



TOWN OF
VICTORIA PARK

Arts and Culture Plan

2020

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The Town of Victoria Park acknowledge the traditional custodians of this land, the Whadjuk Noongars from the Noongar nation and pays respect to past, present and emerging leaders, their cultural heritage, beliefs and relationship with this land which still continues today.

Prepared by:

element.
the art and science of place



**WE'RE OPEN
VIC PARK**



Part A: The need to Plan for arts and culture in Victoria Park

Mayor's Message

The arts are a part of our culture, and our culture is reflected in the arts. Both arts and culture play a significant role in the life of every local community.

It might be considered somewhat illogical to plan for the future of the arts and culture within our Town because, by their very nature, they evolve organically and with complete originality. Inspiration can be created and nurtured if we generate the opportunities.

In 2017 Council adopted its Strategic Community Plan 2017 – 2032, which includes a strategic outcome to be a place where everyone has an awareness and appreciation of the arts, culture, education and heritage. This makes us custodians with a responsibility for nurturing and developing arts and culture within the Town of Victoria Park.

The Arts and Culture Plan will help guide Council in faithfully discharging our responsibility. More than that, the Plan is about empowering everyone to become engaged in their own journey with arts and culture, and igniting a passion in our community to work collaboratively for the future benefit of our Town.

The Plan is designed around creating pathways for building relationships and partnerships, developing and harnessing the talents of local creative and cultural practitioners, breaking down barriers of discrimination, and increasing accessibility and inclusivity. It is an important way to recognise and embrace the unique contribution of First Nations peoples to the arts and culture of our Town.

With this Plan, we move ever closer to our vision to be a dynamic place for everyone.



Defining arts and culture

For the purposes of this Plan, arts refers to a broad range of human creative skills including music, dance, film, writing and performance, as well as a diversity of visual arts such as painting, sculpture and murals, and the making of objects.

Culture refers to the community's collective values, ethics, creativity, and the interaction and connection we have to each other and to place. Culture allows us to have a sense of who we are in the world, how we interpret our world and also influence our future.

Whilst sport is an undeniable and intrinsic part of Australian culture, the Town of Victoria Park's Arts and Culture Plan does not include sporting and recreational activities within its definition of culture.



The Arts and Culture Plan

The Town is home to locally renowned events, programming, and street art, alongside the nationally significant John Curtin Gallery, Vic Park Centre for the Arts and a range of highly active community cultural groups.

For the community, arts and culture has become an important aspect for an inclusive and positive community life. An identity that is associated with being intergenerational, inclusive, grassroots, welcoming, multicultural and evolving.

In acknowledging the importance of arts and culture to the Town's community life, the Town identified an Arts and Culture Plan as a key deliverable in the Strategic Community Plan 2017 – 2032 (SCP). The development and implementation of a Plan ensures community is empowered with a sense of pride, safety and belonging; and the Town remains a place where arts, culture and heritage is valued and accessible to all.

This Plan is the first of its kind developed by the Town. Its development is underpinned by the understanding that arts and culture play an important role in welcoming new residents, encouraging visitation and creating a vibrant place to live and work. By developing this Plan through a process of extensive community engagement, the Town is embracing the unique opportunity to shape a thriving, creative place for residents, businesses and visitors with the community's needs and preferences in mind.

The Plan provides an action-based guide to achieving the Town's arts and culture vision, setting the agenda for programming and infrastructure investment.



Strategic Context

The development of the Arts and Culture Plan has been informed by the Town's SCP 2017–2032, with particular consideration given to supporting Strategic Social Outcome 4: *A place where all people have an awareness and appreciation of arts, culture, education and heritage.*

Additional consideration has been given to reinforcing the following Strategic Outcomes through arts and culture:

- Social 3 | An empowered community with a sense of pride, safety and belonging.
- Economic 1 | A desirable place for commerce and tourism that support equity, diverse local employment and entrepreneurship.
- Environment 5 | Appropriate and sustainable facilities for everyone that are well built, well maintained and well managed.

A range of other policies, plans and documents have influenced the development of the Plan, including the Draft Social Infrastructure Plan, Economic Development Strategy, Reflect Reconciliation Action Plan 2018 – 2020, Public Art Strategy and Disability Access and Inclusion Plan.

Project methodology

The development of the Plan prioritised engagement with the Town's diverse community and key stakeholders, as the ultimate audience, participants and creators of arts and culture.





Part B: Local knowledge – community and stakeholder engagement



Methodology

Informing the Arts and Culture Plan is extensive input from a broad and representative cross section of the community, sector-specific organisations and interest groups. This engagement has ensured that the Plan is reflective of the community's needs and desires, and responds to sector trends and opportunities. The engagement focussed on gathering feedback on the Town's existing services and infrastructure, and the future requirements to continue servicing the arts and cultural community. The objectives of the engagement were to:

- strategically position and build interest and energy around the Plan's development
- shape a conversation regarding the role of arts and culture in creating desirable places, amenities, facilities and programs
- gather meaningful, quality feedback to inform the development of a bespoke Arts and Culture Plan

Community and stakeholder engagement focussed on four topics:

- the importance of arts and culture to Town of Victoria Park
- participation in arts and culture
- public art as a key pillar in the Town's arts and culture offering
- new ideas and focus areas for arts and culture

Consistent messages and findings from these areas have informed the development of the vision for arts and culture in the Town of Victoria Park and the framework, focus areas and actions to achieve this.

Who we engaged

The majority of the 138 engaged were aged between 26-44 years old, with the most engaged group being residents of the Town of Victoria Park.

Specific engagement with the Town's Aboriginal Engagement and Advisory Group was undertaken, however reach within the Aboriginal and Torres Strait Islander community was relatively low. An opportunity for further engagement with this community is recommended as an action within the Plan to ensure these voices are heard and represented in the arts and cultural outcomes delivered by the Town.

Interest in the survey and in-person engagement was championed by community members who considered themselves cultural practitioners, both hobbyists and professionals, resulting in valuable insights into the needs of the local cultural community.



59% Between the ages of 26 - 44



61% Residents in the Town of Victoria Park



67% Arts and cultural hobbyist or professional

Key activities

Community Survey
(100ppl)

Focus Group
(20ppl)
Aboriginal Engagement and Advisory Group
Vic Park Centre for the Arts

Workshops
(28ppl)
Community Think Tank
Business and Creatives Think Tank

Key engagement findings

The importance of arts and culture

Stakeholders and community responded that they strongly believed that arts and culture is an important aspect in community life, placing a high value on the role it plays in inclusivity, identity and community cohesiveness.

76% arts and culture makes me feel good about life

68% arts and culture is an important aspect of community life

Top 3 reasons for participating in arts and culture:

- 1 To experience something unique, surprising or out of the box
- 2 To enjoy and experience with family and friends
- 3 Because I appreciate how arts culture contributes to community life

Barriers to participation included:

- Over **50%** responded that they were too busy to attend or that activities are held at inconvenient times
- 25%** were not sure where to find information about what's on offer

Participation in arts and culture

The majority of community members engaged indicated they were most likely to attend arts and cultural activities outside of the Town of Victoria Park, highlighting the opportunity to do more to engage residents within the bounds of the Town.

Over half of respondents surveyed heard about arts and cultural activities through word of mouth, followed closely by social media.

In order to attend more local arts and culture experiences within the Town, respondents indicated they would like:

- **free or low cost** activities to attend
- **better quality** local product and experiences
- **better local facilities**

Public art in the Town

Less than half of respondents were aware that the Town had an extensive public art collection of over 40 artworks, indicating an opportunity to deliver works of high impact and additional promotion for the collection.

Top three locations for new public art: Streetscapes, local parks and Albany Highway main street.

82% public art should beautify the public realm

72% public art should reflect our cultural identity

63% public art should be challenging or thought provoking

Future infrastructure needs:

- 1 Outdoor performing arts spaces / stage
- 2 Maker spaces, public art studios
- 3 Performing arts theatre

Future programming needs:

- 1 Festivals and community events
- 2 Art in public places and public art
- 3 Live music events

The future of arts and culture in the Town

New ideas proposed during engagement included open studios events, Town-subsidised creative studio spaces (including for performing arts), utilisation of empty shops, mentoring and up-skilling sessions. Additional comments consistent across engagement related to the promotion and marketing of events to ensure an extensive reach within the community.





Part C: A guiding framework for arts and culture in Victoria Park



Plan Framework

A concise framework has been developed with a focus on practical and actionable items, to guide the Town's delivery of this Plan.

Vision: An aspirational statement for the Town's arts and culture offer, to guide programming and resourcing at a high level. The Vision has been defined through community engagement and liaison with the Town and elected members.

Strategic Focus Areas: The five specific areas of focus to move the Town towards achieving the Vision.

Actions: The practical initiatives to be scheduled, resourced and budgeted for to ultimately deliver on the Town's vision.

Vision

The Town of Victoria Park is home to an evolving creative sector, which is locally significant yet widely celebrated. The Town offers abundant prospects to create and participate in cultural activities.

The Town celebrates its ancient connections and contemporary identity through a distinctive and well-regarded cultural program.



Strategic Focus areas

1. Create an inclusive and connected community of cultural practitioners within the Town.

To facilitate new collaborations and partnerships, programming and networking opportunities, the Town will respond to the existing cultural community's desire to connect with other creatives, community groups and stakeholders.

Opportunities include developing functional and accessible databases, online communication platforms and expanding the scope of the Public Art Advisory Group to become an empowered arts and culture working group.

2. Develop and grow local talent: attract, retain and support the creative community.

The Town is home to a rich variety of creative practitioners, from visual artists to performers. Retaining and growing the local creative community will involve provision of affordable studio, exhibition and showcase spaces, professional development opportunities and rolling creative grants.

3. Diversify the cultural offering, ensuring representation of the Town's unique community.

The Town can draw from and appeal to its diverse community through cultural experiences that reflect the unique and authentic culture of place; encouraging participation and observation. Intergenerational and cross-cultural sharing will contribute to greater social cohesion throughout the community.

Varying the annual cultural program to include youth, family and 18+ events, at a variety of times and days, will maximise audience involvement.



4. Grow an engaged audience base consisting of residents and visitors from Perth's wider metro area and nationally.

The Town is regularly acknowledged as being home to a diverse cultural sector. Further promotion of the cultural program and new innovative initiatives will continue to build this audience and further solidify the Town's identity as a place of creativity and culture.

Integrating cultural activities within existing programming and in unexpected places throughout the Town will attract audiences new to arts and cultural activities.

5. Facilitate a sense of belonging and pride in place, showcasing the Town's unique assets and telling local stories through a precinct based approach.

Articulating the Town's Aboriginal significance, multicultural heritage and natural assets is an important aspect in shaping an authentic sense of place. Audiences are invited to be part of a bigger story, through meaningful cultural initiatives such as dual naming of sites, heritage trails and major public artworks.

The Town's cultural program is a vehicle for social inclusion and liveability, creating equitable and dynamic places to live, work and play.



Strategic Actions

1. Create an inclusive and connected community of cultural practitioners within the Town.

Measures of success

The Town of Victoria Park is widely known as a place for creating and contributing to arts and culture. The community of cultural practitioners and community groups are welcoming and inclusive, presenting considerable programming through collaborations.

Performance indicators:

- Increase in community satisfaction with programming
- Increase in community-led cultural programming

Strategic Action		Program	Lead + Partners
1.1 Formalise a database and communication platform to facilitate connections between cultural practitioners and community groups	<p>Building on the networking program, a publicly accessible online platform or database of Town-based practitioners, community groups, service providers and fabricators will facilitate greater collaboration and support local businesses.</p> <p>The networking program (1.3) can be utilised to initiate the database, with ongoing opportunities to submit new entries via the Town's website. The database would be of benefit to local businesses looking to commission artworks, artists requiring fabricators, and community groups looking for workshop facilitators, as an example.</p>	2021/2022	<p>Lead: Arts & Culture Officer</p> <p>Partner: Community Development</p>
1.2 Revisit scope and membership of Public Art Advisory Group and reform as a Cultural Advisory Group	<p>The current Public Art Advisory Group provides as-needed advice on new public art commissions within the Town. This group holds a wealth of knowledge, which could be utilised to further inform cultural and arts programming decisions.</p> <p>Expanding this group, via an open expression of interest to the community, will diversify the group and leverage the skills and knowledge of the Town's diverse and highly skilled creative community.</p> <p>The remit and scope of the group should include providing feedback and advice on cultural programming, events, infrastructure, public art and new ideas. To allow for regular and efficient meetings, meeting online should be considered moving forward.</p>	2021/2022	<p>Lead: Arts & Culture Officer</p> <p>Partners: Manager Community</p>
1.3 Coordinate a networking program for cultural and creative practitioners and community groups operating or living in the Town	<p>Through stakeholder and community engagement the breadth and diversity of the Town's creative community is apparent. Many of these community members expressed a desire for opportunities to collaborate and leverage their audiences and visibility through collaborative marketing and programming.</p> <p>Regular creative community catch ups and networking events, requiring minimal intervention or investment by the Town, would facilitate this collaboration.</p>	2022/2023	<p>Lead: Arts & Culture Officer</p> <p>Partners: Community Development</p>
1.4 Establish partnership with Curtin University, and other local cultural groups, to identify programming and sponsorship opportunities	<p>Commence the development of a mutually beneficial partnership with the existing community of creatives based at Curtin University, both students and professionals. These may include exhibitions by Curtin students in the Town's activity centres, professional development opportunities for local creatives run by the university, or co-programming and sponsorship.</p> <p>Partnership development with the University and other groups, will involve determining mutual goals and objectives in the short term, with programming opportunities and outcomes of the partnership a longer term priority.</p>	2022/2023	<p>Lead: Community Development</p> <p>Partners: Place Planning</p>



2. Develop and grow local talent: attract, retain and support the creative community

Measures of success

The Town is home to a growing creative community who are empowered to create and showcase works. Town of Victoria Park creatives are sought after as highly professional and skilled practitioners, their work is exhibited and showcased across the state and nation.

Performance indicators:

- Increase in community satisfaction with Arts Centre and programming
- Network of cultural practitioners continues to grow
- Increase in numbers of people working in creative industries in Victoria Park
- Locally-based cultural practitioners are represented in programming outside of the Town

Strategic Action		Program	Lead + Partners
2.1 Investigate alternative methods to provide affordable spaces to create culture	<p>New spaces for creating culture, utilising vacant retail and commercial space, or through subsidised studio space, will require input from across the organisation to determine the most appropriate vehicle for delivering this action (policy, grants etc).</p> <p>In the short term, investigation into the appetite for short term rentals for cultural practitioners is recommended.</p> <p>In the medium term, investigation of the potential for integrating further studio space into the Vic Park Centre for the Arts should be undertaken.</p>	2021/2022	<p>Lead: Arts & Culture Officer</p> <p>Partners: Place Planning, Property Management</p>
2.2 Revisit grant categories and processes to facilitate opportunities for local cultural practitioners	<p>The Town's grants program has the potential to empower the community to drive cultural programming. The accessibility and visibility of these grants requires improvement. This may be through simplifying process, info sheets, marketing for the grants, and dedicated emails regarding grants to cultural practitioners and community groups.</p> <p>Diverse categories for grants, or open categories will ensure even the most diverse community groups are catered for.</p>	2021/2022	<p>Lead: Sponsorships & Grants Officer</p> <p>Partners: Arts & Culture Officer</p>
2.3 Investigation of the Vic Park Centre for the Arts future service delivery and business case for expansion or relocation	<p>The Vic Park Centre for the Arts has the potential to be the jewel in the crown for the Town's cultural offering, however further marketing and audience development is required. Feedback from both community and stakeholders pointed to the need for additional assessment of the Centre's offering and positioning within the Town.</p> <p>The Centre has been integrated into the early development of the Macmillan Precinct Masterplan concept Plan within the existing location. However; further detailed analysis of the Centre's future needs are required during the masterplan stage and will be assessed against options for alternative locations.</p> <p>The Town of Victoria Park would play a support role for any business case development or review, given the VPAC is an independent organisation.</p>	2020/2021	<p>Lead: Project Management Office</p> <p>Partners: Arts & Culture Officer, Place Planning, Property Development & Leasing</p>
2.4 Provide opportunities for locals to showcase creative pursuits	<p>Additional platforms to showcase artworks and creative pursuits in the form of an arts and craft market with performing arts aspect (or online alternative) or local arts and culture awards.</p> <p>Prototyped as an extension of existing markets or street festival, the arts and crafts market may be run as a part of the Town's Arts Season in the longer term. The market provides sales opportunities for creators, and the potential for new local audiences to access cultural products.</p> <p>Awards will need to differentiate from similar programs at nearby South Perth and Melville through theming or artforms, for example focussing on photography or sculpture as point of difference.</p>	2022/2023	<p>Lead: Arts & Culture Officer</p> <p>Partners: Events Officers</p>
2.5 Professional development workshops to upskill cultural practitioners, including for underrepresented groups	<p>Further professional development programming, including online workshops, mentoring and info sessions, leveraging the highly skilled cultural practitioners operating in and around the Town of Victoria Park, would ensure this community continue to grow and develop. This programming will empower creatives to become involved in State based or national programming – putting the Town on the map for cultural product development.</p> <p>Accessing and providing services to hard to reach and under represented groups should be central to this programming. Specific workshops, low cost or free sessions, and opportunities for emerging / entry level creatives will be critical to ensure entry into the Town's cultural community is inclusive and accessible.</p>	2023/2024	<p>Lead: Events Officers</p> <p>Partners: Arts & Culture Officer, Library Officers, Digital Hub Coordinator</p>



3. Diversify the cultural offering, ensuring representation of the Town's unique community.

Measures of success

Cultural programming in the Town offers something for everyone, a range of entry points in regard to event pricing, and ways to engage with arts and culture at all times of the year. Multicultural and diverse programming is representative of the community.

Performance indicators:

- Increase in community satisfaction with programming
- A highly culturally diverse program
- Audiences consist of both locals and visitors to the Town

Strategic Action		Program	Lead + Partners
3.1 Grants for diverse inclusive activities	Facilitating further inclusive activities may be possible through the Town's existing community grants program. Investigation into uptake of this grant, and further promotion or simplification of the application process may be undertaken to ensure greater uptake.	2021/2022	Lead: Grants Officer Partners: Arts & Culture Officer
3.2 Instigate a scalable winter arts program	Currently, the Town's arts season aligns with the warmer months, as with many local government cultural programs. Taking advantage of the cooler months to program cultural activities – with a focus on indoor events – would diversify the Town's calendar and will attract new audiences. A scalable winter arts program, consisting of small scale performances in partnership with local businesses and pop-up style exhibition spaces, would showcase the Town's performing arts community and facilitate visitation to local businesses. A scalable approach is recommended, starting small to test concepts.	2021/2022	Lead: Arts & Culture Officer Partners: Events Officers
3.3 Ensure a balance of family friendly events and adult-focussed events	Community and stakeholder engagement called attention to the need for both family friendly events with offerings for all ages (e.g. Twilight Trio concerts), as well as events tailored specifically for certain audiences, with a focus on 18+ events. An 18+ events stream could include late night events and performances, licensed areas at existing events, exhibition openings and the like. Investigating 18+ programming as a part of the Town's winter arts programming stream would allow for testing of the concept and audience. Continuing programming for families and children will be critical in ensuring options for all demographics.	2022/2023	Lead: Events Officers Partners: Arts & Culture Officer
3.4 Investigate locations for outdoor performance spaces	Outdoor performance spaces were highlighted by both online engagement and in stakeholder meetings as a priority for the Town. Spaces that were able to be booked for events, used for rehearsals, and for pop-up / ad-hoc performances were identified. In the short term, opportunities should be investigated for low cost infrastructure items – such as raised platforms in existing parks – or long term projects in the form of amphitheatre seating retrofitted or designed for new public spaces. Co-location of performance infrastructure with existing social infrastructure or upgrade projects should be prioritised.	2023/2024-2025	Lead: Events Officers Partners: Arts & Culture Officer, Place Leaders



4. Grow an engaged audience base consisting of Town of Victoria Park residents and workers, and visitors from Perth's wider metro area.

Measures of success

Outsiders travel to experience the Town's cultural offering. Residents and workers value arts and culture highly as part of everyday community life, recognising it as an integral part of bringing the community together.

Performance indicators:

- Increase in community satisfaction with programming
- Increase in value put on arts and culture as part of community life
- Audiences consist of both locals and visitors to the Town

Strategic Action		Program	Lead + Partners
4.1 Arts and cultural offering are integrated into existing programmings	<p>Stakeholder engagement highlighted the opportunity to grow arts and cultural audiences by integrating arts components into existing events and programming, including those that are not related to arts and culture. This could include market stalls for arts and crafts practitioners and pop-up performances at farmers' markets or local sporting events.</p> <p>Hard to reach audiences and community groups may be accessed in this way, and encouraged to seek further cultural experiences.</p>	2021/2022	Lead: Arts & Culture Officer Partners: All staff
4.2 Additional Town-wide communications including online portal and newsletter dedicated to arts and culture with profiles of local creatives	<p>A cohesive approach to arts and cultural promotions and marketing is required to attract audiences from across Perth, as well as from within the Town. This includes a dedicated arts and cultural newsletter to all households and businesses within the Town.</p> <p>Also highlighted during engagement was the need for an online portal or web platform highlighting what's on in the Town, detailing both Town-run events and other cultural programming.</p> <p>As the Town's arts and cultural audience develops, there will be an opportunity for a dedicated social media channel to showcase local artists, projects and behind the scenes progress. This involves regular posting and monitoring, and will work best when the Town has a dedicated audience and robust database from whom to draw content.</p>	2021/2022	Lead: Arts & Culture Officer Partners: Communications Advisors
4.3 Define partnership with Fringe, PIAF, Curtin	<p>In close proximity to the CBD, the Town is well positioned to become a known destination for satellite festival programming, as an alternative to busy CBD-based venues.</p> <p>Partnership development with event providers such as Fringe World and Perth Festival should be investigated, starting with small pop-up event spaces, and building towards a greater offering.</p>	2022/2023	Lead: Events Officers Partners: Arts & Culture Officer



5. Facilitate a sense of belonging and pride in place, showcasing the Town's unique assets and telling local stories through a precinct-based approach.

Measures of success

The Town of Victoria Park's cultural identity is well recognised by locals and visitors, with its heritage and local stories forming a significant part of this. The public art collection is upheld as a best practice example of collection management.

Performance indicators:

- Community perceptions of the public art collection is positive
- Public art and trails are well visited

Strategic Action	Program	Lead + Partners
<p>5.1 Expand the scope of Aboriginal Advisory Group Engage the Aboriginal Advisory Group to identify and develop opportunities for recognition of sites of significance throughout the Town.</p> <p>These may include dual naming and trail opportunities (as detailed in the Town's Reflect Reconciliation Action Plan) or a location for a significant public artwork.</p>	2021/2022	Lead: Aboriginal Engagement Officer Partner: Coordinator Community Development
<p>5.2 Recognise Victoria Park's Aboriginal significance through a major artwork or artwork trail This may be located in Burswood along the river, in a town centre or park. Engage with the Aboriginal Advisory Group to guide the briefing and selection of an experienced Aboriginal artist or artist team to deliver this iconic work.</p>	2022/2023	Lead: Aboriginal Engagement Officer Partner: Arts & Culture Officer, Coordinator Community Development
<p>5.3 Implement a series of story trails relating to both heritage and contemporary narratives and themes, brought to life through art and interpretation Telling the stories of little known characters or stories through trails is an excellent method of encouraging exploration and helping visitors get to know the history of a place. Stories may relate to both contemporary and heritage themes. Crowd-sourcing ideas, particularly targeting older demographics, would allow the community to become involved and invested in the project and may uncover previously unknown stories and facts.</p> <p>Translating these narratives into interpretive artworks and associated didactics provides commission opportunities for local creatives. Additional collateral such as map and oral guides (both physical and online) would increase access to these stories.</p>	2022/2023	Lead: Arts & Culture Officer Partners: Local History Officer, Community Development Officers, Event Officers
<p>5.4 Story circle infrastructure A gathering place for sharing stories and coming together as a community, a story circle can be in the form of a simple piece of infrastructure designed to facilitate cross-cultural engagement. Often a circular seating element, around a central sculptural form or item of cultural significance, a story circle acts as a location for peaceful contemplation and reflection for all visitors.</p> <p>Similar to the outdoor performance spaces, programming such as story telling by Aboriginal elders or small musical performances is appropriate, the story circle provides a more intimate setting.</p>	2024-2025	Lead: Aboriginal Engagement Officer Partner: Arts & Culture Officer
<p>5.5 Deliver public art across the Town in line with a precinct-based approach Community and stakeholder engagement highlighted a number of directions for public art within the Town. Whilst there was a mixed response to mural artworks, the community acknowledged the potential for public art to significantly enhance public space. There is an opportunity to build upon the momentum of community feedback through a formal Public Art Masterplan, highlighting opportunities across the Town's diverse precincts.</p> <p>Ongoing delivery of public artworks should be in line with the Town's Precinct Plans and in reference to the Town's Public Art Strategy 2018-2023.</p>	Ongoing	Lead: Arts & Culture Officer Partner: Place Leaders
<p>5.6 Continue to manage the Town's public art collection in line with best practice The Town currently manages a collection of valued public art, including sculptures, murals and moveable art. Engagement has demonstrated the value the community places on this collection in contributing to sense of place and vibrancy. Ongoing management of the collection, including new commissions, should adhere to best practice as per guidelines provided by industry leaders National Association for the Visual Arts (NAVA).</p>	Ongoing	Lead: Arts & Culture Officer Partner: Place Leaders



Image References

Image 1 – (Table of Contents) Bruno Booth paints a mural at the Victoria Park Community Centre

Image 2 – (Part A) Jae Criddle mural, Carlisle

Image 3 – (page 2) Roni Forrest, Sand Art at McCallum Park, work in progress

Image 4 – (page 3) Greg Molloy, Victoria Park Gothic

Image 5 – (Page 4) Bec Abdy mural at Social Manna

Image 6 – (page 8) Adam Hall and the Velvet Playboys Livelihter Twilight Trio 2020

Image 7 – (page 11) Bec Abdy, work in progress

Image 8 – (page 12) Ish Marrington "Yellow Fever" mixed media

Image 9 – (page 13) Roni Forrest, Sand Art at McCallum Park





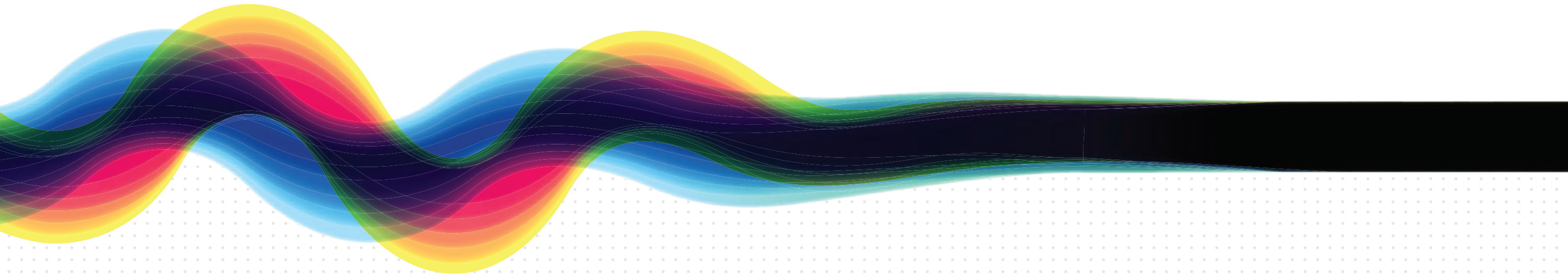
Appendix 1: Cultural Baseline Audit



Town of Victoria Park

Arts and Culture Baseline Audit

August 2019 | 19-091



Arts and Culture Overview

EVENTS AND ACTIVITIES

CIVIC + COMMUNITY EVENTS
 OUTDOOR MOVIES • MUSIC
 STREET FESTIVALS
 CLASSES • WORKSHOPS
 EXHIBITIONS • MARKETS



53,000 people attended community events

ARTS SEASON EVENTS **41**



1,700+ APPROVALS GRANTED for events and premises bookings



GROUPS AND INDIVIDUALS

2.6% RESIDENTS EMPLOYED IN ARTS AND CULTURAL SERVICES



SPECIAL INTEREST ARTS AND CULTURE GROUPS:
 DANCE • MUSIC • PERFORMANCE
 CRAFT • TEXTILE • FINE ARTS
 • PHOTOGRAPHY •

OTHER COMMUNITY GROUPS

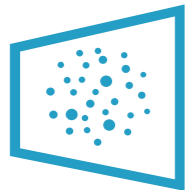
RESIDENT'S ASSOCIATIONS • SCOUT GROUPS
 SPORT AND RECREATION CLUBS
 BUSINESS ASSOCIATIONS

135,000+ LIBRARY VISITORS



INFRASTRUCTURE AND ASSETS

50+ murals



53 PIECES OF PUBLIC ART

FABRICATOR MAKER SPACES **0** TOWN-SUBSIDISED CULTURAL FACILITY **1**

2 GALLERY SPACES

9 SPECIALTY ARTS AND CULTURE RETAILERS



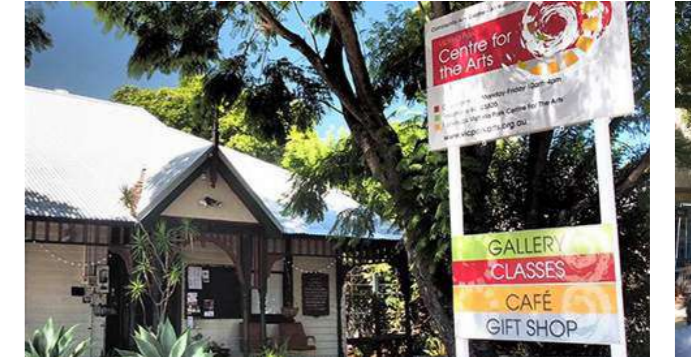
HERITAGE LISTINGS **7** + **5** REGISTERED SITES OF ABORIGINAL HERITAGE

5 ENTERTAINMENT VENUES

SOCIAL INFRASTRUCTURE

- 20.5% SPORT & REC
- 20.5% PARKS & RESERVES
- 14% COMMUNITY SUPPORT
- 10.2% CHILDRENS FACILITIES
- 10% EDUCATION & TRAINING FACILITIES
- 4.6% SENIORS FACILITIES
- 4.6% COMMUNITY SPACES
- 4.2% MULTICULTURAL FACILITIES
- 3.8% ARTS AND CULTURE**
- 3% YOUTH FACILITIES
- 2.3% HEALTH & WELLBEING
- 2.3% SAFETY & EMERGENCY

Image and Identity Audit



CRAFTS



FESTIVALS



Statistics from 2018 Annual Report, and Social Infrastructure Plan 2017



DIVERSE

Arts 2019
SEASON
Town of Victoria Park

1-31 May



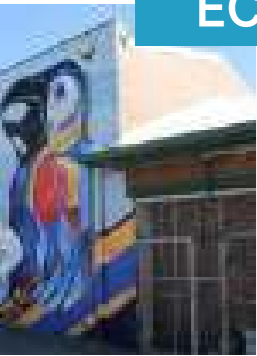
ECLECTIC



GRASS ROOTS



ACCESSIBLE



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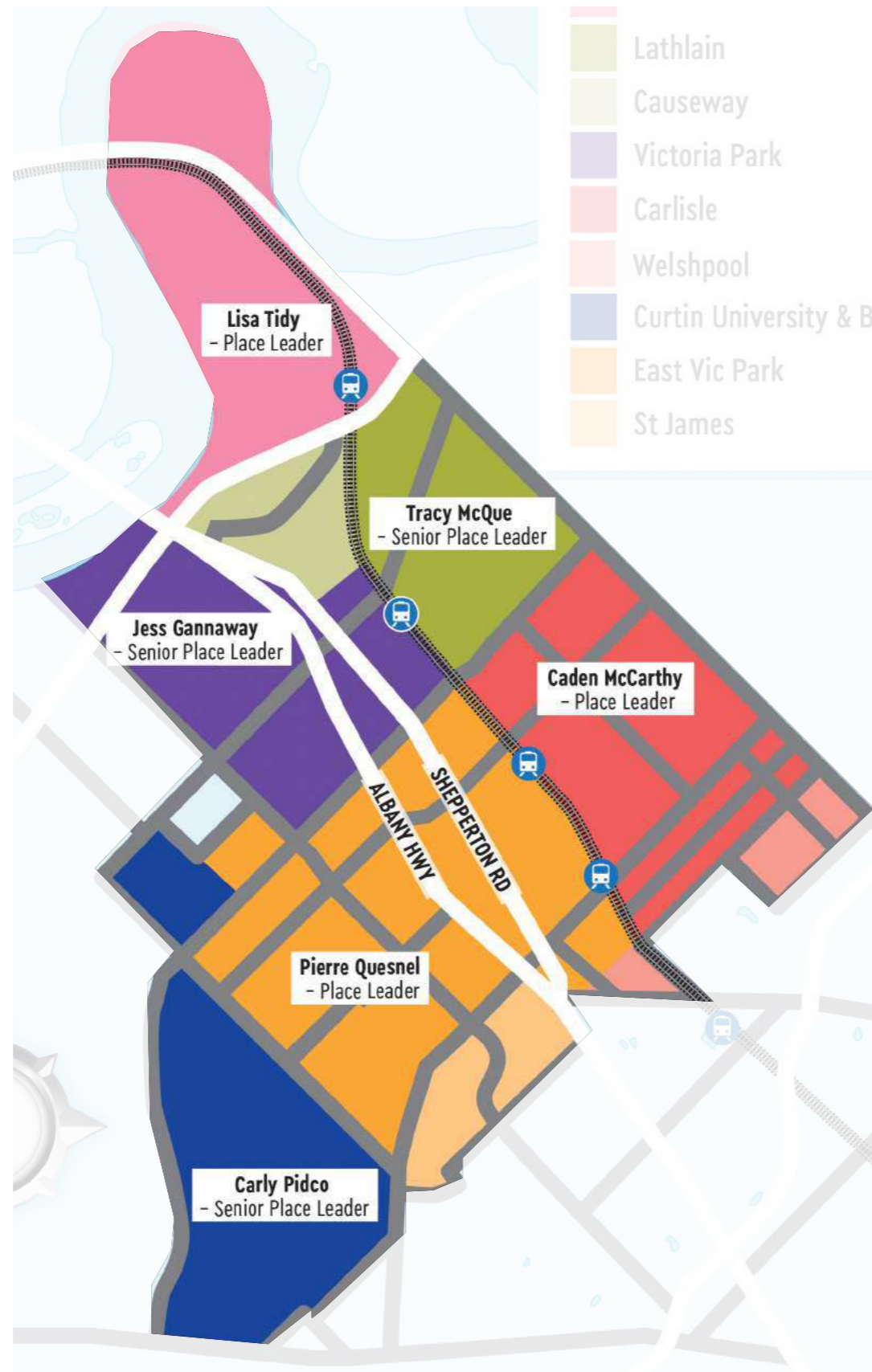
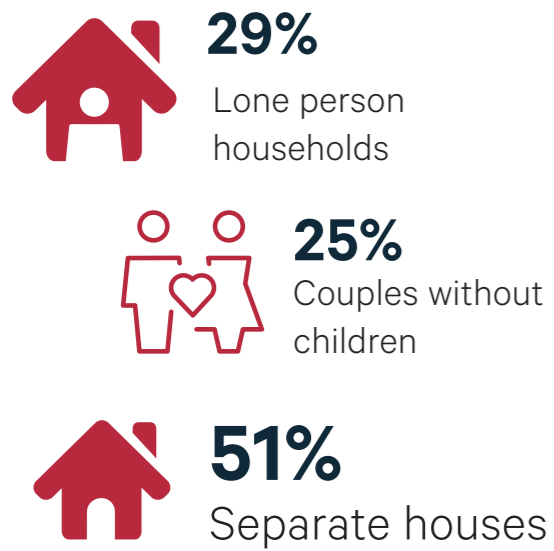
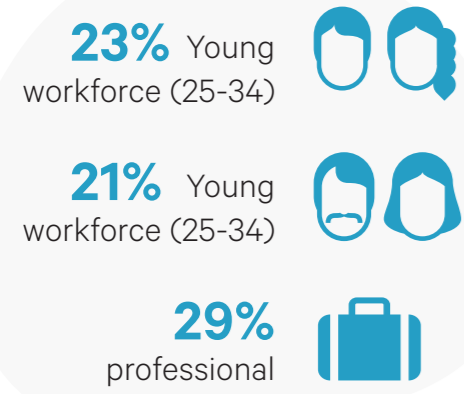
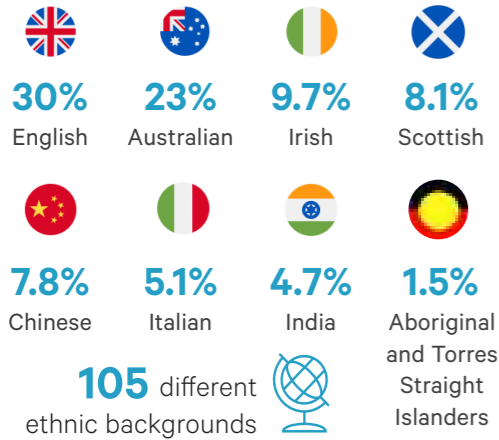


COMMUNITY-LED



Culture and Demographic Overview

Resident's background



Burswood

57% Residing in high density dwellings | 34% Couples without children | 25% Young workforce (25 to 34)

Burswood Peninsula is the Town's entertainment hub, home to some of the State's newest tourist attractions including Optus Stadium and Crown Perth. The precinct features existing and planned high density, contemporary urban neighbourhoods. The area is significant in Aboriginal culture - Burswood Peninsula forms part of the area known as Beeloo, bounded by the Canning River, Melville Water, the Swan River and the Darling Range to the east.

The opportunities:

- Events and activities which capitalise on extensive public open space through Burswood
- Significant Aboriginal cultural experiences
- Cinema, theatre, performance and music focus
- Public art for significant developments ie Burswood City

Key assets include:

- Crown Perth
- Optus Stadium
- Burswood on Swan
- Burswood Station and Station
- Telethon Community Cinemas
- Significant parkland and POS inc Balbuk Reserve

Major developments:

- Burswood City - residential, sporting and commercial
- The Peninsula - residential
- Optus Stadium - sporting and entertainment
- Crown Perth - tourism hospitality, gaming
- Burswood station east - residential, commercial
- The Springs - located immediately outside ToVP

Community groups:

- Burswood Residents Association
- Burswood Neighbourhood Watch



Theatre, performance and music - Cinema - Public art - Sport and recreation

Victoria Park **43%** Residing in medium density dwellings **27%** Couples w/out children **29%** Young workforce (25 to 34)

Bentley **54%** Residing in medium density dwellings **0%** Households with children **33%** Elderly aged (85+)

The heart of Victoria Park, the Albany Hwy town centre is home to retail, food and beverage operators, and commercial ventures. Arts and cultural activities are very visible in Victoria Park, through public art and murals in particular - facilitated by the City, the community and private parties.

The opportunities:

- Utilising vacant retail spaces for arts and cultural activities - to bring further vibrancy to the space and introduce new retail experiences
- Continue building the Town's mural collection to create a more immersive experience

Key assets include:

- Albany Hwy retail
- McCallum Park and Taylor Reserve

- Significant heritage assets - Broken Hill Hotel, Old Police Station, Victoria Park Masonic Hall, St Peters Anglican Church, Victoria Park Post Office, Victoria Park Railway Station
- Vic Park Community Garden at Read Park
- Raphael Park Memorial Gardens
- Centro Shopping Centre
- Sunbury Park Estate
- Centro Shopping Centre

- Skatebowl at McCallum Park
- Digital Hub – Town of Victoria Park

Community groups:

- Connect Victoria Park
- West End Business and Community Association
- Atwell Scout Group

Major developments:

- No major developments currently in planning



Murals – Public Art

Bentley is the centre for education, science, technology and research. In terms of arts and cultural offering, Curtin University contributes a significant public art collection, as well as the well-known John Curtin Gallery. Notably, whilst the precinct's main visitor group is students, over 60% of Bentley's residents are over 70 years of age.

The opportunities:

- Professional development opportunities for artists through John Curtin Gallery and Curtin University's Art and Design departments
- Arts and cultural activities and events which target the aging demographic, and student groups

Key assets include:

- Curtin University including John Curtin Gallery
- Tech Park
- A number of Retirement Villages
- Canning College
- Polytechnic West
- Kensington Bushland
- Harold Rossiter Park

Community groups:

- Bentley Community Focus
- Various Curtin Uni student groups

Major developments:

- Kent Street and Hayman Road - intersection upgrade
- On doorstep is Bentley 360 project - Department of Communities
- Curtin University developments



Gallery and arts education - Murals -Public art

Lathlain

🏠 83% Residing in separate houses
 👨‍👩‍👧 46% Couples with children
 👨‍👩‍👧 22% Parents and homebuilders (35 to 49)

Lathlain is currently a residential suburb, featuring significant community assets and parkland. The relocation of the West Coast Eagles headquarters has seen significant development over the past few years.

The opportunities:

- Arts and cultural activities that link with the family and recreation focus of the Lathlain precinct ie. themed public art, community arts projects with sports groups
- Specific family focussed arts and cultural activities - workshops, community days, children's exhibitions etc

Key assets include:

- West Coast Eagles Headquarters, inc. Wirrpanda Foundation, Perth Football Club Headquarters
- New community building for infant health
- Victoria Park Croquet Club
- Perth Individual School
- JA Lee Reserve, Rayment Park, Lathlain Park
- Toy library
- Lathlain Carlisle Playgroup

- Keith Hayes Community Centre
- Lathlain Community garden (corner Rutland and Bishops Gate)

Community groups:

- West Coast Eagles Perth Football Club
- Scouts
- Toy Library Infant Health

Major developments:

- Lathlain Precinct Redevelopment Project



Community events - Sports and recreation

Causeway

🏠 40% Residing in medium density dwellings
 👨‍👩‍👧 46% Couples without children
 👨‍👩‍👧 22% Young workforce (25 to 34)

On the doorstep of Perth's CBD, the Causeway precinct is a unique mix of commercial and public open space, tucked between two major arterial roads - Great Eastern Hwy and Shepperton Road.

The opportunities:

- Leveraging proximity to CBD and major galleries and institutions, the Causeway precinct suits artist studio spaces and maker spaces

Major developments:

- TBC

Key assets include:

- Charles Patterson Park, GO Edwards Park including rotunda
- View of the City skyline and proximity to CBD

Community groups:

- Riverview Church



Business and commercial - public open space

Carlisle & Welshpool

↑ 60% Residing in separate houses ↑ 30% Single person households 👤 23% Young workforce (25 to 34)

Carlisle is a residential area, with a unique growing retail, food and beverage and commercial offering along Archer Street. Carlisle is home to a number of public open spaces including Carlisle Reserve and Fletcher Park. Carlisle borders on Welshpool industrial and business area.

The opportunities:

- Enhancing the public art collection associated with public open spaces and Lathlain Community Zone 2 and 2X redevelopment
- Family focussed arts and cultural activities

Key assets include:

- Carlisle Train Station and Oats Street Train station
- Harold Hawthorne Seniors Centre
- South Metro TAFE

- WA Exclusive Meats - community champion leading Summers Eve on Archer
- Fletcher Park, Parnham Reserve, Carlisle Reserve, Tom Wright Park, Millers Crossing

Community groups:

- Carlisle Community Group - online, Carlisle Community Watch, Buy Nothing, Harold Hawthorne Home & Community Care

Major developments:

- Oats Street Station Redevelopment
- Lathlain Community Zone 2 and 2X including all-abilities playground, picnic facilities, gatehouse, toilets, dog exercise area, sport courts
- Carlisle Station Redevelopment

East Vic Park & St James

↑ 63% Residing in separate houses 👤 26% Couples without children 👤 24% Young workforce (25 to 34)

East Victoria Park and St James are primarily residential suburbs, with multiple schools, parks and community facilities. The Town of Victoria Park's key arts and cultural facility, Victoria Park Centre for the Arts, is found in East Vic Park. This centre is home to a range of arts groups and events, including the Kent Street Gallery.

The opportunities:

- Potential to re-home Centre for the Arts to a more visible an central location
- Extend Centre's programming
- Arts and cultural programming associated with heritage assets including Edward Millen House and Reserve
- vPublic art and culture space opportunities within major development projects

Key assets include:

- Victoria Park Centre for the Arts

- Victoria Park Community Centre
- Leisure Life and Aqualife
- The Victoria Park Library
- Edward Millen House and Reserve
- Higgins Park Sporting precinct and John Macmillan Reserve, Fraser Park, Mazzini Reserve, Manners Reserve
- Five schools
- Rotary Park
- Houghton Park

Community groups:

- Australian Museum of Motion Picture & TV

- Helen O'Grady Drama Academy for Children
- SC Quilters Group
- St James Community Garden (Spunky Spud)
- Belmont Camera Club
- The Awkwardstra

Major developments:

- John Macmillan precinct masterplan
- Edward Millen Park Master Plan
- Edward Millen house adaptive reuse
- Etwell Street Local Centre Upgrade
- ROW 52 Laneway conversion

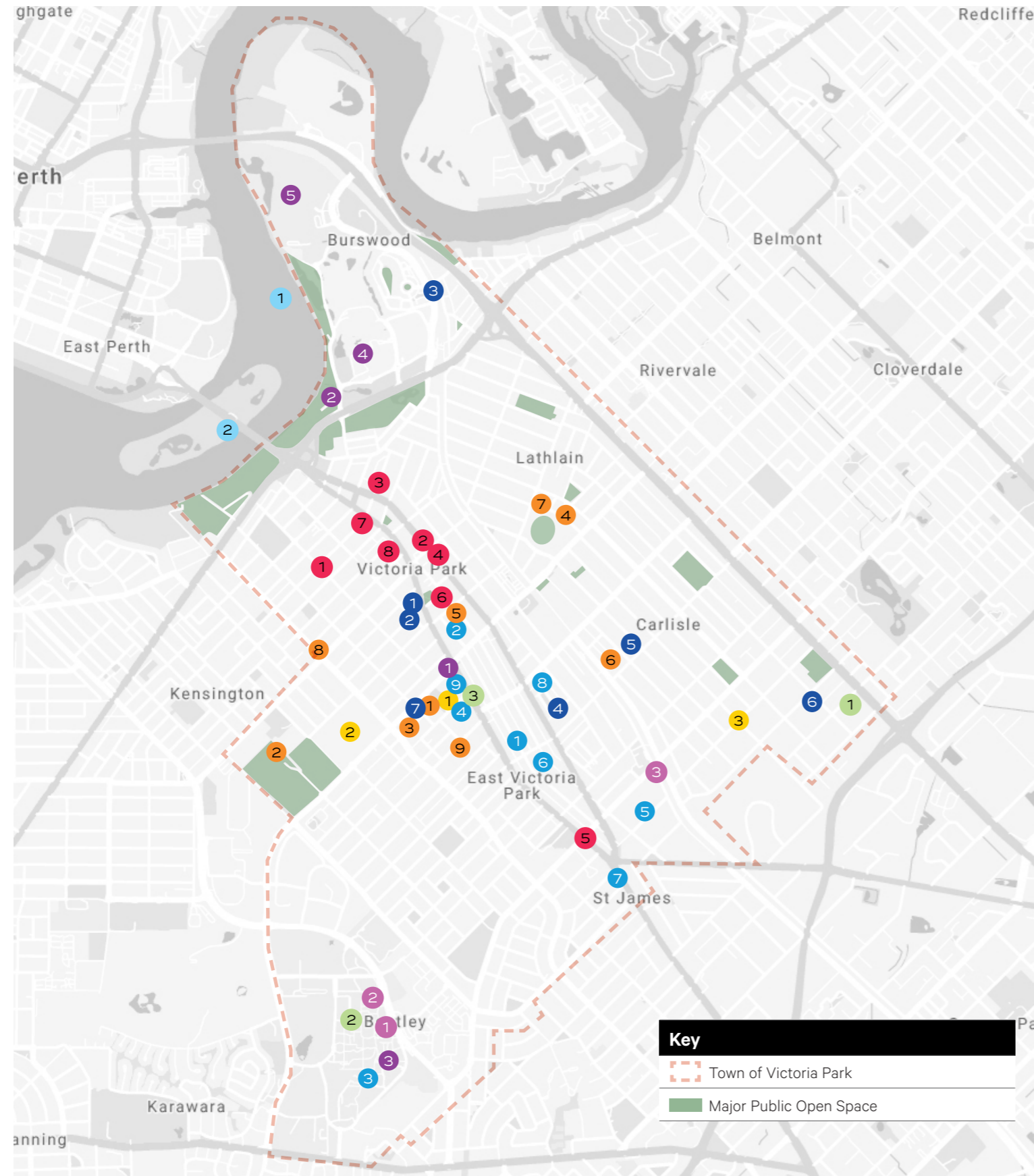


Community events



Arts centre - Community events - Sports and recreation - Heritage

Arts and Culture Asset and Infrastructure Map



Sites of Aboriginal significant

- 1 Swan River – mythological
- 2 Burswood Island and Camp– ceremonial camp, artefacts/scatter and water source
- 5 Wadjup – ceremonial, camp, meeting place, named place

Heritage sites

- 1 Devenish House (Forrest Farmhouse) – 86 Mackie Street, Victoria park
- 2 Broken Hill Hotel
- 3 Windmill and Wishing Well (152 Albany Hwy)
- 4 Victoria Park Post Office
- 5 Edward Millen Home (Hillview Clinic, Hillview Clinic, Rotunda Maternity Hospital, Mildred Creak Centre
- 6 Victoria Park Police Station
- 7 Victoria Park Primary School
- 8 St Peters Anglican Church and memorial Hall

Museums and Galleries

- 1 Western Australia Museum Administration Centre (not public facing)
- 2 John Curtin Gallery
- 3 Kent Street Gallery at Victoria Park Centre for the Arts

Art Centres and Studios

- 1 Vic Park Centre for Arts
- 2 Stage Door Performing Arts
- 3 Children's School of Contemporary Art

Performing Art Centres / Studios

- 1 Humphreys Dance Studio
- 2 Perth Dance School – Dance Amanda
- 3 Charlesworth Ballet College
- 4 The Sharon Thompson School of Dance and Acrobatics
- 5 Bellydance Perth
- 6 Southern Districts Brass Band
- 7 Perth Swing Dance Academy

Entertainment venues

- 1 Alexander Theatre (vacant)
- 2 Telethon Community Cinemas Burswood
- 3 Hayman Theatre, Curtin University
- 4 Crown Perth
- 5 Optus Stadium

Book, music and art retail

- 1 The Crow
- 2 Victoria Park Book and DVD Exchange
- 3 Curtin Bookshop and Café
- 4 Rhubarb Records
- 5 Vision Recording and Rehearsal Studios Perth
- 6 Art Mart
- 7 Homecraft Textiles
- 8 Stitchers Corner
- 9 Canvas Fine Art

Community Centres and Halls

- 1 Victoria Park Community Centre
- 2 Kensington PCYC and Victoria Park Men's Shed
- 3 East Victoria Park Family & Community Centre
- 4 Lathlain Community Centre
- 5 Victoria Park Community Garden
- 6 Carlisle Memorial Hall
- 7 Carlisle/Lathlain Scout Hall
- 8 Victoria Park Scout Hall
- 9 Victoria Park Library

Major Tertiary Education Facilities

- 1 Curtin University
- 2 South Metro TAFE Bentley Campus
- 3 South Metro TAFE Carlisle Campus



Public Art Map

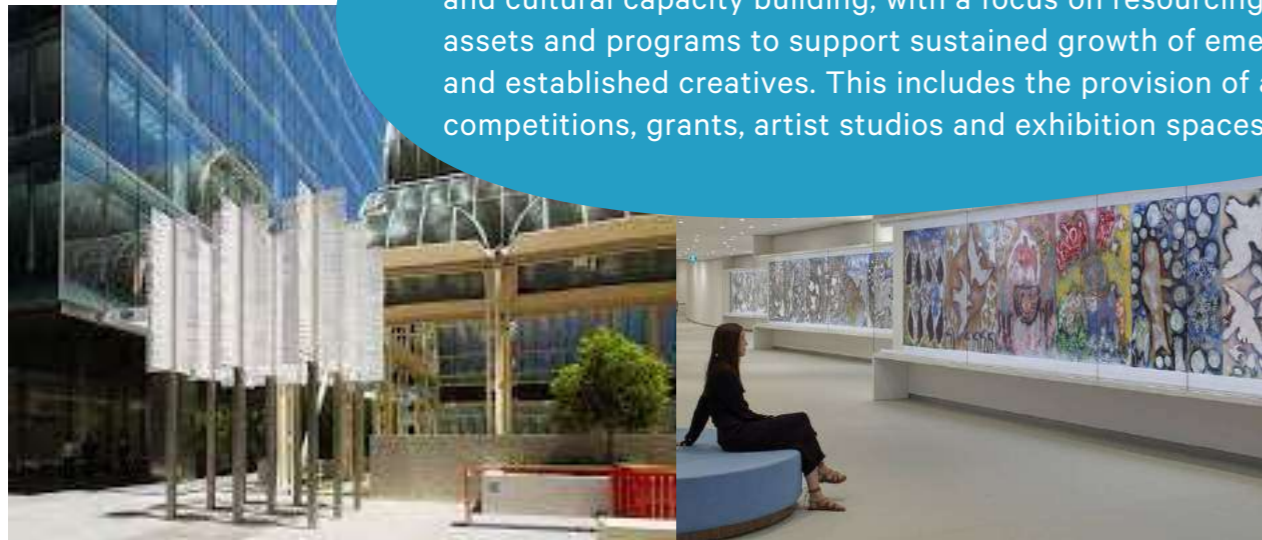




Arts and Culture Trends

Trend 1: Growing cultural capacity and capability

An integrated approach to community and economic development and cultural capacity building, with a focus on resourcing, funding, assets and programs to support sustained growth of emerging and established creatives. This includes the provision of art competitions, grants, artist studios and exhibition spaces.



Trend 3: Co-Creation

Participatory approach to public art planning, concepting and creation – where community are front and centre. Strategic focus on interactive, engaging art vs monumental, decorative statement pieces.



Look, don't touch ←

→ Public conversation

Trend 2: Arts and culture as a brand pillar

Strategic positioning and promotion of arts and culture as a 'jewel in the crown' of the residential, economic and destination offer. Brand identities to support awareness of and engagement in both physical and ephemeral arts.



LGA Benchmarking

City of Fremantle



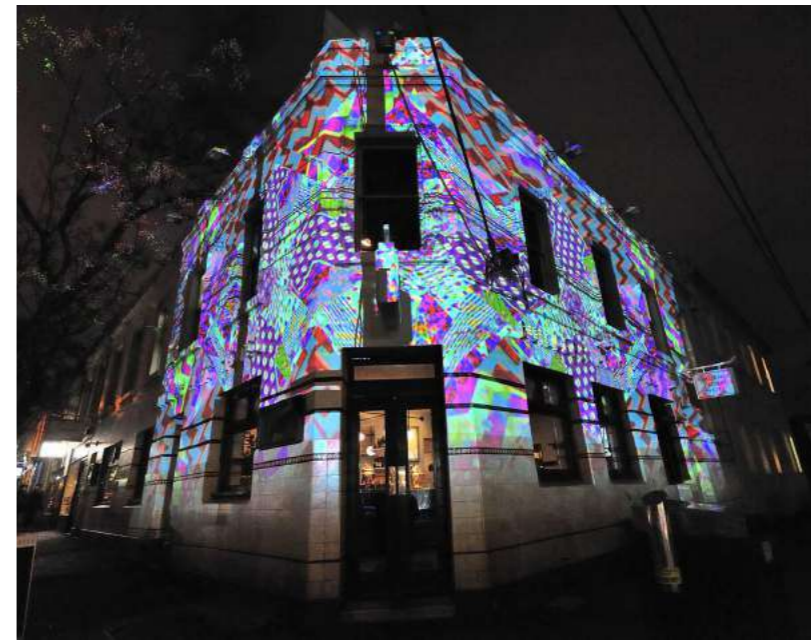
- The City of Fremantle's Strategic Community Plan 2015-25 names Character, Culture and Heritage as a Strategic Focus Area, with the vision being to 'sustain and grow arts and culture and preserve the importance of our social capital, built heritage and history'
- Fremantle is known for festivals, a thriving music scene and an excellent visual arts program based at Fremantle Arts Centre and Moores Building
- The Fremantle arts and cultural sector is also supported by ArtSource's artist studio program, and the recent relocation of the ArtSource administration team and Art on the Move into Fremantle
- Heritage assets throughout the City are well maintained and utilised
- Key programs: Fremantle International Street Arts Festival, Fremantle Festival, Arts and Community Grants, Australian Heritage Festival, Laneway Festival,
- Key Assets: Fremantle Arts Centre, Moores Building, various heritage assets

City of Vincent



- The City of Vincent's Arts Development Action Plan has been created with the goal of embedding 'creativity in everything we do to make the City of Vincent the Arts capital of Perth'
- Vincent is known for festivals and celebrations, and an extensive street art scene
- Key programs: Revelation Film Festival, Halloween on Angove, Pride Fairday, Perth International Jazz Festival, Lunar New Year, Hyde Park Fair, Neon Picnic,
- Key Assets: No major City-run arts venue. West End Arts Precinct including Linton and Kay, Janet Holmes A Court Collection, Friday's Studio, The Backlot Perth
- The City of Vincent's arts and cultural activities are well supported through grants, with guidelines and frameworks for all activities well documented and highly accessible

City of Yarra



- The City of Yarra's Arts and Cultural programs are driven by a single objective 'to make arts and culture an everyday experience in our city'
- The City of Yarra is well known for extensive exhibitions, music and live events, and the signature projection festival
- Key programs: Gertrude Street Projection Festival, Lunar Festival and Johnston Street Fiesta, The Village Festival, Fairfield Summer Music Series
- Key Assets: Extensive platforms for display of artworks including light boxes, projection walls and exhibition spaces, as well as venues for hire including community rooms, parks, workshop spaces etc. A supporting network of independent live music venues and galleries

element.

the art and science of place

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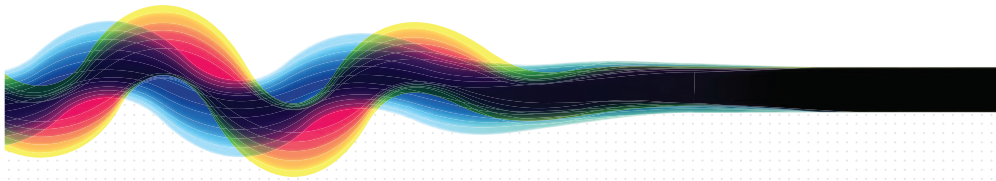
Appendix 2: Engagement Outcomes Report



Town of Victoria Park Arts and Culture Plan

Engagement Outcomes Report

February 2020 | 19-091



We acknowledge the custodians of this land, the Whadjuk Noongar and their Elders past, present and emerging. We wish to acknowledge and respect their continuing culture and the contribution they make to the life of this city and this region.

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Issue	Date	Status	Prepared by	Approved by
1	15.01.20	Draft	Liz Pope	Ben Kent
2	12.02.20	Final	Liz Pope	Kate Parker

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1. Introduction

1.1 Background

The Town of Victoria Park (the Town) is well known locally for its wide range of cultural, arts and community assets which are well utilised by the local community, also drawing visitors from across the metropolitan area. In 2019 the Town made the decision to prepare an Arts and Culture Plan following recommendations set out in the Town's *Strategic Community Plan 2017 – 2032*. The Town identified the opportunity to build upon the growing arts and culture scene to ensure its community is:

- empowered with a sense of pride, safety and belonging; and
- a place where all people have an awareness and appreciation of arts, culture, education and heritage.

By developing an Arts and Culture Plan, the Town has a unique opportunity to continue to build on its progressive work in shaping a thriving, creative place for residents, workers and visitors.

element has been appointed by the Town to provide independent community and stakeholder engagement services for the preparation of this summary. The engagement process sought insights from local residents, visitors and arts practitioners to understand the gaps of arts and culture facilities and services, the priorities for the new Plan and how people would like to engage in future arts and culture programming.

Outcomes from this summary will be used in the next phase of the project to create the draft Arts and Culture Plan, to be prepared collaboratively by the Town and **element**.

At the commencement of the project, the following engagement objectives were identified and subsequently incorporated into the various engagement activities and dialogue with community and stakeholders:

1. Strategically position and build interest and energy around the Plan's development by:
 - Shaping a conversation regarding the role of arts and culture in creating desirable places, amenities, facilities and programs.
 - Developing partnerships with engagement champions.
 - Integrating arts and culture opportunities in the context of other strategic initiatives (e.g. Public Art Strategy, Strategic Community Plan, Reconciliation Acton Plan).³
2. Tailor the approach to suit the local community profile and demographic drivers (e.g. predominantly younger population, multicultural groups).
3. Deliver meaningful engagement that generates authentic, community-led ideas and feedback through multiple channels (e.g. digital and traditional).
4. Minimise consultation and engagement fatigue through targeted initiatives and building from other related engagement activity within the Town.
5. Provide timely and transparent feedback.

2. Methodology and Participation

Communications and engagement activities implemented throughout this project included:

- Preparation of a project brand, 'Vic Park Creates' to capture the attention of community and align engagement activities to the Town;
- Preparation and distribution of 35 'Vic Park Creates' posters and 2000 flyers throughout the Town advertising the project page, community events and online survey;
- Preparation of a dedicated project page on the 'Your Thoughts' engagement platform, managed by the Town (<https://yourthoughts.victoriapark.wa.gov.au/acp>). This page included advertisement of key dates, links to an online survey, contact information of Town and **element** staff, FAQs, and a mapping tool to identify potential areas for public art;
- Advertising of the project, community workshops and online survey via the Town of Victoria Park Facebook page with three organic posts on 23 October, 9 and 12 November 2019.
- Advertising (as outlined above) using Google Ads which delivered 48,800 impressions with 149 link clicks. Examples of these ads can be found [here](#).
- Advertising (as outlined above) on e-VIBE on 23 October and 20 November 2019. These articles resulted in 18 link clicks to the Your Thoughts page.
- Advertising (as outlined above) in the Southern Gazette newspaper on 31 October 2019.
- Advertising (as outlined above) TV sliders appearing on rotation at the Administration Centre and the Library.
- Advertising (as outlined above) in the Town of Victoria Park's VIBE spring/summer printed newsletter.
- Hosted three stakeholder focus groups with local Aboriginal representation (Aboriginal Advisory Group) and key arts and culture institutions located within the Town (John Curtin Gallery and Vic Park Centre for the Arts);
- Hosted two community 'Think Tank' workshops with 28 people attending over two evenings; and
- Release of a community online survey capturing the thoughts of 100 people.



Figure 1: Project flyer and poster distributed throughout the Town over the project



Figure 2-4: Organic Facebook posts

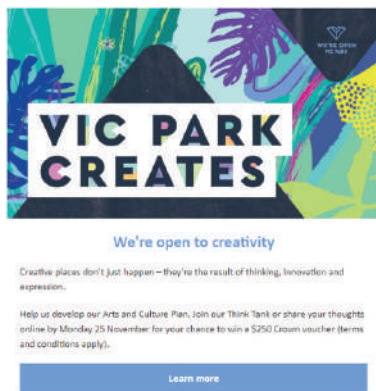


Figure 5: e-VIBE article



Figure 6: Southern Gazette ad

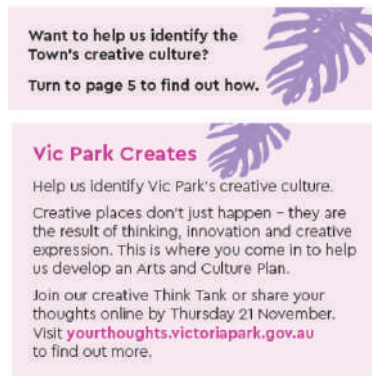


Figure 7: VIBE article and cover story call to action



Figure 8: TV sliders

3. Summary of Key Findings

Overwhelmingly, it was found that the community were supportive for the need of an arts and culture plan and were eager to see a range of improvements to existing activities, facilities and programs offered by the public and private sector. Consistently it was observed that participants were able to articulate both small and big ideas to improve and add to the arts and culture offerings currently operating within the Town, highlighting once again the community's high level of interest to improve community life within their local area.

Feedback via the stakeholder focus groups, community Think Tank workshops and the online community survey are summarised in the following key themes and issues. Section 4 Engagement outcomes below and Appendix A provide further detail.

IDENTITY – Vic Park's has a strong community-based and creative arts and culture identity on which to base future directions and initiatives

Participants across the online survey and face-to-face events were fairly uniform in describing the arts and cultural identity of the Town as being community-based, creative, grassroots and inclusive. People spoke about being proud of the 'hidden gems' of programming and activities happening within the Town and the opportunity to share more broadly with the locals and visitors in order to keep them viable and support local artists. Participants acknowledged that, whilst the 'local vibe' of producing, curating and consuming art is a large part of art and culture identity in the Town, there is appetite across multiple cohorts to mature this identity profile to attract more outside visitors and, importantly, attract and retain high-calibre artists to work in the Town.

ARTISTS – Retaining quality practising artists in Vic Park requires thoughtful support through skills development, industry networking, professional development and appropriate spaces to produce and showcase works.

The project team spoke with individuals and organisations that sought to support both emerging and professional artists with an interest in working in the Town. A common theme raised across these groups was to find a balance between providing appropriate support to emerging artists and offering opportunities to established artists to practise their art/craft locally. Each of these groups are acknowledged as having an important contribution to arts and culture within the Town, however they require different needs and level of support to be showcased and trained successfully within the art and culture sectors. This may include assistance with EOI applications, spaces and opportunities to produce art, art awards as well as opportunities for networking and professional development. The ultimate goal would be to ensure high quality art and culture products and talent is retained within the Town for the benefit of the community.

AUDIENCES – Vic Park has the opportunity to encourage and develop a new wave of diverse art and culture consumers.

Inclusivity and accessibility to arts and culture was very important to participants. This sentiment extended to including people of all ages, cultures and abilities to experience art and culture in a variety of ways. Some participants felt that others may have a hard time engaging with art and culture as it is seen as 'exclusive' and 'not for me', or otherwise may feel excluded from a different culture or language barrier. There is an opportunity for the Town and/or arts and culture practitioners to find innovative ways to educate and find alternative avenues to grow and diversify their audiences, such as education in schools, 'have a go' workshops, low cost events and collaborate to produce cross-over events amongst different ages, cultures and abilities. A few people noted there needs to be a balance of family-friendly and adults-only events to diversify and possibly improve quality of arts and culture activities and programming in the Town.

CENTRAL HUB – Supporting the development of a central space to advertise events, networking and offer resource sharing opportunities.

A key theme observed was the lack of a coordinated, centralised digital space or hub by which to advertise art and culture events, network and connect with venues and artists, advertise professional development opportunities and collaborate to produce works. Investment of a dedicated digital hub (via the Town or chosen art or cultural institution) would also take pressure off the established communication channels run by the Town (e.g. community Facebook page) as they are considered 'high-traffic' with the risk that arts and cultural messaging may be missed by individuals or groups. One of the top barriers for people attending arts and culture events is lack of access to timely information and advertising. Sharing of resources would also assist to reduce duplication and improve efficiencies to deliver arts and cultural experiences the right audiences.

FACILITIES – Increasing the type and quality of arts and culture facilities within Vic Park will open the door for a more diverse events calendar.

The main gaps of art and cultural facilities highlighted by participants was a lack of indoor performance spaces (e.g. performance theatre, community cinema), art exhibition space and artist studio spaces. It was heard several times that consumers and producers of art and culture had to move outside of the Town to access these facilities (e.g. Heathcote). That said, current art and cultural facilities, such as VPCA, are well used and in demand. Greater opportunities for artists-in-residence may also help to attract established artists to the Town. Outdoor performance and event venues were cited to be well used during festival season / warmer months. A suggestion heard by several participants was to explore incentives for absentee landowners to lease/loan spaces for the production and presentation of art and cultural products. Local businesses, such as local pubs and function centres, were praised for their willingness to support external events on site, albeit for niche and/or smaller events.

ABORIGINAL REPRESENTATION – Connecting past and future generations to Aboriginal art and culture will enrich the public realm for both locals and visitors.

It was heard primarily from the Aboriginal Advisory Group that more could be done to uncover the interesting, special and important stories of the Whadjuk people that first inhabited the area, as well as those that do so now. Connection to significant cultural sites, the river and allowing spaces for stories to be shared (such as a visitor centre or 'storey circle') were suggested as great ways to invite more Aboriginal art and cultural practitioner involvement within the Town. Dual naming of places and streets was considered an easy win to grow public consciousness. It is acknowledged that there was very little Aboriginal representation in the online survey or community workshops.

PROGRAMMING – Vic Park's excellent summertime festival programming would be well complemented by a well-curated and widely advertised winter arts and culture schedule, attracting locals and visitors for the experience.

Community members were appreciative of the arts and cultural programming offered by both the Town and private institutions such as the VPCA and John Curtin Gallery. Generally, it was found that the major arts and cultural programming managed by the Town was run in the summer/warmer months and focused on outdoor events such as the twilight concert series, community markets, outdoor cinema nights and arts festivals. There may be an opportunity to explore winter arts and cultural programming to extend this offering through the year, though the major barriers are access to adequate indoor spaces and parking for large audiences. Attracting national and international calibre arts and cultural programming was a popular idea for participants to complement – and possibly enhance – the local offerings.

PUBLIC ART – As Vic Park's public art catalogue continues to expand, now may be the time for thoughtful discussion between the Town and stakeholders of a coordinated way forward to deliver quality artworks.

Amongst participants there was a delineation of the direction public art should take in the short to medium future. The majority of individuals were in favour of producing more public artworks (including murals and sculpture), whilst others raised the notion that the Town should re-think the quality and quantity of artworks being produced, particularly in regard to painted murals. A common thread between these sentiments was that any new public art should be of high quality and the subject matter should attempt to leverage local context and local stories, relating back to the community's identity. The option of using augmented reality, such as the Perth Activated Artwalk, was mentioned on several occasions.

element.

GOVERNANCE – The community values trust and transparency for its future Arts and Culture Plan, with particular rigor around funding decisions for future art and culture initiatives.

Participants commended the Town for pursuing a coordinated approach to delivering a relevant art and culture future for the wellbeing of the community. Primarily heard by key stakeholders, it was requested that more funds are made available for arts and culture within the Town. It was hoped by several participants that the priorities and outcomes of the Art and Culture Plan will provide a high level of transparency at to where funding is sourced and allocated, as well as provide the rationale for short to long term priorities.

4. Engagement Outcomes

4.1 Stakeholder and Community Dialogue

Face-to-face engagement activities featured prominently as part of the engagement activities for the Arts and Culture Plan, including:

- Aboriginal Engagement and Advisory Group Focus Group, Wednesday 30 October 2020 (4 attendees);
- John Curtin Gallery Focus Group, Tuesday 5 November 2020 (3 attendees);
- Vic Park Centre for the Arts Focus Group, Tuesday 11 November 2020 (6 attendees);
- Community Think Tank Workshop, Tuesday 11 November 2020 (14 attendees); and
- Business and Creatives Think Tank Workshop, Tuesday 11 November 2020 (14 attendees).

The following tables present the qualitative feedback collected during the various Focus Groups and Think Tanks. The same questions were asked across the different events and is presented as a combined summary below.

What art and cultural activities, programs and facilities do you value and why?		
	Valued activities, programs and facilities	Why they are valued
Facilities	<ul style="list-style-type: none"> • Vic Park Centre for the Arts • John Curtin Gallery • Heathcote • Museum (local history) • Bowls club • Cafes/venues to display artwork • Theatre and cinemas 	<ul style="list-style-type: none"> • Professional knowledge • Workshop spaces • Venue hire (affordable / free) • Accessibility, all-age spaces • Local history
Outdoor events	<ul style="list-style-type: none"> • Outdoor concerts (Twilight Concert, Perth Festival, Fringe), primarily in summer months • Farmers' market • Arts market • Street parties 	<ul style="list-style-type: none"> • Ability to connect with people • Affordable community involvement • Creation of more art • Extending invitation to everyone
Studio spaces	<ul style="list-style-type: none"> • Co-working studios/spaces • Artist studios (Paper Mountain, ARC, Stackwood) 	<ul style="list-style-type: none"> • Current lack of spaces in the Town, travel further away
Programming	<ul style="list-style-type: none"> • Open Studios / Open House • Propel Youth Arts • Art awards • Hidden Treasures • Live music 	<ul style="list-style-type: none"> • Multi-level experiences • Showcase what is on offer • 'Taster' of arts and culture
Other	<ul style="list-style-type: none"> • Intergenerational spaces • Central hubs • Do not value murals 	<ul style="list-style-type: none"> • Inclusivity • Multi-purpose spaces

What could the Town and broader community do to improve arts and culture in the town?	
Gap and needs analysis	<ul style="list-style-type: none"> • Mapping existing facilities and assets, determine whether these can be better utilised to address present or growing art and cultural needs • Prepare a database of art and culture community groups, digital noticeboard between practitioners and also the community
Promotions and campaigns	<ul style="list-style-type: none"> • Create a centralised hub – possibly digital – as a one-stop shop to find out about art and culture in the Town, create a directory • Currently difficult to get air-time on Town's social media (highly competitive) • Community groups to facilitate and promote events • Messaging between groups • History and heritage (Aboriginal and post-colonial) is not promoted well in the Town • Art and culture re-brand
Performance spaces	<ul style="list-style-type: none"> • Currently lacking in the Town (theatre, dancing and singing) • Creation of multi-use spaces • Better wayfinding (including lighting) to art and cultural facilities • A theatre space for dance, performance and singing • Incentivise absentee landowners, vacant spaces
Governance	<ul style="list-style-type: none"> • More budget for arts and culture from the Town • Improve transparency of feedback loop to community regarding arts and culture decision-making • Greater transparency of influence that Arts Advisory group have – is this group representative? • 'Top-down' to pitch the vision and create buy-in (e.g. Elected Members) • Build trust and demonstrate value • Town needs a coordinated approach to work with Aboriginal artists and people, internal database of Aboriginal arts and culture, centralised records • Sharing resources, reduce silos (e.g. students at Curtin), working together
Supporting businesses	<ul style="list-style-type: none"> • Incentivise absentee landowners to use vacant spaces • Working with local venues (e.g. Balmoral) to deliver appropriate art and cultural events fit for purpose • Sharing resources and good will • Working with schools • Free parking
Supporting artists	<ul style="list-style-type: none"> • Mentoring and help through the EOI process (currently considered tricky for first-timers) • Creating more studio spaces (opportunity for vacant tenancy spaces) • Attract established artists and support to show work (secure and appropriate spaces) • Work with Whadjuk artists (large public artworks, storytelling, cross cultural connection) • Untapped potential in student artists, local university cohort • Opportunity for arts awards and art fairs • Public liability insurance for artists
Diversify audiences	<ul style="list-style-type: none"> • Multicultural events to act as a conduit • Young children and teenagers, school holiday programs • Support arts education in schools • Tap into the international communities (have 101 nations represented in restaurant cuisine – food brings people together) • Consideration of when arts and culture are offered, cater to times and places that suit target audience (reduce barrier of no free time) • Give people options from different levels of involvement, from observing through to participation/designing experiences • Give people the tools and encouragement to experience art and culture in their own way

What could the Town and broader community do to improve arts and culture in the town?

Refresh programming	<ul style="list-style-type: none"> • Winter arts festival • Lunch and learn at the Vic Parks Centre for the Arts • Incidental arts experiences (e.g. multimedia) • Ephemeral opportunities • Balance of large-scale and intimate events • Heritage and history programming • No current clear programming and promotion of local Aboriginal history
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Future visioning and big ideas for the Town's art and cultural offering

Identity	<ul style="list-style-type: none"> • Ever changing and evolving • Art and culture engages with diverse audiences • Weaving Aboriginal stories into the place proposition of the Town (e.g. Fanny Balbulk, birthing sites, crossing along the river), teach on country, dual language signage • Not mainstream, local and grassroots • Allow for future flexibility in incorporating Aboriginal culture and diversity • 'Come to the river/Town to play' • Grassroots
Public art	<ul style="list-style-type: none"> • Public art trail • Interactive art (digital, augmented reality) • Bringing art and culture to the footpath, serendipitous experiences, random spaces, wayfinding • Decorate NBN boxes • Large Aboriginal art statement piece or space along the foreshore • Tell local stories with plaques • 'Guerrilla art', not mainstream
Spaces	<ul style="list-style-type: none"> • Repurpose the Edward McMillan building, potential cultural centre, activities such as history tours and ghost tours • Art in parks • Secondary anchors at galleries, e.g. Café • Pop up galleries and cultural experiences - Call for philanthropists and property owners who would like to support by providing facilities • Revitalise old theatre • Super street arcade – link to Curtin University • Laneway activation, nature play embedded in the streets • Artist run initiatives in vacant spaces, mixed use spaces
Art and cultural production	<ul style="list-style-type: none"> • Art awards sponsored by the Town • Sensory artworks • Low rent studio spaces / open studios • Well-attended mentoring/skills sharing for arts and culture business • Sustainability/eco friendly • Diverse mix of family and adults-only experiences • Year-round arts grants • Free and subsidised classes
Art and culture for wellbeing	<ul style="list-style-type: none"> • Linking arts and culture to mental health (isolation and connection) • Inclusivity, all ages and abilities • Overcoming barriers of literacy and social difficulties
Performance	<ul style="list-style-type: none"> • Live music venues and performance spaces • Cross-cultural singing group (e.g. Noongar) • Concerts in the parks • More buskers areas • Open lounge/open mic spaces

Future visioning and big ideas for the Town's art and cultural offering

Events	<ul style="list-style-type: none"> • A unique arts festival, attract international talent • Concerts in the park • Community-run cinema
Other	<ul style="list-style-type: none"> • Promote youth arts culture (consume, create and mentor) • Arts and culture is well-funded, access to year-round grants • Suitable for all ages, tailored experiences (not always family-oriented), mature play experiences • Council is actively engaged with art and culture future • No more murals • Compulsory developer contributions/activations • Call out for philanthropists and property owners to support art facilities and pop ups • Artist in residence space in old cottages • 'Art and culture bus' linking Curtin University and VPCA • 'Blue Plaques' inspired by London, quirky stories of people and places, fun facts • Attract world-renowned art installation (e.g. Poetic Kinetics)



Figure 9: Images from the Community and Business and Creatives Think Tanks

4.2 Online Community Survey

The following provides a high-level summary of the demographics and feedback collected during the online survey that was open from 01 October until 29 November 2019. In total 100 participants took the survey. Not all survey respondents answered all questions available to them with some questions receiving fewer answers than others.

This summary provides a quick snapshot of the key messages and findings from the online survey. Appendix A contains prepared graphs from each of the twenty-two questions, noting that personal identifying data has been removed. Percentage data included in this report with each question is analysed under the number of responses received per question.

In considering analysis for this summary, the following key results are highlighted for consideration:

Who we engaged

Aligning with the young demographic of the Town, respondents were typically aged between 26-44 years old. Most people who took the survey were local residents, however a third of respondents were found to live in the greater metro area and even in the regions, suggesting an effective marketing reach for both locals and visitors. The survey received lower than expected Aboriginal and Torres Strait Islander participation, considering the potential support for future Aboriginal art and culture experiences in the Town.

32% (n=32) of people said they were a member of a local arts and culture group or community group, whilst 67% (n=67) of total respondents said they were an arts and culture hobbyist and/or professional practitioner. This difference may be accounted for by more people pursuing solo arts and culture activities or perhaps engaging with groups outside of the local vicinity. Additional points include:

- Almost two thirds of respondents said they lived within the Town of Victoria Park, with 26% (n=26) of total respondents living within the suburb of East Victoria Park.
- Respondents were most likely to be young adults with 59% (n=59) aged between 26 to 44 years old.
- 16% of respondents (n=16) said they identified as an immigrant from overseas (resident or citizen). Only one person identified as Aboriginal or Torres Strait Islander.
- When asked about their interest in the Art and Culture Plan (multiple selections) the majority of respondents (61%, n=61) are residents within the Town followed by being a regular visitor of the Town
- Almost a third of respondents (32%, n=32) said they were a member of a local arts and culture group or community group

Town of Victoria Park arts and cultural identity

When asked to gauge levels of support for the benefits of art and culture, people overwhelmingly saw its value from a personal and external context. Respondents were more likely to say they strongly believed that art and culture is important from an external, altruistic perspective (e.g. "art and culture is good for the Town and community life in Vic Park") rather than from a personal perspective of connecting with people who are like or unlike themselves. This suggests that some respondents are less sure or confident of how arts and culture may personally benefit them.

The top seven words that people used to describe the arts and cultural identity within the Town included 'Intergenerational' (n=19), 'Welcoming / inclusive' (n=18), 'Multicultural' (n=18), 'Creative' (n=18), 'Evolving' (n=18), 'Locally significant' (n=18), and 'Accessible' (n=17).



Figure 10: Word cloud for the question: "Please select your top 10 words that describe the arts and cultural identity of the Town of Victoria Park?"

Arts and cultural participation

Over the last 12 months respondents were more likely to frequently attend an arts and cultural event outside the Town (i.e. once a month or more). However, annual events within the Town are highly patronised, such as arts festivals, live music events or visiting a cultural institution. Respondents were just as likely to participate as an arts and cultural practitioner both within and outside of the Town's boundary.

Participants were highly supportive of paying for quality art and cultural experiences within the Town with most respondents happy to pay up to \$50 (39%, n=39).

The top three reasons why respondents participated in arts and culture activities were experiencing unique / surprising / out of the box (56%), experiencing something to enjoy with family and friends (55%) and appreciating how arts and culture contributes to community life (43%). This ties in closely with the sentiment that people value arts and culture as it contributes to the overall wellbeing and benefit of the Town as well as identifying Vic Park's quirky and grassroots arts and culture identity.

The top three barriers experienced by respondents to participate in arts and culture activities were being time poor (61%), inconvenient timing of activities (47%) and difficulty accessing information of art and cultural programming (25%). Interestingly, over half of respondents (53%, n=53) hear about art and culture activities through word of mouth, followed by social media (48%, n=48).

In order to attend more local art and culture experiences within the Town respondents said they would like to see more free or low-cost activities (53%), better quality experiences and products (42%) and better local facilities (38%).

Public art in the Town

Just under half of respondents were aware that the Town had an art collection of over 40 artworks (45%). When asked where people would like to see more public art popular answers were within the streetscape, within parks and along the main commercial/hospitality strip along Albany Highway.

People want more thoughtful, quality, high calibre public art and fewer pieces that are hurriedly procured and do not fit well within the place (e.g. murals). Respondents generally agreed that public art should be used to beautify the public realm and reflect cultural identity. Survey respondents found less opportunity in public art to increase safety in the public realm and more variance in agreement that public art should be created by professional artists. There is a perception by some that inexperienced or emerging mural artists have been overrepresented in the creation of murals in the Town.

Future arts and culture needs and ideas

The top five arts and cultural spaces respondents want to see more of within the Town included outdoor performing spaces / outdoor stage facilities (46%), maker spaces and public art studios (38%), performing arts theatre (36%), co-located arts spaces within other community facilities (e.g. libraries, community centres) (30%) and an Aboriginal arts centre (28%). When considering the top five preferences across different age groups the top responses were outdoor performing spaces / outdoor stage facilities and maker spaces and public art studios. The latter presents an interesting opportunity for intergenerational art production.

	17-34 years	35-44 years	45-54 years	55+ years
Top Preferences	1st Outdoor performing arts spaces / outdoor stage facility	1st Outdoor performing arts spaces / outdoor stage facility	1st Outdoor performing arts spaces / outdoor stage facility	1st Performing arts theatre
	2nd Maker spaces / Public art studios	2nd Maker spaces / Public art studios	=2 Maker spaces / Public art studios	=2nd Maker spaces / Public art studios
	3rd Co-located arts spaces within other community facilities (e.g. libraries, community centres)	3rd Aboriginal arts and culture centre	=2 Co-located arts spaces within other community facilities (e.g. libraries, community centres)	=2nd Co-located arts spaces within other community facilities (e.g. libraries, community centres)
		4th Performing arts theatre	=2 Art galleries	=2nd Aboriginal arts and culture centre
			=2 Performing arts theatre	=5th Outdoor performing arts spaces / outdoor stage facility
				=5th Art galleries

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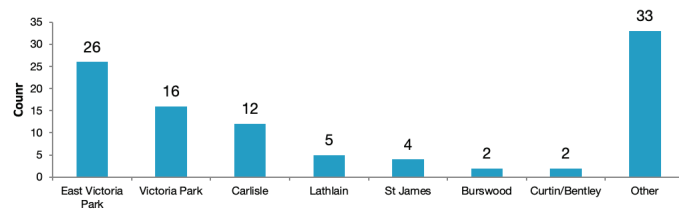
The top five arts and cultural activities and programs respondents want to see more of within the Town included festivals and community events (45%), art in public places/public art (37%), live music events (37%), hobby-level workshops (25%) and performance or theatre events (22%). When considering the top three preferences across different age groups, the top response was live music events.

	17-34 years	35-44 years	45-54 years	55+ years
Preference One	=1st Art in public places/public art =1st Live music events	1st Live music events 2nd Community artwork (e.g. community mural) 3rd Performance or theatre events =4th Hobby-level workshops =4th Art in public places/public art	1st Festivals and community events 2nd Art in public places/public art 3rd Arts festival 4th Community artwork (e.g. community mural) =5th Live music events =5th Street performance =5th Art exhibitions =5th Performance or theatre events	1st Festivals and community events 2nd Hobby-level workshops =3rd Live music events =3rd Performance or theatre events =3rd Street performance

5. Appendix A – Community online survey data

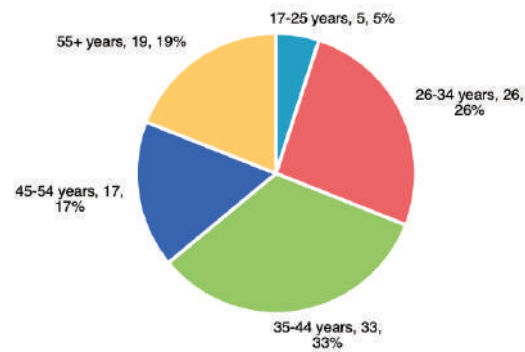
A little about you

What is your residential suburb?

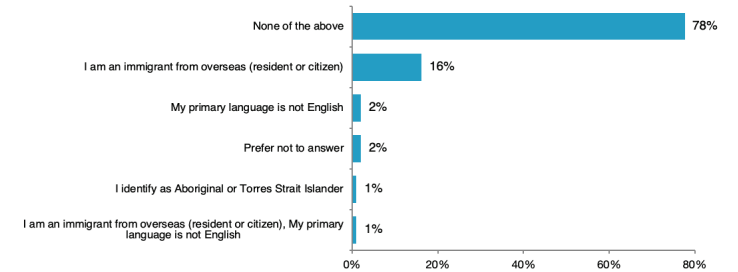


Suburbs listed in 'Other' included Applecross, Ascot, Bedford, Bentley, Dianella, East Cannington, Gosnells, Hilbert (2), Karawara, Kelmscott, Kensington, Kewdale, Lockridge, Maddington, Madora Bay, Margaret River, Maylands (2), Mindarie, Morley, Mount Lawley, Nedlands, Rockingham, Stirling, Waterford, Wembley Downs, Willetton (2), Wilson, Woodbridge, Yokine

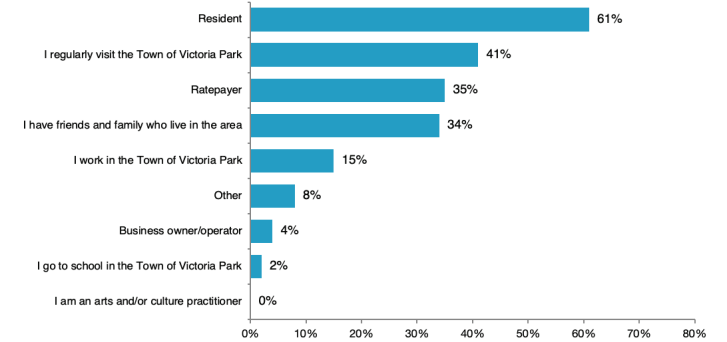
What is your age?



Do you identify as any of the following? Please select all that apply.

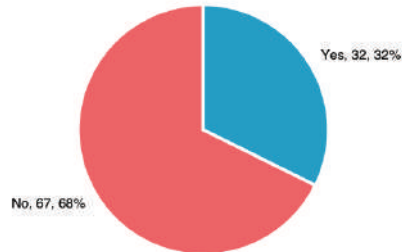


What is your interest in the Town of Victoria Park Arts and Culture Plan? Please select all that apply. Please specify 'other'.



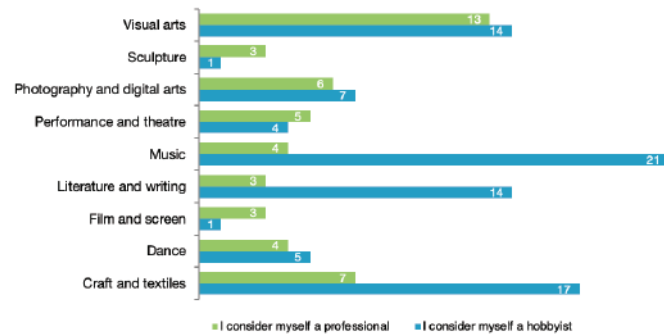
Interests listed in 'Other' included being an artist, playing music with the Victoria Park Brass Band (2), volunteer at local print makers group and general interest in the arts and culture industry.

Are you a member of a local arts and cultural group or a community group?
Which one?



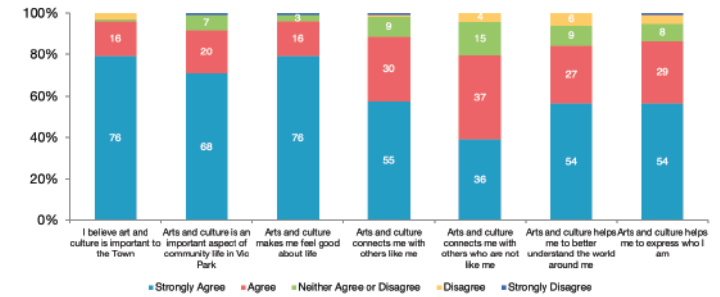
Art and cultural group respondents listed for this question included Town of Victoria Park Brass Band, southern Districts Band Inc, ToVP Public Art Working Group, Vic Park Collective, Vic Park Centre for the Arts, Riverview Church, East Vic Park Buy Nothing group, community garden, Vic Park Printmakers Group, Vic Park Sewcialists and working for Perth Festival.

Do you consider yourself a hobbyist or a professional artist and/or culture practitioner?



Town of Victoria Park – Arts and Cultural Identity

How well do you agree with the following statements:



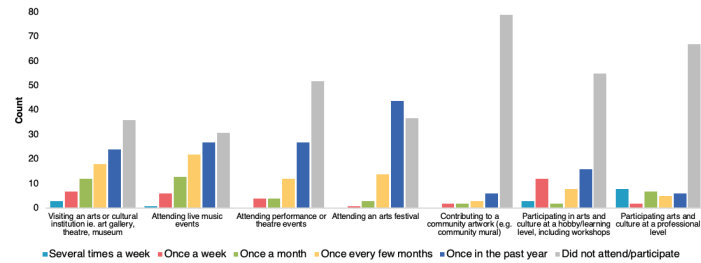
Please select your top 10 words that describe the arts and cultural identity of the Town of Victoria Park?



Word List and count		
• Intergenerational (19)	• Enthusiastic (12)	• Classic (3)
• Welcoming/inclusive (18)	• Connected (11)	• Private (2)
• Creative (18)	• Eclectic (10)	• Not fussed (1)
• Locally significant (18)	• Imaginative (10)	• Nationally significant (1)
• Evolving (18)	• Nostalgic (9)	• Exclusive / Elite (0)
• Multicultural (18)	• Diverse (8)	• Focused (0)
• Accessible (17)	• Progressive (5)	• Sophisticated (0)
• Relaxed (13)	• Regionally significant (5)	
• Grassroots (13)	• Dispersed (4)	

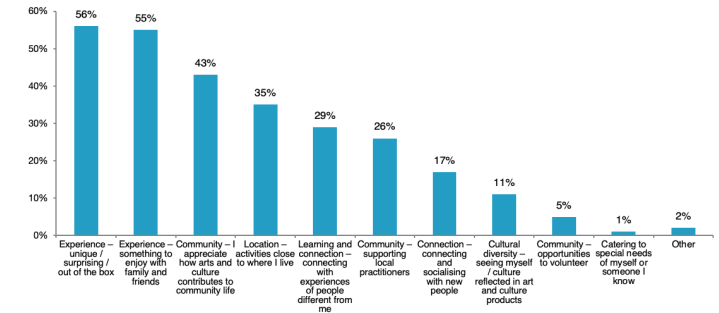
Arts and cultural participation

Within the last 12 months, which arts and cultural activities within the Town of Victoria Park have you participated in? On average, how often did you attend?



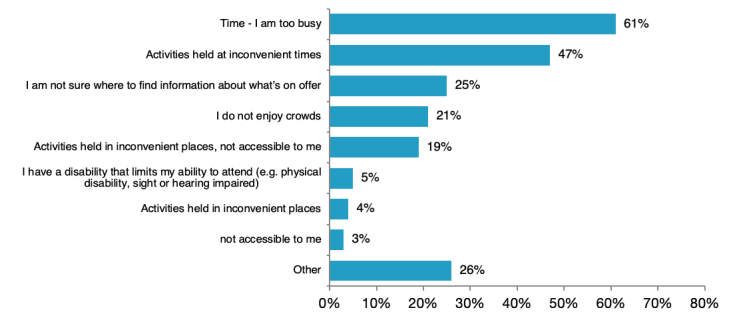
Other art and cultural experiences listed by respondents within the Town included street parties, Big Band Swing Dance sessions at the bowls club, viewing street art, writer group, photography group, Noongar choir, eastern dance classes, Christmas parties, Town of Victoria Park art exhibitions, pop up exhibitions, farmers markets, Vic Park Arts Season events, walking tours and VPCA exhibitions.

What are your top three reasons for participating in arts and culture activities?



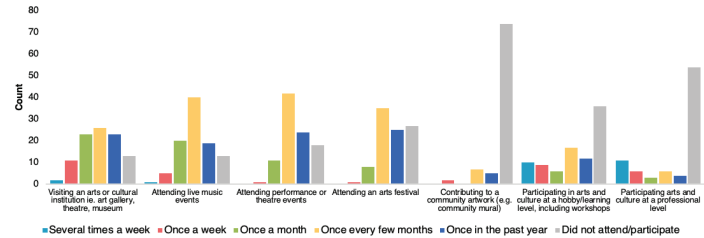
Other reasons listed by respondents included a professional and/or personal interest in film and photography.

What are the barriers that prevent you and your family from engaging with arts and culture? Please select your top three. Please specify 'other'.



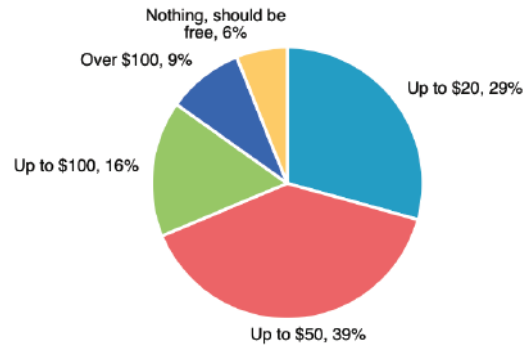
Other barriers listed by respondents included cost (7), difficulties to experience with young children or not suitable for young children (7), activity not appealing or exciting (3) lack of advertising (3), lack of funding for arts sector,

Within the last 12 months, which arts and cultural activities outside the Town of Victoria Park have you participated in? On average, how often did you attend?

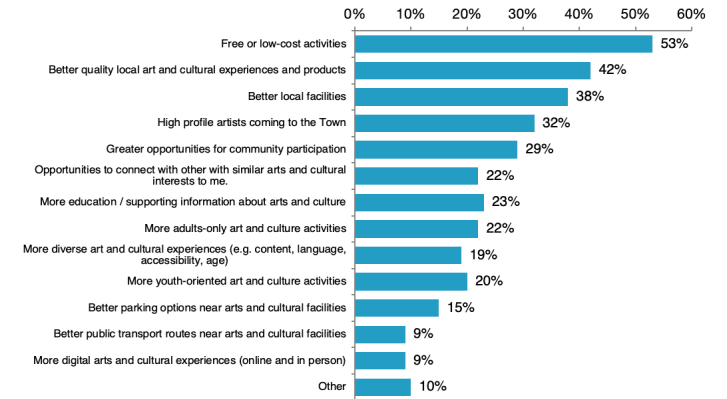


Other art and cultural experiences listed by respondents outside the Town included art therapy workshops, Awesome Arts Festival, Fringe Festival, Festival of Perth, visiting galleries and museums, filming videos, Open house Perth, dance lessons, live music events, theatre shows, Manning farmers market, children's art classes, Mandurah Wearable Art, art courses (students), PIAF.

On average, how much are you willing to spend to attend a quality arts and cultural experience?

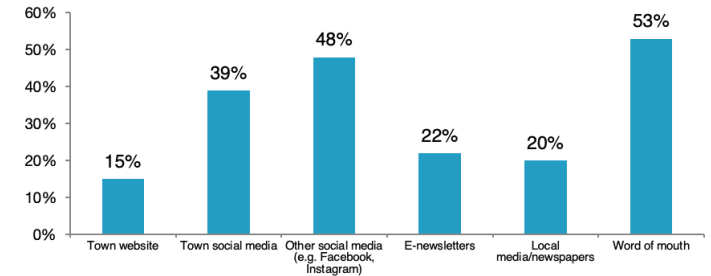


What would encourage you to attend more arts and cultural activities within Town of Victoria Park? Please select your top five. Please specify 'other'.



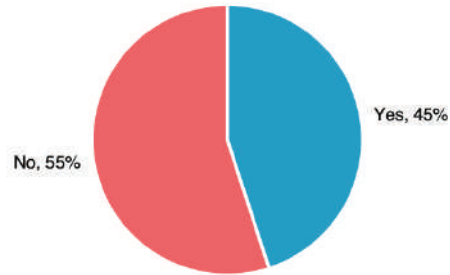
Other ways to encourage attendance listed by respondents included providing more on trend / avant-garde performances, childcare, serendipitous art and culture experiences imbedded into the Town's infrastructure, more free time, free merchandise/giveaways, interactive affordable family activities, diverse activities (e.g. dance, comedy, music performance theatre).

How do you hear about arts and cultural activities in the Town?



Public art in the Town of Victoria Park

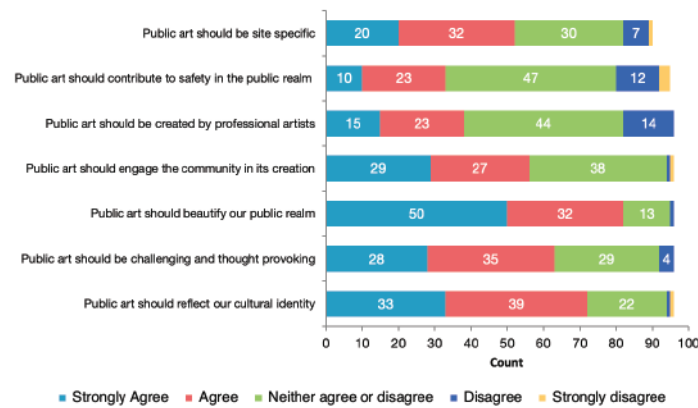
Are you aware that the Town has a public art collection of more than 40 artworks in the public realm?



Would you like to see more public artwork in the Town, if so, where?

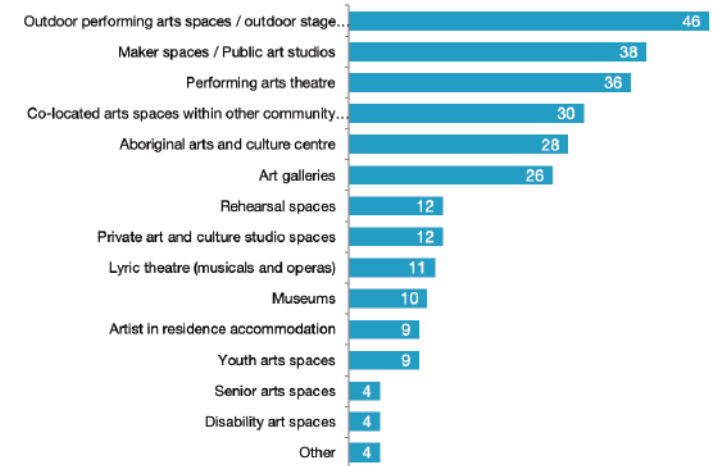
Ninety-one people (n=91%) said they would like to see more public art in the Town. Popular suggestions included within the streetscapes (21), in local parks (18), Along the Albany Highway main street (14), anywhere/all over town (11), Shopping Centres (6), along the foreshore (5), within Lathlain (4), pop up art (2) and Edward Millien House(2).

Indicate your level of agreeance with the following statements.

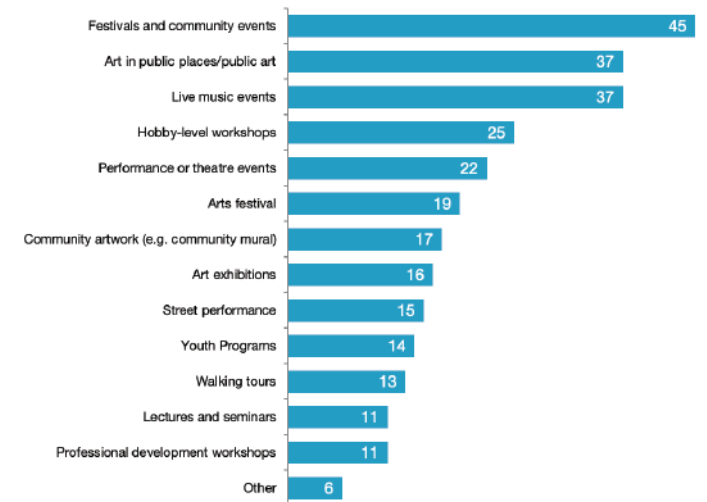


Future arts and culture needs and ideas

What art and cultural spaces would you like to see more of within the Town? Please select your top three preferences.



What art and cultural activities and programs would you like to see more of within the Town? Please select your top three preferences.



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The Plan will be reviewed annually, with measures of success evaluated and new opportunities incorporated as needed. Partnership, sponsorship and programming opportunities are regularly sought by the Town.

To discuss involvement in the Town's arts and cultural sector, or provide feedback on the Plan, please contact the Town of Victoria Park via:

Phone (08) 9311 8111

E-mail admin@vicpark.wa.gov.au

99 Shepperton Road, Victoria Park WA 6100

Opening hours 8:30am-5pm Monday to Friday

Postal address Locked Bag 437, Victoria Park WA 6979



TOWN OF
VICTORIA PARK