City of Perth

Cultural Development Plan

2018-2024

DRAFT

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Alternate Formats

An electronic version of the City of Perth's Cultural Development Plan is available from www.perth.wa.gov.au.
This document can be provided in alternate formats and languages upon request.
Council House, 27 St Georges Terrace, Perth | 9461 3333 | info.city@cityofperth.wa.gov.au

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PART 1:

Introduction and Strategic Context

ACKNOWLEDGEMENT OF COUNTRY

Wanju (Welcome)

The City of Perth respectfully acknowledges the Whadjuk Nyoongar people, Traditional Owners of the lands and waters where Perth City is today and pays respects to Elders past, present and future. The rich and enduring culture of Aboriginal and Torres Strait Islander Peoples is entwined in a deep connection to *boodjar* (country/place) and to their social identity as living communities. This is a significant historic and vibrant living context that must be acknowledged for Cultural Development to happen in Perth.

The City of Perth is deeply committed to building and maintaining respectful relationships with Aboriginal and Torres Strait Islander Peoples and it is in this spirit that we deliver the City of Perth Cultural Development Plan.

A GLOBAL CITY

Perth is a multi-cultural city with a diverse population. In 2016, 54.5% of Perth City residents were born overseas (from 78 countries). 38.6% of Perth City residents spoke a language other than English (at home). The City of Perth enjoys Sister and Friendship City relationships with eleven around the world:

Chengdu, Nanjing, Kagoshima, Taipei, Seocho, Houston, San Diego, Megisti-Kastellorizo, Rhodes, Vasto and Perth (Scotland).

Welcome	Wanju	Benvenuto
Huānyíng 欢迎	Chào Mừng	Yōkoso ようこそ
‘Ahlaan Bik أهلا بك	Willkommen	Su’āgata Hai ਸੁਆਗਤ ਹੈ
Welkom	Svaagat He स्वागत हे	Selamat Datang
Hwan-Yeong 환영	Witamy	Maligayang Pagdating

CHAIR COMMISSIONER'S FORWARD

Chair Commissioner's Forward will be inserted post public comment.

Eric Lumsden
Chair Commissioner

WHY CULTURAL DEVELOPMENT?
The value of culture in a world-class city

Culture is at the core of a distinctive identity for the world's great cities. These cities act as magnets that draw and retain talent, resulting in a broad skills pool. They are surprising, energising and memorable places, that both delight and challenge.

Creativity is the engine of the new economy, and arts and cultural activities are key resources and incubators of creativity. Individuals working in arts and creative industries create new cultural, intellectual, and economic opportunities and innovations. Jobs are generated for people who supply materials and service needs, and present and distribute creative work. Strong links between creative communities and the commercial world also fertilise innovation and boost economic growth.

Tourism centred around authentic cultural identity is big business, encompassing experiences such as music and arts festivals, museum exhibitions, art galleries, and natural and built heritage. Tourists are drawn to vibrant cities looking for unique experiences, with both cultural and ecological tourism growing in many cities and regional communities, such as Melbourne, Hobart and Broome in particular.

A culture of creativity contributes to quality of life by celebrating diversity, improving cross-cultural understanding and building community pride, social cohesion and tolerance. Creative participation encourages social inclusion, engagement and interaction, and provides life-long learning opportunities and skills development for residents, supporting the development of the critical and creative thinking skills needed in a global marketplace.

The arts also have **positive impacts on individual and community wellbeing.** A number of recent studies have reported findings of applied arts and cultural interventions, and measured their positive impact on specific health conditions, including dementia, depression and Parkinson's disease. A recent UK analysis indicated that those who had attended a cultural place or event in the previous 12 months were almost 60 per cent more likely to report good health compared with those who had not.[1] And an earlier US study illustrated how involvement in the arts is linked to higher academic performance, with cognitive and developmental benefits enjoyed by students regardless of their socio-economic status.[2]

Supporting and delivering on the City of Perth's core strategies, this Cultural Development Plan recognises that cultural development is a journey, a work in progress, and focuses on actions which can be undertaken in the short, medium and long term to address outstanding needs, and to build towards the community's vision for Perth: to be *Vibrant, Connected, Progressive; a Friendly and Beautiful Place to Be.*

The Cultural Development Plan describes a commitment to harness the potential for cultural activities to achieve broad cultural, social, environmental, economic, and civic objectives. Creativity; new knowledge and ideas; aesthetic enrichment; appreciation and celebration of diversity; and connection to a shared heritage, are all outcomes of cultural activities. Liveability, safer cities, social equity and inclusion, environmental and urban sustainability, economic prosperity, and community engagement are all supported by a vibrant cultural life.

[1] *The Value of Arts and Culture to People and Society,* Arts Council England (2nd edition, 2014), p7.
[2] Catterall, James S. "Involvement in the Arts and Success in Secondary School," *Americans for the Arts Monographs* (Vol 1, No 9. December 1997).

STRATEGIC CONTEXT

The Cultural Development Plan is informed by the Strategic Community Plan 2029 and will sit under and support the City of Perth's four key strategic documents, when they are finalised; People, Activation, Assets and Infrastructure, and City Planning. It presents specific and practical actions that will deliver on Council Goals and Corporate Business Plan initiatives. The Plan is implemented and operationalised through Annual Unit Business Plans, project plans for specific activities, and individual staff work plans. The Plan will ensure that cultural outcomes are embraced, delivered and measured across the whole of the organisation.

The City of Perth Strategic Community Plan 2029 has identified eight goals reflecting the values of Perth's community, residents and rate-payers. Given that the values of the community are reflected in the City of Perth's goals, this Plan engages the arts and cultural sector in addressing six of the eight goals in the Strategic Community Plan 2029. These particular goals have been identified as most relevant for the Cultural Development Plan, because their achievement is most impacted by cultural activities.

These six goals are:

Goal 1 A city for people.

Goal 2 An exceptionally well designed, functional and accessible city.

Goal 3 A city connected to its natural beauty.

Goal 4 A prosperous city.

Goal 5 A city that celebrates its diverse cultural identity.

Goal 6 An open and engaged City.

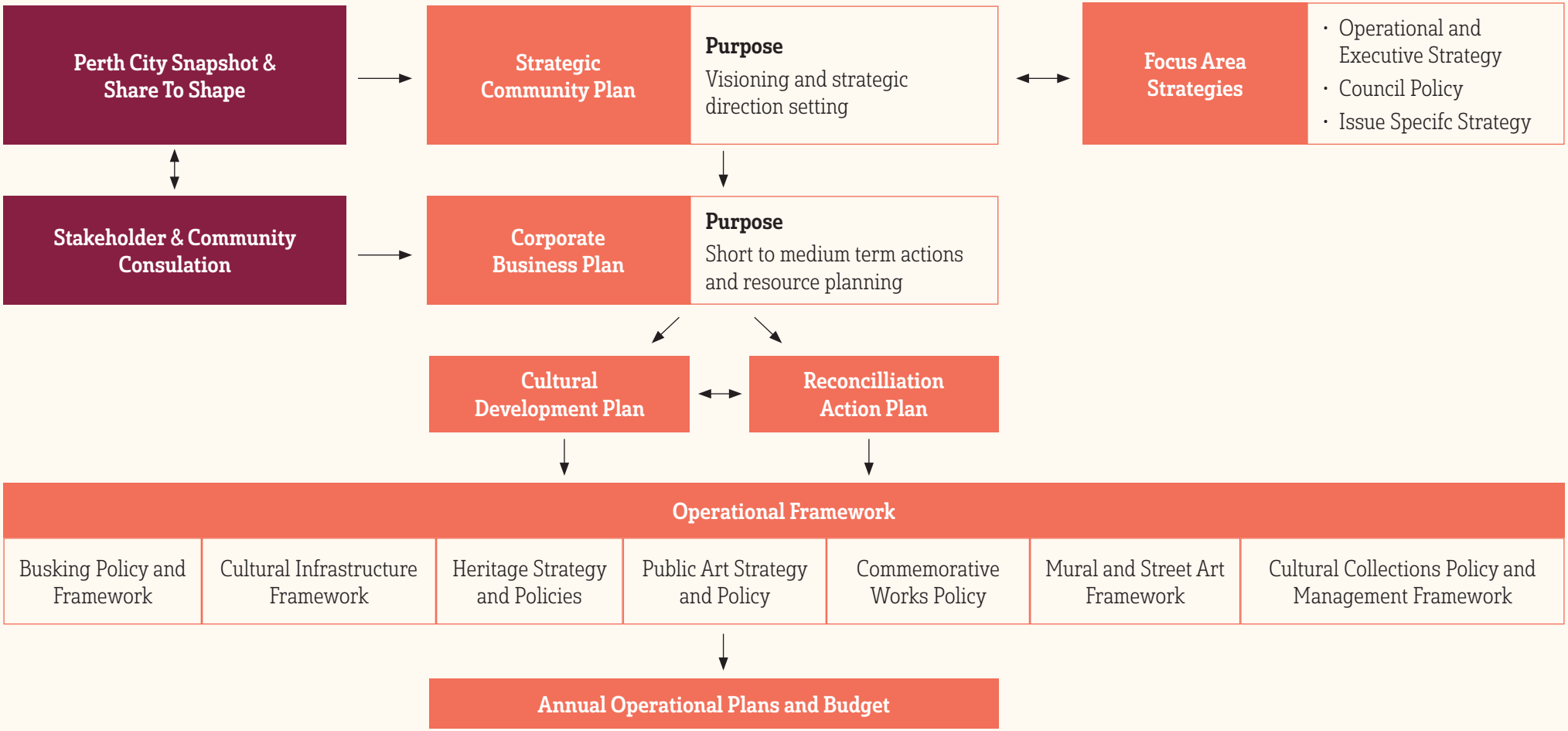
This Plan uses five nationally recognised measurable cultural outcomes for evaluating its activities, developed by the work of the Australian-based research organisation, Cultural Development Network and endorsed nationally and internationally; all of them relate to aspects of culture that hitherto have been regarded as intangible and immeasurable. These are:

- Creativity stimulated
- New knowledge, insight and ideas gained
- Aesthetic enrichment experienced
- Diversity of cultural expression appreciated
- Sense of belonging to shared heritage[3]

The Plan will also use measurable outcomes across the environmental, governance, social and economic domains that relate to each City of Perth goal (see Appendix 1: About the Cultural Development Network and Measurable Outcomes).

[3] Cultural Development Network 2017. www.culturaldevelopment.net.au

City of Perth Integrated Planning and Reporting Framework



DEFINITIONS

There are many ways to define the terms used. The City of Perth has adopted the following as definitions for the purposes of this Cultural Development Plan.

Culture is both the values upon which a society is based and the embodiments and expressions of these values in the day-to-day world of that society. It is both 'overarching and underpinning.' The Cultural Development Network, on whose methodology this Plan relies, includes arts, heritage, libraries and festivals as the embodiments and expressions of culture in Australia.

Arts are one of the many manifestations and expressions of culture. They are the physical results of our creative impulse; the paramount symbolic language through which shifting meanings are presented.

Heritage is the valued stories and narratives inherited from past generations, which we preserve for future generations. Heritage connects us in the present and speaks to our identity. It is both intangible and embodied in artefacts, the built and natural environment.

City of Perth refers to the Local Government Organisation.

Perth City refers to the Local Government Area, just under 14 square kilometres in area (land only) and located on the banks of the Swan River. It includes the suburbs or parts thereof of Crawley, East Perth, Nedlands, Northbridge, Perth and West Perth.

Perth / city refers to Greater Perth, at whose heart Perth City is located, which is home to just over 1.9 million people, or 77% of the State's population.

Community As a capital city, the community serviced by the City of Perth, as well as the audience for its activities, is broader than local Perth City residents and rate payers. During the consultation process, the City of Perth engaged with community members who were largely from the Perth Metropolitan area, but also included those from regional, national and international locations. These community members included residents, workers, visitors, property/business owners and others.

PART 2:

Cultural Identity

OUR CULTURAL IDENTITY

Beautiful, Rich, Enterprising, Isolated yet Connected

Perth's cultural identity refers to the many unique characteristics, symbols and expressions that set Perth and Perth residents apart from other peoples and cultures of the world.

As a city, Perth's cultural identity is strongly intuited by locals and visitors alike. As part of the consultation process and research supporting this Plan, the City of Perth asked:

What are the distinct characteristics of Perth that form its unique identity?

For the purposes of this Plan and the expression of cultural identity at the City of Perth, Perth's cultural identity arises from:

The Beautiful natural environment -the unique and diverse ecosystem that exists in Western Australia and its Capital City- informs the way we live, work and play, inspiring our cultural expression and urban form.

The Rich culture and lands of the Whadjuk Nyoongar people who have existed for many thousands of years and continue to thrive today.

Our Enterprising spirit which starts with resilient immigrants and makes Perth the prosperous and dynamic urban centre it is today.

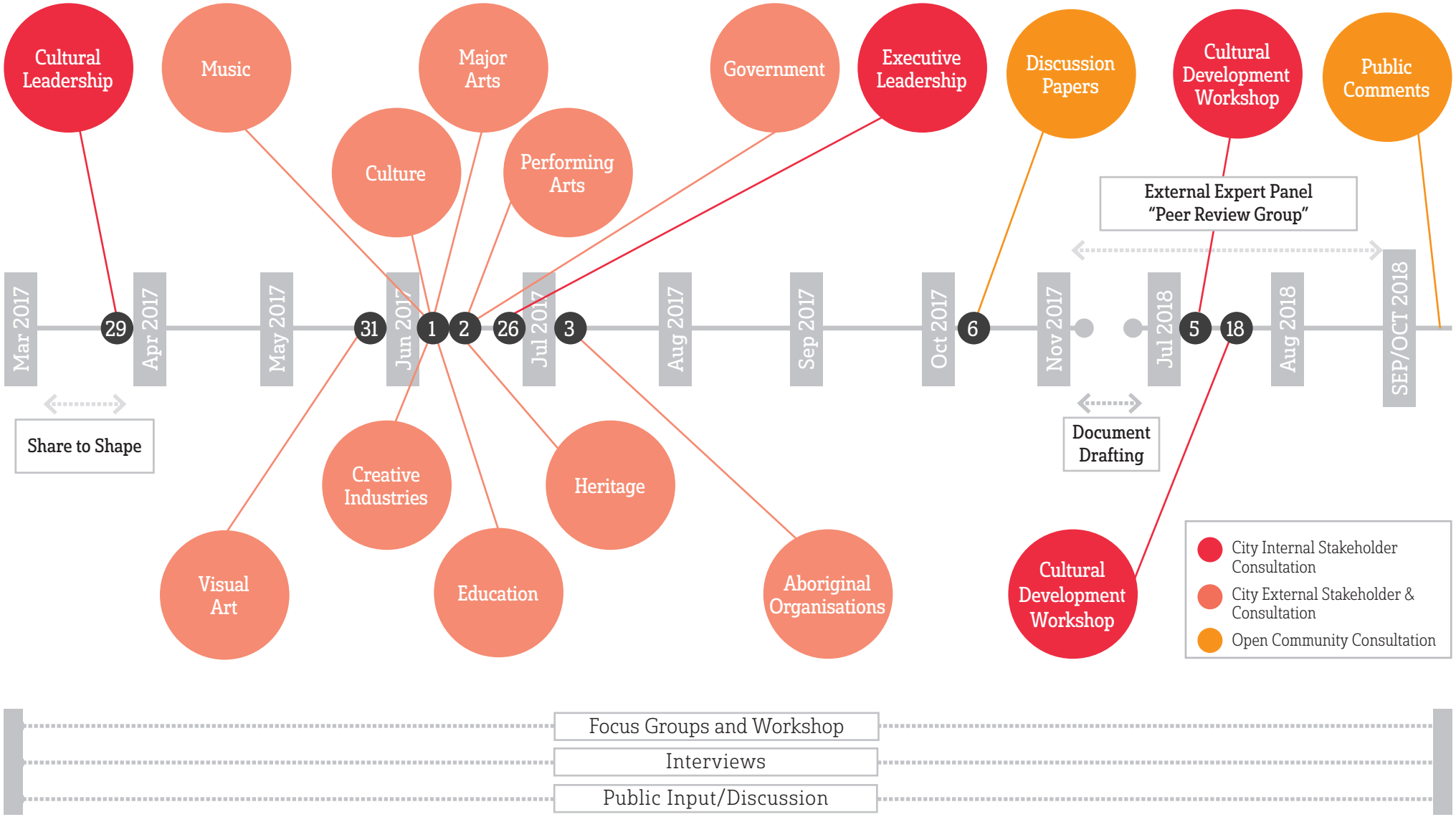
These aspects are interconnected and are shaped by how physically Isolated Perth is in relation to the rest of the world. Our isolation makes our Connections all the more meaningful.

PART

3:

Community Engagement Process

Community Consultation



Community perceptions and issues frame the priorities for this plan. Much of the input flowed from the Share to Shape process, which is distilled into the City of Perth's Strategic Community Plan 2029. In addition to this overarching consultation, a more focused stakeholder consultation process was undertaken to ensure that those with a particular interest or investment in cultural development activities had the opportunity to contribute and to take a deeper dive into relevant issues and priorities. This focused consultation took the form of a series of workshops and interviews with residents, business and cultural communities of Greater Perth (as outlined in the above infographic). The process highlighted the community's pride in Perth as a liveable city, and helped to shape this plan for the future of Perth's cultural landscape.

The community provided a myriad of exciting ideas for Perth, and a single, strong theme ran through all responses:

The community is passionate about the city and has a vision for Perth as vibrant and liveable. There is a desire to realise Perth's potential as a cultural centre and to see Perth City as a place for people to live in, not just come to for work.

There is acknowledgement that much is already beginning to happen in the cultural field, but that it needs greater co-ordination and the achievement of predominantly small-scale priorities in cultural investment; well within the remit of a capital city local government to deliver. The key topics which emerged from consultation were:

CULTURAL IDENTITY

There is widespread support from all respondents for celebrating and highlighting the Whadjuk Nyoongar culture of Perth, both past and present, and both the good and bad aspects of colonial history. Perth can do more to raise the profile of Nyoongar culture. While Aboriginal and Torres Strait Islander culture is very much present, it is inadequately recognised, promoted and celebrated.

Respondents feel that the city has 'grown up' and become a multicultural city, and that the level of cultural investment in the city needs to reflect this. Many stakeholders supported the suggestion that intercultural exchanges may have a role to play.

There is a concern that participation and representation in cultural activities is not equally distributed across Perth's diverse demography. There is a craving for different and diverse programming, an acknowledgment of Perth's multicultural landscape. Broadly, the community is looking to the City of Perth to assist in integrating and engaging Perth's diverse communities.

For many, the city lacks authenticity. Perth residents desire to reconnect with who they are and celebrate Perth's unique story through its rich history and heritage.

Connecting to, expressing and understanding Perth's cultural identity is addressed broadly throughout this plan as a core principle. Specifically, the plan addresses cultural identity, diversity and inclusion through the activities identified under goal 1, ***a city for people*** *and goal 5,* ***a city that celebrates its diverse cultural identity.***

THE BUILT AND NATURAL ENVIRONMENT

The community wants to re-connect with heritage, including built and natural, particularly in green space and the smaller, human-scale, and grass-roots aspects of the city. There is a desire to celebrate and connect with the natural beauty of Perth. Enhancing the offering of affordable small-scale multi-purpose performance spaces was also proposed. The need to not only increase cultural venues and facilities, but to activate existing spaces with more cultural activity was identified. There is an insufficient focus on activation of the city, through the year, particularly outside of the summer, festival months. Enhancing and connecting Perth's tangible and intangible cultural assets is integral to a vibrant built environment.

This plan addresses cultural heritage in the built and natural environment through the activities identified under goal 2, ***an exceptionally well-designed, functional and accessible city,*** *and goal 3,* ***a city connected to its natural environment.*** *Cultural activation is addressed under goal 5,* ***a city that celebrates its diverse cultural identity.***

CULTURAL ECONOMY

There is a distinct desire for Perth to have visible and supported cultural and creative industries. The community discussed improving ways of supporting and retaining creative practitioners, and driving new opportunities for innovation, collaboration, and growth. While some respondents wanted to ensure that private support and investment is recognised, rewarded, promoted and stewarded effectively and appropriately, others in the community saw opportunities to encourage owners of vacant areas and buildings to support arts and cultural use of these through financial and non-financial incentives.

The community was concerned that Perth currently lacks the support necessary to foster Perth-based creative and cultural talent. Too many young skilled artists and arts workers leave Perth discouraged, due to a lack of recognition, a lack of audience and the inability to reach a wider community.

Respondents feel that the City of Perth can do more to assist Perth artists and arts workers to promote themselves outside of Perth.

This plan addresses creative and cultural industry development through the activities identified under goal 4; ***a prosperous city.***

COMMUNICATION, ENGAGEMENT AND LEADERSHIP

The quality of communication with the public was widely recognised as an essential part of how the wider community engages with the arts, culture and heritage of Perth. Some expressed the view that the City of Perth needs to listen and interact more closely with the community in developing its plans and programs.

The City of Perth provides various cultural resources, but respondents felt that more could be done to increase awareness of these and expand access to them through targeted marketing strategies. As there is no reliable, centralised information source for those wanting to participate in artistic, cultural or heritage pursuits in Perth City there were calls for more effective use of existing platforms to inform the community of the activities, resources and programs on offer. Other related challenges were barriers to awareness of what the City of Perth is able and willing to support (financially and in-kind) and how to access this support.

A strong message from the community was that leadership, coordination and cohesion are lacking in Perth's cultural landscape. There is concern that no single entity is looked to or tasked with advancing public policy for arts, culture and creativity in a strategic manner. This fragmented approach manifests in an absence of co-ordinated access to resources and facilities, expenditure and community engagement. Communication and partnership between the City of Perth and the State is also lacking. There was an appetite for the City of Perth taking a more confident leadership role.

This Plan addresses communication, engagement and leadership through the activities identified under goal 6, ***an open and engaged city.***

OTHER PRIORITIES

The community called for a lot more street-life and night-life in Perth City centre and the need for the City of Perth to support this in a variety of ways, including activation of and access to the riverside areas, better transport, infrastructure, lighting of cultural assets, heritage buildings and streets and safety measures to make it more pedestrian-friendly. These are important priorities, which do not fall within the scope of a Cultural Development Plan, but which have an impact on its successful realisation. Some are already being addressed through the development or refinement of other City of Perth plans and strategies, including the Public Lighting Plan, Transport Strategy, People Strategy, Activation Strategy, City Planning Strategy and Asset and Infrastructure Strategy.

Additionally, there is a call for significant planning for, and investment in, major cultural infrastructure in Perth. The City of Perth is committed to advocating for, and partnering with the State Government on cultural infrastructure in Perth (see relevant activities under the City of Perth's Commitments, Part 5.2 of this Plan).

PART 4:

Vision, Goals and Objectives

STRATEGIC COMMUNITY VISION

Culture is the expression of values. Through the Share to Shape process, the community's values have been articulated in a collective vision for the future:

Vibrant, connected, progressive; a friendly and beautiful place to be.

CULTURAL COMMITMENT TO THE VISION

The City of Perth is committed to ensuring that culture contributes to the realisation of the strategic community vision. We will know that culture has contributed to realising the vision when:

- Our city is a **vibrant** cultural centre;
- Our **connections** are rooted in a strong, authentic cultural identity and social heritage;
- Cultural industries are an essential part of our **progressive** economy;
- Our culture is **friendly** and inclusive; and
- Our natural and built heritage make Perth a **beautiful** place to be.

GOALS

GOAL
4
Economy
Dynamic and Resilient Local Economies
GOALS
2&3
Environment
Sustainable Built and Natural Environments
GOAL
5
Culture
Vibrant and Rich Cultures
Vibrant, Connected, Progressive; a friendly and beautiful place to be
GOAL
1
Society
Healthy, Safe and Inclusive Society
GOAL
6
Governance
Democratic and Engaged Governance

Goal 1

A city for people.

A city that is diverse and community orientated, one in which all people want to live, work and visit.

Objectives:

1. Diversity of cultural expression appreciated;
2. Sense of safety and security supported; and
3. Social differences bridged.

Goal 2

An exceptionally well designed, functional and accessible city.

As the city grows it is exceptionally well designed with accessible public and private spaces. Development emphasises Perth's unique location. The ability to move freely and easily throughout the city, in a safe and efficient manner, creates a strong sense of place that can be enjoyed by all.

Objectives:

1. Aesthetic enrichment experienced;
2. Positive sense of place in the local built and natural environment engendered; and
3. Contribution to neighbourhood character, including regeneration, made.

Goal 3

A city connected to its natural beauty.

A city that protects and enhances the environment, emphasising the natural beauty of the river and parks. It incorporates native flora to protect and connect green corridors throughout the city.

Objectives:

1. Aesthetic enrichment experienced;
2. Valued connection to the natural world inspired; and
3. Understanding of ecological issues increased.

For a full description of the objectives as measurable outcomes, see Appendix 1.

Goal 4

A prosperous city.

A city that is recognised internationally and locally as a leader in the Indian Ocean Rim for diversity and excellence in business, tourism, education, technology and trade. It uses its competitive advantage to cultivate innovation and creativity, enhancing the city's resilience. It is a city with a vibrant and diverse economy.

Objectives:

1. New knowledge, insight and ideas gained;
2. Economic complexity of cultural industries supported; and
3. Economic diversity increased through strengthened cultural industries.

Goal 5

A city that celebrates its diverse cultural identity.

A city that has a diverse choice of formal and informal places that showcase and celebrate its heritage, identity and cultural narrative. The city is lively and creative which encourages participation and celebrates inclusion. The people are connected to the place through the use of arts, heritage and cultural experiences.

Objectives:

1. Creativity stimulated;
2. Diversity of cultural expression appreciated; and
3. Sense of belonging to shared heritage experienced.

Goal 6

An open and engaged city.

A city that involves the community, citizens and stakeholders in its future direction. Citizens have trust in the City of Perth and comfort knowing they collaborate with community, governments and businesses alike, working in an open and transparent manner. People feel connected, listened to and engaged with their city.

Objectives:

1. Sense of a positive future for community inspired;
2. Useful connections between groups in the community increased; and
3. Active citizenship, leadership stimulated.

For a full description of the objectives as measurable outcomes, see Appendix 1.

PART 5:

The City of Perth's Commitments

The City of Perth has listened to the community and their aspirations for the future are articulated in the City of Perth's Strategic Community Plan 2029; Corporate Business Plan; and in the engagement process for this Plan (page 18-20). This aspiration is distilled into commitments for cultural development in Perth.

There may not be sufficient resources to meet all the aspirations, but ambition will drive the City of Perth closer to achieving our collective cultural vision for Perth. The City of Perth will maximise resources by working collaboratively with the community and its stakeholders.

The City of Perth's overarching commitment is to deliver a range of cultural development activities that will deliver on stated objectives (outcomes), based on evaluation and evidence. The activities may change and vary depending on which most effectively demonstrate delivery on desired outcomes; the commitment to outcomes will remain constant, in line with the City's Strategic Community Plan 2029.

The activity plan follows the SMART (Specific, Measurable, Achievable, Realistic, Time-bound) model for clarity and effectiveness. It is a high level activity plan that is informed by the Corporate Business Plan and its implementation is supported by more detailed Business Unit Plans at operational level. (See Strategic Context page 12)

The timeline is broken down into three main categories:

- Short Term: Actions achievable in 1 -3 years (within the scope of the current CBP)
- Medium Term: Actions achievable in 4-6 years (within the scope of this Plan)
- Long Term: Actions achievable in 7-11 years (within the scope of the Strategic Community Plan 2029)

5.1 OUR CULTURE IS FRIENDLY AND INCLUSIVE

Cultural Planning Domain: Social

City Of Perth Goal: A city for people

Intended Outcomes (Objectives) of our activities

The three measurable outcomes that will address this goal are: in the cultural domain *diversity of cultural expression* ***appreciated****;* in the social domain *sense of* ***safety*** *and security supported;* and *social differences* ***bridged****.* (See Appendix 1 for full descriptions of outcomes.)

Key Results Areas: Greater liveability and Create a safer city

Cultural Activities

Ref	Specific Activity	Evidence	Timetable	Measurable Outcomes: Appreciation	Measurable Outcomes: Safety	Measurable Outcomes: Bridging
1.1 CBP 1.5.4	Deliver localised support to a wide range of local businesses and cultural organisations to activate Perth City spaces, (including City of Perth-owned spaces) focusing on areas of high anti-social behaviour, through projects that involve the local community.	Projects such as Errichetti Place community mural demonstrated that cultural activation projects that have meaning to, and involvement of, the local community reduce vandalism and antisocial behaviour.	Short-Term	●	●	●
1.2	Work with property owners and support to activate vacant shop fronts with a variety of cultural programming throughout the year, targeting areas of high vacancy rates and high antisocial behaviour.	Perth City made headlines in 2017 for high office vacancy rates, which were linked to negative perceptions of safety, security, and vibrancy. MOU's with property owners to activate vacant shop fronts with arts and cultural content have proven successful in changing negative perceptions.	Short-Term	●	●	

1.3	Create digital maps for guidance throughout Perth City in top ten languages (local and visitor) for cultural experiences (eg. Aboriginal and Torres Strait Islander history, public art, built heritage, etc)	Perth City's population is highly transient and has a regular influx of visitors and tourists; both groups require easily accessible ways to connect with local culture and place.	Medium-term	●		●
1.4	Encourage cultural understanding and interest through making diverse cultures visible in City of Perth marketing and communications	Inclusion and bridging social differences has been shown to increase through visibility of diverse communities. The City of Perth has the highest social media following per capita of Australian capital cities, and the diversity of the community should be reflected there.	Short-term	●		●
1.5	Create a year-round program of cultural activities for youth and families, non-alcohol based spaces and performances	The resident population of Perth City is relatively young; activities for youth and families have been shown to reduce anti-social behaviour and do not come with the risk of alcohol-fuelled violence that licensed events do.	Short-term		●	●
1.6	Continue to build and provide access to foreign language resources in digital and physical formats.	WA's population is increasing at a faster rate than anywhere else in Australia, and non-English speaking immigration currently outweighs English-speaking immigration.	Ongoing			●

5.2 OUR NATURAL AND BUILT HERITAGE MAKE PERTH A BEAUTIFUL PLACE TO BE

Cultural Planning Domain: Environmental

City of Perth Goal: An exceptionally well designed, functional and accessible city

Intended Outcomes (Objectives) of our activities

The three measurable outcomes that will address this goal are: in the cultural domain *aesthetic* ***enrichment*** *experienced* and in the environmental domain *positive sense of* ***place*** *in the local built and natural environment engendered;* and *contribution to neighbourhood* ***character,*** *including regeneration, made.* (See Appendix 1 for full descriptions of outcomes.)

Key Results Areas: Maintain and enhance the built environment

Cultural Activities

Ref	Specific Activity	Evidence	Timetable	Measurable Outcomes: Place	Measurable Outcomes: Character	Measurable Outcomes: Enrichment
2A.1.a	Develop a strategic Heritage Plan for built and intangible heritage that articulates the direction for heritage conservation and activation in Perth City, feeds into the Interpretation Program (Activitity 2B.2), and identifies key strategic partnerships to support its implementation.	The City of Perth currently has a robust Heritage Program, focused on developer incentives and built heritage conservation. The program requires input from all stakeholders to elevate it to include Aboriginal and Torres Strait Islander heritage (taking into account the implications of the current Heritage Bill) and drive strategic activation of heritage assets. Strategic leveraging of the program through a Heritage Plan is an important opportunity and next step.	Short-Term	●	●	●

2A.1.b	Activate and leverage Heritage in Perth City as a key cultural asset through implementation of the Heritage Plan	The Barrack Street Improvement Program and the uptake of the City's Heritage Adaptive Reuse Heritage Grant to reinstate an historic theatre in the Perth CBD, Piccadilly Arcade are both examples of how the City of Perth can effectively contribute to the revitalisation and activation of the City and the importance of Heritage fabric to this work. The State Buildings are another iconic example of effective Heritage conservation and activation that has become central to Perth's identity.	Long-term	●	●	●
2A.2	Develop a long-term cultural infrastructure plan to integrate with the State Government's plan, starting with an audit of existing and projected supply and demand of cultural infrastructure and creative spaces in the Perth City.	There has been significant investment in major infrastructure in Perth City recently (such as EQ, Yagan Square, Perth Arena, etc). However, large-scale arts and cultural infrastructure in Perth is in decline and there has also been a significant loss of small-scale cultural infrastructure to support the breadth of the cultural eco-system. The State government is currently taking stock of cultural infrastructure and looking to the future; now is the time to contribute to cultural infrastructure planning in Perth.	Short-term	●	●	●

2A.3.a	Review/amalgamate the City of Perth Public Art Strategy and Public Art Masterplan into a comprehensive, concise and action-oriented Public Art Framework	The City of Perth has a large, popular and engaging collection of public art, through State and private investment (percent for art). However, it is not cohesive nor does it tell a comprehensive and inclusive cultural narrative. There is great public appreciation and expectation for public art after 30 years of the percent for art scheme, so a well-considered action plan is required.	Short-term	●	●	●
2A.3.b	Execute the Public Art Framework, including the commissioning of engaging, high quality public art, including performance and ephemeral artwork	As above	Medium-term	●	●	●
2A.4	Develop a comprehensive Mural and Street Art Framework and Policy	Street art can have a huge impact on the character of a city (for better or worse). In the absence of a policy and framework, murals in Perth City have largely been commissioned ad-hoc without a plan for life-span or ongoing maintenance. The City of Perth has done a recent analysis of the current issues surrounding murals and street art. The community's position on street art needs to be ascertained and put into policy.	Short-term	●	●	●

2A.5	Investigate and implement a Cultural Contributions Incentives Scheme (including developer and City of Perth contributions) for cultural activities, including public art, cultural infrastructure and heritage	Common and effective cultural contributions/ incentives schemes across national and international capital cities include, percent for art, developer contributions/incentives for cultural spaces, infrastructure and heritage conservation. The City of Perth currently has a strong Heritage incentives program, but little in place to incentivise or mandate other cultural infrastructure investment. However, over the years, the Metropolitan Redevelopment Authority has contributed a significant amount of public art and informal public cultural spaces to the City of Perth's asset holdings. Given the complexities of this landscape, a detailed investigation of the opportunities and constraints within Perth City, under the Planning Scheme, must be undertaken before an integrated program of contributions and incentives is developed.	Medium-term	●	●	●
2A.6 CBP 2.3.2	In partnership with the State Government, develop a plan for the Concert Hall Precinct, linking the Concert Hall with other areas of Perth City.	The Concert Hall Precinct has become an important issue to be resolved, as the building itself ages and demands for it to be linked with the new Elizabeth Quay development and the riverfront increase.	Short-term	●	●	●

PERTH CITY COUNCIL
FLOREAT
MOST DEARLY WELCOME
CENTRAL LOAN OFFICE
CENTRAL LOAN OFFICE HEAD &C
COUNCIL CHAMBERS

5.2 OUR NATURAL AND BUILT HERITAGE MAKE PERTH A BEAUTIFUL PLACE TO BE (PART 2)

Cultural Planning Domain:
Environmental

City of Perth Goal:
A city connected to its natural beauty

Intended Outcomes (Objectives) of our activities

The three measurable outcomes that will address this goal are: in the cultural domain *aesthetic* ***enrichment*** *experienced*; and in the environmental domain *valued* ***connection*** *to the natural world inspired;* and ***understanding*** *of ecological issues increased.* (See Appendix 1 for full descriptions of outcomes.)

Activities				Measurable Outcomes		
Ref	**Specific Activity**	**Evidence**	**Timetable**	**Enrichment**	**Connection**	**Understanding**
2B.1	Review and develop conservation plans for parks of heritage significance, linking with the Interpretation Plan e.g. Queens Gardens, Stirling Gardens	The National Trust of Australia has done significant work assessing the cultural heritage values of Perth's natural assets, including the Swan and Canning River Park. This work demonstrates the importance of conservation and interpretation working together to meet environmental and cultural objectives.	Medium-term	●	●	●

2B.2	Develop and implement a comprehensive strategic Interpretation Program for built, intangible, and natural history and heritage throughout Perth City.	The State's Tourism Activation Plan 2018/19 identifies the need to focus on natural heritage (Kings Park and Swan River) and authentic Aboriginal and Torres Strait Islander experiences. Making the cultural mapping of Perth City visible through interpretation will be an essential contribution to this priority. Additionally, both City of Perth and external-led initiatives that have highlighted the importance of wetlands heritage in Perth have been very successful. There is significant cultural capital in the wetlands history that should become a strong part of Perth's cultural narrative and visible cultural identity.	Medium to Long-term		●	●
2B.3	Deliver a natural heritage "green" activation, event, or festival in partnership with key internal and external stakeholders	In 2016 the City of Perth delivered the interactive exhibition "Wildlife" in the Perth Town Hall, which was an incredibly popular destination over the school holidays. Feedback from the community was that it should be run regularly. Opportunities to partner with Kings Park to explore "nature play" activities for children and adults to reconnect them with nature, environmental issues, and natural heritage could ensure this ongoing event delivers best value.	Short-term		●	●

2B.4 CBP 6.2.1	Design, develop and implement a Riverfront Masterplan.	Perth City's riverfront is underutilised, particularly compared to other major river cities globally. Perth City's river area is of particular cultural and natural heritage significance, which needs to be celebrated and communicated for the benefit of the community and visitors.	Long-term	●	●	
2B.5	Establish a biodiversity management plan and planting policy that draw on Perth's natural heritage, as defined in the BURRA Charter.	The southwest Australia is one of 25 original global hotspots for wildlife and plants, and the first one identified in Australia. The region's botanical list exceeds 8000 species, half of which are found nowhere else on earth. It will be important for Perth to revive, preserve and celebrate the natural heritage of the region into the future. The addition of King's Park into the Perth City boundaries, and the need to better connect it with the rest of the City is a further case for this priority.	Medium-term	●	●	●
2B.6	Consult with the State Government to identify potential contributions to the Wildflower Capital WA initiative, Wildflower Way	This is an opportunity for effective State and community partnerships focused on an important part of Perth's natural heritage; wildflowers.	Ongoing	●	●	

5.3 CULTURAL INDUSTRIES ARE AN ESSENTIAL PART OF OUR PROGRESSIVE ECONOMY

Cultural Planning Domain: Economic

City of Perth Goal: A prosperous city.

Intended Outcomes (Objectives) of the cultural activities

The three measurable outcomes that will address this goal are: in the cultural domain *new knowledge, **insight** and ideas gained* and in the economic domain *economic **complexity** of cultural industries supported* and *economic **diversity** increased through strengthened cultural industries* (See Appendix 1 for full descriptions of outcomes).

Cultural Activities

Ref	Specific Activity	Evidence	Timetable	Measurable Outcomes: Insight	Measurable Outcomes: Complexity	Measurable Outcomes: Diversity
3.1	In partnership with other key stakeholders, deliver an annual program of professional and sector development for cultural/creative industries (eg. REMIX)	There is currently a lack of career pathways within Perth for creative and cultural workers. Industry development initiatives such as REMIX have shown success internationally, based on the Shoreditch model, which saw a co-working space for 50 entrepreneurs from across the creative industries foster cross-disciplinary collaboration and industry support and development, transforming the local economy. To be effective these events need to be strategically developed and targeted with input from the industry.	Ongoing	●	●	●

3.2	Investigate and implement a City of Perth match-funding program for philanthropy and corporate partnerships that encourages new creative work and cultural entrepreneurship	Philanthropic initiatives such as Turner Galleries Art Angels and The Syndicate indicate that there is appetite within the philanthropic community to support the arts sector in Perth. Corporates are also investing in cultural and creative industries, as evidenced by initiatives such as Spacecubed. The City's current Matched Funding Business Grants programs are highly successful, indicating that a similar program applied to cultural and creative industries would likely be successful.	Medium-term	●	●	●
3.3	Continue to invest in and leverage the local arts and culture through a strategic Arts and Cultural Sponsorship Program.	State and Federal funding for arts and culture is inadequate for a thriving sector. Local governments play a key role and need to ensure their contribution is made where it can have the most value and impact for the entire sector. Partnership with State and Federal Governments is key to ensure the best impact of public funding.	Ongoing		●	●
3.4	Provide and/or facilitate cooperative workspace and hubs for the creative sector in City of Perth-owned spaces (Eg. Northbridge Piazza, Gasworks)	There is currently a lack of established studios and affordable working spaces in Perth metro area. The number of galleries and artist-run initiatives located in Perth has declined. Demand on the Perth City Art Space is high and feedback from consultation has indicated that increased small-scale cultural spaces are required. The City of Perth has conducted in-depth analysis and justification for the use of the Northbridge Piazza in particular as a cultural/ creative centre.	Short-term	●	●	●

3.5	Identify and address barriers to arts and cultural businesses in Perth City	The City of Perth receives many enquiries about its ability to support small cultural organisations, Artist-run Initiatives, and creative industry workers. A significant number of commercial arts initiatives have closed down in Perth City in recent years. There is a demand for affordable, small-scale, studio and performance spaces in Perth City, which contributes to a vibrant neighbourhood. Community feedback indicates that relaxed regulation, compliance and "red-tape" would facilitate more cultural organisations locating within Perth City.	Long-term		●	●
3.6	Identify opportunities to support the local screen sector and implement the "Film Perth" report recommendations	The "Film Perth" report identified significant economic, cultural tourism, and community impacts associated with investing and partnering closely with key industry bodies and State Government in the film industry in Perth. Perth's industry is small, but has great potential to flourish.	Mid to Long-term		●	●

3.7	Leverage Sister City relationships by connecting local cultural institutions with international counterparts, to develop cultural exchange and local capacity of cultural workers (Eg. Art Taipei)	The Taipei-Perth Curatorial exchange program has been running successfully for 3 years. The model sees Perth and Taipei cultural institutions work together with the City and various other funding partners, both in Perth and Taipei, to drive cultural understanding, connection to local arts and cultural communities, artwork production and support economic and cultural relationships. The success of this program is attributed to several key things, including a Taiwanese-Australian coordinator, a focus on the right artform, and high-level diplomacy and public support on both sides. There is interest from other Sister Cities to replicate the Taipei cultural exchange model.	Ongoing	●		●
3.8	Identify and pursue a significant opportunity to put Perth's arts sector on the international radar (eg. Art Basel Cities, World Cities Culture Forum)	Capital Cities around the world have benefitted greatly from the exposure and investment into cultural cities initiatives such as Art Basel Cities (Sao Paolo, Brazil). Perth is poised for investment, as an emerging cultural centre with high liveability index.	Medium-Term	●		●
3.9	Encourage and facilitate pop-up spaces in public and private realm for cultural activation, creative businesses and for exhibition and sale of artists' work.	No guidelines around pop-ups within Perth City causes conflict with established businesses, for example, cultural festival venues competing for trade with Northbridge businesses. Involving building and shopping centre owners in negotiations to find spaces for commercial cultural activities and events has resulted in highly successful partnerships in the past (for example, MOU's between creatives and property owners for free space).	Short-Term		●	●

5.4 OUR CITY IS A VIBRANT CULTURAL CENTRE

Cultural Planning Domain:
Culture

City of Perth Goal:
A city that celebrates its diverse cultural identity

Intended Outcomes (Objectives) of our activities

The three measurable outcomes that will address this goal are: in the cultural domain *creativity **stimulated**; diversity of cultural expression **appreciated***; and *sense of **belonging** to shared heritage experienced.* (See Appendix 1 for full descriptions of outcomes.)

Cultural Activities

Ref	Specific	Evidence	Timetable	Measurable Outcomes: Stimulation	Measurable Outcomes: Appreciation	Measurable Outcomes: Belonging
4.1	Celebrate and make visible Aboriginal and Torres Strait Islander cultures through community-led initiatives	Aboriginal and Torres Strait Islander cultures are an essential part of Australian identity. Delivering the actions and outcomes of its Reconciliation Action Plan (RAP) is a high priority for the City of Perth. The City is committed to building respectful relationships and opportunities with the Aboriginal community. Providing opportunities for the Aboriginal community to tell their stories, receive acknowledgement of wrongs that have occurred and celebrate their living culture is a well-documented priority for all Australian capital cities and a key tenant of the RAP and this Plan.	Ongoing		●	●

4.2	In consultation with the community and key stakeholders undertake to plot significant cultural stories, particularly of the Aboriginal and Torres Strait Islander communities, spatially across Perth City in a Cultural Mapping project.	The Perth community has expressed a desire to reconnect with who they are through authentic cultural narrative. A cultural map has been identified as an effective tool to connect cultural narrative to place and make it visible. The State Government has already done significant work in this space, which the City can draw upon and augment.	Short-term		●	●
4.3	Celebrate key historic milestones through partnerships, events and strategic projects that acknowledge cultural diversity and multiple histories (Eg. WA Bicentennial, Town Hall 150th anniversary)	Celebrating anniversaries of key historic milestones is an important civic and community ritual around the world that helps build civic pride and cultural identity. However, consultation with, and consideration of, a broad community demographic must inform the acknowledgement of such historic events. Examples such the City of Fremantle changing the date of Australia Day Celebrations highlight this important issue. The City of Perth in partnership with the Perth Public Art Foundation, has commissioned a detailed feasibility study exploring such issues for commemorating the Bicentennial (available upon request).	Ongoing/ Long-term		●	●

4.4 CBP 6.1.1	Create local community arts & cultural activation at strategic spaces throughout Perth City through year round high quality arts festivals and events (Eg. winter season, leveraging key strategic arts partnerships)	Perth City has seen the significant regenerative effects of arts and cultural activity in recent years. With the advent of the Fringe World festival, Perth lost its "dullsville" reputation. However, festival culture needs to be carefully curated and managed to ensure it is only one part of a strong cultural ecosystem that connects with many diverse audiences across multiple platforms. "Festival fatigue" is also cited frequently as an issue to consider.	Short-term	●	●	●
4.5	Develop and maintain the City of Perth's Cultural Collections through a commitment to preserving and documenting Perth's unique cultural identity and social history	The City of Perth's Collections are valuable and valued cultural assets that document and represent the evolution of the city's social, cultural, civic and economic climate, physical form and artistic practices. The City of Perth has significant collections of historical and contemporary works of art and artefacts as well as historical and contemporary reference materials. Through the strategic management of its Cultural Collections the City will ensure that the Collection's future value and ongoing significance for Perth, Western Australia and the wider community is maintained.	Short-term/ Ongoing	●	●	●

4.6	Provide access to and engagement with the City of Perth's Cultural Collections in dedicated City of Perth-owned spaces and online	The City recognises the importance of its community's unique social and cultural heritage as described by its art, artefacts and reference materials. There is a lack of dedicated display space in City of Perth owned buildings, which prevents public access to the City's Cultural Collections. Significant government-owned buildings are cultural assets in their own right worthy of activation and dedicated programming resources. Other Australian capital cities, such as Sydney, Brisbane or Melbourne set good standards for public display of their collections for the benefit of their communities.	Short-term/ Ongoing	●	●	●
4.7	Work to ensure Perth City's cultural assets (public art, heritage buildings, art, cultural heritage and history, etc.) are easily accessible in engaging digital formats, discoverable by the public, and linked to place through the "Finding Perth" project.	The City's cultural assets/info have almost no online presence and cultural tourism opportunities are being lost as visitors and locals alike are not aware of the City's cultural assets, heritage and history. There is little opportunity to promote the City's assets – or those externally owned – as there is currently no central, online repository for this information. A central repository for arts, cultural, and heritage information was a strong theme raised in community consultation.	Long-term	●	●	●

4.8	Develop a robust Busking Framework, including a revised policy, guidelines, and street performance commissioning program	Busking activity has the potential to provide a valuable contribution to the vibrancy of a city. The City of Perth currently does not actively manage busking activity beyond permit processing and receives many complaints regarding the quality of street performance in Perth City. There is a missed opportunity to develop local performers and enhance the ambience of Perth City that this initiative will address.	Short-term	●	●	
4.9.a	Leverage Sister City relationships and work in partnership with local cultural community groups across Perth's broad cultural demographics, to make multiculturalism visible, through notable celebrations for a wide variety of cultural days.	Perth has a broad, multicultural demographic. The City of Perth receives many applications for grants/in-kind support for community cultural events and celebrations. Such events and celebrations contribute to showcasing a wide variety of cultural expression and connecting to shared heritage within a multicultural city. A 2015 survey of Greater Perth residents indicated that 74% felt a sense of belonging, which can be improved upon through this activity.	Short-term		●	●

4.9.b	Leverage Sister City relationships to deliver cultural programming that celebrates Chinese New Year	Chinese people account for the largest overseas population (outside of English speaking countries) in Perth and the City of Perth's Chinese Sister City relationships are highly active, supporting a key international relationship between China and Australia. There has been significant appetite from the local and international Chinese community to partner with the City of Perth to celebrate Chinese New Year.	Short-term/ Ongoing		●	●
4.10	Deliver a holiday-season experience that is representative and inclusive of Perth's multicultural community; a more diverse offering that is meaningful for a wide demographic	While Christianity is an important part of Perth's cultural identity (46% of Greater Perth demographic), the City of Perth's current holiday-season celebrations, which include a nativity scene at Council House, do not fully acknowledge or create a sense of belonging for the remaining 54%, including 32% who have no religion at all.	Short-term/ Ongoing		●	●

4.11	Ensure that Australia Day long weekend events are inclusive and acknowledge cultural diversity and multiple histories	The City of Perth's Australia Day long weekend events, including the iconic Skyworks event, are extremely important for a large regional audience, with attendance figures of 300,000 for Skyworks alone. Consultation with, and consideration of, a broad community demographic must inform the acknowledgement of such historic events. Examples such the City of Fremantle changing the date of Australia Day Celebrations highlight this important issue.	Ongoing		●	●

5.5 OUR CONNECTIONS ARE ROOTED IN A STRONG, AUTHENTIC CULTURAL IDENTITY AND SOCIAL HERITAGE

Domain: Governance

Goal: An open and engaged city

Intended Outcomes (Objectives) of our activities

The three measurable outcomes that will address this goal are: in the governance domain *sense of a* ***positive future*** *for community inspired*; *useful* ***connections*** *between groups in the community increased;* and *active* ***citizenship, leadership*** *stimulated.* (See Appendix 1 for full descriptions of outcomes.)

Cultural Activities

Measurable Outcomes

Ref	Specific Activity	Evidence	Timetable	Positive Future	Connections	Citizenship/ Leadership
5.1	Using the IAP2 Framework, increase community consultation to drive decision-making for current and prospective cultural projects and initiatives.	The City of Perth Act 2016 mandates that as a capital city, the City of Perth must move beyond engaging only with property owners, residents and ratepayers and invite input from all users of Perth City, including visitors, workers and tourists. Nationally and internationally, there is trend towards "open government" and acknowledgement that the community not only has a right to be heard, but also have an extensive pool of knowledge and insight that can help deliver better outcomes. The City of Perth has recently finalised a new Stakeholder Engagement Framework that must inform all activities in this Plan.	Ongoing	●		●

5.2	Establish a cultural reference group convened by the City of Perth, with representatives from the community, the cultural sector and government	Community consultation for this Plan strongly indicated a call for cultural development to be owned and lead across the whole of the City of Perth, driven from political leadership of Council, as ambassadors and advocates for the plan. There was also a call for the City to have a leadership role in bringing key cultural institutions together to collaborate. Establishing a reference group with key decisions makers and important members of the cultural sector, will not only inform the City of Perth's leadership role, but facilitate collaboration and communication across the sector.	Short-term	●	●	●
5.3	In consultation with the cultural reference group (Activity 5.2), review and develop the City of Perth's investment in strategic partnerships that will deliver on cultural commitments and drive cultural development in Perth	The City has historically invested in several key strategic cultural partnerships, which have never undergone any significant strategic review. Recently, organisations such as Activate Perth, Historic Heart and various neighbourhood precinct groups have also sought support and investment from the City. Partnership and collaboration are key to the success of this Plan. An effective and equitable approach to partnerships needs to be documented and applied.	Short-term			●

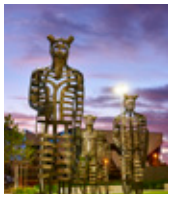
5.4	Play an active role in developing partnerships with other relevant agencies to meet cultural commitments.	The City sits in a complex series of relationships and potential partnerships across three tiers of Government, redevelopment authorities, university and education, health systems, community and arts organisations. Examples include, the Metropolitan Redevelopment Authority, State Government Departments – most notably DLGSCI, Tourism WA and DPLH, neighbouring Local Governments, Universities, Precinct groups, Chamber of Arts and Culture WA, Perth Theatre Trust, and others.	Short-term/ Ongoing		●	●
5.5	Partner with Tourism WA and other stakeholders to promote cultural activities, developing a cultural "brand" that reflects Perth's authentic cultural identity, which will shape the flow of engaging information on the cultural life of Perth for Perth's varied and transient community and tourists.	WA has a unique and untapped cultural identity and cultural tourism potential. Work by the State Government, Tourism WA and private companies is focusing on tapping this potential to grow tourism to WA. The City of Perth has the opportunity to contribute to and leverage this work. There has been significant investment in hotel and hospitality infrastructure in Perth City, which needs to be supported with a cultural tourism offering.	Short-term/ Ongoing	●		

5.6	Develop an up-to-date cohesive webpage with accessible information on cultural offerings, and two-way channels of communication with the City of Perth on cultural initiatives and support programs	The City's cultural assets/info have almost no online presence and cultural tourism opportunities are being lost as visitors and locals alike are not aware of the City's cultural assets, heritage and history. There is little opportunity to promote the City's assets – or those externally owned – as there is currently no central, online repository for this information. A central repository for arts, cultural, and heritage information was a strong theme raised in community consultation.	Short-term/ Ongoing	●	●	●
5.7	Arts, Culture and Heritage policies reviewed regularly, with community input, in line with the Cultural Development Plan	The City of Perth's cultural policies related to cultural activity (arts and culture, heritage, collections, busking, etc) are very heavy on detail and have not been updated since the Capital City Act.	Short-term/ Ongoing			●
5.8	City of Perth Council and Administration displays Cultural Leadership	There is a call for the City of Perth to take a leadership role in driving cultural development and facilitating collaboration and connections within the arts and culture sector. Advocating for culture is a unique skill that must be fostered within the City of Perth.	Short-term/ Ongoing			●

TWILIGHT
HAWKERS
MARKET
FRIDAYS. 4.30PM – 9.30PM
FORREST PLACE

Cover First Contact by Laurel Nannup, City of Perth Public Art Collection. *Image courtesy of Bob Litchfield / City of Perth, 2016*

2 Boy Racer by Brent Harrison, City of Perth Light Locker Art Space. *Image courtesy of Danica Zuks, 2017.*



5 Koorden by Rod Garlett, Fred Chaney, Richie Kuhaupt, City of Perth Public Art Collection. *Image courtesy of Frances Andrijich Photography / Perth Public Art Foundation, 2016.*

8 Yagan Square. *Image courtesy of Sky Perth / City of Perth, 2018.*

10 Boorna Waanginy, Perth International Arts Festival. *Image courtesy of Rachael Barrett, 2017.*

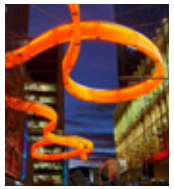
13 Point Zero, City of Perth Public Art Collection. *Image courtesy of Frances Andrijich Photography / Perth Public Art Foundation, 2016.*

15 Circus Freak Show, Fringe World, City of Perth. *Image courtesy of Jason Matz, 2017.*

18 Pleasure Garden, Fringe World, City of Perth. *Image courtesy of Jarrad Seng, 2016.*

20 Dream State, Fringe Festival Buskers Weekender in the City of Perth. *Image courtesy of Wade Ranson / City of Perth, 2018.*

23 Mural by Pixel Pancho, PUBLIC festival by FORM Building a State of Creativity. *Image courtesy of the City of Perth.*



27 Connectus by Warren Langley and Trent Baker, City of Perth Public Art Collection, *image courtesy of Frances Andrijich Photography / Perth Public Art Foundation, 2016.*

29 Appearing Rooms Forrest Place by Jeppe Hein, City of Perth Public Art Collection. *Image courtesy of Frances Andrijich Photography / Perth Public Art Foundation, 2016.*

30 Chinese New Year, City of Perth.
Image courtesy of Jessica Wyld, 2017.

33 Swan Festival of Lights, City of Perth.
Image courtesy of Monica Defendi Photography, 2017.

34 Parliament of Western Australia.
Image courtesy of City of Perth, 2009.

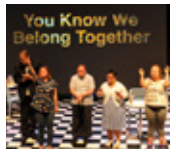
39 Council Chambers decorated for Royal visit, 1927.
Image courtesy of the City of Perth Cultural Heritage Collection.

40 Urban Ecology, Kings Park.
Image courtesy of Jarrad Seng / City of Perth, 2017.

44 Telstra Perth Fashion Festival Runway,
City of Perth. *Image courtesy of Stefan Gosatti, 2017.*

49 Fitness Fridays, City of Perth. *Image courtesy of the City of Perth, 2017.*

50 Boorna Waanginy, Perth International Arts Festival.
Image courtesy of Toni Wilkinson, 2017.



58 You Know We Belong Together,
by Black Swan State Theatre Company.
Image courtesy of Toni Wilkinson, 2018.

63 Head First Acrobats, Fringe Festival Buskers Weekender in the City of Perth.
Image courtesy of Kyle Back / City of Perth, 2018.

Appendix 1

ABOUT THE CULTURAL DEVELOPMENT NETWORK AND MEASURABLE OUTCOMES

ABOUT THE CULTURAL DEVELOPMENT NETWORK

The City of Perth Cultural Development Plan has been based on the internationally recognised Cultural Planning Framework and Cultural Outcomes Measures, developed by local government, for local government, led by the Cultural Development Network (CDN) and the National Local Government Cultural Forum.

The Cultural Development Network (CDN) was first established in 2000, in Melbourne, Australia following a national conference the year before, 'Art and Community: New Century, New Connections,' where the need for an ongoing structure to support the role of culture in local development was identified. By 2003, CDN had become established as an independent non-profit organisation overseen by a board of experts in culture and local governance.

The CDN advocates for the inclusion of cultural vitality to the accepted 'triple bottom line' planning goals of economic, social and environmental sustainability. The main tool in this endeavour is Jon Hawkes' monograph, The Fourth Pillar of Sustainability, 2001. The international peak body for local government, UCLG, has recently adopted a policy statement acknowledging "culture as the fourth pillar of development."

Cultural Development Network (CDN) addresses its goal of a culturally rich and vibrant society by working to increase the expression of culture through the platform of the arts, libraries and heritage. They do this by building the capacity of local government across Australia to support artists and local communities and work towards integrated planning across all levels of government.

CDN carries out significant research and development into what matters to communities, their elected representatives, artists and arts managers. Understanding better planning principles, how to evaluate and provide meaningful measurement of outcomes, particularly the understanding of connection of cultural outcomes to economic, social, environmental and civic outcomes of engagement in cultural development activities.

The National Local Government Cultural Forum was established in 2013, facilitated by CDN. The Forum comprises representatives from federal government arts agencies, every capital city, and local government peak bodies from each state and territory across Australia, who collaborate to develop culture's role in local government policy and practice.

City of Perth officers have been participating in the work of the National Local Government Cultural Forum since its inception.

See: **www.culturaldevelopment.net.au/about**

MEASURABLE OUTCOMES FOR CULTURAL ENGAGEMENT

The City of Perth Cultural Development Plan identifies measurable outcomes of its cultural activities across the five domains of public planning. Below are the detailed descriptions and definitions of the outcomes. Note that these are currently being tested and refined by the Cultural Development Network: see www.culturaldevelopment.net.au/outcomes/ for further information and the most up-to-date versions of the definitions.

Goal 1: A city for people that is inclusive and safe.

1. **Appreciation of diversity of cultural expression** – APPRECIATION

This outcome is about the appreciation of diverse and different forms of cultural expression that can result from engagement. Appreciation is defined here as the recognition or understanding of the worth, value or quality of form/s of cultural expression, including new forms of cultural expression generated when diverse cultures come together. Cultural expression is defined as the different ways that people express themselves depending on their cultural backgrounds, life experience and interests. Thus a culture might be related to ethnic, linguistic, religious or national heritage, but also through identification with others who share expressive interests, such as people who have a shared experience of disability that they seek to express, or expertise in a particular art form or type of cultural expression, such as hiphop, emo or contemporary painting.

This is related to the contribution of this diversity to quality of life and life choices, and the way that people connect with others through this expression. The total amount or percentage of cultural diversity is not the endpoint, but the appreciation of the existing diversity, as well as appreciation of the new forms of cultural expression that are generated when diverse cultures come together. This outcome corresponds closely to UCLG's cultural element of 'diversity', which is seen as "a means to achieve a more satisfactory intellectual, emotional, moral and spiritual existence" (UCLG, 2006, p. 5).

2. **Sense of safety and security supported** – SAFETY

This outcome is about how cultural engagement supports people's sense of safety and security: their sense of freedom from danger, risk or injury. This includes how safe they feel their local community is, as well as the broader Australian community, and how secure they feel in their homes and moving about in the community

3. **Social differences bridged** - BRIDGING

This outcome is about how a sense of positive connection can be developed with people who are outside our immediate social circle or from whom we feel socially divided. These people might be like or unlike us. They might be people we know and who are like us in the broader context, but from whom we have some social distance. An example would be people who are members of a different social group to us within our broader cultural group. People might also be unlike us because they come from a different culture or age group or social class. The connectedness between people who feel socially different from each other in some way is often referred to as 'bridging social capital'.

Goal 2: An exceptionally well designed, functional and accessible city.

The three measurable cultural outcomes that will address this goal are:

1. **Aesthetic enrichment experienced – ENRICHMENT**

This outcome is about how aesthetic enrichment, from pleasure to challenge, can result from cultural engagement. Aesthetic enrichment is experienced through the senses, elicited by aesthetic qualities perceived in the artwork or experience, through properties such as harmony and form. It involves experiences outside the mundane, of beauty, awe, joy and wonder; potentially offering a sense of escape or captivation, or feelings of being moved, challenged or transcending the everyday, extending to deepest experiences of a sense of flow, or the numinous or spiritual realms.

This outcome can include enjoyment from participation in arts experiences that are familiar, known as aesthetic validation, or unfamiliar, known as aesthetic growth or challenge. This outcome is not necessarily a shared sense: it can be experienced and enjoyed alone, unlike Outcome 5, which is about how cultural experiences connect people to each other. A desired endpoint is more and deeper experiences of aesthetic enrichment, as these are unlimited and can be continually generated. Further engagement with similar or other enriching cultural activities may be inspired. This outcome corresponds to UCLG's cultural element of 'beauty' (UCLG, 2006), but is broader, in recognising that cultural enrichment can also come from experiences that are not beautiful, but challenging or awe-inspiring.

2. **Positive sense of place in the local built and natural environment engendered – PLACE**

This outcome is about how cultural activities can make permanent and visible contributions to an authentic feeling and understanding of place. Activities include public art, interpretive architecture, heritage conservation, landscape design and others that make cultural heritage and cultural identity visible.

3. **Contribution to neighbourhood character, including regeneration, made – CHARACTER**

This outcome is about how cultural activities or engagement can make a positive contribution to neighbourhood character. Activities include neighbourhood regeneration, place-making, local festivals and other initiatives that have a focus on improving the character of the built environment

Goal 3: A city connected to its natural beauty.

The three measurable cultural outcomes that will address this goal are:

1. **Aesthetic enrichment experienced – ENRICHMENT**

This outcome is about how aesthetic enrichment, from pleasure to challenge, can result from cultural engagement. Aesthetic enrichment is experienced through the senses, elicited by aesthetic qualities perceived in the artwork or experience, through properties such as harmony and form. It involves experiences outside the mundane, of beauty, awe, joy and wonder; potentially offering a sense of escape or captivation, or feelings of being moved, challenged or transcending the everyday, extending to deepest experiences of a sense of flow, or the numinous or spiritual realms.

This outcome can include enjoyment from participation in arts experiences that are familiar, known as aesthetic validation, or unfamiliar, known as aesthetic growth or challenge. This outcome is not necessarily a shared sense: it can be experienced and enjoyed alone, unlike Outcome 5, which is about how cultural experiences connect people to each other. A desired endpoint is more and deeper experiences of aesthetic enrichment, as these are unlimited and can be continually generated. Further engagement with similar or other enriching cultural activities may be inspired. This outcome corresponds to UCLG's cultural element of 'beauty' (UCLG, 2006), but is broader, in recognising that cultural enrichment can also come from experiences that are not beautiful, but challenging or awe-inspiring.

2. **Valued connection to the natural world inspired – VALUED CONNECTION**

This outcome is about connecting people to the natural world with a sense of ownership and custodianship, as well as an understanding of society's place in the natural world.

3. **Understanding of ecological issues increased – UNDERSTANDING**

This outcome is about how cultural engagement can enable new ideas, knowledge and insight about ecological issues.

Goal 4: A prosperous city.

The three measurable cultural outcomes that will address this goal are:

1. **New knowledge insight and ideas gained – INSIGHT**

This outcome covers the development of new knowledge, ideas and insights resulting from the engagement. It also includes intellectual stimulation, critical reflection and creative thinking experiences. A desired endpoint is more and deeper understanding, as this is unlimited and can be continually generated. This outcome corresponds closely to UCLG's cultural element of 'knowledge' (UCLG, 2006), but is broader because it is about the process of thinking inspired by the cultural experience rather than just the knowledge shared.

2. **Economic complexity supported - COMPLEXITY**

Resilience is an emerging focus of economic research and the literature is limited (Hill, St. Clair, Wial, Wolman, Atkins, Blumenthal & Friedhoff, 2011). While varying definitions of a resilient economy exist, in this paper we use the definition of a resilient economy as being one which has the capacity to resist, absorb and recover from shocks, such as economic recession, natural disaster or political instability (Han & Goetz, 2015).

Three characteristics of a resilient economy described in the literature include industrial diversity and complexity and individual participation in the economy (Briguglio, Cordina, Farrugia, & Vella, 2009; Bristow et al, 2014; Hill et al, 2011; Rose & Krausman, 2013). Other characteristics that are indicated as contributing to economic resilience include innovation and entrepreneurship, level of income inequality and services industry orientation. The resilience of an economy is most often measured by its recovery to pre-shock levels of growth, as indicated by employment and GDP (or local product measure) within four years (Hill et al, 2001; Sensier et al, 2016).

Complexity is a feature of resilient economies documented in the literature. Complexity relates to the existence of locally produced goods and services upon which an industry relies; that is, the local availability of everything within the product chain needed for that industry to function. While economic diversity helps fend off external economic shocks, complexity appears to contribute to both resistance to, and bounce-back from, shocks (Han et al, 2015). Where diversity and complexity are both present, greater resilience is observed (Han et al, 2015). Complexity within the local cultural industries is evidenced by the presence of the skilled people and locally produced goods and services that are required in the production of cultural products and services, such as theatre productions.

3. **Cultural industries strengthened – DIVERSITY**

The existence of a diversity of industries within a local economy is reported as helpful in fending off external shocks (Briguglio et al, 2009; Rose et al, 2013; Brown & Greenbaum, 2016). For smaller local economies, a lack of diversity, including a reliance on a single employer or industry over many years, can lead to a rapid downturn during an external shock to the economy (Han et al, 2015; Brown et al, 2016). The Australian cultural industries, which contribute just under 7% of GDP, a percentage that is currently growing (Australian Bureau of Statistics, 2014), are an important part of a diverse economic landscape. They offer an important balance to other local industries that are dependent on finite resources, and/or subject to economic upheavals that do not affect the cultural industries. For example, local cultural tourism is unlikely to be affected by a decline in local manufacturing, and there is not likely to be fewer national and international visitor dollars if this decline occurs. Cultural tourism may provide new economic opportunities for those previously engaged in manufacturing.

Goal 5: A city that celebrates its diverse cultural identity.

The three measurable cultural outcomes that will address this goal are:

1. **Creativity stimulated – STIMULATION**

This outcome is about how engagement in cultural activity stimulates the creativity, sparks the imagination or piques the curiosity of the participant (which includes all participants, from experienced artists to members of the public experiencing this creative activity for the first time). Creativity is defined here as the use of imagination or original ideas to create something new and worthwhile – the act of turning new and imaginative ideas into reality. Creativity involves two processes: thinking, then producing.

This is the most dynamic outcome, with the participant experiencing creative stimulus, which may result in desire to engage more with similar or different cultural experiences and/or inspiration to create new artworks, working either alone or with others. Desired endpoints are more creativity stimulated, leading to the potential of more new work created. Both are unlimited.

2. **Diversity of cultural expression appreciated – APPRECIATION**

This outcome is about the appreciation of diverse and different forms of cultural expression that can result from engagement. Appreciation is defined here as the recognition or understanding of the worth, value or quality of form/s of cultural expression, including new forms of cultural expression generated when diverse cultures come together. Cultural expression is defined as the different ways that people express themselves depending on their cultural backgrounds, life experience and interests. Thus a culture might be related to ethnic, linguistic, religious or national heritage, but also through identification with others who share expressive interests, such as people who have a shared experience of disability that they seek to express, or expertise in a particular art form or type of cultural expression, such as hiphop, emo or contemporary painting.

This is related to the contribution of this diversity to quality of life and life choices, and the way that people connect with others through this expression. The total amount or percentage of cultural diversity is not the endpoint, but the appreciation of the existing diversity, as well as appreciation of the new forms of cultural expression that are generated when diverse cultures come together. This outcome corresponds closely to UCLG's cultural element of 'diversity', which is seen as "a means to achieve a more satisfactory intellectual, emotional, moral and spiritual existence" (UCLG, 2006, p. 5).

3. **Sense of belonging to shared heritage experienced** – BELONGING

This outcome is about relationship to one's history and heritage, and experience of cultural identity and values, with others. A sense of connection to the past and being part of a historical continuum; insights into the present through understanding of the past; insights into the past. This outcome is about how cultural engagement can offer illumination of the present by providing a sense of continuity with the past, and a pathway to the future, shared with others. Knowing where we have come from helps us to discover where we want to go. As the shared past cannot be changed, the desired endpoint is a positive connection to it.

Goal 7: An open and engaged city.

The three measurable cultural outcomes that will address this goal are:

1. **Sense of a positive future for community inspired** – POSITIVE FUTURE
   In progress

2. **Useful connections between groups in the community increased** - USEFUL CONNECTIONS
   In progress

3. **Active citizenship, leadership stimulated** – CITIZENSHIP/LEADERSHIP

This outcome is about how engagement in cultural activities can stimulate a spectrum of active citizenship and engagement in governance processes, from membership of local organisations and decision-making bodies, to enhancement of engagement in political processes, to leadership.

This might include change in participation (e.g., numbers, new voices, less likely participants engaged); change in public awareness or understanding of a civic issue; shifts in thinking and attitudes about an issue; movement toward action or change on the issue or policy; change among participants in a sense of self-efficacy or collective efficacy to take action; change in quality of or capacity for civic dialogue; or change in the way civic leaders engaged with citizens and stakeholders; change in media coverage or representation of the issue.