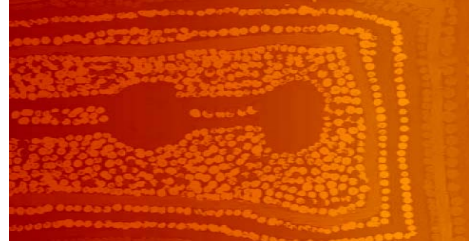




Shire of East Pilbara  
Arts and Cultural Strategy  
2011 - 2015

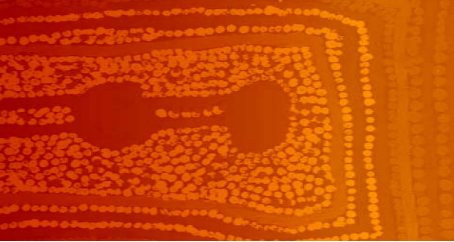




## Acknowledgements

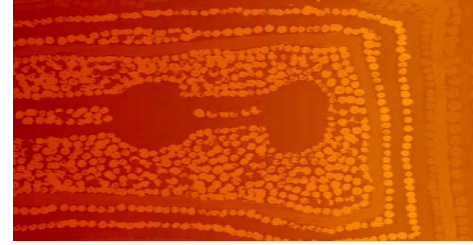
Local artwork featured throughout this document

Wakaripuka, Turun, Kukarikata – 106 x 152 acrylic on linen by Artist Pukina Burton



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## PRESIDENT'S MESSAGE

As the President of the Shire of East Pilbara I am pleased to present the Shire of East Pilbara's Arts and Cultural Strategy 2011 – 2015' which recognises the enormous contribution of culture and the arts to the East Pilbara and to our sense pride and belonging in the shire.

This strategy provides Council with a strategic approach to arts and cultural provision for the East Pilbara over the next four years and its development links directly to our existing strategic plans. The strategy also demonstrates the partnerships involved in taking forward arts and cultural services. It can also be linked to the aims of Federal and State Government policy.

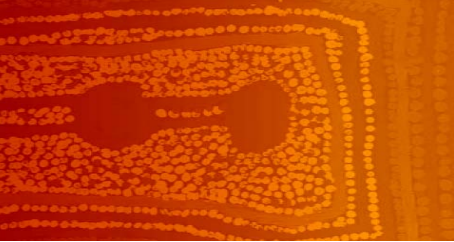
Arts and cultural services make a considerable contribution to the development and well being of the East Pilbara Community. Whether encouraging healthier lifestyles; providing opportunities for voluntary and community activity; tackling social exclusion, arts and cultural programs have a major role in enriching people's lives.

Through engagement and active participation in arts and cultural activity, individuals can develop and communities can be strengthened.

I urge all East Pilbara residents, and those with creative skills to participate in arts and cultural activities in the East Pilbara, and join with Council in fulfilling the vision outlined in these pages.

**Cr Lynne Craigie**

PRESIDENT



# 1. EXECUTIVE SUMMARY

The development of an Arts and Cultural Strategy enables a strategic and coordinated approach to cultural development in the East Pilbara. It also ensures the involvement of the community in the process.

The main aim of the Arts and Cultural Strategy is to promote the cultural wellbeing of the people of the East Pilbara. Arts and cultural activities reflect our heritage and our background, celebrating different identities and social diversity, yet providing a common bond. They help break down social barriers, while celebrating the identities of different communities.

Through dialogue cafes, annual surveys and public consultation Council has engaged the community in the development of this Arts and Cultural Strategy.

There is a need in any community and in particular one as diverse and remote as ours to develop an Art and Cultural Strategy that enables the building of a strong and inclusive community that celebrates its unique identity.

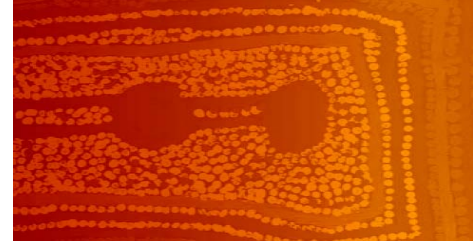
The Art and Cultural Strategy sets measurable targets for Council over the next four years.

*“Factors that seem pivotal in building long-term sustainability for arts and creativity in rural communities include:*

- *Appreciation of local culture, history and heritage, local people, assets and characteristics;*
- *Enthusiastic local leadership, positive attitudes, local entrepreneurship and investment; and*
- *Right timing and a focus on retaining young people through employment, recreation and educational initiatives.”*

Developing and Revitalising Rural Communities Through Arts and Creativity:

Kim Dunphy  
Program Manager  
Cultural Development Network  
Victoria



## 2. STRATEGIC DIRECTION

### 2.1 COUNCIL'S VISION

The Council's Arts and Cultural vision is:

*"To develop a unique local identity that builds a strong and inclusive community through vigorous, varied and vibrant art and cultural activities."*

*Council's vision will be delivered by:*

- Providing a clear framework that expresses Council's commitment towards the vital role of arts and culture in the overall strategic planning and life of the East Pilbara.
- Creating local conditions in which arts and cultural activities can thrive.
- Creating sustainable opportunities for residents to experience and participate in a broad range of arts and cultural activities such as visual and performing arts, literature, heritage, theatre and tourism.
- Supporting participation by people across all skill levels and cultural backgrounds.

### 2.2 ARTS AND CULTURAL STRATEGIC OBJECTIVES

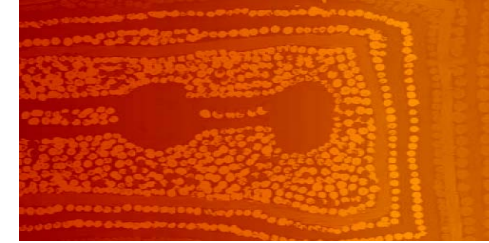
In developing the Arts and Cultural Strategy for the present and the future, these three key strategic objectives have been identified:

- **To develop connections across diverse communities within The East Pilbara**
- **To create a stronger sense of East Pilbara identity**
- **To build community cultural expression and creativity in The East Pilbara**

# ACTION PLAN

## Strategic Objective 1: To develop connections across diverse communities within the East Pilbara

Item No	Action	Resources	Partnering With	Timing	Council Plan Objective	Success Indicators
1.1	To support and encourage new and existing organisations to deliver arts and cultural services	Existing Budget Allocation	Organisations delivering arts and cultural services and stakeholders	Y1	Community Viability Community Enrichment	Number of organisations established within the first year and existing groups supported
1.2	Invite input to the development and promotion of local arts and cultural activities through the Youth Centre activities	Existing Budget Allocation	Youth Services, Local schools, Youth provider networks	Y1	Community Enrichment	Youth actively engaged in the planning, development and implementation of arts and cultural programs
1.3	Target groups (eg. Youth, Aged, Disabled) to be engaged in the development and style of projects needed ).	Existing Budget Allocation	Youth Services, Schools, EPIS and other social service providers	Y1	Community Enrichment Community Leadership	Activate participation in establishment of art and cultural projects
1.4	Establish the Fortescue Arts Awards	Existing Budget Allocation	All arts and cultural providers and industry	Y1	Community Enrichment Community Leadership	Create and activate the Fortescue Arts Award
1.7	Develop a Cultural Precinct in the town of Newman	Existing Budget Allocation	All arts and cultural stakeholders, industry and the local community	Y1 - Y3	Community Viability Community Enrichment	Facilitation of community workshop and develop concepts and scope for project
1.5	Establish an annual festival where a diverse range of cultural groups within the East Pilbara present their cultural heritage.	Subject to External Funding	All schools, Community and Cultural groups	Y2 - Y4	Community Enrichment	Annual cultural festival established
1.6	Broaden Carols by Candlelight to create a multi-racial, multi-faith, multi-age choir.	Existing Budget Allocation	Community and Cultural groups, Carols Committee, Church groups	Y2 - Y4	Community Enrichment Community Leadership	Monitor growth of event



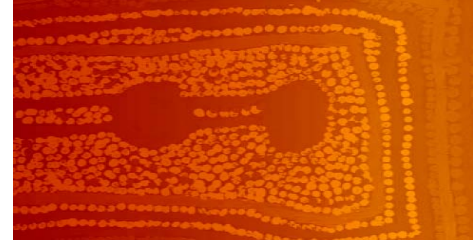
## Strategic Objective 2: To create a stronger sense of East Pilbara identity

Item No	Action	Resources	Partnering With	Timing	Council Plan Objective	Success Indicators
2.1	Develop a Public Art and Public Art Management Policy and Guidelines..	Existing Budget Allocation	Internal stakeholders	Y1	Community Viability	New policy and guidelines are adopted
2.2	Develop a database of local visual and performing artists to provide opportunities for value adding	Existing Budget Allocation	Artists, arts and cultural providers	Y1	Community Enrichment	Database created and accessible
2.3	Create a set of resources for residents, visitors, school children, senior citizens, and new residents to learn about and connect with the uniqueness of our shire's cultural identity including the local cultural heritage, public art interpretation, historical and cultural places/people of interest, icons and sites of indigenous significance.	Subject to External Funding	Key stakeholders	Y1 - Y4	Community Enrichment Community Leadership	Project scoped to funding stage and subject to approval by Council as part of the budget review process
2.5	Investigate the enhancement of non-standard street furniture with locally-reflective art elements.	Subject to External Funding	Arts and Cultural providers	Y2	Community Enrichment	Include as part of town centre revitalisation
2.4	Work with the Newman Visitors Centre and the Marble Bar Tourist Association to develop a set of products that depict the cultural identity of the East Pilbara eg. Post cards, key rings, fridge magnets, bookmarks, cloth bags.	Subject to External Funding	Key stakeholders	Y3 - Y4	Community Viability Community Enrichment Community Leadership	Project scoped to funding stage and subject to approval by Council as part of the budget review process
2.6	Investigate an arts-environmental project that would see collaboration with the community garden.	Subject to External Funding	Key stakeholders	Y3 - Y4	Community Viability Community Enrichment Community Leadership	Project scoped to funding stage and subject to approval by Council as part of the budget review process



### Strategic Objective 3: To build community cultural expression and creativity in the East Pilbara

Item No	Action	Resources	Partnering With	Timing	Council Plan Objective	Success Indicators
3.1	Support the development of arts courses and workshops offered through the Youth Centre and TAFE, aiming to attract a wider range of participants	Existing Budget Allocation	Youth, Education providers and other key stakeholders	Y1	Community Viability Community Enrichment Community Leadership	Greater participation in arts and cultural workshops and courses.
3.2	Continue in-kind support to Martumili Artists through provision of administrative and financial services until Martumili becomes an entity in it's own right.	Existing Budget Allocation	Martumili Artists, Other key stakeholders	Y1	Community Viability Community Enrichment	Continued success and expansion of Martumili Artists
3.3	Review Australia Day celebrations with a view to further developing this celebration	Existing Budget Allocation	Key stakeholders	Y1	Community Enrichment	Review completed and new Australia Day format established if appropriate
3.4	Develop an ongoing program of music concerts that utilise a variety of spaces/places around the Shire.	Subject to External Funding	Key stakeholders	Y2	Community Enrichment Community Leadership	Project scoped to funding stage and subject to approval by Council as part of the budget review process.
3.5	To encourage and support a culture of reading within the community by investigating opportunities for collaborative arts and cultural programs with the community libraries.	Existing Budget Allocation	Libraries	Y2	Community Enrichment Community Leadership	Collaborative programs developed.
3.6	To support and encourage the development of literacy skills in the community, in collaboration with the relevant groups	Existing Budget Allocation	Libraries, Schools, TAFE	Y3	Community Enrichment Community Leadership	Literature project delivered.



# APPENDIX A

## Strategy Consultation Process

In determining the direction of the Arts and Cultural Strategy, Council undertook a number of research and consultation methods including:

- Telephone surveying as part of the Shire of East Pilbara Annual Community Survey
- Consultation Report – Newman Town Revitalisation produced by Creating Communities for Landcorp in June 2010 from key stakeholders Community Dialogue Cafes
- A public consultation period of 3 weeks – April-May 2011
- Comparisons to other shires to benchmark activity and establish cultural trends.



# APPENDIX B

## Strategic Context

### Federal and State Context

The East Pilbara Arts and Cultural Strategy compliments and aligns with, the following State and Federal policy frameworks.

#### 1. Department of the Prime Minister and Cabinet (Office of the Arts)

The Department administers programs and policies that encourage excellence in artistic effort, support for cultural heritage and public access to arts and culture.

#### 2. Department of Culture and the Arts (WA)

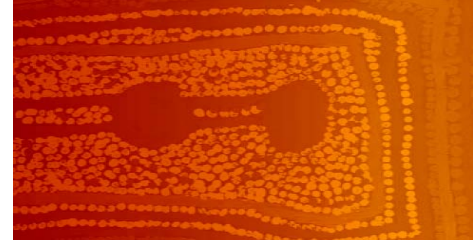
The Departments plan sets out its vision as:

*“The Western Australian community is enriched by unique and transforming culture and arts experiences.”*

### Local Context

Council has a strong strategic framework that underpins its planning – Council’s Plan for the Future of the District sets out a vision for the East Pilbara for all Council activity. From this flow a number of strategic documents, plan and policies which provide more detail and have been used to inform the Arts and Cultural Strategy. These include:

- Newman Tomorrow: Resourcing A Home for Generations
- ProspectUs – Future Directions for Marble Bar
- ProspectUs – Future Directions for Nullagine
- Aboriginal Affairs Policy
- Community Assistance Grants Policy
- Tourism – Objectives and Guidelines Policy
- Disability Access and Inclusion Plan
- Community Safety Plan



# APPENDIX C

## **The East Pilbara Profile**

The Shire of East Pilbara is the largest Shire in the Southern Hemisphere covering approximately 371,696 square kilometres, larger than the state of Victoria.

Its main townsites are Newman, Marble Bar and Nullagine, with a number of Aboriginal Communities within the Shire, including Jigalong, Punmu, Parngurr, Irrungadgi and Parnpajinya and others.

The estimated population of the Shire is 24,000 of which approximately 7,500 (including Fly-In, Fly-Out) live in Newman which is the home of BHP Billiton Iron Ore's major Pilbara Iron Ore mine; Mt Whaleback. The Shire history is rich in mining and pastoral activities and provides a significant part of the State and Federal wealth.

According to the ABS Remoteness Area Boundaries, the East Pilbara region is categorised as "very remote", which necessitates the development of creative solutions for the well-being of people within this area.



# APPENDIX D

## **Current Arts and Cultural Provision in the Shire of East Pilbara**

Following are current arts and cultural activities, facilities and/or programs, within the East Pilbara.

### **Council's arts and cultural program is provided through:**

- Sponsorship of the Martumili Artist
- Public Art
- Organisation and/or Sponsorship of Cultural and Civic events and festivals including;
  - Australia Day;
  - Indigenous family film nights;
  - Carols by Candlelight;
  - Fortescue Festival;
  - Bloody Slow Cup
  - Anzac Day;
  - Youth Week;
  - Harmony week;
  - The Newman Film Festival;
  - Marble Bar Race Day;
  - Drain Games.

### **Council supports and facilitates community cultural development through:**

- Reconciliation Action Plan
- Annual Arts and Cultural Development Projects

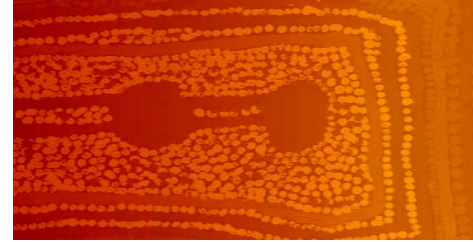
### **Neighbourhood Houses in the Shire of East Pilbara:**

- Newman Neighbourhood Centre

### **The East Pilbara has three libraries:**

- Newman (joint venture with TAFE)
- Marble Bar
- Nullagine

**Council provides a range of community facilities for community groups and**



**individuals for cultural activities:**

- The Beach
- Marble Bar Sports Complex
- Newman Youth Centre
- Newman Recreation Centre
- Marble Bar Youth Shed

**The Shire of East Pilbara has a range of tourism attractions and cultural resources:**

- Marble Bar Heritage Trail
- Sponsorship of Newman Visitors Centre
- Sponsorship of Marble Bar Tourist Association

**Heritage**

The East Pilbara has a rich heritage that has evolved over many years from the natural environment, the traditional owners of the land the Nyiyaparli people, the custodians of the land the Martu people and the various land uses including mining and pastoral.



# APPENDIX E

## References

- The Plan for the Future of the District
- Newman Tomorrow: Resourcing A Home for Generations
- ProspectUs – Future Directions for Marble Bar
- ProspectUs – Future Directions for Nullagine
- Disability Access and Inclusion Plan
- Newman Revitalisation Plan
- Community Safety Plan
- Developing and Revitalizing Rural Communities Through Arts and Creativity – Kim Dunphy
- The case for ‘socially engaged arts’ – Marnie Badham