



# Creative Culture Plan

## 2020 - 2025



## Acknowledgement of Country

*The Shire of Augusta Margaret River would like to acknowledge that we are on Wadandi and Pibelmen country whose ancestors and their descendants are the traditional owners of this country.*

*We acknowledge that they have been custodians for many centuries and continue to perform age old ceremonies of celebration, initiation and renewal. We acknowledge their living culture and their unique role in the life of this region.*

*The Shire is committed to Aboriginal Australians sharing fairly and equitably in the Shire's cultural, environmental and economic future.*



# Contents

<b>Introduction</b>	<b>4</b>
<b>A framework for local arts and culture programs</b>	<b>5</b>
<b>Creative Culture Vision</b>	<b>6</b>
<b>The Shire's Role</b>	<b>6</b>
<b>Context</b>	<b>7</b>
Our History	7
Our Shire now	7
Collaboration with the community and key stakeholders	9
Strategic Links	10
Federal Context	10
State Context	10
Regional Context	10
<b>Goals, Objectives and Actions</b>	<b>11</b>
<b>Achieving this plan</b>	<b>20</b>
<b>How we will fund the plan</b>	<b>20</b>
<b>How we will monitor and review the plan</b>	<b>21</b>



## Alignment with Community Strategic Plan

This document relates to Key Result Area 2 – ‘Welcoming, inclusive and healthy communities’ in the Community Strategic Plan.



### **Key Result Area 1**

Valuing, protecting and enhancing the natural environment



### **Key Result Area 2**

Welcoming, inclusive and healthy communities



### **Key Result Area 3**

Ensuring sustainable development



### **Key Result Area 4**

Vibrant and diverse economy



### **Key Result Area 5**

Effective leadership and governance



## Introduction

**The Shire of Augusta Margaret River's (Shire) Creative Culture Plan sets the vision, priority areas and strategies of the local creative and cultural community for the next five years.**

The Shire recognises that it has a role to play in encouraging and facilitating arts and cultural activity; providing leadership and direction in cultural development and supporting cultural organisations so that they can continue their services.

The Creative Culture Plan provides a five year cultural planning framework to complement the Shire's Community Strategic Plan, and will be used to:

- Reinforce the Shire's commitment to fostering creativity and artistic activity
- Guide the future delivery of the Shire's art and cultural programs, services and activities
- Assist with the planning, development and resourcing of cultural facilities
- Support organisations and groups to provide arts, cultural and heritage services
- Better position the Shire to access funds for local arts, cultural and heritage activities

The Creative Culture Plan was compiled in collaboration with a dedicated Arts and Culture Committee. The process was also informed by wider community and stakeholder engagement over this time. The plan addresses the challenges our community faces and sets out the actions required to work towards achieving a shared vision.

As required in the Local Government (Administration) Regulations 1996, the Creative Culture Plan sits within an integrated framework for corporate planning and reporting. This plan is informed by the Strategic Community Plan 2036, the Corporate and Operational Plan and Budget. It also relates to other Shire of Augusta Margaret River plans including the Sustainable Events Strategy, Public Art Policy and Plan, Strengthening Youth Plan, Sustainable Economy Policy and the Access and Inclusion Plan as well as the Local Planning Scheme in relation to arts and cultural development within local development.



# A framework for local arts and culture programs

## Chief Executive Officer's Message

Augusta Margaret River has a thriving and exciting art and cultural community and economy. Alongside this we have a rich and wonderfully biodiverse natural environment that often influences and enhances creative process.

But we should not rest on what we already have. Art and culture is intrinsic to our lifestyle and is the very fabric that our local history is built on. Our artists, creative organisations, community groups and business all contribute to our vibrancy and vitality with a local flavour all of our own. The Shire has recently invested significantly in art and cultural infrastructure with the Margaret River Youth Precinct and the new HEART complex, investments that will further integrate art and culture in our community.

The Shire dedicates funding to arts and culture projects and programs through grants, marketing and promotional support and direct investment that contributes to our local economy every year including investment in key cultural events such as Margaret River Open Studios, Readers & Writers Festival and our Public Art Trail.

To continue to make the most of this investment The Creative Culture Plan 2020 – 2025 sets out strategic direction and goals to continue to celebrate and grow arts and culture in our region.

This plan has been developed in consultation with a wide range of local stakeholders and I would like to thank them for their passionate input into this plan.

I look forward to working with community members and Shire staff to bring to fruition the recommendations outlined in this plan.

We all have a role to play, in order to achieve this vision.

Stephanie Addison-Brown  
Chief Executive Officer





## Creative Culture Vision

By 2025 we will be known for our vibrant, innovative, diverse and provocative art and culture. It will tell the story of our Indigenous and diverse community's heritage, as well as openly embracing the discussion of who we are. Art and culture will enrich our everyday; we will nurture creativity, facilitate community action, respect the soul of the area and embrace all challenges with authenticity and creativity.

## The Shire's Role

The role of the Shire will be:

- **Arts and Culture Host:** Manage arts and culture facilities where creative and cultural expression can occur.
- **Arts and Culture Support:** Support the delivery of arts and culture activities through grants, funding and Shire projects.
- **Arts and Culture Advocate:** Champion arts and culture initiatives, and their benefits.



## Context

### Our History

The Shire of Augusta Margaret River and surrounding areas between Augusta and Bunbury are the traditional lands of the Nyungar people known as the Wadandi, *the people who live by the ocean and follow the forest paths*.

Prior to European settlement, this area had been occupied by Aboriginal communities for at least 40,000 years, as evidence from the *Devil's Lair* site has shown. Numerous sites still exist and remain important but their locations often remain confidential because of their spiritual and cultural significance and to prevent damage from unauthorised visitors.

The Shire was also one of the first areas settled by Europeans in Western Australia over 180 years ago. In May 1830 Governor Stirling led a party of settlers to the mouth of a river and inlet, naming it after Vice Admiral Sir Henry Blackwood. He also declared a townsite at the mouth of the river naming it Augusta in honour of Princess Augusta Sophia. The Bussell family were a prominent pioneer family, central in the founding of Margaret River townsite and established the first homestead (Ellensbrook) in the area in 1857.

After World War I, an attempt by the Government to attract migrants to Western Australia and establish farms in the region (known as the Group Settlement Scheme) attracted new settlers and in 1922 over 100 settlers moved into the area.

During the twentieth century, the region established itself as a thriving agricultural area through beef, dairy and sheep farming. In the 1970s and 1980s the wine industry was developed and quickly became one of the region's valuable assets.

### Our Shire now

The community of Augusta Margaret River now has a population of 14,258 and 3,724 families (2016 ABS census). The community is spread across three townsites, Cowaramup, Margaret River and Augusta, and five villages, Witchcliffe, Rosa Brook, Karridale/Kudardup, Gracetown and Prevelly/Gnarabup. With more than 250 active community groups, volunteerism is very high and a central part of life in the shire.

The shire is a popular tourist destination and internationally recognised wine region. The area is well known for its rural landscapes, scenic forests, national parks, caves, restaurants, art galleries, coastal scenery, beaches, world class surf, iconic events and for diversity in its community and local economy.

There is also substantial farming activity, primarily beef and dairy farming along with sheep farming, horticulture, viticulture, aquaculture, permaculture and agro-forestry. Value adding of produce is

significant with locally made dairy products and boutique gourmet ranges widely available.

### Shire Service Areas





# Our Community

Shire of Augusta Margaret River



## Population

2016

**14,687**



Male **50%**  
Female **50%**



Families  
**3,678**

## Median Age

(Australian 38)

**39**

## Voluntary work for organisation/group

2016 – Count of persons aged 15 years and over

**21%**



**3.7%**

Average annual growth rate 2011-2016

Population expected to increase to around **17,500** in 2026 with **1.8%** average annual growth



**3.3%**

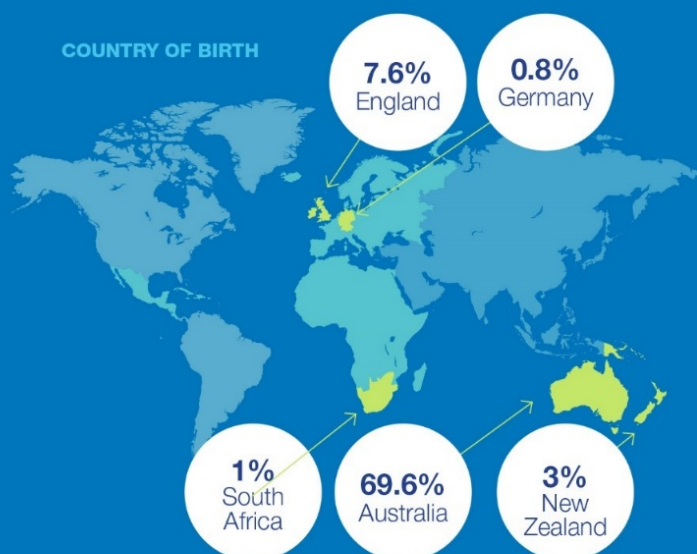
Unemployment Rate 2016



**\$860m**

Gross regional product 2015/16

## COUNTRY OF BIRTH



	Shire	Australia
Born in Australia	69.6%	66.7%
Aboriginal people	1.4%	2.8%
Married	48.7%	47.7%
De facto married	16.6%	10.4%
Not married	34.8%	41.9%
Couples with children	43.2%	44.5%
Couples with no children	42.2%	37.8%
One parent family	14%	15.8%
Average vehicles per dwelling	2	1.8
Median weekly household income	\$1,285	\$1,438
Median weekly rent	\$300	\$335
Median monthly mortgage	\$1,733	\$1,755
Unoccupied dwellings	29.2%	11.2%

## DWELLING STRUCTURE

Owned outright	31%
Mortgaged	36.8%
Rented	29%



**94.5%**

Separate House

[Australia 74.1%]



**3.4%**

Semi-detached townhouse

[Australia 12.9%]



**2.1%**

Apartment and/or flat

[Australia 13.3%]

## Collaboration with the community and key stakeholders

Achieving the goals outlined in the Creative Culture Plan will be achieved through the efforts of many organisations and groups including, but not limited to Augusta Margaret River Art and Cultural Advisory Committee, Creative Corner, Arts Margaret River, Augusta-Margaret River Tourism Association, Undalup Association Inc, Margaret River Education Campus, Margaret River and Districts Historical Society, Augusta Historical Society, Margaret River Youth Advisory Council, Margaret River Chamber of Commerce, the South West Development Commission and the Department for Culture and the Arts, venues, galleries, schools, progress associations, halls management groups, local artists and an array of other organisations and individuals.

As part of the collaborative process to develop this plan a number of engagement opportunities have been presented to the community including:

- Quarterly review meetings with the Art & Cultural Advisory Committee
- Open forum hosted by Niomi O'Hara on the future of art and culture in the region
- Workshop session with the AMR Youth Advisory Council
- Online YourSay forum
- Meetings with the Traditional Owners via Undalup Association Inc
- Meetings with Community Access & Inclusion Reference Group
- Internal review with Planning, Libraries, Recreation, Sustainable Economy, HEART Reference Group
- Presentation of the consultation process and findings to Council

The open, honest and collaborative approach to working with the community on the development of this document ensures it places the stories, people and rich culture of the region first and foremost. It also helps to ensure the continued development of the arts and cultural industry as a flagship driver for the local economy.



## Strategic Links

The Creative Culture Plan relates to a series of other strategies, including:

### Federal Context

- Australian Federal Government, *Creative Australia National Cultural Policy 2013* goals:
  - *Recognise, respect and celebrate the centrality of Aboriginal and Torres Strait Islander cultures to the uniqueness of Australian identity.*
  - *Ensure that government support reflects the diversity of Australia and that all citizens, wherever they live, whatever their background or circumstances, have a right to shape our cultural identity and its expression.*
  - *Support excellence and the special role of artists and their creative collaborators as the source of original work and ideas, including telling Australian stories.*
  - *Strengthen the capacity of the cultural sector to contribute to national life, community wellbeing and the economy.*
  - *Ensure Australian creativity thrives in the digitally enabled 21st century, by supporting innovation, the development of new creative content, knowledge and creative industries.*
- Australia Council for the Arts:
  - *Cultural engagement Framework*

### State Context

- Department of Local Government, Sport and Cultural Industries:
  - *Public Values Framework*
  - *Regional Arts Programs*
- Department of Culture and the Arts, *Strategic Plan 2016* objective:
  - *Promote a diverse, vibrant and sustainable cultural sector*
- Arts Leadership Group (ALG), *Strategic Directions Framework 2016 – 2031 for Arts and Culture in WA* objectives, including:
  - *A growing sector, creating new jobs and new opportunities for our creative people.*
  - *Access to high quality arts and cultural experiences for Western Australians wherever they live in the State.*
  - *All Western Australians are proud of and connected with Aboriginal culture within Western Australia.*
  - *A seamless partnership between State Government, Local Government, the sector and the education system in support of developing creative talent and the latent creativity in all Western Australians at all stages in their lives.*
  - *People of all backgrounds, ethnicities, ages and abilities engaging in art forms without fear of exclusion and creating their own experiences at home, work or in school.*
- The Chamber of Arts and Culture WA, *2019-20 State Budget Submission* ambitions, including:
  - *Arts and culture sector as a growing, healthy and key part of Western Australia's diversified economy and a key contributor to the State's aspirations and societal well-being.*
  - *Art and culture inspiring, connecting and attracting people in our capital city and regional centres.*
  - *Arts and Cultural infrastructure that signals our global sophistication and our community spirit.*
  - *Western Australian artists showcased and celebrated here and throughout the world as key contributors to Western Australia's sense of place and identity.*

### Regional Context

- South West Development Commission:
  - *Creative Industry Development*
- Margaret River Business Tourism Association:
  - *2020 Roadmap*

## Goals, Objectives and Actions

The plan of action is divided up in to overarching goals, the desired outcomes under these goals, our strategy, any current initiatives and then the specific actions to be undertaken to achieve these goals.

The current initiatives and future actions detailed in the plan encompass the work of both the Shire and its partners and it is not expected that one organisation will achieve all of these actions alone; rather a partnership approach will be taken.

Goal	Objectives
<b>Foster creativity and facilitate cultural participation</b>	<p><b>Objective 1.1:</b> Arts and culture programs, events and activities are supported to ensure the whole community can experience and participate.</p> <p><b>Objective 1.2:</b> Art and cultural programs and projects are nurtured and supported.</p> <p><b>Objective 1.3:</b> The local community are engaged in art and cultural initiatives and the local arts industry is well connected.</p>
<b>Create sustainable cultural infrastructure and opportunities</b>	<p><b>Objective 2.1:</b> Priority cultural infrastructure is well maintained, accessible and offered at affordable prices to maximise use.</p> <p><b>Objective 2.2:</b> Public art opportunities are integrated with major infrastructure projects.</p>
<b>Support a sustainable creative economy</b>	<p><b>Objective 3.1:</b> Collaboratively develop educational, professional development and employment opportunities for the creative sector.</p> <p><b>Objective 3.2:</b> Support start-up/incubation programs and innovative technological creative projects and programs</p> <p><b>Objective 3.3:</b> Cultural tourism opportunities are developed and supported.</p>
<b>Express our story, identity and values with honesty and integrity</b>	<p><b>Objective 4.1:</b> Develop arts and culture programs that share the many stories of our heritage with honesty and integrity.</p> <p><b>Objective 4.2:</b> Develop arts and culture programs that enhance community discourse around our diverse identities and values.</p>



## Goal 1:

### Foster creativity and facilitate cultural participation

	Lead	Support
<b>Objective 1.1</b>	<b>Arts and Culture programs, events and activities are supported to ensure the whole community can experience and participate.</b>	
<ul style="list-style-type: none"> <li>Support and promote diverse iconic event and community event programs.</li> <li>Investigate the feasibility of a Margaret River Art Prize.</li> <li>Promote innovative and thought provoking arts programming, including ephemeral and participatory art.</li> <li>Promote Shire of Augusta Margaret River as the region for experiencing art and culture events and programs.</li> <li>Provide ongoing funding for both iconic and community events programs.</li> <li>Provide free community events programs throughout the year that are accessible, all ages and diverse.</li> <li>Partner with event managers to provide program content at both icon and community level.</li> <li>Promote and market events widely via Shire networks, annual calendar of events, social media, blogs, signage opportunities etc.</li> <li>Deliver and support community art projects that are inclusive and support diverse community participation.</li> <li>Build the capacity of community groups to develop art projects via advice on funding and project development.</li> <li>Support the development of aspiring and early career Traditional Owner or Aboriginal artists to tell their story through art or cultural projects.</li> </ul>	<p>SAMR, Corporate and Event Partners</p> <p>SAMR, SWDC, Art &amp; Cultural Working Group</p> <p>SAMR, Event organisers and promoters</p> <p>SAMR, SWDC, MRBTA, Tourism WA</p> <p>SAMR Marketing and Communications Team</p> <p>SAMR, Event Promoters, Community Orgs</p> <p>SAMR, Community Orgs &amp; Artists</p> <p>SAMR</p> <p>Community Orgs, Artists, SAMR, Event Promoters</p> <p>SAMR, SWDC, Event promoters</p> <p>SAMR, SWDC, MRBTA, Community Orgs &amp; Aboriginal Orgs</p>	<p>Artists, funding bodies</p> <p>Arts organisations</p> <p>Artists, corporate &amp; funding bodies</p> <p>Local creative and events sector</p> <p>Community groups &amp; Artists</p> <p>Artists, funding bodies</p> <p>Artists &amp; Community Groups</p> <p>All</p> <p>All</p> <p>Artists &amp; Arts professionals, Creative Corner</p> <p>Artists &amp; Arts professionals, Creative Corner</p>

Objective 1.1	Arts and Culture programs, events and activities are supported to ensure the whole community can experience and participate.	
<ul style="list-style-type: none"> <li>Advocate for community participatory art projects to be part of Ikon event programs e.g. MR Pro Youth Activation, Readers Writers Festival and Open Studios.</li> <li>Support regular Author/book launches/ workshops.</li> <li>Community based participatory art and literacy programs are available from early years to seniors e.g. Library workshops, HEART workshop program, YAC art and culture programs.</li> <li>Deliver and support inclusive and diverse community art projects throughout the year e.g. MRSAMM, National Reconciliation Week, youth murals.</li> </ul>	<p>SAMR, SWDC, MRBTA, Community Orgs</p> <p>SAMR Libraries, bookshops, Readers &amp; Writers Festival</p> <p>SAMR Libraries, CPD &amp; HEART</p> <p>SAMR Community Development &amp; Planning, Libraries &amp; Event organisers</p>	<p>Artists &amp; arts workers, Community groups</p> <p>Artists &amp; arts workers, Community groups</p> <p>Artists &amp; arts workers, Community groups</p> <p>Artists &amp; arts workers, Community groups</p>
Objective 1.2	Art & cultural programs and projects are nurtured through financial support and capacity building.	
<ul style="list-style-type: none"> <li>Develop art projects funded from Developer Contributions Per Cent for Art, either in partnership with developers or independent Shire projects.</li> <li>Shire managed funding programs such as HEART Culture and Arts Fund and Community Development Fund are promoted and accessible for the local arts and culture community.</li> <li>Where viable, in kind support for use of Shire facilities, processes, marketing and promotion is provided for art projects and programs.</li> <li>Provide support and capacity building for the arts and culture industry to develop funding applications.</li> <li>Create professional development opportunities and learning pathways for the local arts industry to ensure they are competitive in artistic and management practices.</li> <li>Create opportunities for young and emerging artists to showcase their</li> </ul>	<p>SAMR</p> <p>SAMR – HEART, CPD &amp; Marketing &amp; Events</p> <p>SAMR – HEART, CPD, Libraries &amp; Marketing &amp; Events</p> <p>SAMR CPD</p> <p>SAMR, SWDC, Educational institutions</p> <p>SAMR, TAFE, Schools</p>	<p>SWDC, MRBTA, Developers, Community Orgs</p> <p>Art &amp; Cultural orgs, community groups &amp; artists</p> <p>Art &amp; Cultural orgs, community groups &amp; artists</p> <p>SWDC, Arts Organisations</p> <p>Arts professionals</p> <p>Local galleries and arts events and organisations</p>

practice e.g. The Cocoon Gallery for emerging artists, TAFE.		
--	--	--

Objective 1.3	The local community are engaged in art and cultural initiatives and the local arts industry is well connected.	
<ul style="list-style-type: none"> <li>Promote the work of local artists through exhibition, performance and via technological means.</li> <li>Cross promotion of local events/exhibitions/performance by all invested partners.</li> <li>Investigate the opportunity to allow community to feedback on cultural practices, performances and infrastructure via systems such as Culture Counts.</li> <li>Investigate opportunity for HEART website to be a hub for promotion and marketing for art &amp; cultural events/exhibitions/performance.</li> <li>Promote the HEART to be the centre for art and cultural activities and as a cost effective space for community programming.</li> <li>Educate the creative industry on Public Art Policy and Procedures.</li> <li>Utilise the Arts and Cultural Committee for input and feedback on the Shire's arts and cultural projects and programs.</li> <li>Educate and advocate to the wider community on the value of a vibrant and diverse local art and cultural industry.</li> <li>Engage with the broader community on large scale art and culture projects.</li> <li>Consult early with the traditional owners on any art and cultural projects that may impact on their cultural history and values.</li> </ul>	<p>Arts &amp; Community organisations &amp; events, SAMR Marketing and Events</p> <p>All</p> <p>SAMR</p> <p>SAMR – HEART</p> <p>SAMR – HEART</p> <p>SAMR – CPD</p> <p>SAMR – CPD</p> <p>All</p> <p>SAMR, Project developers</p> <p>SAMR – CPD, Project developer</p>	<p>All</p> <p>All</p> <p>SWDC, DCA</p> <p>SAMR – CPD</p> <p>All</p> <p>All</p> <p>All</p> <p>All</p> <p>SAMR - CPD</p>

## Goal 2:

### Create sustainable cultural infrastructure and opportunities

	Lead	Support
<b>Objective 2.1</b>	<b>Cultural infrastructure is well maintained, accessible and affordable to all.</b>	
<ul style="list-style-type: none"> <li>Build the capacity of halls committees to manage and maintain halls as important local infrastructure which provide affordable facilities.</li> <li>Support historical societies and museums in managing local heritage.</li> <li>Develop easy and accessible booking processes for community facilities.</li> <li>Support Community Centres, Creative Corner and other artisan, creative and community spaces to be sustainable.</li> <li>The HEART precinct becomes the major cultural hub within the Shire.</li> <li>Develop strong management and marketing guidelines that ensure varied, valued and affordable useage of the HEART &amp; other Shire owned cultural infrastructure.</li> <li>Create engaging and useable website and facility booking software.</li> <li>HEART facility meets creative, cultural, community and audience needs.</li> <li>Promote libraries as major community and cultural hubs.</li> <li>Library services to remain free of charge and accessible to all the community.</li> <li>Library services to continue to diversify as per community needs.</li> <li>Libraries continue to provide art and cultural programs that align to their services and support emerging and developing creative communities.</li> </ul>	<p>SAMR – CPD</p> <p>SAMR – CPD</p> <p>SAMR – CPD, Hall Committees</p> <p>SAMR, SWDC</p> <p>SAMR – HEART</p> <p>SAMR – HEART, Marketing &amp; Events</p> <p>SAMR HEART</p> <p>SAMR – HEART</p> <p>SAMR – Libraries, Marketing</p> <p>SAMR – Libraries</p> <p>SAMR – Libraries</p> <p>SAMR Libraries, CPD</p>	<p>Halls committees, local community users</p> <p>MRBTA, SWDC, Community groups, local volunteers</p> <p>Funding bodies, Govt orgs, arts orgs</p> <p>All</p> <p>SAMR – CPD</p> <p>All</p> <p>All</p> <p>All</p> <p>All</p> <p>All</p>



	Lead	Support
<b>Objective 2.2</b>	<b>That infrastructure projects are linked to art opportunities in highly frequented and iconic places.</b>	
<ul style="list-style-type: none"> <li>Developer contributions commitment aligned to the Public Art program and Policy.</li> <li>Public art works are diverse and represent local culture and history where appropriate.</li> <li>Redevelop the public art trail as a cultural tourism focus.</li> <li>Ensure commissioned works are culturally appropriate and have engaged the appropriate local cultural owners.</li> </ul>	<p>SAMR – Asset Management</p> <p>SAMR – CPD</p> <p>SAMR, MRBTA, SWDC</p> <p>SAMR, SWDC, MRBTA</p>	<p>SAMR – CPD, Art &amp; Cultural Advisory Group</p> <p>Art &amp; Cultural Advisory Group</p> <p>Art &amp; Cultural Advisory Group</p> <p>Traditional Owners, Undalup Inc, Art &amp; Cultural Advisory Group</p>

## Goal 3:

### Support a sustainable creative economy

	Lead	Support
<b>Objective 3.1</b>	<b>Collaboratively develop educational, professional development and employment opportunities for the creative sector.</b>	
<ul style="list-style-type: none"> <li>Identify opportunities that can be promoted via Art &amp; Cultural Advisory Committee.</li> <li>Support artists and creatives to engage in professional development and educational opportunities.</li> <li>Provide opportunities to access funding for professional development.</li> <li>Create partnerships to deliver networking events.</li> <li>Support Art &amp; Cultural Advisory Committee to develop networking opportunities.</li> </ul>	<p>SAMR – CPD, Art &amp; Cultural Advisory Committee</p> <p>SAMR, SWDC, Arts and community Organisations</p> <p>State Govt (DCA), SWDC</p> <p>SAMR, SWDC, Arts orgs</p> <p>SAMR, SWDC, Community orgs, education facilities</p>	<p>All</p> <p>Artists and arts groups</p> <p>SAMR</p> <p>All</p> <p>All</p>
<b>Objective 3.2</b>	<b>Support start-up/incubation programs and innovative technological creative projects and programs.</b>	
<ul style="list-style-type: none"> <li>Encourage investment and partnerships across the sector and with other industries, educational and government sectors.</li> <li>Facilitate free or discounted spaces for business start-up/development such as libraries, HEART, community spaces etc.</li> <li>Support local, national and international business development opportunities.</li> </ul>	<p>SAMR – Sustainable Economy, CPD</p> <p>SAMR – Sustainable Economy, CPD, Libraries, HEART</p> <p>SAMR – Sustainable economy, SWDC, MRBTA</p>	<p>All</p> <p>All</p> <p>Event promoters, corporate partners</p>

	Lead	Support
<b>Objective 3.3</b>	<b>Art and Cultural tourism opportunities are developed and supported.</b>	
<ul style="list-style-type: none"> <li>• Incorporate arts and cultural tourism as part of the SAMR Sustainable Economy Strategy.</li> <li>• Mainstream and promote art and cultural tourism as a major local attraction.</li> <li>• Build the capacity of the HEART to be a one stop shop for art and cultural promotion and marketing.</li> <li>• Facilitate local small business within wider networks and programs.</li> <li>• Facilitate opportunities for local art and cultural small business to access national and international markets.</li> <li>• Encourage business research and development within creative industries.</li> </ul>	<p>SAMR – Sustainable economy</p> <p>SAMR, MRBTA, SWDC</p> <p>SAMR – HEART</p> <p>SAMR – Sustainable economy, SWDC, MRBTA</p> <p>SAMR – Sustainable economy, SWDC, MRBTA</p> <p>SAMR – Sustainable economy, SWDC, MRBTA</p>	<p>SAMR – CPD, HEART</p> <p>All</p> <p>SAMR – Marketing &amp; Events</p> <p>Community and arts organisations, artists &amp; arts workers</p> <p>Community and arts organisations, artists &amp; arts workers</p> <p>Business partners. community and arts organisations, artists &amp; arts workers</p>

## Goal 4:

### Express our story, identity and values with honesty and integrity

	Lead	Support
<b>Objective 4.1</b>	<b>Develop arts and culture programs that share the many stories of our heritage with honesty and integrity.</b>	
<ul style="list-style-type: none"> <li>Ensure the cultural heritage of Traditional Owners is collected and shared.</li> <li>Consult early with traditional owners in relation to any cultural or historical projects.</li> <li>Library historical collection is maintained and developed as required.</li> <li>Support and promote the Margaret River and Districts Historical Society and Augusta Museum and Historical society.</li> <li>Regularly showcase historically significant art and cultural material.</li> <li>Support innovation and technological development in historical collection management.</li> <li>Support the collection of local stories both historical and contemporary.</li> </ul>	<p>SAMR, Cultural and heritage organisations, Aboriginal organisations</p> <p>SAMR, SWDC, MRBTA, community groups and project developers</p> <p>SAMR – Libraries</p> <p>SAMR, Museums and historical societies, MRBTA</p> <p>Historical societies, museums, SAMR Library</p> <p>SAMR – CPD, Historical societies and museums</p> <p>SAMR, SWDC, MRBTA, historical societies and museums</p>	<p>All</p> <p>All</p> <p>All</p> <p>SWDC, Community orgs</p> <p>SAMR – HEART, SWDC, community orgs</p> <p>Community orgs, SWDC, MRBTA, funding bodies</p> <p>Community orgs and funding bodies</p>
<b>Objective 4.2</b>	<b>Develop provocative arts and culture programs that enhance community discourse around our diverse identities, cultures and values.</b>	
<ul style="list-style-type: none"> <li>Develop new and emerging artistic groups and artforms.</li> <li>Encourage and support art that enlivens community discourse around who we are and who we want to be.</li> <li>Provide opportunities through art and culture for the community to be challenged in their thinking and ways of participating and engaging in the community.</li> </ul>	<p>SAMR – CPD, SWDC</p> <p>Artists and arts organisations</p> <p>Artists and arts organisations</p>	<p>Community and Arts orgs</p> <p>SAMR, funding bodies, community orgs</p> <p>SAMR, funding bodies, community orgs</p>



## Achieving this plan

**The Shire will continue to fund and implement this plan but achievement of all the objectives will take a whole of community approach.**

Community leadership will take place through our art and cultural working groups and our lead art and cultural organisations.

A variety of community and corporate stakeholders will be responsible to deliver the various initiatives and a collective approach will be needed.

By all stakeholders collectively focusing our energies on implementing this plan we can improve the quality, variety and quantity of arts and culture that will be available to our community and ensure the Shire continues to grow as an attractive regional hub of art and culture.

The stakeholders involved in delivering and supporting this plan are diverse and will include:

- Historical and collections sector
- Art and culture agencies and facilities
- Shire of Augusta Margaret River
- State and Federal government agencies
- Schools and educational institutions
- Cultural organisations
- Creative industries
- Individual artists and creatives
- Health sector
- Property developers
- Technology sector
- Tourism industry
- Business sector
- Not for profit industry and community groups

## How we will fund the plan

Long Term Financial Plan – Ten years

Corporate Business Plan – Four years

Art and Culture Budget - Annual

Developer Contributions Public Art Budget – Annual

Grants programs including Events, Community and HEART activation programs

Sustainable Economy Budget – Annual

All stakeholders will be involved in funding of projects and programs that inform this plan. This could be in the form of:

- State and federal grant funding
- Philanthropic support
- Commercial endeavours
- In kind support

## How we will monitor and review the plan

The Creative Culture Plan will be reviewed every two years against the objectives outlined and will undergo a major review every 4 years to reevaluate our art and cultural vision.

Responsibility for delivery of projects is shared by the Shire and all other stakeholders. All projects will require monitoring during delivery and key lessons reviewed.

Objectives may be changed or updated when they are generally supported and reflect the goals of this plan.

Version Control table

Related Documents	NA
Responsible Directorate	Corporate and Community Services
Prepared by	Coordinator Community Planning and Development
Approved by	
Last Reviewed	
Date of this Review	10/02/2020
Next Revision Date	Minor Review 2023, Major Review 2025



amrshire@amrshire.wa.gov.au  
[www.amrshire.wa.gov.au](http://www.amrshire.wa.gov.au)

---

#### **Margaret River**

41 Wallcliffe Road (PO Box 61)  
Margaret River 6285

**T** (08) 9780 5255 | **F** (08) 9757 2512

##### **Office Hours**

Mon to Fri, 9am – 4pm

##### **Phone enquiries**

8am – 4.30pm

#### **Augusta**

66 Allnutt Terrace  
Augusta 6290

**T** 08 9780 5660 | **F** (08) 9758 0033

##### **Office Hours**

Mon to Fri, 9am – 4pm  
(closes for lunch 12pm – 1pm)

##### **Phone enquiries**

8am – 4.30pm

If you are deaf, or have a hearing impairment or speech impairment, contact us through the National Relay Service:

- TTY users phone 133 677 then ask for 08 9780 5255
- Speak and Listen users phone 1300 555 727 then ask for 08 9780 5255
- Internet relay users connect to the NRS [www.relayservice.com.au](http://www.relayservice.com.au) then ask for 08 9780 5255