



City of Perth

CULTURAL

— DEVELOPMENT PLAN —

2019 - 2029



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ALTERNATE FORMATS

An electronic version of the City of Perth's Cultural Development Plan is available from www.perth.wa.gov.au.

This document can be provided in alternate formats and languages upon request.

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**INTRODUCTION AND
STRATEGIC CONTEXT**



ACKNOWLEDGEMENT OF COUNTRY

Wanju (Welcome)

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

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

WANJU



A GLOBAL CITY

Perth is a multi-cultural city with a diverse population. In 2016, 54.7 per cent of Perth city residents were born overseas (from 78 countries). 38.6 per cent of Perth city residents spoke a language other than English (at home). The City of Perth enjoys Sister and Friendship City relationships with 11 urban centres around the world.

Welcome

Wanju

Benvenuto

Huānyíng
欢迎

Chào mừng

fūnyìhng
歡迎

'ahlaan bik
أهلا بك

Maligayang
pagdating

Su'āgata hai
स्वागत है

Welkom

svaagat he
ਸੁਆਗਤ ਹੈ

Selamat
Datang!

CHAIR COMMISSIONER'S FORWARD

Perth, a rich and beautiful global centre

Perth is a rapidly growing city; many thousands of people flock to Perth each year to make new lives here, and more than 200,000 people come into Perth city each day for work or play. They are drawn to Perth's status as a world-class, liveable city, with a high quality of life. The city's prosperous economy, beautiful scenery and excellent lifestyle are the foundation for its liveability.

The city has been physically and culturally transformed in recent years. Unprecedented development of new public spaces, revitalisation of urban fabric including significant heritage buildings, the growth of major festivals including Fringe-World and Perth Festival and world-class food and beverage offerings, contribute to an energetic and vibrant lifestyle. If anything, the transformation has given people a sense of what is possible and has left them wanting more.

Perth strives to be progressive, prosperous and recognised internationally and locally as an economic leader in the Indian Ocean Rim. As we continue to grow, we aim to preserve and connect to our natural beauty and maintain our status as an exceptionally well-designed, functional and accessible city.

We value community and want to ensure Perth remains the location of choice to live, work and visit. We are committed to partnering with the Aboriginal community on a journey of recognition and reconciliation.

On an ever-competitive global stage, the importance of showcasing Perth's authentic cultural identity and cultural activities becomes paramount. There is a real desire to articulate and connect with who we are and make that visible to the world. Perth is home to many unique cultural offerings, including our rich history, tangible and intangible cultural heritage, natural heritage, world class multi-arts festivals and one of the longest living cultures in the world. This cultural vitality requires ongoing investment, nurturing and development.

The Cultural Development Plan allows the City and the community to leverage our collective resources and work more effectively towards shared goals; to connect with Perth's authentic cultural identity and see it step up onto the world stage.



ERIC LUMSDEN

Chair Commissioner


WHY CULTURAL

DEVELOPMENT?

THE VALUE OF CULTURE IN A WORLD-CLASS CITY

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

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



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

A culture of creativity contributes to quality of life by celebrating diversity, improving cross-cultural understanding and building community pride, social cohesion and tolerance.

Creative participation encourages social inclusion, engagement and interaction. Creativity provides life-long learning opportunities and skills development for residents, supporting the development of the critical and creative thinking needed in a global marketplace.

The arts also have positive impacts on individual and community wellbeing.

Several recent studies have reported findings of applied arts and cultural interventions and measured their positive impact on specific health conditions, including dementia, depression and Parkinson's disease.

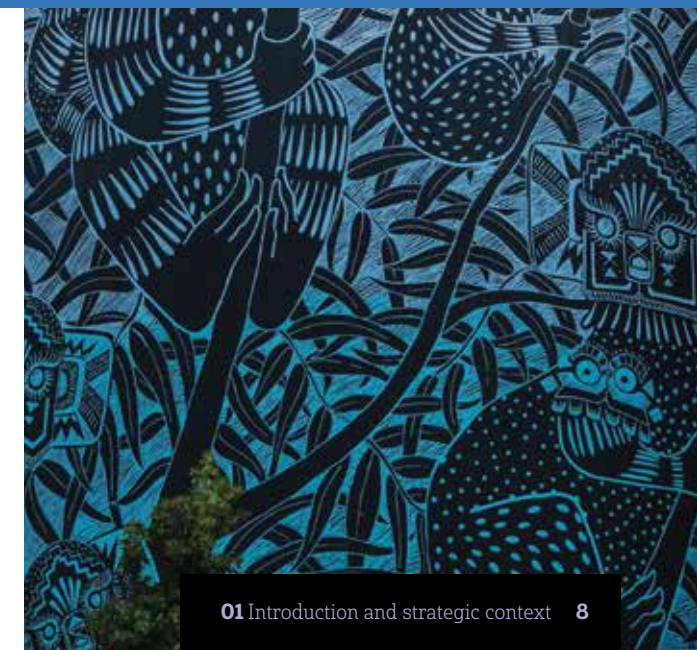
A recent UK analysis indicated that those who had attended a cultural place or event in the previous 12 months were almost 60 per cent more likely to report good health compared with those who had not.¹ And an earlier US study illustrated how involvement in the arts is linked to higher academic performance, with cognitive and developmental benefits enjoyed by students regardless of their socio-economic status.²

Intrinsic to cultural identity is a city's **built environment, in its capacity to engender a positive sense of place.** Aesthetic enrichment and unique neighbourhood character are valuable outcomes of applying a cultural development lens to both heritage and contemporary architecture, spaces and places. In a cultural development context, the unique and ever evolving history of the built realm informs activation, place design, heritage management and character to foster this sense of place for the community and visitors.

Supporting and delivering on the City of Perth's core strategies, this Cultural Development Plan recognises that cultural development is a journey, a work in progress, and focuses on actions which can be undertaken in the short, medium and long term to address outstanding needs and to build towards the community's aspiration for Perth; to be vibrant, connected and progressive.



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



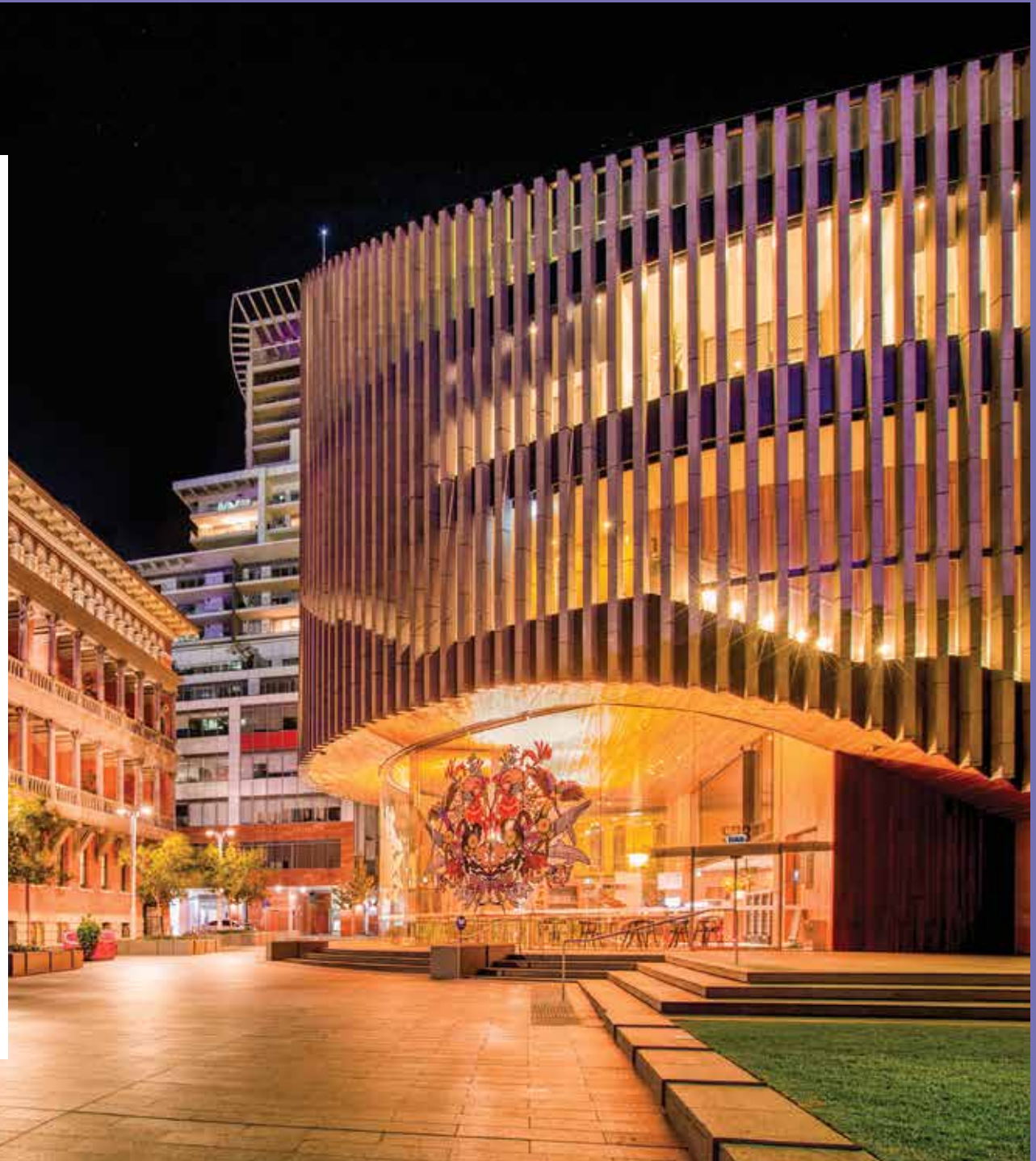
¹ *The Value of Arts and Culture to People and Society*, Arts Council England (2nd edition, 2014): 7.

² Catterall, James, Richard Chapleau, and John Iwanaga. "Involvement in the arts and human development: General involvement and intensive involvement in music and theater arts." *Champions of change: The impact of the arts on learning 1* (1999): 1-18.

STRATEGIC CONTEXT

The Cultural Development Plan flows from the Strategic Community Plan 2019 - 2029 and sits under and supports the City of Perth's key strategic documents. This plan has key links and interdependencies with the City's Reconciliation Action Plan. It presents specific and practical actions that will deliver on Council Aspirations and Corporate Business Plan initiatives. The activities are implemented and operationalised through more detailed planning documents at the business unit, project, and individual staff level. This document ensures that cultural outcomes are embraced, delivered and measured across the whole of the organisation.

An important principle informing the implementation of the plan is the neighbourhood planning approach, as outlined in the City's Neighbourhood Place Planning & Engagement Policy. Taking direction from this Policy and the draft City Planning Strategy where appropriate, cultural activities (see Part 5: City of Perth's commitments) will explore a targeted neighbourhood approach in their detailed scoping, project planning and delivery.





PEOPLE



PLACE



PLANET



PROSPERITY



PARTNERSHIP

The City of Perth Strategic Community Plan 2019 - 2029 has identified six aspirations reflecting the values of Perth's community, residents and ratepayers.

Given that the values of the community are reflected in the City of Perth's aspirations, this plan engages the arts and cultural sector in addressing five of the six aspirations in the Strategic Community Plan 2019 - 2029. These particular aspirations have been identified as most relevant for the Cultural Development Plan, because their achievement is most impacted by cultural activities.

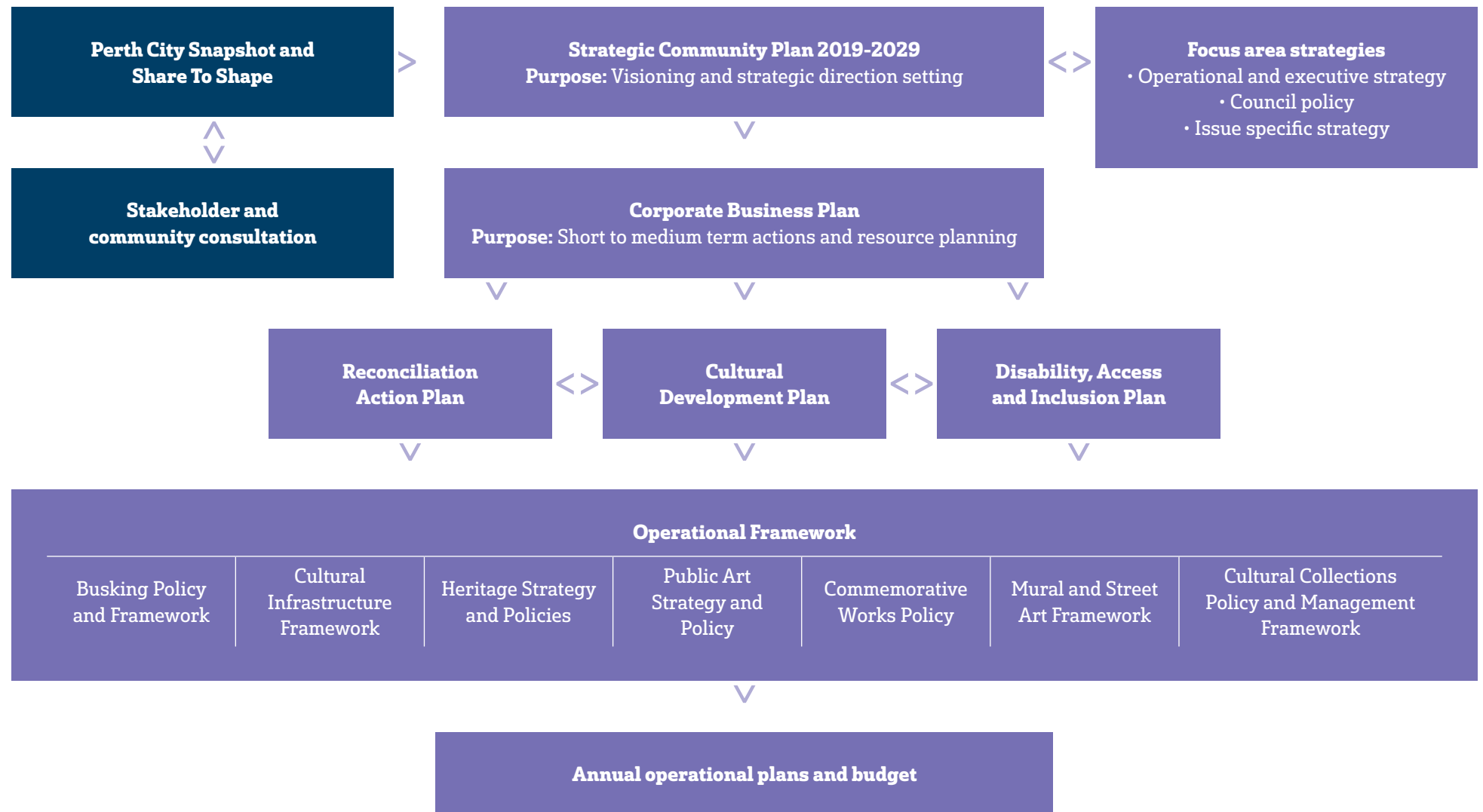
This plan uses five nationally recognised measurable cultural outcomes for evaluating its activities, developed by the work of the Australian-based research organisation, Cultural Development Network and endorsed nationally and internationally. All of them relate to aspects of culture that until now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

- Creativity stimulated
- Knowledge, ideas, insight gained
- Aesthetic enrichment experienced
- Diversity of cultural expression appreciated
- Sense of belonging to shared cultural heritage strengthened³

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

³ Cultural Development Network 2020. www.culturaldevelopment.net.au

CITY OF PERTH INTEGRATED PLANNING AND REPORTING FRAMEWORK



DEFINITIONS



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

Culture is both the values upon which a society is based and the embodiments and expressions of these values in the day-to-day world of that society. The Cultural Development Network, on whose methodology this plan relies, includes arts, heritage/history, libraries and festivals as the embodiments and expressions of culture in Australia. All institutions that are purveyors of culture are included under this definition. Culture is both 'overarching and underpinning'. It is the shared system of learned values, beliefs and rules of conduct that make people behave in a certain way. It is a lens through which we view the world.

Arts are one of the many manifestations and expressions of culture. They are the physical results of our creative impulse; the symbolic language through which people are able to communicate multiple meanings.

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

City of Perth (uppercase City) refers to the local government organisation.

Perth city (lowercase city) refers to the local government area, covering 19.34 square kilometres in area (land only) and located on the banks of the Swan River. It includes the suburbs or parts thereof of Crawley, East Perth, Nedlands, Northbridge, Perth and West Perth.

Perth refers to Greater Perth, at whose heart Perth city is located, which is home to more than 1.9 million people, or 77 per cent of the state's population.

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



CULTURAL IDENTITY

An aerial photograph of a city skyline at sunset, with a large fountain in the foreground. The sky is a deep orange, and the buildings are silhouetted against the light. The fountain has several tall, curved jets of water. The water in the foreground is dark and reflects the sky and buildings.

**BEAUTIFUL, RICH,
ENTERPRISING,
GEOGRAPHICALLY
UNIQUE AND
CONNECTED.**



OUR CULTURAL IDENTITY

Beautiful, rich, enterprising, geographically unique and connected.

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

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

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

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

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

The Whadjuk Nyoongar people whose rich culture and lands have existed for many thousands of years and continue to thrive today.

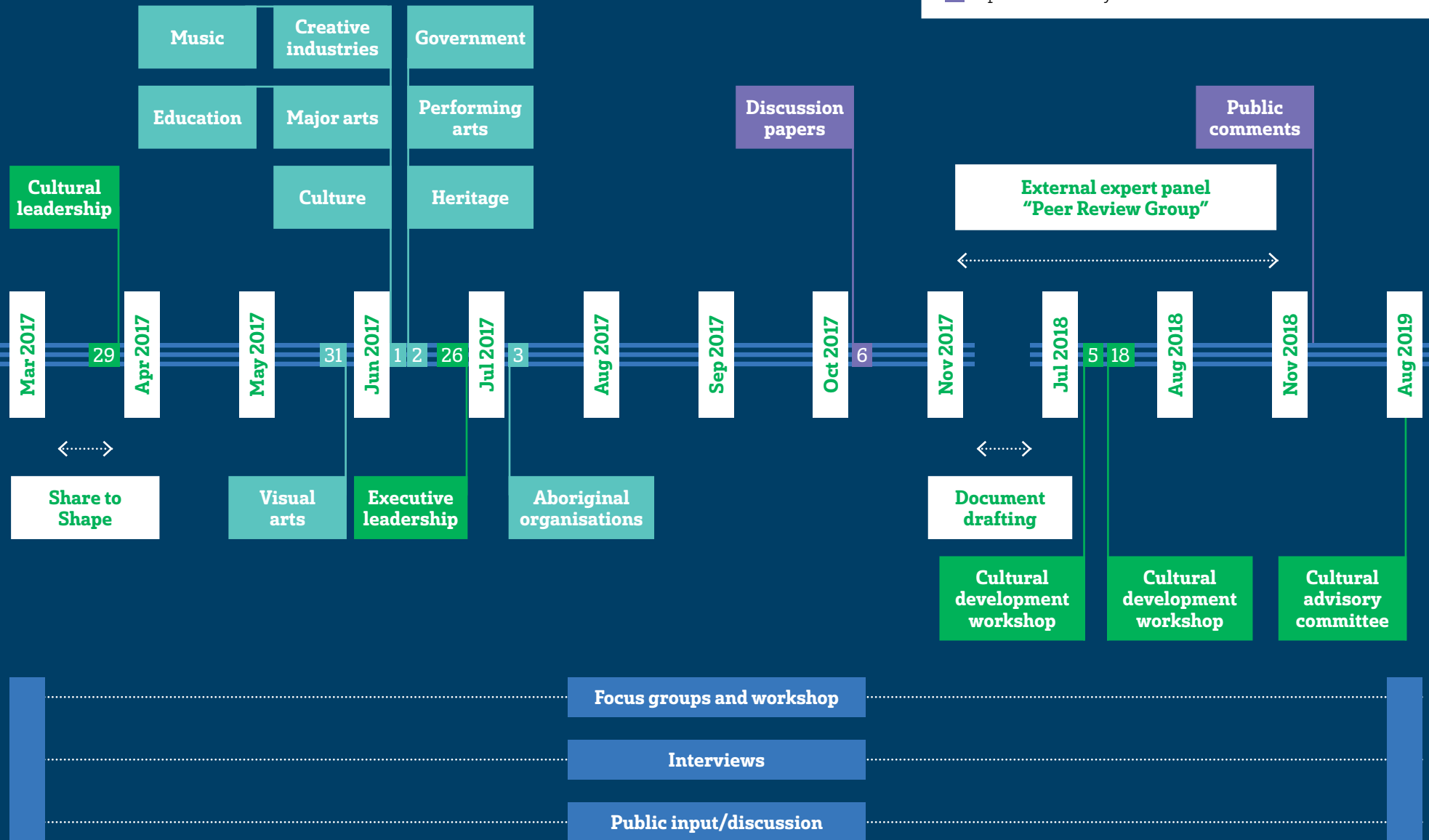
Our enterprising and resilient spirit, which characterises both first inhabitants and immigrants, and makes Perth the prosperous, multicultural and dynamic urban centre it is today.

These aspects are interconnected and are shaped by Perth's unique geographic position in relation to the rest of the world. Our location on the globe makes our connections distinct and meaningful.



COMMUNITY
ENGAGEMENT PROCESS

COMMUNITY CONSULTATION





Community perceptions and issues frame the priorities for this plan. Much of the input flowed from the Share to Shape process, which is distilled into the City of Perth's Strategic Community Plan 2019-2029. In addition to this overarching consultation, a more focused stakeholder consultation process was undertaken to ensure that those with a particular interest or investment in cultural development activities had the opportunity to contribute, and to take a deeper dive into relevant issues and priorities. This focused consultation took the form of a series of workshops and interviews with residents, business and cultural communities of Greater Perth (as outlined in the infographic on page 17).

The process highlighted the community's pride in Perth as a liveable city, and helped to shape this guide for the future of Perth's cultural landscape.

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

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

This theme is reflected and expanded upon in our collective Cultural Vision for Perth (page 24).

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



Cultural identity

There is widespread support from all respondents for celebrating and highlighting the Whadjuk Nyoongar culture of Perth, both past and present. There is a desire to access and understand all aspects of colonial history. Perth can do more to raise the profile and respect of Nyoongar culture. While Aboriginal and Torres Strait Islander culture is very much present, it is inadequately recognised, promoted and celebrated. The community wishes to see meaningful relationships and partnerships built with and within the Aboriginal community.

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

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

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

Connecting to, expressing and understanding Perth's cultural identity is addressed broadly throughout this plan as a core principle. Specifically, the plan addresses cultural identity, diversity and inclusion through the activities identified under aspiration 1. People - A safe, activated and welcoming city that celebrates its diversity and sense of community, providing unique educational, cultural, sporting and lifestyle offerings.



The built and natural environment

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

This plan addresses cultural heritage in the built and natural environment through the activities identified under aspiration 2. Place - A well-planned and functional built form environment, promoting world class architecture, appreciation of heritage,

diversity of land use and a sustainable, affordable and accessible integrated transport system; and aspiration 3. Planet - A city that respects, protects and fosters its natural environment, embraces the principles of sustainability and acknowledges the impacts of our changing climate. Cultural activation is addressed under aspiration 4. Prosperity - A city with a diverse and resilient economy capitalising upon its unique competitive advantages and creative reputation, attracting sustainable investment in education, tourism, entertainment, commerce, technology and trade.

Cultural economy

There is a distinct desire for Perth to have visible and supported cultural and creative industries. The community discussed improving ways of supporting and retaining creative practitioners and driving new opportunities for innovation, collaboration and growth. While some respondents wanted to ensure that private support and investment is recognised, rewarded, promoted and stewarded effectively

and appropriately, others in the community saw opportunities to encourage owners of vacant areas and buildings to support arts and cultural use of these through financial and non-financial incentives.

The community was concerned that Perth currently lacks the support necessary to foster Perth-based creative and cultural talent. Too many young skilled artists and art workers leave Perth discouraged, due to a lack of recognition, a lack of audience and the inability to reach a wider community. Respondents feel that the City of Perth can do more to assist Perth artists and arts workers to promote themselves outside of Perth.

This plan addresses creative and cultural industry development through the activities identified under aspiration 4. Prosperity - a city with a diverse and resilient economy capitalising upon its unique competitive advantages and creative reputation, attracting sustainable investment in education, tourism, entertainment, commerce, technology and trade.

RE=CONNECT

Communication, engagement and leadership

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

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

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

This plan addresses communication, engagement and leadership through the activities identified under aspiration 6. Partnership - a City that has earned the respect and support of the local industry through strong partnerships with state bodies, industry and community groups and other key stakeholders



Other priorities

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



There is a call for significant planning for, and investment in, major cultural infrastructure in Perth.

While it is not within the City of Perth's remit to lead such initiatives, we are committed to advocating for, and partnering with the State Government on cultural infrastructure in Perth (see relevant activities under the City of Perth's Commitments, Part 5.2 of this plan).



**VISION, ASPIRATIONS
AND OBJECTIVES**



STRATEGIC COMMUNITY VISION

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

**VIBRANT,
CONNECTED,
PROGRESSIVE.**



CULTURAL COMMITMENT TO THE VISION

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

Our city is a **vibrant and authentic** cultural centre;

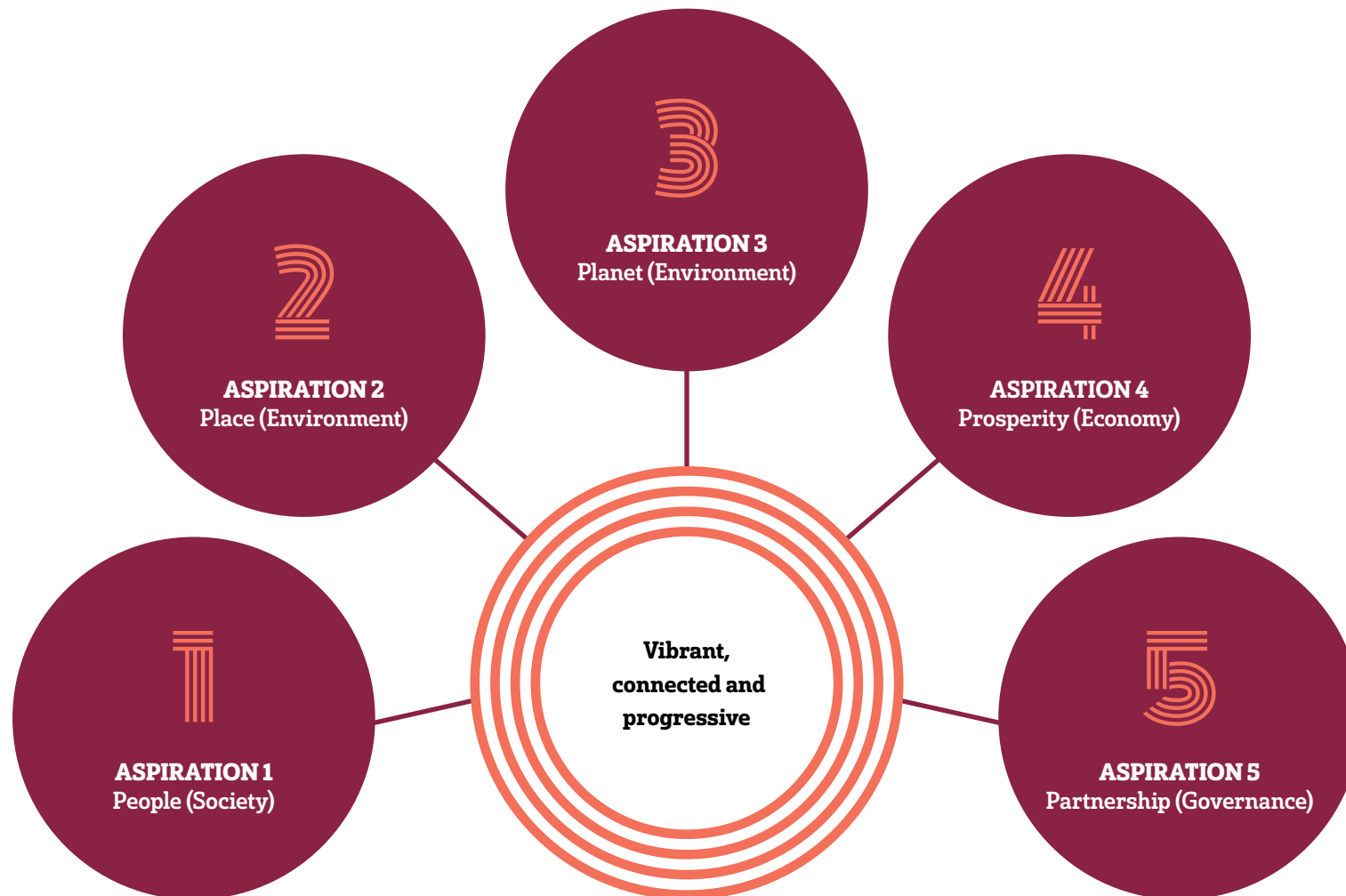
Our connections are rooted in **strong cultural engagement** and leadership;

Cultural industries are an essential part of our **progressive economy**;

Our culture is **friendly and inclusive**; and

Our natural and built heritage make Perth **a beautiful place to be**.

ASPIRATIONS





People

A safe, activated and welcoming city that celebrates its diversity and sense of community, providing unique educational, cultural, sporting and lifestyle offerings.

Objectives:

1. Diversity of cultural expression appreciated;
2. Sense of safety and security supported;
3. Social differences bridged;
4. Creativity stimulated; and
5. Sense of belonging to a shared cultural heritage deepened

Place

A well-planned and functional built form environment, promoting world class architecture, appreciation of heritage, diversity of land use and a sustainable, affordable and accessible integrated transport system.

Objectives:

1. Aesthetic enrichment experienced; and
2. Positive sense of place in the local built environment engendered.

Planet

A city that respects, protects and fosters its natural environment, embraces the principles of sustainability and acknowledges the impacts of our changing climate.

Objectives:

1. Aesthetic enrichment experienced;
2. Natural world valued; and
3. Understanding of ecological issues increased.



04

05

Prosperity

A city with a diverse and resilient economy capitalising upon its unique competitive advantages and creative reputation, attracting sustainable investment in education, tourism, entertainment, commerce, technology and trade.

Objectives:

1. Knowledge, ideas, insight gained;
2. Local economy supported.

Partnership

A City that has earned the respect and support of the local industry with strong partnerships with state bodies, industry and community groups and other key stakeholders.

Objectives:

1. Civic trust inspired;
2. Access to beneficial networks and other resources increased; and
3. Agency and voice enabled.



**THE CITY OF PERTH'S
COMMITMENTS**



The City of Perth has listened to the community and their aspirations for the future are articulated in the City of Perth’s Strategic Community Plan 2019-2029, Corporate Business Plan and in the engagement process for this strategy (page 17).

This aspiration is distilled into commitments for cultural development in Perth.

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

The City of Perth’s overarching commitment is to deliver a range of cultural development activities that will deliver on stated objectives (outcomes), based on evaluation and evidence. **The activities may change and vary** depending on which most effectively demonstrate delivery on desired outcomes. **The commitment to outcomes will remain constant**, in line with the City’s Strategic Community Plan 2019-2029.

In line with the City’s emerging neighbourhood approach, some activities will target outcomes in specific neighbourhoods, based on direction from the draft City Planning Strategy, neighbourhood profiling and analysis, project-specific research and evidence-based prioritisation.

The activity plan follows the SMART (Specific, Measurable, Achievable, Realistic, Time-bound) model for clarity and effectiveness. It is a high-level activity plan that is informed by the Corporate Business Plan and its implementation is supported by more detailed Business Unit Plans at operational level. (See Strategic Context page 9.)

The timeline is broken down into three main categories:

Short term: Actions achievable in 1-3 years (within the scope of the current CBP)

Medium term: Actions achievable in 4-5 years

Long term: Actions achievable in 7-10 years (within the scope of the Strategic Community Plan 2029)

5.1A

OUR CULTURE IS FRIENDLY AND INCLUSIVE

Cultural planning domain: Social

City of Perth aspiration: People

**Intended outcomes (objectives)
of the cultural activities:**

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



CULTURAL ACTIVITIES

MEASURABLE OUTCOMES

Ref	Specific activity	Evidence	Timetable	Appreciation	Safety	Bridging
1A.1	Deliver localised support to a wide range of local businesses and cultural organisations to activate Perth city spaces, (including City of Perth-owned spaces) focusing on areas of high anti-social behaviour, through projects that involve the local community.	Projects such as Errichetti Place community mural, and the City Arts Space at the Northbridge Piazza, demonstrated that cultural activation projects that have meaning to, and involvement of, the local community reduce vandalism and antisocial behaviour.	Short-term	•	•	•
1A.2	Work with and support property owners to activate vacant shop fronts with a variety of cultural programming and activations throughout the year, targeting areas of high vacancy rates and antisocial behaviour	High office and retail vacancy rates have been linked to negative perceptions of safety, security, and vibrancy. The use of temporary activations in between leases, such as window decals featuring cultural content including the Nyoongar six seasons, have proved successful in improving street level vibrancy and changing negative perceptions of vacant tenancies.	Short-term	•	•	
1A.3	Through partnerships with key content owners (for example, Tourism WA, WAITOC, Western Australian Museum, Museum for Perth, etc.) create/distribute digital maps for guidance throughout Perth city in top ten languages (local and visitor) for cultural experiences (eg. Aboriginal and Torres Strait Islander history, public art, built heritage, etc).	Perth city's population is highly transient and has a regular influx of visitors and tourists; both groups require easily accessible ways to connect with local culture and place.	Medium-term	•		•



CULTURAL ACTIVITIES

MEASURABLE OUTCOMES

Ref	Specific activity	Evidence	Timetable	Appreciation	Safety	Bridging
1A.4	Encourage cultural understanding and interest through making diverse cultures visible in City of Perth marketing and communications, both as an organisation and Perth as a city.	Inclusion and bridging social differences has been shown to increase through visibility of diverse communities. The City of Perth has the highest social media following per capita of Australian capital cities, and the diversity of the community should be reflected there.	Short-term	•		•
1A.5	Create a year-round program of cultural activities for youth and families, non-alcohol based spaces and performances.	The resident population of Perth city is relatively young; activities for youth and families have been shown to reduce anti-social behaviour and do not come with the risk of alcohol-fuelled violence that licensed events can. Community consultation requested desire for school holiday cultural programs to be staged throughout the year.	Short-term		•	•
1A.6	Continue to build and provide access to foreign language resources in digital and physical formats.	WA's population is increasing at a very fast rate. In 2018 it was increasing faster than anywhere else in Australia, and non-English speaking immigration currently outweighed English-speaking immigration between 2011 and 2016.	Ongoing			•

5.1B

OUR CITY IS A VIBRANT AND AUTHENTIC CULTURAL CENTRE

Cultural planning domain: Culture

City of Perth aspiration: People

**Intended outcomes (objectives)
of the cultural activities:**

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

CULTURAL ACTIVITIES

MEASURABLE OUTCOMES

Ref	Specific activity	Evidence	Timetable	Stimulation	Appreciation	Belonging
1B.1	Celebrate and make visible Aboriginal and Torres Strait Islander cultures through community-led initiatives.	Aboriginal and Torres Strait Islander cultures are an essential part of Australian identity. Delivering the actions and outcomes of its Reconciliation Action Plan (RAP) is a high priority for the City of Perth. The City is committed to building respectful relationships and opportunities with the Aboriginal community. Providing opportunities for the Aboriginal community to tell their stories, receive acknowledgement of wrongs that have occurred and celebrate their living culture is a well-documented priority for all Australian capital cities and a key tenant of the RAP and this plan.	Ongoing		•	•
1B.2	In consultation with the community and key stakeholders undertake to plot significant cultural stories, particularly of the Aboriginal and Torres Strait Islander communities, spatially across Perth city in a cultural mapping project.	The Perth community has expressed a desire to reconnect with who they are through authentic cultural narrative. A cultural map has been identified as an effective tool to connect cultural narrative to place and make it visible. Office of Multicultural Interests and the State Government Department of Local Government, Sport and Cultural Industries (DLGSCI) have already done significant work in this space, which the City can draw upon and augment. The City of Perth oversees an annual arts and culture program which encompasses a diverse activity schedule delivered in collaboration with key stakeholders.	Short-term		•	•

CULTURAL ACTIVITIES

MEASURABLE OUTCOMES

Ref	Specific activity	Evidence	Timetable	Stimulation	Appreciation	Belonging
1B.3	Celebrate key historic milestones through partnerships, events and strategic projects that acknowledge cultural diversity and multiple histories (eg. WA Bicentennial, Concert Hall 50th anniversary).	Celebrating anniversaries of key historic milestones is an important civic and community ritual around the world that helps build civic pride and cultural identity. However, consultation with, and consideration of, a broad community demographic must inform the acknowledgement of such historic events. The City of Perth has commissioned a detailed feasibility study exploring such issues for commemorating the WA Bicentennial (available upon request). The 2020 exhibition 'Kuraree, 150 years of Perth Town Hall' illustrated how beneficial the close collaboration with City of Perth Elders and local community groups was in celebrating multiple cultural histories and providing a pathway towards Reconciliation.	Ongoing/ long-term		•	•
1B.4	Create local community arts and cultural activation at strategic spaces throughout Perth city through year-round, high quality arts festivals and events (Eg. winter season, leveraging key strategic arts partnerships). The City of Perth oversees an annual arts and culture program which encompasses a diverse activity schedule delivered in collaboration with key stakeholders.	Perth city has seen the significant regenerative effects of arts and cultural activity in recent years. With the advent of the Fringe World Festival, Perth lost its "dullsville" reputation. However, festival culture needs to be carefully curated and managed to ensure it is only one part of a strong cultural ecosystem that connects with many diverse audiences across multiple platforms. "Festival fatigue" is also cited frequently as an issue to consider. The City of Perth oversees an annual arts and culture program which encompasses a diverse activity schedule delivered in collaboration with key stakeholders.	Medium-term	•	•	•

CULTURAL ACTIVITIES

MEASURABLE OUTCOMES

Ref	Specific activity	Evidence	Timetable	Stimulation	Appreciation	Belonging
1B.5	Develop and maintain the City of Perth's Cultural Collections through a commitment to preserving and documenting Perth's unique cultural identity and social history.	The City of Perth's Cultural Collections are valuable and valued cultural assets that document and represent the evolution of the city's social, cultural, civic and economic climate, physical form and artistic practices. The City of Perth has significant collections of historical and contemporary works of art and artefacts as well as historical and contemporary reference materials. Through the strategic management of its Cultural Collections the City will ensure that the collection's future value and ongoing significance for Perth, Western Australia and the wider community is maintained.	Short-term/ ongoing	•	•	•
1B.6	Provide access to and engagement with the City of Perth's Cultural Collections in dedicated City of Perth-owned spaces and online.	The City recognises the importance of its community's unique social and cultural heritage as described by its art, artefacts and reference materials. There is a lack of dedicated display space in City of Perth owned buildings, which prevents public access to the City's Cultural Collections. Significant government-owned buildings are cultural assets in their own right worthy of activation and dedicated programming resources. Other Australian capital cities set good standards for public display of their collections for the benefit of their communities.	Short-term/ ongoing	•	•	•

CULTURAL ACTIVITIES

MEASURABLE OUTCOMES

Ref	Specific activity	Evidence	Timetable	Stimulation	Appreciation	Belonging
1B.7	Work to ensure Perth city's cultural assets (public art, heritage buildings, art, cultural heritage and history, etc.) are easily accessible in engaging digital formats, discoverable by the public, and linked to place through the "Finding Perth" project.	The city's cultural assets/info have almost no online presence and cultural tourism opportunities are being lost as visitors and locals alike are not aware of the city's cultural assets, heritage and history. There is little opportunity to promote the city's assets – or those externally owned – as there is currently no central, online repository for this information. A central repository for arts, cultural, and heritage information was a strong theme raised in community consultation.	Long-term	•	•	•
1B.8	Deliver high quality busking activity and programming through the revised Busking Framework.	Busking activity has the potential to provide a valuable contribution to the vibrancy of a city. Through the Busking Framework developed in 2020, the City can develop local performers and enhance the ambience of Perth city.	Short-term	•	•	
1B.9.a	Leverage Sister City relationships and work in partnership with local cultural community groups across Perth's broad cultural demographics, to make multiculturalism visible, through notable celebrations for a wide variety of cultural days.	Perth has a broad, multicultural demographic. The City of Perth receives many applications for grants/in-kind support for community cultural events and celebrations. Such events and celebrations contribute to showcasing a wide variety of cultural expression and connecting to shared heritage within a multicultural city. A 2015 survey of Greater Perth residents indicated that 74 per cent felt a sense of belonging, which can be improved upon through this activity.	Short-term		•	•

CULTURAL ACTIVITIES

MEASURABLE OUTCOMES

Ref	Specific activity	Evidence	Timetable	Stimulation	Appreciation	Belonging
1B.9.b	Leverage Sister City relationships to deliver activations that celebrate Chinese New Year.	Chinese people account for the largest overseas population (outside of English speaking countries) in Perth and the City of Perth's Chinese Sister City relationships are highly active, supporting a key international relationship between China and Australia. Lunar New Year celebrations have been delivered by the City of Perth in collaboration with the local community in 2019 and 2020.	Short-term/ ongoing		•	•
1B4.10	Deliver a Christmas/New Year-season experience that is representative and inclusive of Perth's multicultural community; a diverse offering that is meaningful for a wide demographic.	While Christianity is an important part of Perth's cultural identity (46 per cent of Greater Perth demographic), the City of Perth's holiday-season celebrations also acknowledge and create a sense of belonging for the remaining 54 per cent, including 32 per cent who have no religion at all. The Christmas Lights Trail features installations of a wide variety of themes, including the projections on St George's Cathedral which feature traditional nativity storytelling alongside imagery which promotes WA tourism.	Short-term/ ongoing		•	•
1B4.11	Ensure that Australia Day events are inclusive and acknowledge cultural diversity and multiple histories.	The City of Perth's Australia Day events, including the iconic Skyworks event, are extremely important for a large regional audience, with attendance figures of 250,000 for Skyworks alone. Consultation with, and consideration of, a broad community demographic must inform the acknowledgement of such historic events. The City of Perth's annual Birak concert is an example of programming that acknowledges Aboriginal culture on Australia Day.	Ongoing		•	•

5.2

OUR BUILT HERITAGE MAKES PERTH A BEAUTIFUL PLACE TO BE

Cultural planning domain:

Environmental

City of Perth aspirations: Place

Intended outcomes (objectives) of the cultural activities:

The two measurable outcomes that will address this aspiration are: in the cultural domain **aesthetic enrichment experienced** and in the environmental domain **positive sense of place in the local built environment engendered**. (See Appendix 1 for full descriptions of outcomes.)

Key results areas:

Maintain and enhance the built environment

CULTURAL ACTIVITIES

MEASURABLE OUTCOMES

Ref	Specific activity	Evidence	Timetable	Place	Enrichment
2.1.a	Develop a Heritage Strategy for cultural heritage that sets the direction for conservation and heritage engagement in Perth city. The Heritage Strategy will support the Interpretation Program (Activity 2A.1.b) and help identify key partnerships to implement the program. The Heritage Strategy will be informed by the new Heritage Act 2018 and City Planning Strategy.	The City of Perth has delivered a strong Heritage Strategy focussed on developer incentives and built heritage conservation. The Heritage Strategy will have input from a wide range of stakeholders, including Aboriginal and Torres Strait Islanders (taking into account the updated Heritage Act 2018) and will promote awareness and engage with diverse heritage places and stories.Heritage Strategy.	Short-term	•	•
2.1.b	Activate and leverage the unique and ever evolving history of Perth city as a key cultural asset through implementation of the Heritage Strategy (Activity 2A.1.a).	The Barrack Street Improvement Program and the uptake of the City's Heritage Adaptive Reuse Heritage Grant to reinstate an historic theatre in the Perth CBD, Piccadilly Arcade are both examples of how the City of Perth can effectively contribute to the revitalisation and activation of the city and the importance of heritage fabric to this work. The State Buildings are another iconic example of effective heritage conservation and activation that has become central to Perth's identity.	Ongoing	•	•

CULTURAL ACTIVITIES

MEASURABLE OUTCOMES

Ref	Specific activity	Evidence	Timetable	Place	Enrichment
2.2.a	<p>Work with other capital cities to put ‘making space for culture’ on the national agenda through participation in the Council of Capital City Lord Mayor’s Forum. Leverage this forum to lobby for regulatory and planning gain reforms on a national level to unlock small to medium cultural infrastructure.</p>	<p>In 2016, the World Cities Culture Forum (WCCF) declared urban affordability to be the greatest threat to culture in global cities. Closures of small creative venues has become a harsh reality in most Australian capital cities, with a consequent loss of employment across creative industries and adverse impacts on businesses across multiple supply chains. In 2019, following participation in the WCCF, City of Sydney in partnership with City of Melbourne and City of Perth, engaged Tim Jones, CEO of Artscape, to conduct seminars in each of the three cities. This initiative was prompted by Artscape’s collaboration with the WCCF to create a policy toolkit that would enable global cities to improve the creation and retention of urban cultural spaces, and by a recognition of Artscape’s thought-leadership and experience in the domain of cultural space development.</p>	Short-term	•	•
2.2.b	<p>Develop a long-term cultural infrastructure plan to integrate with the State Government’s plan, starting with an audit of existing and projected supply and demand of cultural infrastructure and creative spaces in Perth city.</p>	<p>There has been significant investment in major infrastructure in Perth city recently (such as EQ, Yagan Square, Perth Arena, etc). However, large-scale arts and cultural infrastructure in Perth is in decline and there has also been a significant loss of small-scale cultural infrastructure to support the breadth of the cultural eco-system. The State Government is currently taking stock of cultural infrastructure and looking to the future; now is the time to contribute to small-scale cultural infrastructure planning in Perth.</p>		•	•

CULTURAL ACTIVITIES

MEASURABLE OUTCOMES

Ref	Specific activity	Evidence	Timetable	Place	Enrichment
2.2.c	Build the knowledge and capacity of local cultural organisations to exercise leadership in advocating for cultural space creation and acting as cultural intermediaries.	<p>The small to medium creative sector is vital to the future of all capital cities. Small art galleries, performance spaces and music venues, as well as co-working spaces, start-ups and social enterprises are incubators for our cities' creative life and the seedbeds of our culture. These venues diversify the night time economy, attract tourists and provide places for people to produce and engage with local culture. These are the places where artists and performers can experiment and take risks, nurture their talent and build audiences and new local content to renew our major cultural institutions and reflect our national identity.</p> <p><i>An Open and Creative City: planning for culture and the night time economy. City of Sydney 2017.</i></p>		•	•
2.3.a	Review/amalgamate the City of Perth Public Art Strategy and Public Art Masterplan into a comprehensive, concise and action-oriented Public Art Framework.	The City of Perth has a large, popular and engaging collection of public art, through state and private investment (percent for art). However, it is not cohesive nor does it tell a comprehensive and inclusive cultural narrative. There is great public appreciation and expectation for public art after 30 years of the per cent for art scheme, so a well-considered action plan is required.	Short-term	•	•
2.3.b	Execute the Public Art Framework, including the commissioning of engaging, high quality public art, including performance and ephemeral artwork.	As above	Medium-term	•	•

CULTURAL ACTIVITIES

MEASURABLE OUTCOMES

Ref	Specific activity	Evidence	Timetable	Place	Enrichment
2.4	Implement a comprehensive Mural and Street Art Framework and Policy.	Street art can have a huge impact on the character of a city (for better or worse). In the absence of a policy and framework, murals in Perth city have largely been commissioned ad-hoc without a plan for life-span or ongoing maintenance. The City of Perth has completed a recent analysis of the current issues surrounding murals and street art. The community's position on street art needs to be ascertained and put into policy.	Short-term	•	•
2.5	Investigate suitable planning mechanisms, for example, a contributions scheme (which may include developer and City of Perth contributions) as part of the preparation of the new Planning Scheme, for the delivery of cultural infrastructure within Perth city. Cultural infrastructure may include, but is not limited to, public art, affordable studio space, or heritage conservation works.	Common and effective cultural contributions/incentives schemes across national and international capital cities include, percent for art, developer contributions/incentives for cultural spaces, infrastructure and heritage conservation. The City of Perth currently has a strong heritage incentives program, but little in place to incentivise or mandate other cultural infrastructure investment. However, over the years, Development WA (formerly the Metropolitan Redevelopment Authority) has contributed a significant amount of public art and informal public cultural spaces to the City of Perth's asset holdings. Given the complexities of this landscape, a detailed investigation of the opportunities and constraints within Perth city, under the new Planning Scheme, must be undertaken before an integrated program of contributions and incentives is developed.	Short to medium-term	•	•
2.6	In partnership with the State Government, develop a plan for the Concert Hall Precinct, linking the Concert Hall with other areas of Perth city.	The Concert Hall Precinct has become an important issue to be resolved, as the building itself ages and demands for it to be linked with the new Elizabeth Quay development and the riverfront increase.	Short-term	•	•

5.3

OUR NATURAL HERITAGE MAKE PERTH A BEAUTIFUL PLACE TO BE

Cultural planning domain:

Environmental

City of Perth Aspiration: Planet

Intended outcomes (objectives) of the cultural activities:

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

CULTURAL ACTIVITIES

MEASURABLE OUTCOMES

Ref	Specific activity	Evidence	Timetable	MEASURABLE OUTCOMES		
				Enrichment	Value	Understanding
3.1	Review and develop conservation plans for parks of heritage significance, linking with the Interpretation Plan (Activity 3.2). e.g. Queens Gardens Stirling Gardens	The National Trust of Australia has done significant work assessing the cultural heritage values of Perth's natural assets, including the Swan and Canning River Park. This work demonstrates the importance of conservation and interpretation working together to meet environmental and cultural objectives.	Medium-term	•	•	•
3.2	Develop and implement a comprehensive strategic Interpretation Program for built, intangible, and natural history and heritage throughout Perth city.	The State's <i>Two-Year Action Plan for Tourism Western Australia - 2018 and 2019</i> identifies the need to focus on natural heritage (Kings Park and Swan River) and authentic Aboriginal and Torres Strait Islander experiences. Making the cultural mapping of Perth city visible through interpretation will be an essential contribution to this priority. Additionally, both City of Perth and external-led initiatives that have highlighted the importance of wetlands heritage in Perth have been very successful. There is significant cultural capital in the wetlands history that should become a strong part of Perth's cultural narrative and visible cultural identity.	Medium to long-term		•	•
3.3	Research and consider a natural heritage "green" activation, event or festival in partnership with key internal and external stakeholders	In 2016 the City of Perth delivered the interactive exhibition "Wildlife" in the Perth Town Hall, which was an incredibly popular destination over the school holidays. In 2019 the City of Perth delivered the 'Little Green Thumb Workshops' in Forrest Place. Feedback from the community was that it should be run regularly. Opportunities to partner with Kings Park to explore "nature play" activities for children and adults to reconnect them with nature, environmental issues, and natural heritage could ensure this ongoing event delivers best value.	Short-term		•	•

CULTURAL ACTIVITIES

MEASURABLE OUTCOMES

Ref	Specific activity	Evidence	Timetable	Enrichment	Value	Understanding
3.4	Design, develop and implement a Riverfront Framework that includes arts and culture as essential elements.	Perth city's riverfront is underutilised, particularly compared to other major river cities globally. Perth city's river area is of particular cultural and natural heritage significance, which needs to be celebrated and communicated for the benefit of the community and visitors.	Long-term	•	•	
3.5	Establish a biodiversity management plan and planting policy that draw on Perth's natural and cultural heritage values.	The south west of Australia is one of 25 original global hotspots for wildlife and plants and the first one identified in Australia. The region's botanical list exceeds 8000 species, half of which are found nowhere else on earth. It will be important for Perth to revive, preserve and celebrate the natural heritage of the region into the future. The addition of King's Park into the Perth city boundaries, and the need to better connect it with the rest of the city is a further case for this priority.	Medium-term	•	•	•
3.6	Consult with the State Government to identify potential contributions to the Wildflower Capital Initiative, <i>Wildflower Way</i> .	This is an opportunity for effective state and community partnerships focused on an important part of Perth's natural heritage; wildflowers.	Short-term	•	•	

5.4

CULTURAL INDUSTRIES ARE AN ESSENTIAL PART OF OUR PROGRESSIVE ECONOMY

Cultural planning domain: Economic

City of Perth aspiration: Prosperity

**Intended outcomes (objectives)
of the cultural activities:**

The two measurable outcomes that will address this goal are: in the cultural domain **knowledge, ideas, and insight gained** and in the economic domain **local economy supported**. (See Appendix 1 for full descriptions of outcomes.)

Key results areas:

Build economic vibrancy

CULTURAL ACTIVITIES

MEASURABLE OUTCOMES

Ref	Specific activity	Evidence	Timetable	Insight	Economy
4.1	In partnership with other key stakeholders, deliver an annual program of professional and sector development for cultural/creative industries (eg. REMIX).	There is currently a lack of career pathways within Perth for creative and cultural workers. Industry development initiatives such as REMIX have shown success internationally, based on the Shoreditch model, which saw a co-working space for 50 entrepreneurs from across the creative industries foster cross-disciplinary collaboration and industry support and development, transforming the local economy. To be effective these events need to be strategically developed and targeted with input from the industry.	Ongoing	•	•
4.2	Using the CCCLM as platform, work with partner capital cities to develop a nation-wide plan to improve advocacy and strengthen the economic sustainability of the creative industries.	Cultural and creative activity contributes more than \$112 billion to Australia's economy each year, employing hundreds of thousands with a high proportion of sole trader contractors, SMEs and casuals. Despite considerable data to back this up and the fact it has been one of the hardest hit by COVID-19, there has been limited government support for the creative sector or acknowledgement of its social and economic value. Coronavirus has not only left the sector struggling to survive but laid bare a critical lack of awareness of the tangible economic value of the arts industry. It has exposed the fragility of the sector and its over-reliance on government funding. There is a definite need for the sector to shift its thinking and approach in order to be able to adapt and thrive.	Medium-term	•	•
4.3	Continue to invest in and leverage the local arts and culture through a strategic arts and cultural sponsorship program.	State and federal funding for arts and culture is inadequate for a thriving sector. Local governments play a key role and need to ensure their contribution is made where it can have the most value and impact for the entire sector. Partnership with State and Federal Governments is key to ensure the best impact of public funding.	Ongoing		•

CULTURAL ACTIVITIES

MEASURABLE OUTCOMES

Ref	Specific activity	Evidence	Timetable	Insight	Economy
4.4	Identify both City and privately owned vacant or under-utilised buildings to provide and/or facilitate cooperative performance, work space and hubs for the creative sector and community (including CaLD communities) (e.g. Northbridge Piazza, Gasworks).	There is currently a lack of established studios and affordable working spaces in Perth metro area. The number of galleries and artist-run initiatives located in Perth has declined. Demand on the Perth city Art Space is high and feedback from consultation has indicated that increased small-scale cultural spaces are required. The City of Perth has conducted in-depth analysis and justification for the use of the Northbridge Piazza in particular as a cultural/creative centre.	Short-term	•	•
4.5	Identify and address barriers to establishing small to medium arts and cultural businesses in Perth city.	The City of Perth receives many enquiries about its ability to support small cultural organisations, artist-run initiatives, and creative industry workers. A significant number of commercial arts initiatives have closed down in Perth city in recent years. There is a demand for affordable, small-scale, studio and performance spaces in Perth city, which contributes to a vibrant neighbourhood. Community feedback indicates that relaxed regulation, compliance and “red-tape” would facilitate more cultural organisations locating within Perth city.	Long-term		•
4.6a	Identify opportunities to support the local screen sector and implement the “Film Perth” report recommendations.	The “Film Perth” report identified significant economic, cultural tourism, and community impacts associated with investing and partnering closely with key industry bodies and State Government in the film industry in Perth. Perth’s industry is small, but has great potential to flourish.	Long-term		•

CULTURAL ACTIVITIES

MEASURABLE OUTCOMES

Ref	Specific activity	Evidence	Timetable	Insight	Economy
4.6b	Partner with State Government and key film industry stakeholders to deliver the cultural infrastructure needed to leverage the Federal Government's Location Incentive Program (LIP) focused on shared objectives.	Announced in July 2020, LIP is a seven-year, \$400 million Federal Government incentive to attract film and television productions to Australia. The current \$140 million Location Incentive Program, initiated in 2018, has supported 10 projects worth \$1 billion. The extension of LIP will generate an estimated \$3 billion in foreign spending and create up to 8,000 jobs. To access the funds WA needs a film studio to be able to boost production levels to the minimum of \$25 million requirement.			•
4.7	Partner with State Government and key music stakeholders to investigate contemporary music industry development focused on shared objectives.	The State Government has prioritised contemporary music through a 2017 commitment of \$3M to the Contemporary Music Fund. Perth and WA have a strong legacy of contemporary music, but the industry needs develop local, national and international markets. Increased diversity in the sector and industry professional development are goals shared by both the State Government and the city.	Short-term		•
4.8	Leverage Sister City relationships by connecting local cultural institutions with international counterparts, to develop cultural exchange and local capacity of cultural workers (Eg. Art Taipei).	The Taipei-Perth Curatorial exchange program has been running successfully in its current form since 2016. The model sees Perth and Taipei cultural institutions work together with the City and various other funding partners, both in Perth and Taipei, to drive cultural understanding, connection to local arts and cultural communities, artwork production and support economic and cultural relationships. The success of this program is attributed to several key things, including a Taiwanese-Australian coordinator, a focus on the right artform, and high-level diplomacy and public support on both sides. There is interest from other Sister Cities to replicate the Taipei cultural exchange model.	Ongoing	•	

CULTURAL ACTIVITIES

MEASURABLE OUTCOMES

Ref	Specific activity	Evidence	Timetable	Insight	Economy
4.9	Identify and pursue a significant opportunity to put Perth's arts sector on the international radar (eg. Art Basel Cities, World Cities Culture Forum).	Capital cities around the world have benefitted greatly from the exposure and investment into cultural cities initiatives such as Art Basel Cities (Buenos Aires, Argentina). Perth is poised for investment, as an emerging cultural centre with high liveability index.	Medium-term	•	
4.10	In collaboration with stakeholders, investigate opportunities to improve the city's cultural tourism offering and publicise and promote this offering to visitors. (Refer to 5.5 on cultural brand).	Findings from the consultation for the draft WA Cultural Infrastructure Strategy include the potential for spaces for Aboriginal cultural tourism business to build capacities in this area.	Ongoing		•
4.11	Provision of programs and services to assist individuals to increase their knowledge and skills, to change their attitudes and behaviours and to access information and increase awareness of what is happening in their community.	Nationally, there is a trend for libraries to provide innovative programs in literacy and lifelong learning, including early childhood development. The aim is to create informed and connected citizenship, digital inclusion, especially for those at risk of being marginalised from society through having no or limited access to technology or low digital literacy. These programs result in personal development and wellbeing, stronger, more creative and culturally inclusive communities and economic and workforce development.	Ongoing	•	

5.5

OUR CONNECTIONS ARE ROOTED IN STRONG CULTURAL ENGAGEMENT AND LEADERSHIP

Cultural planning domain: Governance

City of Perth aspiration: Partnership

**Intended outcomes (objectives)
of the cultural activities:**

The three measurable outcomes that will address this goal are: in the governance domain **sense of civic trust inspired; access to beneficial networks and other resources increased;** and **agency and voice enabled.** (See Appendix 1 for full descriptions of outcomes.)

CULTURAL ACTIVITIES

MEASURABLE OUTCOMES

Ref	Specific activity	Evidence	Timetable	MEASURABLE OUTCOMES		
				Civic Trust	Networks	Agency/voice
5.1	Using the IAP2 Framework, increase community consultation to drive decision-making for current and prospective cultural projects and initiatives.	The <i>City of Perth Act 2016</i> mandates that as a capital city, the City of Perth must move beyond engaging only with property owners, residents and ratepayers and invite input from all users of Perth city, including visitors, workers and tourists. Nationally and internationally, there is trend towards “open government” and acknowledgement that the community not only has a right to be heard, but also have an extensive pool of knowledge and insight that can help deliver better outcomes. The City of Perth has recently finalised a new Stakeholder Engagement Framework that must inform all activities in this plan.	Ongoing	•		•
5.2	Continue to engage with the City’s Cultural Advisory Committee to foster meaningful collaboration with representatives from the community, the cultural sector and government.	Community consultation for this plan strongly indicated a call for cultural development to be owned and lead across the whole of the City of Perth, driven from political leadership of Council, as ambassadors and advocates for the plan. There was also a call for the City to have a leadership role in bringing key cultural institutions together to collaborate. Establishing the Cultural Advisory Committee has been successful during year one of the plan in not only bolstering the City of Perth’s leadership role, but in facilitating collaboration and communication across the sector.	Short-term	•	•	•

CULTURAL ACTIVITIES

MEASURABLE OUTCOMES

Ref	Specific activity	Evidence	Timetable	Civic Trust	Networks	Agency/voice
5.3	In consultation with the cultural reference group, review and develop the City of Perth's investment in strategic partnerships that will deliver on cultural commitments and drive cultural development in Perth.	The City has historically invested in several key strategic cultural partnerships, which have only recently undergone any significant strategic review. Recently, organisations such as Activate Perth, Historic Heart and various neighbourhood precinct groups have also sought support and investment from the City. Partnership and collaboration are key to the success of this plan. An effective and equitable approach to partnerships needs to be documented and applied.	Short-term			•
5.4	Play an active role in developing partnerships with other relevant agencies to meet cultural commitments.	The City sits in a complex series of relationships and potential partnerships across three tiers of government, redevelopment authorities, university and education, health systems, community and arts organisations. Examples include, the Metropolitan Redevelopment Authority, State Government departments – most notably Department of Local Government, Sport and Cultural Industries (DLGSCI), Tourism WA and Department of Lands, Planning and Heritage (DPLH), neighbouring local governments, universities, precinct groups, Chamber of Arts and Culture WA, Perth Theatre Trust and others.	Short-term/ ongoing		•	•
5.5	Partner with Tourism WA, Western Australian Indigenous Tourism Operators Council (WAITOC), inner city councils and other stakeholders to promote cultural activities, developing a cultural “narrative/brand” that reflects Perth's authentic cultural identity, which will shape the flow of engaging information on the cultural life of Perth for Perth's varied and transient community and tourists.	WA has a unique and untapped cultural identity and cultural tourism potential. Work by the State Government, Tourism WA, Committee for Perth and private companies is focusing on tapping this potential to grow tourism to WA. The City of Perth can contribute to and leverage this work. There has been significant investment in hotel and hospitality infrastructure in Perth city, which needs to be supported with a cultural tourism offering.	Short-term/ ongoing	•	•	•

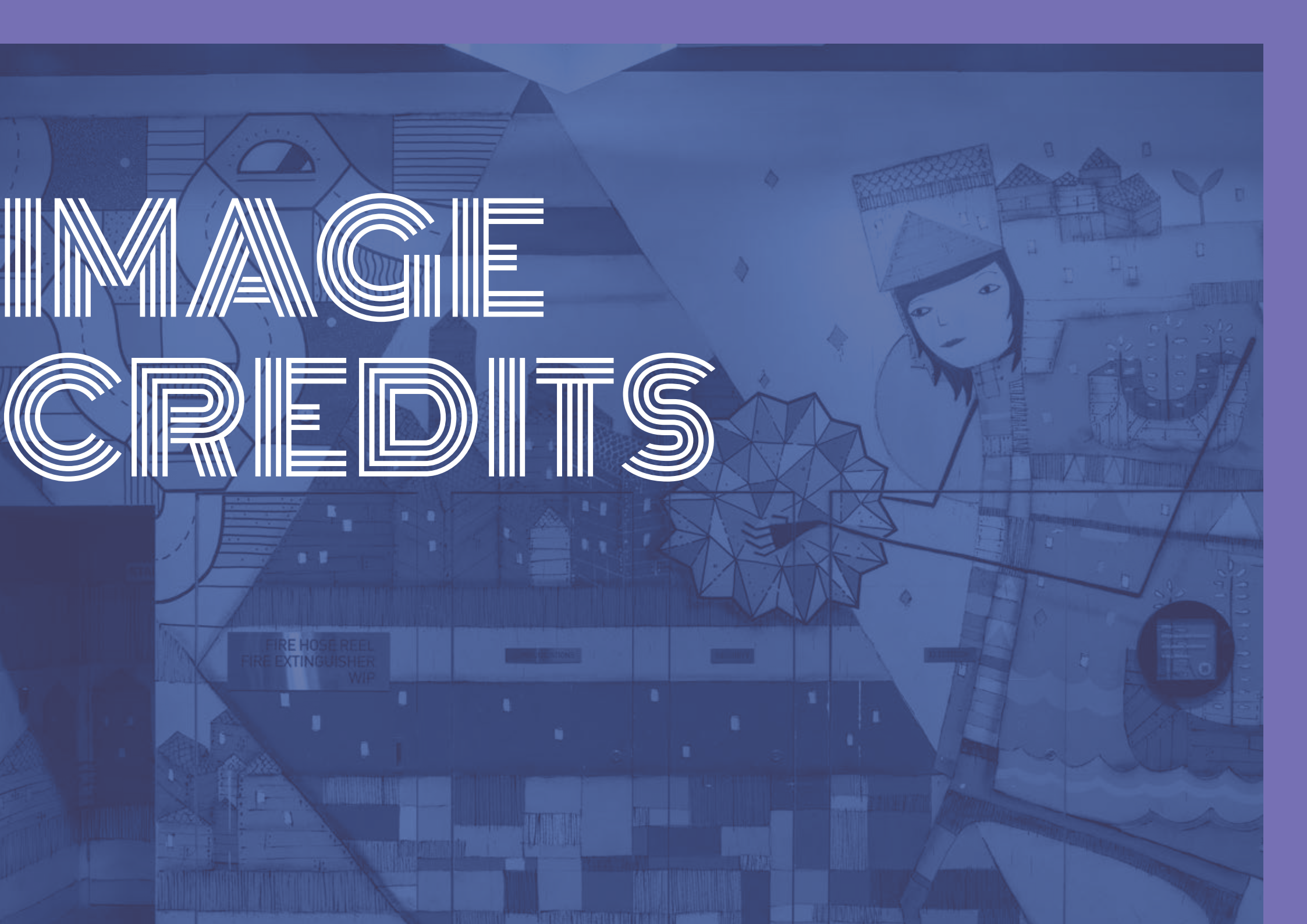
CULTURAL ACTIVITIES

MEASURABLE OUTCOMES

Ref	Specific activity	Evidence	Timetable	Civic Trust	Networks	Agency/voice
5.6	Partner with the State Government and Perth Theatre Trust to deliver ongoing cultural activations around key events and campaigns in the Perth Cultural Centre.	The Perth Theatre Trust have control of the Perth Cultural Centre as a designated performance space. Work is underway to develop an activation plan and branding for the precinct as a whole. There is potential for activation with City of Perth events.	Short-term/ ongoing		•	
5.7	Maintain and continue to invest in cultural content on the City's websites with accessible information on cultural offerings, and two-way channels of communication with the City of Perth on cultural initiatives and support programs.	The city's cultural assets/info have almost no online presence and cultural tourism opportunities are being lost as visitors and locals alike are not aware of the city's cultural assets, heritage and history. There is little opportunity to promote the city's assets – or those externally owned – as there is currently no central, online repository for this information. A central repository for arts, cultural, and heritage information was a strong theme raised in community consultation.	Short-term/ ongoing	•	•	•
5.8	City cultural development-related policies reviewed regularly, with community input, in line with the Cultural Development Plan.	The City of Perth's cultural policies related to cultural activity (arts and culture, heritage, collections, busking, etc) are very heavy on detail and have not been updated since the <i>City of Perth Act 2016</i> .	Short-term/ ongoing			•
5.9	City of Perth Council and administration participates in cultural leadership training. Participation in the CCCLM culture initiatives would form a key part of this process.	There is a call for the City of Perth to take a leadership role in driving cultural development and facilitating collaboration and connections within the arts and culture sector. Advocating for culture is a unique skill that must be fostered within the City of Perth.	Short-term/ ongoing			•

IMAGE CREDITS

FIRE HOSE REEL
FIRE EXTINGUISHER
WIP





Cover, Back cover **Elizabeth Quay and Perth city skyline.**
Image courtesy of Sky Perth / City of Perth, 2018.



2, 45 **Mural (2014)**, by Vans the Omega and Beastman. Commissioned by 140 Perth, curated by FORM Building a State of Creativity's *PUBLIC* Program.
Image courtesy of PHL Y Images / City of Perth, 2019.



3 **Queen Elizabeth Quay Bridge.**
Image courtesy of Sky Perth / City of Perth, 2018.



4 **Koorden (2015)**, by Rod Garlett, Fred Chaney, Richie Kuhaupt. Supported by the Metropolitan Redevelopment Authority. City of Perth Public Art Collection.
Image courtesy of City of Perth, 2019.



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



7, 11, 21 **Kings Square.**
Image courtesy of Sky Perth / City of Perth, 2018.



8 **Mural (2015)**, by Curiot, Hertz Building, Murray Street. Developed through FORM Building a State of Creativity's *PUBLIC* program.
Image courtesy of City of Perth, 2019.



9 **Cathedral Square and City of Perth Library at night.**
Image courtesy of Osprey Creative / City of Perth, 2019.



10 **Busker crowd at Forreast Chase.**
Image courtesy of PHL Y Images / City of Perth, 2019.



12 **Ascalon (2011)**, by Marcus Canning and Christian de Vietri. Commissioned by Cathedral Arts Foundation, St Georges Cathedral, Perth.
Image courtesy of PHL Y Images / City of Perth, 2019.



13 **First Contact (2015)**, by Laurel Nannup, Elizabeth Quay. Developed through FORM Building a State of Creativity's Land.Mark.Art program. Supported by the Metropolitan Redevelopment Authority.
Image courtesy of City of Perth, 2019.



14, 23 **Elizabeth Quay.**
Image courtesy of Sky Perth / City of Perth, 2018.



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



16, 30 **Supreme Court of Western Australia.**
Image courtesy of Osprey Creative / City of Perth, 2019.



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



18 **Cathedral Square and City of Perth Library from the air.**
Image courtesy of Osprey Creative / City of Perth, 2019.



19 **Handpan busker on Hay Street.**
Image courtesy of PHL Y Images / City of Perth, 2019.



19 **Art Gallery of Western Australia.**
Image courtesy of Osprey Creative / City of Perth, 2019.



20 **Mural (2017)**, by Daek William, Graffiti Cafe, King Street.
Image courtesy of PHL Y Images / City of Perth, 2019.



21 **Riverside Drive.**
Image courtesy of Kane Artie / City of Perth, 2019.



22 **Perth city.**
Image courtesy of Osprey Creative / City of Perth, 2019.



24 **Australia Day Skyworks.**
Image courtesy of Jess Wyld / City of Perth, 2018.



25 **Mural (2011)**, by Timothy Rollins, Grand Lane.
Commissioned by City of Perth.
Image courtesy of PHL Y Images / City of Perth, 2018.



26 **Kings Park flowers.**
Image courtesy of Jess Wyld / City of Perth, 2019.



27 **East Perth cove sunset.**
Image courtesy of Kane Artie / City of Perth, 2019.



28 **Derbarl Yerrigan and Elizabeth Quay.**
Image courtesy of Sky Perth / City of Perth, 2018.



29 **Chadd Wirin Sculpture** by Tjyllyungoo Lance,
Yagan Square. Supported by the Metropolitan
Redevelopment Authority.
Image courtesy of PHL Y Images / City of Perth, 2019.



31-32 **Birak Concert 2019.**
Image courtesy of Thom Davidson / City of Perth, 2019.



33 **General Post Office, Perth**
Image courtesy of City of Perth, 2017.



34-36 **State Buildings.**
Image courtesy of City of Perth, 2017.



37 **Claisebrook Cove, looking towards Matagarup
Bridge and Optus Stadium.**
Image courtesy of Sky Perth / City of Perth, 2019.



38-39 **Nature at Elizabeth Quay.**
Image courtesy of Jess Wyld / City of Perth, 2019.



40 **Perth city.**
Image courtesy of Sky Perth / City of Perth, 2019.



41-44 **People in the city.**
Image courtesy of City of Perth, 2019.



46-50 **Boorna Waanginy: The Trees Speak (2017, 2019)**, by
Nigel Jamieson and Richard Walley. Commissioned by
the Perth International Arts Festival.
Image courtesy of Thom Davidson / City of Perth, 2019.



51 **Optus Stadium.**
Image courtesy of Sky Perth / City of Perth, 2018.



52-54 **Lighthouse**, Council House.
Image courtesy of City of Perth, 2017.



55 **Mural** by Kyle Hughes-Odgers. Commissioned by 140 Perth.
Image courtesy of PHL Y Images / City of Perth, 2019.



59 **People eating in Grand Lane.**
Image courtesy of PHL Y Images / City of Perth, 2019.



60 **Boorna Waanginy: The Trees Speak (2017, 2019)**, by Nigel Jamieson and Richard Walley. Commissioned by the Perth International Arts Festival.
Image courtesy of Thom Davidson / City of Perth, 2019.



61 **People walking in McLean Lane.**
Image courtesy of Jarrad Seng / City of Perth, 2017.



62 **Council House.**
Image courtesy of Osprey Creative / City of Perth, 2019.



63 **Perth city skyline.**
Image courtesy of City of Perth, 2019.



64 **Cyclists on Mounts Bay Road.**
Image courtesy of Kane Artie / City of Perth, 2019.



65 **Wolf Lane Mural (2014)**, by Maya, Hayuk. Developed through FORM Building a State of Creativity's *PUBLIC* program.
Image courtesy of PHL Y Images / City of Perth, 2019.



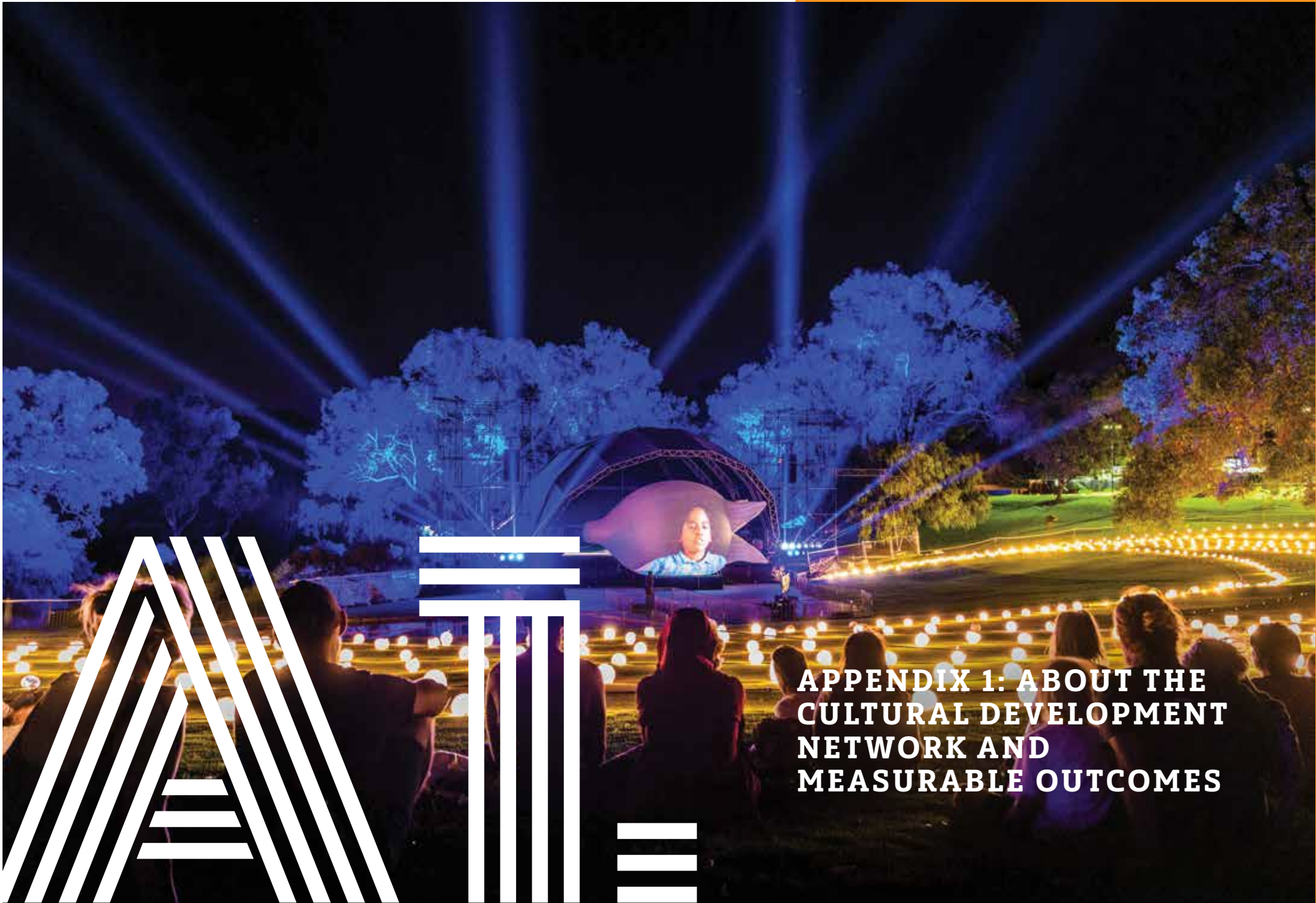
66 **Perth Concert Hall.**
Image courtesy of Osprey Creative / City of Perth, 2019.



67 **Painted piano at Brookfield Place.**
Image courtesy of PHL Y Images / City of Perth, 2019.

APPENDICES





**APPENDIX 1: ABOUT THE
CULTURAL DEVELOPMENT
NETWORK AND
MEASURABLE OUTCOMES**



The Cultural Development Network advocates for the inclusion of cultural vitality to the accepted 'triple bottom line' planning goals of economic, social, and environmental sustainability.



About the Cultural Development Network

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

The goal of Cultural Development Network (CDN) is a vibrant and rich Australian culture.

CDN addresses this goal by increasing the capability of governments to stimulate and facilitate the artistic visions of their communities, leading towards the cultural outcomes where there is creativity stimulated, aesthetic enrichment experienced, insight gained, diversity of cultural expression appreciated and a sense of belonging to a shared cultural heritage strengthened.

CDN acknowledges that all public policies are situated in give broad domains of public policy: cultural, economic, environmental, governance and social. Outcomes from policies in these domains contribute to the public good. CDN's work is sited within the cultural domain and at the same time, acknowledges that cultural development activities impact on, and are impacted by, all policy domains.

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

CDN plays a sector development role with arts managers, cultural planners and producers. An increase in the capacity of the cultural sector can also impact in local economies through more productive, better focused and responsive capability across the cultural development sector of arts, libraries and heritage.

The organisation has grown its national role through initiatives that worked with multiple governments and more recently by its establishment of the National Local Government Cultural Forum (2013-2018). The group comprised representatives from federal government arts agencies, every capital city, and local government peak bodies from each state and territory across Australia, who collaborated to develop culture's role in local government policy and practice. The work of the Cultural Forum has been continued by the eight Australian capital cities forming a Capital Cities Cultural Network and including representation from the Commonwealth Office for the Arts and Australia Council for the Arts.

The research carried out by CDN and its practice experience has led it to develop a method and system for supporting artists, producers and cultural managers to plan, evaluate and increase our understanding of the impact and contribution cultural activities make to our lives. The WhiteBox Outcomes Planning Platform®

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

See www.culturaldevelopment.net.au/about

MEASURABLE OUTCOMES FOR CULTURAL ENGAGEMENT

The City of Perth Cultural Development Plan identifies measurable outcomes of its cultural activities across the five domains of public planning. Below are the detailed descriptions and definitions of the outcomes. See www.culturaldevelopment.net.au/outcomes for further information and the most up to date descriptions and definitions.



Aspiration 1: People.

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

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

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

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

This outcome is about how cultural engagement supports people's sense of safety and security: their sense of freedom from danger, risk or injury. This includes how safe they feel their local community is, as well as the broader Australian community, and how secure they feel in their homes and moving about in the community. We use 'sense' in this outcome as often people perceive that they are unsafe and insecure whilst crime statistics for a particular location may indicate that in fact there is a high level of safety and security.

(This item is currently in development. See website for updates).

3. **Social differences bridged – BRIDGING**

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



4. **Creativity stimulated** – STIMULATION

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

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

5. **Sense of belonging to shared cultural heritage deepened** – BELONGING

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



Aspiration 2: Place

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

1. **Aesthetic enrichment experienced** – ENRICHMENT

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

This outcome can include enjoyment from participation in arts experiences that are familiar, known as aesthetic validation, or unfamiliar, known as aesthetic growth or challenge. This outcome is not necessarily a shared sense: it can be experienced and enjoyed alone, unlike Outcome 5, which is about how cultural experiences connect people to each other. A desired endpoint is more and deeper experiences of aesthetic enrichment, as these

are unlimited and can be continually generated. Further engagement with similar or other enriching cultural activities may be inspired. This outcome corresponds to UCLG's cultural element of 'beauty' (UCLG, 2006), but is broader, in recognising that cultural enrichment can also come from experiences that are not beautiful, but challenging or awe-inspiring.

2. **Positive sense of place (built and/or natural environment enhanced)** – PLACE

This outcome is about people's sense of place of the built or natural environment that can be enhanced through cultural engagement. By sense of place we mean how people experience, interact with and value place, in the natural world but also the environment that has been constructed by humans. A sense of place enables people to appreciate their environment and positively interact with its ecology. This can lead to action toward a more sustainable future and support better environmental quality, thereby contributing to wellbeing.

Aspiration 3: Planet

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

1. **Aesthetic enrichment experienced** – ENRICHMENT

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

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

2. **Natural world valued** – VALUED CONNECTION

This outcome is about how cultural engagement can facilitate a valuing of the natural world. By natural world we mean the plants, animals, and ecosystems that exist and are not created as a result of human action. An appreciation of the natural world is important as experiences with nature are beneficial for human wellbeing both physical and mental. A healthy and sustainable natural world is essential to support human existence and a valuing of the natural world may result in positive action to preserve the environment.

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

This outcome is about how cultural activities can contribute to an increased understanding of ecological and environmental issues. By ecological issues we mean the harmful effects of human activity on the natural environment which have implications for human health, biodiversity, and the earth's ability to sustain life. An understanding of ecological issues is important to address environmental issues and promote action to protect the environment and address issues such as climate change.





Aspiration 4: Prosperity

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

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

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

2. **Local economy supported** – ECONOMY

This outcome relates to the existence of locally produced goods and services on which the cultural industries rely and which help the industries and local economy to be resilient. The endpoint is that the producers of the goods and services required for the creation of cultural products and services are situated within the local economy and their businesses are patronised.



Aspiration 5: Partnership

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

1. **Sense of civic trust inspired** – TRUST

This outcome is about the trust that people have towards governments (local, state and federal) institutions and systems that serve and contribute to the community and the trust in other members of the community to operate in a manner that benefits the community. These include the judiciary, the police, and civil authorities. In order to trust authorities, citizens must be confident that civic bodies operate transparently, fairly, honestly, in the best interests of the people they serve. The Community must also be confident that they can participate in governance such as devoting time to advance an idea or movement or challenging a wrong

2. **Access to beneficial networks and other resources increased** – USEFUL CONNECTIONS

By access to beneficial networks and other resources, we mean the linkages between individuals and groups within the local community that have the potential for benefit, such as links between community members and council services or artists and the cultural sector. (This section is currently in development. See website for updates)

3. **Agency and voice enabled** – AGENCY/VOICE

This outcome is about how engagement in cultural activity can contribute to an individual's agency and voice in the community. By agency and voice, we mean the ability and freedom an individual has to express their opinions (about the world) in public and act on those opinions. To do this an individual should be confident that it is safe to express their opinions, their voice will be heard, and their ideas are welcomed. Having agency and voice is important for civic engagement as people are more likely to be involved if they feel they can influence change.



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