



City of
Joondalup

Cultural Plan

2021 - 2025







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The City acknowledges the custodians of this land, the Whadjuk Noongar and their Elders past, present and emerging. The City acknowledges and respects their continuing culture and the contribution they make to the life of this city and this region.

Executive Summary

Since its early days, the City has developed a reputation for managing high quality cultural destinations, assets and events, many of which appeal to visitors from the wider Perth metropolitan area. In doing so the City has successfully demonstrated how culture plays a significant role in visitor and resident attraction, community cohesiveness and quality of life.

From its inception as a newly formed local government in the late 1990s, the City of Joondalup has successfully implemented cultural events such as concerts, markets and arts festivals to bring together its diverse community. This offer has since grown to encompass a comprehensive visual arts program, heritage services, music and concert program, and major annual events, supported by a community of creatives of visual artists, performers and digital artists.

With an established annual cultural calendar and an energised and committed community, the City has taken the opportunity to further shape its arts and cultural activities in line with community defined aspirations and the Joondalup 2022 vision in the form of a *Cultural Plan* (the Plan).

This *Cultural Plan* builds on the City's existing offer, responding to the vision for Joondalup as '*a global City: bold, creative and prosperous*', and the Community Wellbeing aspiration defined in *Joondalup 2022*: 'Cultural development: For the community to have access to world-class cultural and artistic events and facilities.'

Between August 2019 and February 2020, the City conducted community and stakeholder engagement to inform the development of the Plan. The engagement gathered insights into the types of cultural services, events and facilities the community and stakeholders need and value in order to accurately develop strategic directions and actions for the City to prioritise and implement. These findings, detailed on page 14, highlight the desire for further local programming, and opportunities for community involvement in arts and culture.

The resulting *Cultural Plan* has been developed to respond to these community sentiments, increasing access to the arts, and embedding cultural moments in everyday life. The Plan provides strategic direction for the City of Joondalup's activities for the period of 2021 - 2025, ensuring investment is directed towards the programming and infrastructure most valued by the community. This includes strategic initiatives which grow the City's cultural capacity and audience, in consideration of future plans for significant cultural infrastructure including the proposed Joondalup Performing Arts Facility.

Why is culture important to Joondalup?

For the City, culture has long played a critical role in improving quality of life for residents and visitors alike, with cultural events recognised as being able to facilitate a better understanding of the world and bring together a diverse community.

Considered the major centre of the north, it is critical that the City is able to offer the level of amenity and community cohesiveness experienced in other more established centres. Culture is a key part of this, with high quality events and programs highly sought after by those looking for new places to live and work.

Cultural events and offers are able to contribute to destination development beyond the City's borders, with major events placing Joondalup on the map for local and national tourists.

Defining ‘culture’

The term *culture* encompasses many disciplines and concepts. For the City of Joondalup, culture broadly refers to activities undertaken for enjoyment, to connect with others, or to express personal and shared values or beliefs.

This can include watching or engaging with visual and performing arts and music, attending or facilitating community and cultural events, and creating and crafting at a professional or hobby level.

For the purposes of this plan, culture does not refer to sporting activities.

How to read this plan

The Plan defines a visionary future state for the City's cultural sector, guiding both City-led and community activities. The City's efforts towards achieving its Vision fall into eight categories, each of which is defined by an Aspirational Outcome, aligned with Objectives from the City's *Strategic Community Plan*. Goals have then been defined to support each Aspirational Objective.

This structure provides the City with both an inspiring, overarching scheme, alongside a practical agenda for cultural activity, to guide the allocation of resourcing and funding over the coming five years.

Vision Statement

Aspirational Outcomes

An aspirational outcome has been developed for each of the following categories:

- Infrastructure
- Programming
- Communications and promotions
- Management
- Public realm
- Engagement and participation
- Strategic partnerships
- Sponsorships.

Goals

Goals support and build towards achieving the aspirational outcomes with the City's role detailed in each.

Evaluation and Review

- Ongoing evaluations
- Annual review of cultural program included in City's Annual Report
- Major review at commencement of Cultural Plan for 2025.

Integrated planning

To ensure alignment of priorities and associated resourcing, the City works to an internal Integrated Planning Framework, demonstrated below. The *Cultural Plan* is classified as an Issue Specific Plan, reinforcing the aspirations and objectives defined in the City’s overarching *Strategic Plan*.

Informing documentation

The development of the *Cultural Plan* has been informed and guided by a number of strategic documents and audits, including:

- *Joondalup 2022*
- *Connecting Creatives 2019*
- *Community Development Plan 2015*
- *Joondalup: A Cultural Plan (1992/1993)*



Context

History

The name ‘Joondalup’ is a Noongar word that may mean *‘place of whiteness or glistening’* evocative of the lake it was named after and the 17km of pristine white beach that defines the western edge of the region. Noongar people were occupying the ‘Mooro’ area that encompasses this area for at least 40,000 years before the European colonisation. Yellagonga Regional Park, connecting the City of Joondalup and neighbouring City of Wanneroo, is named after the notable Noongar elder who led the Whadjuk Noongar on the north side of the Swan River in the 1830s when the European settlers arrived in the area.

For many decades the region was known for its fertile farmland and market gardens, until the 1960s when the Metropolitan Regional Planning Authority developed the Corridor Plan for Perth, and Joondalup was identified as one of five sub-regional retail centres, the focus for commercial and economic activity away from the City Centre.

Residential development gradually spread northward, gaining momentum until, in the 1980s and ‘90s a rapid expansion led it to be known as the *‘city of the north’*. By 2001 the population had increased to 147,000. The growth since then has been slower, but steady, now reaching approximately 160,000.

Joondalup City Centre is now considered to be the primary urban centre in Perth’s northern suburbs and a tourism precinct in the ‘Experience Perth’ tourist region.

Geographic

Having been originally settled for its fertile lands that appealed to farmers and market gardeners, the City of Joondalup is now predominantly suburban residential, with some commercial and industrial activity.

The region includes diverse landscapes; from coastal to lakeside, city centre to natural bushland. Within this landscape the City of Joondalup supports its local and regional residents with a wealth of activities and facilities including:



Public open space: including more than 370 diverse parklands including Yellagonga Regional Park, Neil Hawkins Park, Burns Beach and Lake Joondalup, as well as over 17km of coastline.



Family recreation destinations such as Hillarys Boat Harbour and AQWA.



Destination shopping centres including Lakeside Joondalup Shopping City and Whitfords City.



Over 60 schools, plus Edith Cowan University and North Metropolitan TAFE.



100+ sports clubs, covering netball, soccer, swimming, athletics, cricket, surf lifesaving and more.
Contemporary leisure facilities, such as HBF Arena and Craigie Leisure Centre.

The City of Joondalup is well connected to central Perth by the Mitchell Freeway and Joondalup train line, with work underway to extend both routes north towards Yanchep as part of the northern coastal corridor.

The City is its own urban centre, providing considerable amenity to much of the northern metropolitan suburbs as an alternative to the Perth CBD. With this position comes the need to provide amenities and infrastructure in line with other regional centres; sports, arts and culture, education, retail and recreation.

Community

The population of Joondalup rates highly on the SEIFA Index of Relative Socio-economic Disadvantage, ranking equal seventh for local government areas in Western Australia. This can be seen in the statistics from the 2016 Census:



93% of the population are in **full or part-time employment**



91% of the population live in dwellings with **3+ bedrooms**



68% have **2+ cars**

The region has traditionally appealed to first homebuyers, with large numbers of young couples settling down to build a family. In more recent years, older suburbs have high levels of retirees and “empty nesters”. At the 2016 Census, 40% of households were made up of couples with children, and 28% of households were made up of couples without children. Family households are predominantly located in the northern and coastal suburbs of the City, and households without children are primarily located in the southern and central suburbs of the City.

The City is home to a large population of people born overseas, with significantly higher than average levels of people born in the United Kingdom and South Africa. 85% of the City’s population speaks only English, with the most significant non-English language spoken being Afrikaans.

Local government cultural planning context

Culture and the arts are now recognised as a key service offered by local government agencies, with the majority delivering programming and facilitating grants for the creative community. The level of service offered, and area of focus varies widely across local governments, with most now implementing cultural planning to ensure that these services are tailored to the community. Joondalup is leading the way in this regard, with one of the first Cultural Plans authored for the City in the mid 1990's, and ongoing planning reflecting the City's unique community and cultural context.

Within the landscape of WA local governments, the City's cultural offer is one of the most comprehensive, including contemporary art collection, heritage, public art, and significant events. The below graphic demonstrates the City's offer in the context of other benchmark WA local governments.

Local Government	Infrastructure	Collections	Programming
City of Melville	<ul style="list-style-type: none"> Goolugatup Heathcote gallery and museum Wireless Hill Museum 	<ul style="list-style-type: none"> City Art Collection of 260 artworks Telecommunications heritage collection (Wireless Hill) 	<ul style="list-style-type: none"> Approx. 10 exhibitions per year
City of Fremantle	<ul style="list-style-type: none"> Fremantle Arts Centre— City of Fremantle Art Collection Gallery located within Centre Moore's Building Contemporary Art Gallery City of Fremantle subsidised art gallery offering contemporary art by local and national artists in low cost exhibition and project spaces 	<ul style="list-style-type: none"> Art Collection of 1,500 pieces 	<ul style="list-style-type: none"> Six exhibitions per year curated from the collection Art courses Concerts and Events Artist in Residence
City of Wanneroo	<ul style="list-style-type: none"> Wanneroo Regional Museum including Community History Centre Art Collection displayed throughout civic buildings 	<ul style="list-style-type: none"> Museum Collection Community History Collection Art Collection of 220 pieces 	<ul style="list-style-type: none"> Education programming including school outreach and holiday programs Regular exhibitions curated by internal curation staff
City of Joondalup	<ul style="list-style-type: none"> No purpose built facility 	<ul style="list-style-type: none"> Art Collection of over 270 works Cultural Heritage Collection Public Art Collection 	<ul style="list-style-type: none"> Extensive program of events including music, arts and performing arts Annual Art Awards program including Community Art Exhibition and Invitation Art Prize



Trends and drivers

Trends and drivers in local government cultural planning and delivery and the wider cultural sector which affect the City's activities include:

- Limited funding for arts and cultural organisations and activities;
- A shortage of spaces to create and showcase for emerging to mid-career creatives;
- Communications and promotions for the arts is often minimal due to funding restrictions;
- The impact of physical distancing related to COVID-19 on the ability to successfully deliver cultural activities, noting the uncertainty of the duration and severity of such restrictions.

For the City's creative community, access to space, funding and resources is reflective of these state-wide trends. The City has a critical role to play on behalf of this community, ensuring funds and resources are allocated to benefit the wider cultural landscape of WA through up-skilling local talent, providing professional opportunities, and developing local arts audiences.

Culture in the City of Joondalup

The City invests considerable funds every year on cultural events and activities, including a significant art collection and an acquisitive art award. Investment in arts and culture to date has centred on large scale events, facilitated as a way to build community cohesiveness and attract visitors to what was previously considered a 'new City'.

Arts

- City art collection including 270 artworks displayed in public spaces and council buildings.
- Community Art Exhibition and Invitation Art Prize.
- 30+ public art pieces across the city, including murals and sculptures.
- Billboard Project (annual commission).
- Mural Arts Program (multiple annual commissions).
- Arts in Focus - annual art and cultural program, reprogrammed as Arts in Isolation, a series of online resources due to COVID-19 restrictions.

Events and programming

- The Joondalup Festival (held since 1998) as 'a multi-day feast of arts and culture,' bringing the regional community together to celebrate a summer season of events across the City.
- Extensive annual outdoor program of events hosted at locations across the region including: Valentine's Concert, Music in the Park and Little Feet Festival.
- NAIDOC week celebrations.



Cultural Community

The City boasts a diverse cultural community, as defined in the 2019 Connecting Creatives audit. Both hobby level and professional cultural practitioners call Joondalup home, or visit the City to practice or showcase their work. With significant resources allocated for arts and culture, the City has the opportunity to empower this community to represent Joondalup on a wider stage, at a state, national and international level.

As the City looks to the future, the *Cultural Plan* ensures investment is allocated to deliver authentic, community-led activity, with a focus on developing a thriving and prosperous cultural sector.



Heritage

- 41 local heritage-listed places, including the Luisini Winery also listed on the State Register of Heritage Places (added 2001, constructed 1929).
- Yellagonga Heritage Trail.

Libraries

- Four Libraries (Duncraig, Joondalup, Whitford and Woodvale).
- Extensive library-based programming writers' talks and children's programs.
- Oral Histories program with a library of over 600 recordings.
- Local History Collection.



Areas of success vs areas for improvement



53% of respondents were 'satisfied' or 'very satisfied' with the City's existing cultural program



34% recorded their satisfaction as 'neutral' with the City's existing cultural program

Programming

The City is doing well at:

- Providing events, festivals and markets. These are by far the most popular forms of programming, based on survey results and attendance numbers.
- Delivering quality events with the Joondalup Festival, Music in the Park, Spring Markets, Twilight Markets, Little Feet Festival, City of Joondalup Library and food truck events all rating highly in community surveying.
- Supporting artists through commission opportunities and grants.
- Delivering exceptional and well-regarded library services including:
 - Workshops/writers events meetings run by library for youth
 - Adult/workshops in cultural heritage
 - Free activities
 - Story telling space – 'it's a jewel'
 - Tutoring programs.

The City could improve at:

- Providing smaller scale programming in between the larger monthly/annual events.
- Diversifying who runs these events – providing opportunities for smaller organisations or individuals.
- Simplifying and promoting grants and funding opportunities.
- Promoting the Oral Histories programs, with these demonstrating lower levels of engagement through community surveying.
- Showcasing the regions Noongar culture and creative community.

Infrastructure

The City is doing well at:

- Delivering high quality, diverse public art across the City.
- Maintaining heritage trails through Yellagonga Park.
- Providing community centres for cultural uses (limited positive feedback).

The City could improve at:

- Delivering spaces for the community to create and showcase cultural activities.
- Creating spaces within existing community centres for cultural activities.
- Utilising empty tenancies for cultural activities.
- Providing performances spaces and theatres, including smaller accessible spaces in the short term.
- Providing additional infrastructure in the form of storage space and shared equipment.
- Building cultural 'moments' into everyday life, through pop up spaces, public art and small programming opportunities.
- Providing affordable spaces for new groups to book, including some fit for purpose wet areas for arts and cultural uses.

Cultural Sector Analysis

Strengths

- Diverse local creative talent.
- Unique Noongar heritage, closely connected to Joondalup's environmental assets.
- Growing economy and city centre.
- Existing strong program of events – highly valued by community.
- Well educated and cultured community.
- Diverse landscape and environmental assets.
- Strong programming which attracts creative community to the city.
- Strong library program.
- Highly skilled staff.

Weakness

- Lack of understanding and respect for cultural activities as a critical part of community life.
- Limited spaces outside of city centre to practice and engage with culture.
- Accessibility of infrastructure/community spaces.
- Limited spaces for making and presenting culture.
- A disconnected cultural community.
- Limited number of cultural providers from within City of Joondalup (i.e. event organisers etc).
- Current programming is heavily weighted towards city-led programming.
- Promotion and marketing of programming is somewhat limited to within City boundary.
- Local history collection is post European settlement focused.

Opportunities

- Development of facilities, including Joondalup Performing Arts Facility.
- Increasing population and appetite for culture.
- Joondalup increasingly seen as an alternative local destination.
- Cultural economy is a major driver for WA and Australia.
- Arts and culture is becoming increasingly valued following COVID , including targeting funding opportunities.
- High quality education facilities within City of Joondalup present partnership opportunities.
- Tourist precinct at Hillarys Marina.
- Development of a tourist and recreational precinct at Ocean Reef Marina.

Potential Threats

- COVID-19.
- ECU Campus moving to Perth CBD.
- Reductions to external funding for arts and culture.
- Reduction in community spend on culture due to economic conditions.
- Arts and culture groups/organisations moving/basing themselves in other LG's as no appropriate facilities.



Culture and the Economy

Recent research from the Bureau of Communications and Arts Research (BCAR) has conservatively estimated that cultural and creative activity has contributed \$111.7 billion to Australia's economy in 2016/17. These figures are considered conservative, as culture's contribution to the economy, and return on investment, is notoriously difficult to estimate, with cultural activities often impacting sectors far beyond the creative sector. Manufacturing, fabrication, trades, food and beverage, and retail all benefit from cultural events and activities.

Currently, the City's main cultural contribution to the economy is its large-scale events. However smaller events and every day cultural activities have a part to play – with local residents becoming loyal attendees and regulars at nearby cafes and activity centres.

As the City transitions from an economy based on population growth to a dependence on business, investment and entrepreneurship, a strong cultural vision and a supported creative sector is fundamental to attracting business and investment, and to growing an entrepreneurial community.



Culture and Tourism

Western Australia is increasingly being recognised for its unique cultural tourism assets – from the newly opened WA Museum Boola Bardip to street art treasures, nationally recognised music festivals, and one of the world's oldest living cultures.

Over the past five years, cultural tourism has grown by 23%, a growth rate of 4% more than total tourism segments. (Culture and Tourism Synergies, UNWTO, 2018). It is a valuable market, with cultural tourists spending more and staying longer than other types of tourists (IVS, Tourism Research Australia, 2019).

The City has the opportunity to harness this growing tourism market and capitalise on the economic and social benefits an increase in tourism has the potential to bring. For the City, key opportunities include:

- Increasing promotions of current offer, including targeting cultural tourists
- Positioning the City as a cultural destination
- Marketing and promoting existing extensive calendar of events to audiences beyond the City's boundaries
- Honouring and acknowledging the significant Noongar sites found throughout the City including at Yellagonga Park and along the coast
- Building towards a regionally significant cultural and performing arts centre.



Culture and the Workforce

The City's 2019 Connecting Creatives targeted audit identified 380 creative practitioners living within the City of Joondalup. Twenty Percent of the recent Cultural Plan survey respondents nominated themselves as being cultural practitioners. Of this, most were practicing in visual arts and crafts, followed by performance – theatre, dance and music.

This represents a significant portion of the community. Whilst only a small portion of these are directly employed, or in full time employment, in the cultural sector, (only 1.7% of the City's workforce are employed in the cultural industries), these statistics indicate a significant community of skilled creatives within the City of Joondalup. These creatives have the ability to contribute to creating a thriving City through new businesses which diversify the local economy, embed creative thinking in organisations and community groups, and contribute to vibrant town centres through installations and activations.

Support for this workforce includes professional development, networking, the provision of fit for purpose spaces, and commission opportunities.

Developing the Plan

Methodology

In order to develop a *Cultural Plan* rooted in its local place and social identity, a best practice approach was followed centred on community and stakeholder engagement, as outlined below.



Engagement

Developing the City's *Cultural Plan* involved listening to the community via engagement based on a shared understanding of the value of arts and culture. This engagement built on findings from the City's Connecting Creatives surveying undertaken in 2019; an audit of cultural practitioners in the City of Joondalup.

In December 2019, the City launched an extensive program of engagement, this involved:

- Strategic Community Reference Group Meeting (SGRG) (August 2019)
- An online community survey (November – December 2019)
- Event-based engagement, referred to as a 'String Survey' (December 2019)
- Stakeholder and community workshops, referred to as 'Think Tanks' (February 2020).

This engagement explored a range of topics including:

- Engagement with cultural activities both within the City, and within the wider Perth metro area;
- Satisfaction with the existing cultural program and infrastructure offer;
- Priorities for new programming and infrastructure; and
- New ideas and concepts.

A total of 1,280 community members were engaged.



77% of respondents **are residents** of the City – **70%** have **lived in Joondalup for over 10 years**



66%



34%



62% are between **the ages of 30 and 60**



47% were born **overseas**, **4%** speak **English** as their second language, **1%** identify as **Aboriginal** or **Torres Strait Islanders**



20% of respondents are cultural practitioners (the majority being visual arts and crafts, and performance artists)

What the City heard

- A vast majority believe arts and culture is moderately, very or extremely important in everyday life;
- The community values arts and culture as it makes them feel good about life, and facilitates connectiveness within the community;
- Engagement with arts and culture occurs mainly on an annual or monthly basis; and
- 53% of respondents were 'satisfied' or 'very satisfied' with the City's existing cultural program while 34% recorded their satisfaction as 'neutral'.

Key themes

- The local community engages with culture on a monthly and annual basis, through large-scale City-led events such as the Joondalup Festival and Valentine's Concert.
- Daily and weekly interaction with arts and culture is minimal, underlining the opportunity for incidental cultural moments integrated with everyday life.
- Whilst events, festivals and markets reached the largest audiences, including those from outside the City of Joondalup, programming in between for smaller audience groups is also important to attract new audiences and encourage deeper engagement.
- There is a perceived gap in programming for workshops, classes and children's cultural activities. These are opportunities for the community to *participate in*, rather than *consume*, culture. These are important for developing new cultural practitioners and introducing young people to the arts. A number of these activities are already delivered by the City, indicating that better marketing is required to promote these services.
- The City of Joondalup community is accustomed to travelling to consume arts and culture – particularly performance arts such as music, theatre and dance.
- Spaces for the community to create and showcase cultural activities was continually emphasised as important for visual and performing arts alike.
- The City's role is changing, transitioning from provider to facilitator, allowing the community to lead the next iteration of cultural programming.





The Plan

Vision

A city of cultural neighbourhoods, Joondalup is known as a place where arts and culture are an intrinsic part of local life.

Values

The City's values guide all cultural activities, ensuring a consistent quality and approach across programming and activation, reflective of community values.

Belonging and connection

The City's cultural program has a critical role to play in facilitating belonging and connection. Activities and programs across the City's many activity centres and suburbs bring together people of diverse ages, interests and cultures, and create safe places to engage in and contribute to culture.

Showcasing local stories

The City's cultural heritage is brimming with fascinating characters, stories and customs dating back tens of thousands of years. Interpreting these through cultural programming which is authentically connected to place is a point of difference for the City.

Accessible and inclusive

Diversity, accessibility and inclusion is central to all cultural programming and is championed by the City. Activities which allow for different ages, abilities, cultures and backgrounds to participate and contribute are supported.

Providing opportunities for locals

An impressive collection of creatives call the City of Joondalup home. This community is well placed to bring local stories and themes to life, and as such are the first priority for local commissions and programming. Prioritising local practitioners creates professional development opportunities, contributing to a transition from locally recognised to nationally relevant creative practices.

In line with the *Strategic Community Plan* framework, the City's cultural endeavours and efforts fall into eight categories, each defined by an Aspiration Outcome and supported by Goals. Key actions relating to each Goal will be detailed in the internal Implementation Plan and reported via the City's annual business planning process and annual report.



The City's Role

For each of the Goals, the City's level of involvement (and potential involvement) has been listed with the following categories:



Leader/producer

The City takes the lead on developing and delivering projects and programs. These strategies are undertaken by the City.



Partner

The City forms strategic partnerships to facilitate actions and activities, led by other organisations, contractors or business units.



Supporter

The City provides support to organisations, community groups or individuals to undertake cultural activities. This may be through provision of funding, resourcing assistance or guidance.



Advocate

The City acts as the advocate for change, representing the local cultural community, facilitating opportunities and strategic connections.

Aspirational Outcomes and Goals

Infrastructure

ASPIRATIONAL OUTCOME

The City of Joondalup is a network of cultural communities, each contributing to the growth of the City’s creative economy.

GOALS

- The City’s cultural infrastructure facilities and spaces are accessible to community groups and professionals alike. 
- Improve access and connection for community across the City by decentralising Cultural infrastructure. 
- Ensure current and future planning for cultural and community infrastructure incorporates flexible, multipurpose spaces. 
- The City explores State and Federal government investment in cultural infrastructure. 
- Community Consultation will guide the City Public Art Policy and Masterplan. 

ALIGNMENT TO STRATEGIC COMMUNITY PLAN






- Quality Urban Environment
- Economic Prosperity, Vibrancy and Growth

Programming

ASPIRATIONAL OUTCOME

Cultural programming is diverse, including opportunities to consume and contribute to the City’s cultural activities.

GOALS

- The City’s cultural offering include a broad range of activities and reflect and celebrate the City’s cultural identity. 
- City-led events and programs are held throughout the City’s suburbs. 
- Support programs and spaces that profile and celebrate our local Aboriginal and Torres Strait Islander peoples, stories, heritage and history. 
- Support programs that highlight the uniqueness of our environment and raise awareness and advocate effective action for sustainability. 
- Ensure that all arts and cultural activities provide diverse content and encourage participation regardless of age, gender, sexual orientation, ethnicity, ability or income. 

ALIGNMENT TO STRATEGIC COMMUNITY PLAN





- Community Wellbeing

Communications and promotions

ASPIRATIONAL OUTCOME

Expand on existing communication channels to enable greater audience engagement with the City’s cultural activities.

GOALS

- Information on cultural activities is easily accessed through development of a centralised digital platform/information hub on City’s website. 
- Ensure cultural opportunities are marketed and promoted effectively to City of Joondalup residents and businesses. 
- Publicise and promote The City of Joondalup as a destination for cultural activities. 
- Ensure the City’s cultural assests (public art, heritage buildings etc) are easily accessible in engaging digital formats via the City’s website. 

ALIGNMENT TO STRATEGIC COMMUNITY PLAN




- Community Wellbeing
- Economic Prosperity, Vibrancy and Growth

Management

ASPIRATIONAL OUTCOMES

The community is empowered to lead the delivery of cultural programming.

GOALS

- Ensure the City’s grants and funding sources and resources are well-known, easily accessible and support the community along with arts and culture creatives. 
- The City provides regular opportunities for feedback to ensure programming remains relevant and representative of community needs. 
- Build on the knowledge and capacity of local community cultural organisations to ensure continued community capacity building. 

ALIGNMENT TO STRATEGIC COMMUNITY PLAN

- Community Wellbeing
- Economic Prosperity, Vibrancy and Growth
- Financial Sustainability

Public realm

ASPIRATIONAL OUTCOME

Culture is meaningfully embedded in the public realm, resulting in vibrant, interesting and engaging public spaces.

GOALS

- In consultation with the community and key stakeholders ensure cultural heritage, particularly Aboriginal and Torres Strait Islanders communities, and local stories are showcased across the City.
- Ensure access to and engagement with the City of Joondalup’s art collection in dedicated City of Joondalup owned spaces and online.
- Review of the City’s Public Art Policy continues to provide the community with access to quality public art.



ALIGNMENT TO STRATEGIC COMMUNITY PLAN

- The natural environment
- Community Wellbeing

Engagement and participation

ASPIRATIONAL OUTCOME

All members of community are comfortable accessing culture within the City.

GOALS

- Create and support local community arts and cultural activation at strategic spaces throughout the City of Joondalup.
- Ensure programming provides a variety of free, subsidised and paid ticketed events.
- Support the development of creative practitioners through professional development opportunities.



ALIGNMENT TO STRATEGIC COMMUNITY PLAN

- Community wellbeing
- Financial Sustainability
- Economic Prosperity, Vibrancy and Growth

Strategic partnerships

ASPIRATIONAL OUTCOMES

The City of Joondalup is a recognised destination for events and programming within Western Australia.

GOALS

- Develop ongoing partnerships with established cultural providers and key stakeholders continues to ensure continued sector capacity building e.g.
 - AGWA
 - National Trust
 - Perth Festival
 - Artbank
 - Chamber of Culture and the Arts
 - Tourism WA
 - Holmes a Court Gallery
- City to continue to identify partnership opportunities with neighbouring local governments with use of facilities and delivery of programs, and initiatives.
- Encourage City of Joondalup business units to integrate cultural elements into existing programs.



ALIGNMENT TO STRATEGIC COMMUNITY PLAN

- Economic Prosperity, Vibrancy and Growth

Sponsorship

ASPIRATIONAL OUTCOMES

The City works side by side with sponsors to deliver mutually beneficial outcomes.

GOALS

- Further develop sponsorship opportunities with local business and other stakeholders in festival and cultural programs
- Continue to seek grant funding for cultural programs.



ALIGNMENT TO STRATEGIC COMMUNITY PLAN

- Quality Urban Environment
- Economic Prosperity, Vibrancy and Growth
- Community Wellbeing





Reviewing the Plan and Monitoring Progress

The Cultural Plan will be measured and reviewed as part of the City's annual business planning process.

The following measurement tools and metrics have been identified, to be recorded by the City at regular intervals, in order to monitor success.

1. Ongoing evaluations

Community Surveying

- Attendance at events.
- Satisfaction ratings.

Website Monitoring

- Site visitation numbers.
- Number of entries to exhibition / opportunity call outs.

2. Annual review

Program Audit

- Locations of activities – cultural activities are programmed for each suburban activity centre.
- Representation of visual arts, performance, children's, heritage, programming.

Audit of grant applications

- Quantity of applications.
- Diversity of applications across the categories of visual arts, performance, children's, heritage.

3. Major review

- At commencement of Cultural Plan for 2025+.

Resourcing

Financial requirements for implementing the Cultural Plan will be sought through the City's annual operating budget process, with external funding to be pursued.

Acknowledgements

This Cultural Plan has been prepared by **element WA** in partnership with the City of Joondalup and with community and stakeholder engagement and Council support. The City would like to thank everyone who participated.

Your support and involvement has created a comprehensive *Cultural Plan* that will provide clear direction on the provision of a range of cultural programs, services, facilities and initiatives, which will assist current and future generations to celebrate our community's culture.

The City looks forward to working in collaboration with the community and other stakeholders to enhance local cultural vitality throughout the duration of the *Cultural Plan*.



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