industry and government projects.	1.3.1	P32	Medium	City & Community
Initiative 2.9 . Attract touring arts programs that have an education and extension service included in their activities.	More arts education opportunities.	1.4.1	P32	Medium	City & Community

Initiative	Desired Outcome	SCP Link	CVP Link	Priority	Responsibility
Initiative 2.10 . Create an inventory of available cultural spaces and an interactive website to promote access to the information and enable efficient "matchmaking" between artists and locations.	Greater efficiency in the alignment of arts projects and cultural spaces.	1.3.1	P32	Medium	City
Initiative 2.11 . Support and encourage local people to be included in national and international City of Greater Geraldton delegations.	Greater community participation in national and international delegations.	1.3.1	P10	Medium	City
Initiative 2.12 . Provide mentoring and support programs for artists, art workers and creative-industries entrepreneurs.	Greater capacity in creative industries.	1.4.1	P32	Medium	City & Community
Initiative 2.13 . Ensure that all the locations identified for arts and cultural precincts and spaces (referenced in Theme 1) inform the development of master plans and placemaking strategies.	Greater clarity, commitment and strategic focus in the development of arts and cultural places.	1.3.1	P26	High	City
Initiative 2.14 . Encourage the development of affordable housing and living/working spaces for artists and creative individuals in and around Greater Geraldton through vehicles such as the City Centre Planning Policy.	Greater presence of arts and creativity in and around the Greater Geraldton.	1.3.1	P26	Medium	City
Initiative 2.15 . Support the temporary use of disused buildings as artistic work and performance spaces.	Greater presence of arts and creativity in and around Greater Geraldton.	1.3.1	P26	High	City & Community

GFest, 2012

— ACDC
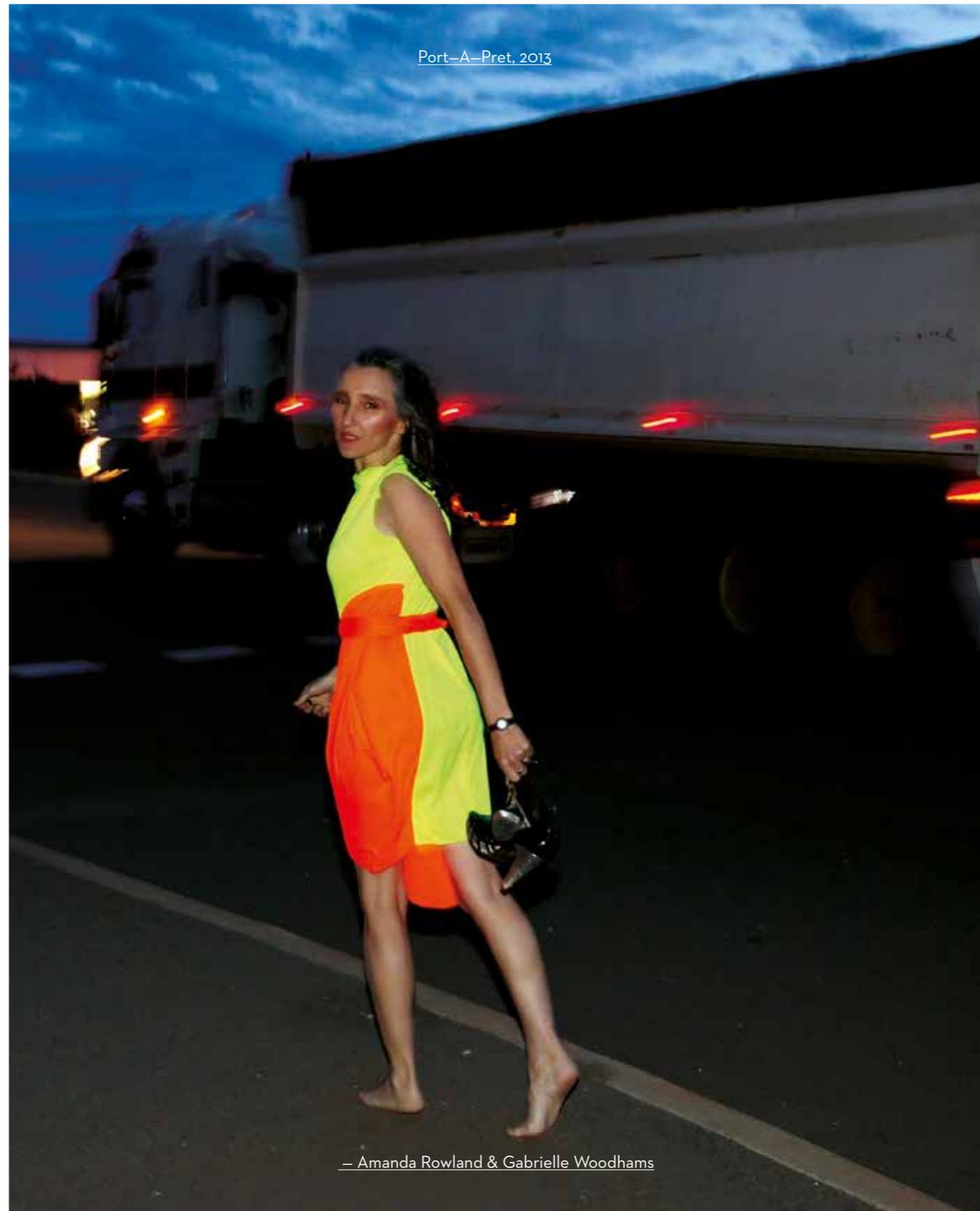
Port—A—Pret, 2013

— Amanda Rowland & Gabrielle Woodhams
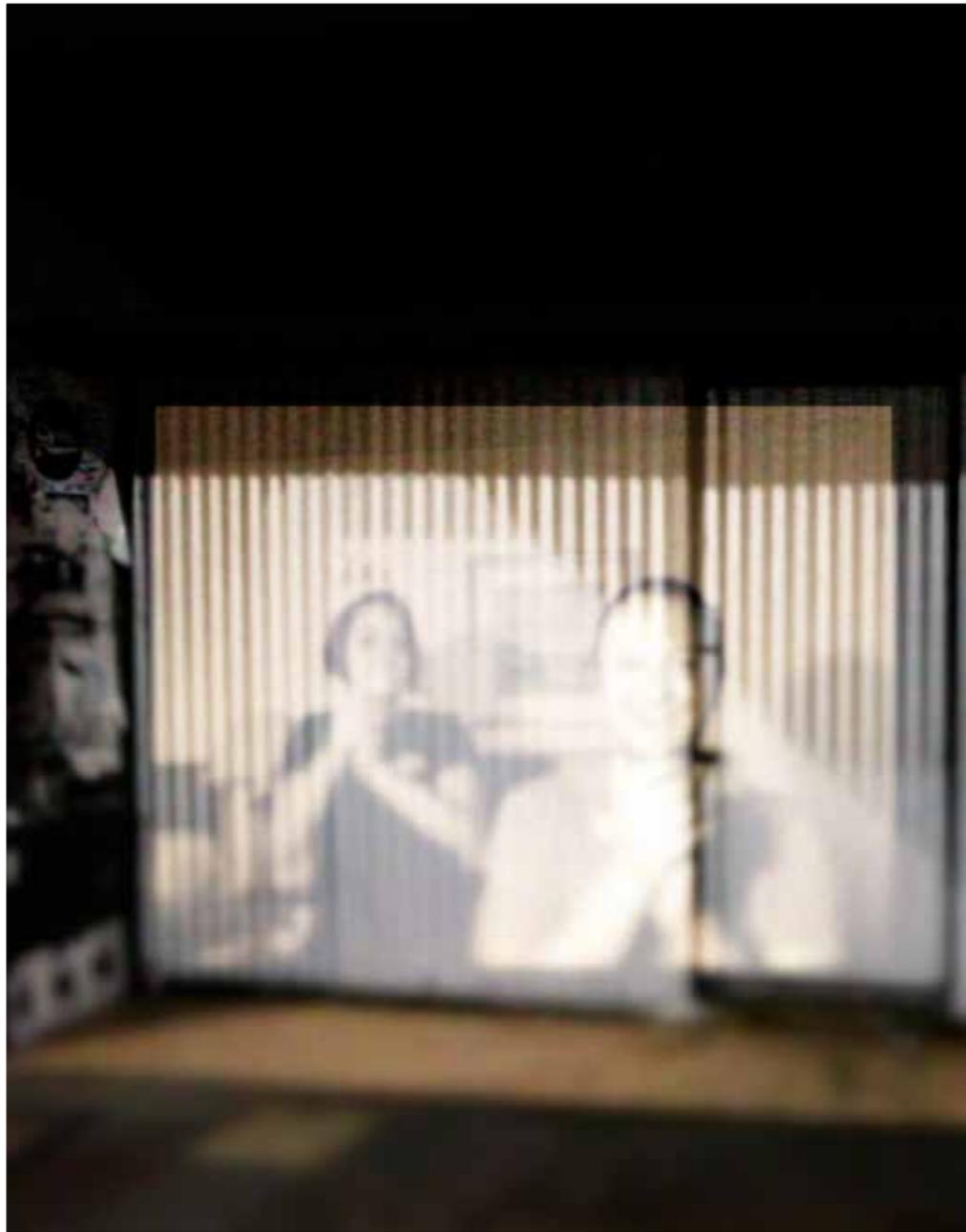
— Chris Lewis

PLACE & IDENTITY

Develop Greater Geraldton's sense of place and identity

Greater Geraldton has a rich history and heritage that is an integral part of the cultural landscape of the region. Its distinctive physical character and heritage helps define our strong sense of place and identity. This is vital to engaging the community with the past and the history of the place in which they live.

This sense of identity creates a sense of pride and ownership that, in turn, encourages the community to take an active role in the protection and conservation of public landscapes and cultural heritage. The challenge for Greater Geraldton is to look at its past character and transfer and transform this into a definitive style for new buildings and public spaces. This definitive style needs to interpret the character of the region while providing the foundation for a contemporary city.

As with the previous Theme it is important in a creative community that local artists and community members continue to be involved in design teams planning the future development of Greater Geraldton. This local input gives designers and builders intimate access to people who can explain and translate the local feel into the built environment and its parks and gardens.

Greater Geraldton's parks provide a range of passive and active recreational opportunities. As Greater Geraldton's population increases and public spaces are used more frequently, enhancing and maintaining these spaces becomes more important. The City of Greater Geraldton can encourage stewardship amongst community members by having them actively involved with the planning, maintenance and conservation of public places.

The CBD has a number of natural "centres" such as the Foreshore, Marine Terrace etc. Each of these provide an opportunity to capture and showcase the unique Greater Geraldton style and feel, and provide locations for permanent and non-permanent artistic expression and arts events. It is also important that these places are readily accessible to people through walking and bicycle connection to the surrounding suburbs and other parts of Greater Geraldton.

In addition to built structures and specific places a region's heritage is built from the stories or narratives which people construct to describe who they are, and in the region's movable heritage. "Movable heritage" is any natural or manufactured object or collection of heritage significance. There are many of these across the region, some of which have been relocated to museums, however there many more in private collections that are not known to the majority of the community. An opportunity exists to develop an inventory of moveable heritage items relating to the cultural history of Greater Geraldton and create a policy that provides direction for their preservation and access. Similarly there is the opportunity for the City of Greater Geraldton to support the collection of people's stories and make them available to others.

Initiative	Desired Outcome	SCP Link	CVP Link	Priority	Responsibility
Initiative 3.1 . Recognise the different cultural traditions that have built contemporary Greater Geraldton culture.	Greater awareness, appreciation and celebration of cultural diversity.	1.2.1	P32	Medium	City & Community
Initiative 3.2 . Identify and describe an architectural language and design/style that is uniquely Greater Geraldton for inclusion in a design/style manual for urban and commercial development throughout the CBD.	Increased commitment to and consistency in a unique Greater Geraldton design/style in development throughout the CBD.	5.2.1	P26	High	City & Community
Initiative 3.3 . Engage community members in the design and planning of recreational and public spaces, and in urban planning.	Greater community engagement in urban design and planning.	5.1.2	P10	Medium	City & Community
Initiative 3.4 . Develop an inventory of moveable heritage, and a policy for relocation of heritage items into public spaces/places that is consistent with the Heritage Strategy.	Greater public access to information about moveable heritage, and greater clarity and consistency in the relocation of heritage items.	1.1.1	P32	Medium	City
Initiative 3.5 . Incorporate cultural diversity into events and activities.	Greater cultural diversity in events and activities.	1.2.1	P33	High	City & Community
Initiative 3.6 . Utilise heritage buildings for the performance, arts exhibition and display spaces.	Activation of heritage buildings; and more performance, arts exhibition and display spaces.	1.1.1	P32	Medium	City & Community
Initiative 3.7 . Incorporate historic stories and unique regional identifiers into artistic and cultural activities.	Increased awareness, appreciation and celebration of Greater Geraldton's history.	1.3.1	P32	High	City & Community
Initiative 3.8 . Reinforce and extend the role of public sculpture, monuments and artworks in creating landmarks and a sense of place and identity in Greater Geraldton.	Increased sense of place and identity in Greater Geraldton.	1.3.1	P32	High	City & Community
Initiative 3.9 . Promote stewardship of public spaces amongst community members.	Greater community commitment to and use of public spaces.	1.3.3	P32	Medium	City
Initiative 3.10 . Incorporate sensory features that convey the Greater Geraldton story into public spaces.	Increased sense of place and identity in Greater Geraldton.	1.3.1	P32	Medium	City & Community

Initiative	Desired Outcome	SCP Link	CVP Link	Priority	Responsibility
Initiative 3.11 . Incorporate artistic and creative design, and policy initiatives into the City of Greater Geraldton's current work on developing precincts and strategic sites including the: • Foreshore; • Bill Sewell Centre; • West End; • Research, Health, Education and Training (RHET) Precinct; • Batavia Coast Marina Strategy Stage 2; • Marine Terrace as per the City Vibrancy Plan; • Airport; • Technology Park at the Airport; • Eighth Street Sporting Precinct; • The City's main entrances and thoroughfares; and • Neighbourhood redevelopment precincts being planned for a number of suburbs around Geraldton.	Increased sense of place, identity and creativity in Greater Geraldton.	1.3.1	P26		City
Initiative 3.12 . Enhance the appearance of prominent buildings and sites through inclusion of art and creative lighting design.	Increased sense of place, identity and creativity in Greater Geraldton.	1.3.1	P25		City & Community

CULTURAL TOURISM

— Anne–Maree Hopkinson & Sam Bunker

Develop and promote the uniqueness of the region.

People travel for many reasons. Increasingly, cultural tourism - where people visit places to learn about and experience the arts, heritage and the special character of a particular place - is the reason for travel. Other visitors often come to a particular location for business or family matters and discover the culture of a place. Tourism research indicates that this enriches their experience, makes their visit special and worthwhile, and prompts them to extend their stay. Greater Geraldton has a vibrant and diverse range of attractions, cultural events and lifestyles and has the right elements to position

itself as a tourist hot spot. It can further capitalise on its cultural identity to stimulate business and trade through promoting cultural tourism. This helps create jobs, increases economic activity, and promotes visitor spending. A well-supported information and booking service will provide information about Greater Geraldton's arts and cultural events.

The City of Greater Geraldton intends to showcase the talents of Greater Geraldton's creative people and encourage more participation by the wider community in events, which create a rich and vibrant social life. Other opportunities include standalone artworks specific to a place or site, temporary or ephemeral artworks, exhibitions, and performances. Integrated artworks that are functional as well as visually appealing (e.g. bins, seating, paving etc.) can help define Greater Geraldton. This can be augmented by activities with a more informal feel such as laneway festivals and street performances.

" Increasingly, cultural tourism - where people visit places to learn about and experience the arts, heritage and the special character of a particular place - is the reason for travel "

More structured festivals and conferences are also a major drawcard to Greater Geraldton. Greater Geraldton already has a number of festivals that can be built upon through specific themes and linked into a regional festival circuit. The provision of improved and integrated conference facilities will also attract major industry conferences that will further showcase the city and region.

Initiative	Desired Outcome	SCP Link	CVP Link	Priority	Responsibility
Initiative 4.1 . Promote the region's cultural/artistic events and activities.	Increased cultural tourism and attendance at the region's cultural/artistic events.	4.1.5	P16	High	City & Community
Initiative 4.2 . Link to national and international arts promotion to attract tourism and business investment to local arts.	Increased cultural tourism and business investment to local arts.	4.1.5	P16	High	City & Community
Initiative 4.3 . Foster a collaborative approach to planning events across the region.	Greater regional collaboration and strategic focus in the planning of events.	1.3.3	P33	High	City & Community
Initiative 4.4 . Develop a cultural marketing website and cultural marketing materials for local, regional and state-wide distribution.	Increased cultural tourism.	4.1.5	P16	High	City & Community
Initiative 4.5 . Develop a series of thematic events throughout the year.	Greater strategic focus in the planning of events.	1.3.3	P33	High	City & Community
Initiative 4.6 . Build Greater Geraldton's capacity to attract international conventions.	Increased tourism.	1.3.3	P16	Medium	City & Community
Initiative 4.7 . Increase the capacity to host multiple national or international trade or tourism conferences per year.	Increased tourism.	1.3.3	P33	Medium	City & Community
Initiative 4.8 . Bid to host arts related organisations general meetings and conferences, etc.	Increased tourism.	1.3.3	P33	Medium	City & Community
Initiative 4.9 . Leverage other major events to cross-promote Greater Geraldton's artistic and creative strengths.	Increased cultural tourism.	4.1.5	P16	High	City & Community
Initiative 4.10 . Actively seek new and different events to be held in Greater Geraldton that will attract visitors.	Increased cultural tourism.	4.1.5	P33	High	City & Community
Initiative 4.11 . Develop a Multicultural Community and Resource Centre within the City.	Greater public access to information about cultural activities, events and services.	1.3.3	P32	Low	City

Blues for the Bush, 2013

— Jane Kennedy

YOUTH

Engage youth in the arts and creative industries

Greater Geraldton needs to create opportunities for, and to retain, its creative young people. So often young people complete secondary education then leave looking for bigger and better opportunities in the capital cities or overseas. While it is important that young people experience the world and learn from different places, the City of Greater Geraldton and the community need to encourage talented, energetic and creative young people to return and take on leadership of the arts and creative industries.

While there are entrepreneurial and business opportunities in the traditional industries for young people in Greater Geraldton, opportunities for similar initiatives in the artistic and creative industries are often overlooked. There is a lack of entrepreneurial opportunity for youth who have artistic talents. Opportunities that are available are often not well publicised. The City of Greater Geraldton can support initiatives such as providing performance and exhibition spaces for emerging artists, allowing use of City of Greater Geraldton facilities for youth artistic events and having a youth officer within its Creative Communities department.

Most young people are well connected, and exhibiting their artistic output, through social media. The City of Greater Geraldton can support these activities by providing linkages to performance and information projection spaces around Greater Geraldton.

Initiative	Desired Outcome	SCP Link	CVP Link	Priority	Responsibility
Initiative 5.1 . Support arts education programs in schools and tertiary institutions linking to City creative activities.	Increased capacity of young artists.	1.4.1	P32	High	City & Community
Initiative 5.2 . Support the development and mentoring of young people engaged in creativity and the arts through the appointment of a youth and creative arts mentor.	Increased capacity of young artists.	1.4.1	P32	Medium	City
Initiative 5.3 . Provide opportunities for digital and social media to be projected/displayed around the CBD.	Increased opportunity for the presentation of works by young artists and self-expression by young people.	1.3.1	P32	High	City & Community
Initiative 5.4 . Develop a youth arts program in conjunction with community arts organisations and local educational institutions to help identify career paths into arts and creative industries.	Increased capacity of young artists to enter arts and creative industries.	1.4.1	P32	Medium	City & Community
Initiative 5.5 . Develop a mentoring program where young people can work with established artists and creative industry practitioners to develop their skills and learn how to run arts and creative businesses.	Increased capacity of young artists and creative industries.	1.4.1	P32	Medium	City & Community
Initiative 5.6 . Recognise and celebrate young artists through awards and exhibitions.	Increased capacity and public celebration of young artists.	3.2.1	P32	Medium	City & Community
Initiative 5.7 . Develop a youth art studio and exhibition space, and opportunities for youth arts presentation.	Increased capacity and public appreciation of young artists.	1.3.1	P32	Medium	City & Community
Initiative 5.8 . Develop community pathways that enable young people to plan, manage and deliver their own cultural activities and events.	Increased empowerment on the part of young people to undertake cultural activities and events.	1.4.1	P32	High	City & Community

— Richard Rossiter

YAMAJI CULTURE

Recognise, support and celebrate Yamaji culture

Greater Geraldton's Aboriginal people, and the language groups represented within Yamaji culture, represent the most enduring cultural heritage in the region. The Aboriginal understanding of the significance of the land and deep commitment to place can enrich the community's identity. A deeper connection to landscape and Aboriginal culture – one that draws people together through a sense of inclusion and belonging – will lead to the rediscovery of a soul for Western Australia and the Australian nation as a whole.

Developing highly-visible representations of Aboriginal cultures and practices across the City of Greater Geraldton and throughout the Midwest will help with this unfolding story. It will include presenting stories about the past and present, promoting Aboriginal identity and history, developing art and cultural expression, recognising the value of Country and belonging and building inter-cultural relationships.

This Theme seeks to continue the work the City of Greater Geraldton is currently doing to support career and professional development of Aboriginal artists and art workers through providing distinct opportunities and links to specific arts projects. It will also continue to give these artists opportunities to exhibit through City galleries and public spaces, and to have input to the design of City infrastructure.

" A deeper connection to landscape and Aboriginal culture – one that draws people together through a sense of inclusion and belonging,"

While it is important to support Aboriginal artists the City of Greater Geraldton also wants to bring Aboriginal culture into the physical matrix of Greater Geraldton through recognition of place names, using Aboriginal motifs and design themes in buildings, and the supporting of specific centres dedicated to Aboriginal arts and creative activities.

Initiative	Desired Outcome	SCP Link	CVP Link	Priority	Responsibility
Initiative 6.1 . Encourage the development of a regional Yamaji artistic style and identity.	Increased capacity of Yamaji artists.	1.1.3	P32	Medium	City & Community
Initiative 6.2 . Support the development of Yamaji cultural facilities.	Increased public awareness, appreciation and celebration of Yamaji culture.	1.1.3	P32	Medium	City & Community
Initiative 6.3 . Develop protocols for Aboriginal language use.	Greater commitment to and consistency in Aboriginal language use.	1.1.3	P32	Medium	City & Community
Initiative 6.4 . Support the use of Yamaji languages at City of Greater Geraldton functions.	Increased public awareness, appreciation and celebration of Yamaji culture.	1.1.3	P32	High	City
Initiative 6.5 . Support the use of Yamaji languages signage throughout Greater Geraldton.	Increased public awareness, appreciation and celebration of Yamaji culture.	1.1.3	P&P Realm Strategy 4	High	City & Community
Initiative 6.6 . Bring Yamaji culture into City of Greater Geraldton, community and artistic events.	Increased public awareness, appreciation and celebration of Yamaji culture.	1.1.3	P32	High	City
Initiative 6.7 . Encourage and support specific arts events to showcase Yamaji arts.	Increased public awareness, appreciation and celebration of Yamaji culture.	1.1.3	P32	High	City & Community
Initiative 6.8 . Support the development of an Aboriginal Cultural Tourism Centre.	Increased cultural tourism and celebration of Yamaji culture.	4.1.5	P16	Medium	City & Community

Blues for the Bush, 2013

— Jane Kennedy

RURAL COMMUNITIES

Support the development of rural communities

A constant thread that emerges from rural communities is the importance of identity, opportunity, confidence, place, resilience, community, engagement, ownership, and sustainability. The arts, with the capacity to make these concepts tangible, make a difference to these places and how people see themselves.

The six previous themes will benefit all residents of the City of Greater Geraldton region including those who live in the surrounding rural areas. This Theme specifically targets people living in areas such as a Mullewa, Walkaway, Central Greenough, Tardun, Bringo, Pindar, and Bootenal. The objective is to artistically connect these rural communities with the regional city centre and with each other. This will enable rural people to engage in the life of the city but also for city residents to move out into the rural areas and experience other aspects of the community.

The City of Greater Geraldton can support rural communities by ensuring that touring arts events visit these centres and by providing opportunities for artistic output from these communities to be shown in the CBD and beyond. Similarly open workshops facilitated by visiting professional artists would assist in helping community members gain confidence in their abilities and motivate them to participate in arts programs. This idea could be extended by artists collecting, telling and showing stories from the rural centres through writing, film, social media, installation 2D and 3D art.

" A constant thread that emerges from rural communities is the importance of identity, opportunity, confidence, place, resilience, community, engagement, ownership, and sustainability. "

The arts and creative industries also have a major role in assisting rural communities in retaining their unique sense of identity and place, and embracing change, growth and innovation.

Initiative	Desired Outcome	SCP Link	CVP Link	Priority	Responsibility
Initiative 7.1 . Develop a joint initiative between the City of Greater Geraldton and regional stakeholders to develop a 'Retaining Rural Culture Policy'.	Greater community interest and participation in rural culture.	5.2.4	N/A	Medium	City & Community
Initiative 7.2 . Assist artists and creative individuals with the development of arts, performance and exhibition spaces in locations outside of Geraldton.	More arts, performance and exhibition facilities outside of Geraldton.	5.2.4	N/A	Medium	City & Community
Initiative 7.3 . Link to other arts communities in other parts of Australia and internationally.	Greater collaboration with other arts communities throughout Australia and the world in arts development and presentation.	1.3.1	P10	Medium	City & Community
Initiative 7.4 . Employ a rural arts and community development officer who is based rurally, and who works in collaboration with the community development officers in other agencies and with regional stakeholders.	Increased capacity of rural communities to develop and present art.	5.2.4	N/A	Medium	City
Initiative 7.5 . Foster artist-in-residence and creative fellowship programs emphasising skills transfer and mentoring.	Increased capacity of local artists.	1.4.1	P32	High	City & Community
Initiative 7.6 . Host regional arts conventions.	More regional arts conventions held locally.	1.3.3	P33	Medium	City & Community
Initiative 7.7 . Support short-term use of disused buildings as artists' residences and work/performance spaces.	More residency and work/performance spaces for artists.	1.3.1	P26	Medium	City & Community
Initiative 7.8 . Develop a rural community arts program including 'Storytelling' of local narrative and history using different media.	Greater awareness and appreciation of rural history.	5.2.4	N/A	Medium	City & Community
Initiative 7.9 . Use existing gallery and performance space for local arts exhibitions and productions.	More local arts exhibitions and productions.	1.3.1	P32	High	City & Community
Initiative 7.10 . Develop art and cultural heritage trails throughout the region.	More art and cultural heritage trails throughout the region.	1.1.1	P32	Medium	City & Community

— Pollinators

DIGITAL CONNE-CTIONS

Maximise the benefit of the internet and digital connectivity

The power and connectivity of linking art, creative expression and social interaction to the high speed internet is the most exciting, challenging and potentially culture-changing of any of the initiatives in this strategy. Greater Geraldton will be one of the first cities in Australia to be fully wired to the National Broadband Network and consequently will be at the forefront of using it in building a creative community.

" With digital media, social networks and data visualisation linked to the Internet, all these traditional structures are challenged and changed. "

The radical nature of digital connection and the internet is that it completely shifts traditional vertical decision making structures and organisation of information into horizontal and democratic sharing of decisions and information. Historically people relied on journalistic reports in newspapers and television to gather information about the world. Art was largely produced by artists, and displayed to be appreciated and critiqued. With digital media, social networks and data visualisation linked to the Internet, all these traditional structures are challenged and changed.

People can gather and create their own news stories and put them on the web for everybody to see. Decisions about which news stories will "run" are no longer left to media editors but are now determined by almost unconscious democratic processes which determine if a video goes viral . The City of Greater Geraldton is able to present issues of neighbourhood or City-wide concern for everybody to discuss via social media. This will augment access to Council and enable elected members to get a better feel for the mood and opinions of the public rather than having to rely solely on feedback from their immediate circles of contact..

Recent developments in social media management have recognised that the increased ease of access to the public information space has to be matched with an increased personal responsibility for what we say. Increasingly social media is requiring that people use real identities in their interactions, avoid anonymous sniping in the media and present well-formed and respectful opinions. The City of Greater Geraldton supports using digital media to improve the quality of, and access to, the democratic process.

Art and creative processes are also changing dramatically. Now community members can be involved in the creation of art works; personal stories can be told; and historical archives of information can be accessed and portrayed. The divisions between the art and the viewer can also be blurred. Digital art works can be prepared through collaboration between people, with the artist having the role of the facilitator rather than producer. Correspondingly the internet gives the artists the ability to present their artwork, and the evolutionary processes that drives its creation, live, to the world. The City of Greater Geraldton is committed to supporting digital artists and creatives, as well as facilitating the presentation and generation of digital art work in public spaces.

Initiative	Desired Outcome	SCP Link	CVP Link	Priority	Responsibility
Initiative 8.1 . Increase the City of Greater Geraldton's use of digital media, social networks and data visualisation to support decision-making processes and community engagement.	Improved decision-making processes and increased community engagement.	5.1.2	P10	High	
Initiative 8.2 . Support the integration of digital and web technology into the other Themes of this strategy.	Digital and web technology interwoven into the implementation of the other themes of this strategy.	1.3.1	P32	High	
Initiative 8.3 . Provide more information and gather feedback on Council policy, planning and budget decisions via new media.	Greater collaboration between the City of Greater Geraldton and the community on Council policy, planning and budget decisions.	5.1.2	P10	High	
Initiative 8.4 . Market locally-produced creative works abroad via new media.	More international sales of locally-produced creative works.	4.4.1	P16	High	
Initiative 8.5 . Foster collaboration between local and remote artists via new media.	Greater collaboration between local and remote artists via new media.	1.3.1	P32	High	
Initiative 8.6 . Encourage interaction between local arts students and remote arts educators via new media.	Greater interaction between local arts students and remote arts educators.	1.4.1	P32	High	
Initiative 8.7 . Leverage new media to increase the community's access to and participation in arts and events.	Greater community access to and participation in art and events.	1.3.3	P33	High	
Initiative 8.8 . Provide public places where digital media art events can be staged and/or shown.	More digital media art events.	1.3.1	P32	Medium	
Initiative 8.9 . Develop a public, interactive, digital facility in the CBD where cultural and artistic information can be displayed and the community can actively engage in its evolution.	Greater sharing and stewardship of artistic information.	1.3.1	P10	Medium	
Initiative 8.10 . Support local artists in keeping pace with new and emerging technology.	Greater use of new and emerging technology by local artists.	1.3.1	P32	Medium	

Before I Die, 2013

— Andrews&Co.

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Initiative	Desired Outcome	SCP Link	CVP Link	Responsibility
Initiative 1.1 . Identify and remove barriers for people attending arts, cultural and social activities.	Greater attendance of arts, cultural and social activities.	1.3.3	P33	City & Community
Initiative 1.3 . Provide and support live performances, exhibitions and other arts opportunities.	More live performances, exhibitions and other arts opportunities.	1.3.1	P33	City & Community
Initiative 1.5 . Develop a public information inventory of available cultural spaces and what events are occurring; and an interactive website to provide access to the information.	Greater public access to information about available cultural spaces and what events are occurring.	1.3.1	P16	City
Initiative 1.6 . Develop an events program and strategy that includes coordinating and publicising activities across the year and across the region.	Greater strategic focus in events development, and greater public awareness of events across the region.	1.3.3	P33	City
Initiative 1.7 . Review master plans for the existing arts and cultural hubs to identify gaps and prioritise development.	Greater strategic focus in the development of arts and cultural hubs.	1.3.1	P26	...
Initiative 1.10 . Develop an evaluation framework for community art projects, cultural events and creative community strategies.	Greater focus on outcomes in the development and delivery of community art projects, cultural events and creative community strategies.	1.3.3	P33	City & Community
Initiative 2.1 . Develop arts development policies and strategies that account for all artistic disciplines (including dance, inter-arts, media arts, music, theatre, visual arts, and writing and publishing) and all delivery mechanisms (including community arts and public art).	Greater clarity, commitment and strategic focus in the development of arts of all disciplines.	1.3.1	P32	City
Initiative 2.2 . Develop a cultural facilities plan.	Greater clarity, commitment, efficiency and strategic focus in the development of cultural facilities.	1.3.1	P26	City
Initiative 2.5 . Ensure that 0.5% of the budget of all Local Government infrastructure projects is allocated for artistic contribution to the design and/or appearance of developments	Greater presence of public art and artful design.	1.3.1	P26	City

Initiative	Desired Outcome	SCP Link	CVP Link	Responsibility
Initiative 2.6 . Ensure that 0.5% of the budget of all Local Government rate revenue is allocated to support the City's arts development policies.	Consistency of funding for arts development.	1.3.1	P32	City
Initiative 2.13 . Ensure that all the locations identified for arts and cultural precincts and spaces (referenced in Theme 1) inform the development of master plans and placemaking strategies.	Greater clarity, commitment and strategic focus in the development of arts and cultural places.	1.3.1	P26	City
Initiative 2.15 . Support the temporary use of disused buildings as artistic work and performance spaces.	Greater presence of arts and creativity in and around Greater Geraldton.	1.3.1	P26	City & Community
Initiative 3.2 . Identify and describe an architectural language and design/style that is uniquely Greater Geraldton for inclusion in a design/style manual for urban and commercial development throughout the CBD.	Increased commitment to and consistency in a unique Greater Geraldton design/style in development throughout the CBD.	5.2.1	P26	City & Community
Initiative 3.5 . Incorporate cultural diversity into events and activities.	Greater cultural diversity in events and activities.	1.2.1	P33	City & Community
Initiative 3.7 . Incorporate historic stories and unique regional identifiers into artistic and cultural activities.	Increased awareness, appreciation and celebration of Greater Geraldton's history.	1.3.1	P32	City & Community
Initiative 3.8 . Reinforce and extend the role of public sculpture, monuments and artworks in creating landmarks and a sense of place and identity in Greater Geraldton.	Increased sense of place and identity in Greater Geraldton.	1.3.1	P32	City & Community
Initiative 3.12 . Enhance the appearance of prominent buildings and sites through inclusion of art and creative lighting design.	Increased sense of place, identity and creativity in Greater Geraldton.	1.3.1	P25	City & Community
Initiative 4.1 . Promote the region's cultural/artistic events and activities.	Increased cultural tourism and attendance of the region's cultural/artistic events.	4.1.5	P16	City & Community

Initiative	Desired Outcome	SCP Link	CVP Link	Responsibility
Initiative 4.2 . Link to national and international arts promotion to attract tourism and business investment to local arts.	Increased cultural tourism and business investment to local arts.	4.1.5	P16	City & Community
Initiative 4.3 . Foster a collaborative approach to planning events across the region.	Greater regional collaboration and strategic focus in the planning of events.	1.3.3	P33	City & Community
Initiative 4.4 . Develop a cultural marketing website and cultural marketing materials for local, regional and state-wide distribution.	Increased cultural tourism.	4.1.5	P16	City & Community
Initiative 4.5 . Develop a series of thematic events throughout the year.	Greater strategic focus in the planning of events.	1.3.3	P33	City & Community
Initiative 4.9 . Leverage other major events to cross-promote Greater Geraldton's artistic and creative strengths.	Increased cultural tourism.	4.1.5	P16	City & Community
Initiative 4.10 . Actively seek new and different events to be held in Greater Geraldton that will attract visitors.	Increased cultural tourism.	4.1.5	P33	City & Community
Initiative 5.1 . Support arts education programs in schools and tertiary institutions linking to City creative activities.	Increased capacity of young artists.	1.4.1	P32	City & Community
Initiative 5.3 . Provide opportunities for digital and social media to be projected/displayed around the CBD.	Increased opportunity for the presentation of works by young artists and self-expression by young people.	1.3.1	P32	City & Community
Initiative 5.8 . Develop community pathways that enable young people to plan, manage and deliver their own cultural activities and events.	Increased empowerment on the part of young people to undertake cultural activities and events.	1.4.1	P32	City & Community
Initiative 6.4 . Support the use of Yamaji languages at City of Greater Geraldton functions.	Increased public awareness, appreciation and celebration of Yamaji culture.	1.1.3	P32	City

Initiative	Desired Outcome	SCP Link	CVP Link	Responsibility
Initiative 6.5 . Support the use of Yamaji languages signage throughout Greater Geraldton.	Increased public awareness, appreciation and celebration of Yamaji culture.	1.1.3	P&P Realm Strat. 4	City & Community
Initiative 6.6 . Bring Yamaji culture into City of Greater Geraldton, community and artistic events.	Increased public awareness, appreciation and celebration of Yamaji culture.	1.1.3	P32	City
Initiative 6.7 . Encourage and support specific arts events to showcase Yamaji arts.	Increased public awareness, appreciation and celebration of Yamaji culture.	1.1.3	P32	City & Community
Initiative 7.5 . Foster artist-in-residence and creative fellowship programs emphasising skills transfer and mentoring.	Increased capacity of local artists.	1.4.1	P32	City & Community
Initiative 7.9 . Use existing gallery and performance space for local arts exhibitions and productions.	More local arts exhibitions and productions.	1.3.1	P32	City & Community