



Arts Strategy

2024 – 2027

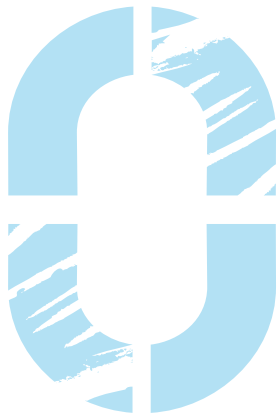
Acknowledgement of Country

The Shire of Ashburton acknowledges all Native Title holders throughout the Shire. We respect and honour the Traditional Owners, custodians, native land titles, and Elders past and present. We acknowledge the stories, traditions and living cultures of Aboriginal peoples on this land and commit to building a brighter future together.

Thank you to contributors

The Shire appreciates the valuable feedback from the community to help develop this plan of action. This includes residents, schools, local businesses, community groups, clubs and organisations.





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A home with strong foundations.

'Community and opportunity' are the foundation of 'My Pilbara Home'. They enable the Shire and the many residents, volunteers, organisers, leaders, corporate sponsors, and participants to develop activities, initiatives and events in a way that makes the most of our remote location and dynamic population.

The 'My Pilbara Home' Community Development Strategy 2024 – 2027 ('My Pilbara Home') includes six informing strategies:

RAP

Connecting culture to community to advance reconciliation.

CAIP

Connecting all community members with the same opportunities and experiences.

Youth

Connecting young people with opportunities to feel engaged, empowered and supported.

my Pilbara home

Programs & Events

Connecting community members through the delivery of inclusive programs and events.

Club Development Plan

Connecting clubs and groups with opportunities to build capacity.

Arts

Connecting community with Arts.

1. Why *Arts* in the Shire?



1.1 Arts make “My Pilbara Home”

If you listen to music or read for fun, then you play a part in Arts in our community. We enjoy creativity every day – through learning, working, and relaxing.

What we call ‘Arts’ comes in many forms, including the colourful community mural painted on your local café wall, a school play, weekend dance classes, or the story time session at the library. Other forms are ‘high profile’ and draw seasonal visitors interested in large-scale exhibitions, sculpture and structures, and live performances set on Country against the awesome Ashburton landscape.

This Strategy is an action plan to develop opportunity for Arts in Ashburton. It is part of the ‘My Pilbara Home Community

Development Strategy 2024-27’ because home-grown Arts are important for building belonging, connection and inclusiveness in the community. In fact, we know that more Australians see community Arts as a way to boost their wellbeing. Arts activities are ongoing across towns in the Shire and this Strategy provides the opportunity for an aligned vision, coordination, and to build from each other’s successes. The Strategy can support each town regardless of their Arts journey – some with a sophisticated Arts scene, others at the very beginning of creating one.



The Strategy takes inspiration from Arts initiatives like the Onslow water tank murals, the annual Ashburton Arts Award, and the Tom Price Arts Hub in addition to successes in the wider Pilbara region: examples of our enterprising spirit, community talents and love of Country.

You may be a young digital wizard with a gift for graphic design or a speaker of Aboriginal language, with a strong knowledge of Country, painting and song. You may be one of our valued volunteers supporting a craft club or part of a judging panel for an Art award. You may have been born elsewhere with a passion for sharing your food and culture or a long-time FIFO manager who plays in a band. You may have access to funds to stage a large-scale signature performance or be employed by the Shire to develop Arts as part of the community development function.

All help to create 'My Pilbara Home'.



1.2 Our commitment to Arts

At the Shire of Ashburton, we provide core Council services and work with mining and other resource companies to create liveable communities. Our vision is to embrace our unique Pilbara environment and lifestyle, by developing vibrant, active and connected communities. As community members ourselves, we believe that social values are worth fighting for, and that everyone deserves to share in the richness created from where we choose to invest, live and visit. We are dedicated to driving and delivering 'opportunity to community.

This Strategy shows the Shire's commitment to bring greater collaboration to community development - where we come together

with our talents, ideas, skills and resources to create a connected Arts community. This Strategy recognises that communities in the Shire of Ashburton have features that make them distinct and special and also that there are opportunities to use Arts to bridge each of these features in an inspiring and creative way.

The Shire will be involved in different ways to deliver the actions in this Arts Strategy. Implementation will be led by the Community Development team based in each town. The Shire has five critical roles to play in the delivery of this Strategy. These roles are clearly outlined in the Action Plan, alongside who should be involved in each action.

Table 1.1 Role of the Shire

| | | |
|--------------------|---|---|
| Provider | Delivers the initiative, activity, service, or facility | For example, Ashburton Art Exhibition, town libraries and local history services, community halls |
| Facilitator | Connects the right people together | For example, 'What's On' meetings and information promotion |
| Partner | Collaborates or is part of making something happen | For example, Reconciliation Week Walk |
| Advocate | Talks about or promotes an issue to people who need to listen | For example, making submissions to the State Government on economic recovery programs |
| Funder | Provides money or resources to support | For example, Community support grants. |

This plan cannot succeed with the Shire acting alone: it requires support and involvement from across the community, clubs, organisations and State Government Departments such as the Department of Local Government Sport and Cultural Industries (DLGSC) and Regional Arts WA.

Our approach is based on the principles of Asset Based Community Development (ABCD) in recognition that the community has many strengths. An ABCD approach focuses on doing things *with* the community and valuing the capacity, skills, knowledge and potential in the community that contribute to Arts.

You can read more about ABCD in the ‘My Pilbara Home Community Development Strategy’.

Asking what community wants or needs is an early but important step in setting the direction of Arts – and how we make progress together in a collaborative way. Understanding what part community can play alongside the Shire is another important step. Playing our parts together takes us closer to our big goal for ‘My Pilbara Home’: *“to foster a sense of belonging, connection and inclusiveness in our approach to the delivery of our programs, events and initiatives”.*

Table 1.2 Role of community

| | | |
|--------------------|---|--|
| Advocate | Talks about or promotes an issue to people who need to listen | For example, a knowledge holder advising ways to feature Aboriginal language and knowledge of Country in Arts programs and activities. |
| Facilitator | Connects the right people together | For example, the local tourism office coordinating regional Arts attractions. |
| Funder | Provides money or resources to support | For example, a corporate sponsor providing funds for a major (signature) performance. |
| Participant | Attends, visits or participates | For example, attending the Reconciliation Week Walk or an artist entering the Ashburton Arts Awards. |
| Partner | Collaborates or is part of making something happen | For example, local Arts providers contributing talents to Arts programs, activities and working groups. |
| Provider | Delivers the initiative, activity, service, or facility | For example, a local photographer running courses. |
| Volunteer | Contributes personal time and skills without financial compensation | For example, a carpenter building stage sets for a community performance. |

1.3 Our current activities with Arts

The Shire has included Arts activities in Community Programs and Events, and has launched public Arts projects across the towns. To date, these efforts have not been guided by a dedicated Arts strategy, but have taken shape under different functions within Community Services and through the initiative of the Community Development Team in collaboration with corporate partners, community programs, clubs, organisations and individual artists. The COVID-19 pandemic and staffing challenges has influenced the ability to progress Arts initiatives. With the development of this Arts Strategy in 2024, we have the guiding plan to help Arts flourish. Funding partnerships remain a key channel to achieving this goal.

In addition to the Action Plan outlined in this document, actions by the Community Development Team include:

- Utilise Shire events, where appropriate, provide opportunities for local artists to perform and participate.
- Apply the Shire's local procurement policy to prioritise artists based in the Shire in commercial opportunities
- Support community organisations in their efforts to secure and manage grants or seek sponsorships.
- Proactively work with corporate partners to identify allocation of funds for Arts initiatives and integrate facilities for the Arts into infrastructure projects
- Initiate public art projects that support the liveability and attractiveness of the towns to residents and visitors
- Proactively work to connect residents with Arts activities to boost participation and inclusion across age groups and community groups





2. Arts and you



2.1 How we talked with the community

Community consultation to develop this Arts Strategy was delivered as part of the engagement for the ‘My Pilbara Home Community Development Strategy’ (‘My Pilbara Home’) and informing strategies between March and April 2024 and included:

- a print and online survey that received 214 responses (103 complete, 111 incomplete)
- talking with community members at one of the four Welcome to Town events (Tom Price, Onslow, Pannawonica, Paraburdoo)
- 38 one-on-one interviews (online and in-person) with people living or working in the Shire
- two stakeholder workshops (Onslow and Tom Price) involving 21 people.

Information about the development of the “My Pilbara Home” and informing strategies, including the opportunity to participate, was delivered to the community through the Shire’s website, Facebook page and via direct engagement with select stakeholders.

A comprehensive summary of consultation can be viewed in the “My Pilbara Home Community Development Strategy”.



2.2 What we learned

Community feedback shows that Arts initiatives are less developed than sports-based clubs and activities in the Shire. Comments about Arts came through the least during consultation. But you are interested in creating more home-grown Arts opportunities, echoing a call by the Chamber of Arts and Culture WA.

Current programs[...] favour an approach of delivering art to the regions, rather than investing in regional Arts themselves and from a regional perspective appear fragmented and lacking a cohesive vision.

For example, creative types are keen to share their experience Arts year-round and also as part of larger events. But demand for volunteers, a lack of coordination and information, and living remotely is taking a toll. Research by Creative Australia supports this finding:

“Australians in remote areas are more likely than those living in metropolitan or regional areas to attend the Arts to improve their wellbeing. However, they are twice as likely to experience difficulty getting to events compared to those in metropolitan or regional areas.”

You can see actions to support volunteer participation in the ‘My Pilbara Home Community Development Strategy’

1. Creative capacity: Sharing information to improve the effectiveness of Arts initiatives

You see Arts as a way to create greater inclusion and support changing community expectations. Aboriginal language and culture was often mentioned in feedback about community development and Arts.

“The cultural richness of the region and the beauty of the landscape is a strength.”

“I think there's a massive gap for art and culture in Onslow, but to me the Shire should be negotiating directly with the language groups by building relationships as the holders of that knowledge.”

“The idea of an Arts strategy is a really good one.”

“Arts is part of having a visually attractive town to retain people in the town. If new arrivals knew the history of the town, they would know how the town used to look and what has been done to make it look so much better.”

2. Community capacity building: Providing information and opportunities to develop Arts initiatives that support belonging, connection and inclusiveness

Artists with successful Arts programs for a living face the cost, time and skills challenge of running a business in a remote town. This can limit opportunities for residents to access creative activities, even where there is demand. There's an opportunity for the Shire to support building the capacity of local artists to develop and share their skills.

"There is a direct link between the need to build the capability of people to run initiatives and programs and the goal to reduce volunteer burnout."

3. Participation: Supporting artists to increase levels of creative output and community engagement

There are both critics and fans of public art projects, such as the Paparazzi Dogs. This reflects how Arts can spark conversation. Not everyone is looking to the Shire to lead the Arts project directly. The Shire can support creative activities through funding Arts grants and providing suitable community facilities. This includes supporting community Arts programs and activities that are inclusive and accessible so that more people participate.

"Grants can be difficult to get if numbers are low."

"We don't have a very big footprint and it's been difficult to get traction with those community groups. The community there has been used to having the resources companies providing that support."

"We can't have a dance show in Tom Price because the stage at the community centre isn't big enough."

4. Artist recruitment and recognition: Identifying more artists and celebrating their talents.

The Tom Price Arts Hub and Karijini Experience are popular success stories. You would like to see more of this celebration of Aboriginal language, culture and knowledge of Country as part of a Shire-led Arts program.

"It's always well received, having that engagement work properly is essential to have people attend."

"What's happening with Aboriginal people in terms of Arts is that artefacts and skills are being lost."

5. Coordination and collaboration: Fostering a connected and active Arts community.

Funders, such as corporate sponsors, and providers of Arts initiatives from community see a chance for the Shire to support as a Facilitator and Advocate for Arts created and enjoyed within a region (i.e., home-grown).

"AusDance previously funded dance activities for Indigenous community-oriented activities. Some people from community have asked about that."

"Artists want to see a clear implementation plan from the local strategies, which would in turn enable funding bodies to align their strategies."

"We are thinking about Arts in terms of regional roadshows with visiting groups."

"The Shire has been helpful advertising our grant opportunities. We have joined Shire information sessions and presented to different community groups."



3. Developing *Arts* together



3.1 What we will do

We need to get creative – together! Community input shows we should keep developing Arts for different groups within our communities on a small scale, but that the Arts need greater attention and support in a connected and coordinated way.

We have the opportunity to create a trail that links both home-grown talent and high profile Arts activities across Ashburton for our communities and visitors to enjoy all year.

To achieve this aim, this Strategy is structured under the following key areas of focus that were identified in community feedback:

The aim of this Strategy is to:

Support and promote the development of a trail of creativity that links both home-grown talent and high profile Arts activities across the Shire.



To achieve this aim, this Strategy is structured under the following key areas of focus that were identified in community feedback:

- 1. Capacity building:** Supporting the development and effectiveness of Arts initiatives that promote belonging, connection and inclusiveness
- 2. Participation:** Support and promote clubs to assist them in increasing their levels of community participation.
- 3. Artist recruitment and recognition:** Provide clubs and groups with the knowledge and tools to recruit more volunteers and to celebrate their contributions.
- 4. Coordination and collaboration:** Fostering a connected and active Arts community.

The Shire delivers services to its community in line with the values and strategic goals in the 'Strategic Community Plan 2022-32' (the Strategic Community Plan). Each of the goals in that plan has outcomes and the Shire is focused on delivering those outcomes over the 10-year period. This Arts Strategy links to those goals and outcomes, and forms part of the 'My Pilbara Home' for a 3-year period (2024-27).

Guided by the Strategic Community Plan, the actions in the Arts Strategy follow the themes of People, Place, Prosperity and Performance. The Arts Strategy aims to:

- Help connect communities with opportunities in the Arts [People – 1.2], including supporting and developing sustainable clubs and groups for meaningful participation in Arts [People – 1.2.4]
- Support individual and community learning opportunities [People – 1.3], including encouraging and providing programs to foster learning and participation in the community [People – 1.3.2] and information services that meet changing community expectations [People - 1.3.3]
- Deliver a range of effective opportunities for the community to receive information in a timely manner [Performance – 4.3].
- Grow opportunities for Arts through the Shire's provision of quality, well-maintained and purposeful community facilities [Place – 2.7] and sustainable commerce and tourism opportunities [Prosperity – 3.4]

Actions in the Arts Strategy support one or more of these themes, as indicated by the following icons:

People



Place



Prosperity














Performance



3.2 Action Plan

The table below provides a summary of actions to be undertaken over the three years to implement the Arts Strategy. Internally these actions are further refined and detailed, and written into an operational plan.

| Action | Town | | | | Shire role and resourcing | Other stakeholders | |
|--|---|-------|------|----|---------------------------|-------------------------|---|
| | Ons | Panna | Para | TP | | | |
| 1. CAPACITY BUILDING: Supporting the development and effectiveness of Arts initiatives that promote belonging, connection and inclusiveness | | | | | | | |
| 1.1 | Research and identify options for a dedicated local Arts Grants category. | ● | ● | ● | ● | Funder | Regional Arts WA DLGSC Funding partners |
| 1.2 | Engage with Aboriginal Corporations and community representatives about preferred way to include Aboriginal language, culture and knowledge of Country in Shire-led Arts initiatives. | ● | ● | ● | ● | Provider Partner | Aboriginal Corporations in Ashburton Regional Arts WA DLGSC |
| 1.3 | Include regular workshops on Arts in the annual Program and Event Planner. | ● | ● | ● | ● | Provider Facilitator | Community Groups Aboriginal Corporations in Ashburton Regional Arts WA DLGSC |

| Timing | | | What success looks like |
|---|---|---|--|
| 2024/25 | 2025/26 | 2026/27 | |
|  |  | | Grants category to support delivery of local ('home-grown') community Arts initiative with clear contribution to belonging, connection and inclusiveness  |
|  |  |  | Aboriginal language, culture and knowledge of Country is featured in selected Shire-led Arts programs and initiatives, with clear and ongoing support of Aboriginal Elders and Aboriginal artists.   |
| |  |  | One course delivered per quarter supplemented with online publication of links to guidance on Shire official website (under action 1.1)  |

| Action | Town | | | | Shire role and resourcing | Other stakeholders |
|--------|------|-------|------|----|---------------------------|--------------------|
| | Ons | Panna | Para | TP | | |

2. PARTICIPATION: Supporting artists to increase levels of creative output and community engagement in Arts






| | | | | | | | |
|-----|---------------------------------|---|---|---|---|----------|---------------------------|
| 2.1 | Develop a Public Art Masterplan | ● | ● | ● | ● | Provider | Regional Arts WA DLGSC |
|-----|---------------------------------|---|---|---|---|----------|---------------------------|

| | | | | | | | |
|-----|---|---|---|---|---|----------|---------------------------|
| 2.2 | Include local artist content in the Shire's relevant programs and events for artists within the Shire and the wider Pilbara region. | ● | ● | ● | ● | Provider | Regional Arts WA DLGSC |
|-----|---|---|---|---|---|----------|---------------------------|

3. ARTIST RECRUITMENT AND RECOGNITION: Identifying more artists and celebrating their talents

| | | | | | | | |
|-----|---|---|---|---|---|----------|--|
| 3.1 | Develop a database/ directory of local artists and Arts organisations across the Shire and Pilbara region | ● | ● | ● | ● | Provider | Community Groups Local businesses Aboriginal Corporations Regional Arts WA DLGSC |
|-----|---|---|---|---|---|----------|--|

| | | | | | | | |
|-----|---|---|---|---|---|---------------------|---|
| 3.2 | Create a dedicated Arts page on the SoA website to showcase local artists to increase exposure and opportunities. | ● | ● | ● | ● | Provider Partner | Aboriginal Corporations in Ashburton Regional Arts WA DGLSC |
|-----|---|---|---|---|---|---------------------|---|

| Timing | | | What success looks like |
|---------|---------|---------|---|
| 2024/25 | 2025/26 | 2026/27 | |
| ● | | | <p>'Public Art Policy' and guidelines are endorsed by Council.</p> <p>Commissioned Arts works follow a structured and transparent process. The work is recognised as an example of Arts in Ashburton by visitors and community.</p> <div>   </div> |
| | ● | ● | <p>Local artists report increased participation, recognition or income from Arts commissions and collaboration</p> <div>  </div> |
| ● | | | <p>A directory (internal to Shire) of local artists, contact details, and creative field (e.g., visual Arts, basket-making, dance, songwriting), and involvement in Shire-led Arts activities, initiatives and programs.</p> <div>  </div> |
| | ● | | <p>An online directory of local artists, their creative field and involvement in Shire-led Arts activities, initiatives and programs.</p> <div>  </div> |











| Action | Town | | | | Shire role and resourcing | Other stakeholders |
|--------|------|-------|------|----|---------------------------|--------------------|
| | Ons | Panna | Para | TP | | |

3. ARTIST RECRUITMENT AND RECOGNITION *continued*

| | | | | | | | |
|------------|--|---|---|---|---|----------|--|
| 3.3 | Refine the Ashburton Arts Awards to introduce a town-based Arts theme category. Include input from Aboriginal community consultation (Action 1.2) run a community vote at the Ashburton Arts Exhibition to select the themes | ● | ● | ● | ● | Provider | Ashburton Arts Awards sponsor |
| 3.4 | Develop the concept of an Ashburton Arts Trail to showcase public artworks within the Shire and the talents and features of Ashburton, based on town-based Arts themes and Aboriginal language, culture and knowledge of Country | | | | | Provider | Ashburton Artists DLGSC Tourism WA Local Tourism Offices Aboriginal Corporations |

4. COORDINATION AND COLLABORATION: Supporting a connected and active Arts community

| | | | | | | | |
|------------|--|---|---|---|---|-------------------------|---|
| 4.1 | Investigate options and sources for identifying regional travelling artists and exhibitions that could be staged in the Shire | ● | ● | ● | ● | Provider Facilitator | Tourism offices and Tourism WA Program providers Corporate partners |
| 4.2 | Create a dedicated Public Art page on the Visit Ashburton website, to promote art tourism across the Shire. | | | | | Facilitator | Tourism office Program providers |
| 4.3 | Develop a standardised digital and accessible survey or feedback channel for community to give input to existing/planned Arts initiatives, performances and exhibitions. | ● | ● | ● | ● | Provider Facilitator | Ashburton Artists Community participants |

| Timing | | | What success looks like |
|---------|---------|---------|---|
| 2024/25 | 2025/26 | 2026/27 | |
| | ● | | <p>Four themes selected with the input of artists and community participants and continued in future Arts exhibitions</p> <div>   </div> |
| | | ● | <p>A costed and detailed concept plan for Ashburton Arts Trail presented to Council including any required adjustments to Shire facilities to enable staging.</p> <div>   </div> |
| ● | ● | ● | <p>Fewer clashes of events and activities. Community and artist participation increases.</p> <div>   </div> |
| ● | ● | ● | <p>A published digital system accessible to residents and visitors via the Shire webpage</p> <div>   </div> |
| ● | | | <p>Constructive feedback is included in planning and delivery. Community shows increasing appreciation and recognition of Arts.</p> <div>   </div> |

4. Staying on *track*



The Shire will check the progress of this Strategy Action plan on a fixed schedule.

| When | What | Who |
|---|--|--|
| Ongoing | Review community feedback results Report key findings to Manager Communities | Community Development Officer(s) |
| Every 3 months (February, May, August, November) | Collect information from Clubs, Community Groups, Program partners, Sponsors involved with Strategy actions, programs, initiatives and activities Enter how the Strategy actions are progressing in the Implementation Plan Report key issues to Manager Communities | Community Development Officer(s) Community Coordinators |
| Every 3 months (March, June, September) | Report on the progress and status of the Strategy actions to Shire Executive and Council | Manager Communities |
| Every year (November/December) | Survey Clubs, Community Groups, Program partners, Sponsors to learn about the effectiveness of Strategy Actions | Community Development Officer(s) |
| Every year (January/February) | Review survey results Report key findings to Manager Communities | Community Development Officer(s) Community Coordinators Grants Administrator |
| Every year (March/April) | Adjust Implementation Plan, as needed | Manager Communities |





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opportunity to community

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