

CREATIVE

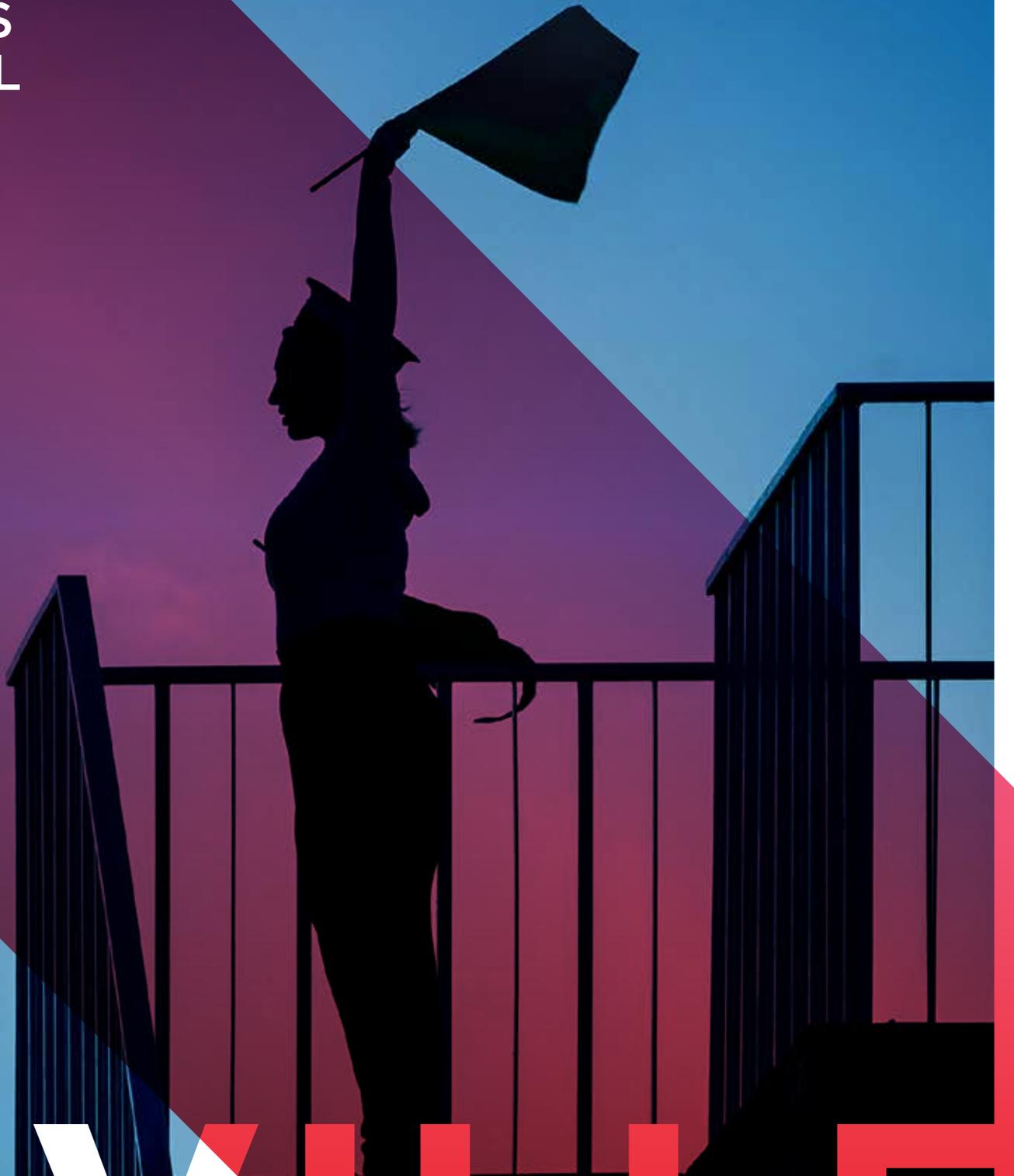
REALISING THE CITY'S CULTURAL POTENTIAL

A cultural strategy for the
City of Melville
2018-2022



City of
Melville

MELVILLE



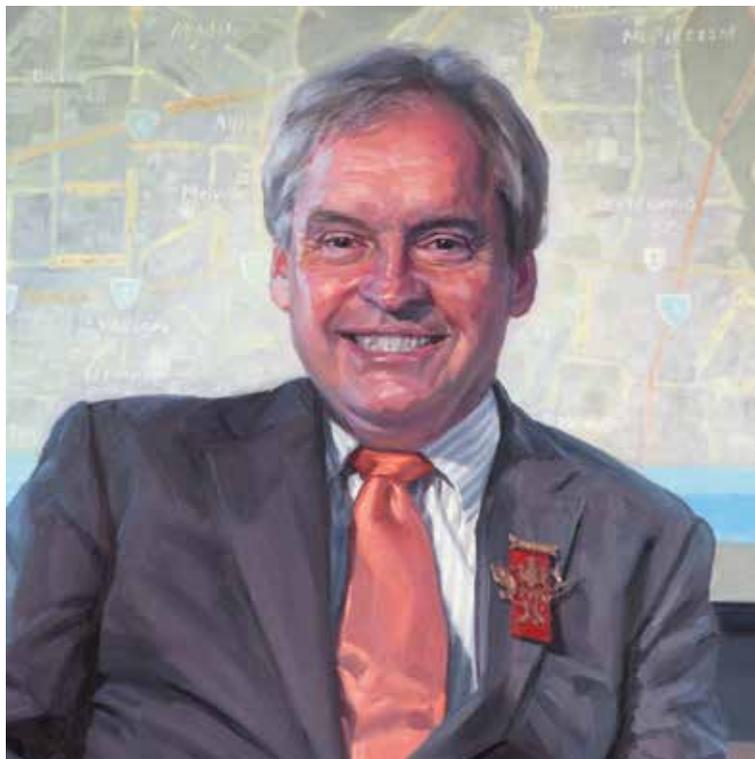
The significance of Melville as a meeting place and food source for Noongars, the history of the roads which are based on Noongar tracks. The riverside is also special, along with the birdlife and animals in the parks and river.

Survey respondent, Ardross
(*Public Art Strategy and Master Plan*)

The City of Melville acknowledges the Bibbulmun people as the Traditional Owners of the land on which the City stands today and pays its respects to the Whadjuk people, and Elders both past and present.

Cover Page: *The Secret Project, Dispatch*, WA Academy of Performing Arts, Wireless Hill. Photographer: Stephen Heath
This page: Point Walter Concert





MAYOR'S FOREWORD

Imagine Melville without its cultural life – without dynamic libraries; without museums, galleries, local history; without its rich Noongar past. Imagine Melville without its numerous artists, writers, musicians and performers. Imagine Melville without the Point Walter Concert and Art Awards, the Wireless Hill Museum and Heathcote Cultural Precinct, Jacaranda Festival and public art. It is a bleak prospect.

Participating in the cultural life of a city, town or region underpins our human capacity to think, create, imagine and share experiences. Creating culture is what we do, and have done for millennia. I think we need more of it, not less.

That's what many of you are saying, too.

You have told us how much you value what the City of Melville already provides by way of arts and cultural facilities, programs and opportunities. You have suggested that we could do more to enliven neighbourhood and shopping precincts across the city, and nurture a more village-style atmosphere. Finding ways to support local artists, writers, designers and makers is also an important priority for many.

In particular, you have asked us to think carefully about our young people. Their lives have been shaped by 21st century digital technologies and a global outlook, and you have asked us to consider how we can stimulate opportunities for learning and creative expression.

Most of all, you have encouraged us to be more ambitious, confident and inclusive.

As a City Council, it is our obligation and responsibility to help foster an environment in which everyone has access to cultural stories, knowledge, heritage, resources and opportunities to learn, create, and enjoy life.

We are in a fortunate position. We have something to look forward to. Our new City Centre will provide excellent cultural facilities at a standard we have never seen before in the City of Melville, and provide a real civic heart for our City. This cultural strategy will enable us to thoughtfully plan and prepare for the new City Centre. But it does more than this. It charts an original course for the cultural possibilities across our whole City.

It is thorough, well-researched and expansive.

I am excited about Melville's future. Once you get a chance to read 'Creative Melville', I hope you will be, too.

**Russell Aubrey,
Mayor**

Above: Mayor Aubrey by Drewfus Gates

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Creative Melville will enable us to thoughtfully plan and prepare for the new City Centre. But it does more than this. It charts an original course for the cultural possibilities across our whole City.

Russell Aubrey, Mayor

EXECUTIVE SUMMARY

The City of Melville has, through its Cultural Vitality Plan and Future Plan for Libraries and Museums, consistently recognised the importance of art, culture and libraries as vital elements in the City's quest to become a healthy, safe, inclusive, prosperous and sustainable community.

Cultural strategy

Creative Melville is the first cultural strategy the City of Melville has conceived that truly integrates cultural services and local creative industries under the one umbrella.

The strategy is founded on the assumption that as Melville grows and diversifies, culture making and participation can be the glue that binds us together as a resilient, learning-oriented community. Creative Melville provides a blueprint to extend our reach and achieve even greater levels of cultural production and participation.

Trends and possibilities

Contemporary 21st century societies are grappling with numerous uncertainties, challenges, trends and possibilities. Everything from digital disruption, budgetary constraints, climate change, and the vicissitudes of global trade regimes will continue to buffet regional economies and people's lives. There are limits to what City Councils can do to address some of these broader challenges.



“The most vibrant places to live are the ones that nurture creativity, showcase cultural diversity, insist on quality, and are shaped with people in mind.”

Lynda Dorrington, FORM,
Building a state of creativity

Dolce Ensembles performing at the Art Awards

EXECUTIVE SUMMARY

Participation

Within the constraints we currently face, the City of Melville believes that participation in the cultural life of our communities is imperative. With imagination and sensible strategies, we can:

- > create unique, attractive and vibrant local neighbourhoods with good urban design, public art, festivals and markets
- > honour and preserve our heritage and stories, especially the distinctive story telling and art making of the Noongar peoples
- > provide useful public places and spaces in which people can wander, rest, learn, socialise, meet and create
- > support learning, literacy, a love of reading, and access to the latest digital technologies and platforms
- > stimulate the creative arts, support local performing and visual arts groups and individuals, encourage the City's creative enterprises and industries
- > ensure that our investment in arts, learning and culture stimulates wider economic, social and cultural benefits.

Cultural infrastructure

Melville's libraries, museums, galleries, collections, and arts and culture programs are therefore vital cultural infrastructure; valued by our communities and poised to deliver even more in the years to come. Creative Melville sets out an ambitious range of ideas, objectives and actions aimed at supporting cultural vitality across the City, and growing a vibrant creative economy.

The four major areas of focus include:

1. **Culture - everyone, everywhere**
2. **Culture - learning, thinking and new ideas**
3. **Culture - creative incubation and expression**
4. **Culture - heritage, history, memory and stories**

These focal areas are supported by a range of cultural catalysts, objectives and actions.

Skyscape II Raffles Hotel by John Stribling



CREATIVE MELVILLE: CULTURE

1 FOR EVERYONE, EVERYWHERE

More art and cultural events, in more places

C1 CULTURE MAKING CATALYSTS

C1: NEW LIBRARY AND CULTURAL CENTRE IN THE CITY CENTRE

2 LEARNING, THINKING AND NEW IDEAS

Supporting lifelong learning, critical thinking and knowledge sharing

C2 CULTURE MAKING CATALYSTS

C2: ACTIVITY CENTRE PLANS FOR CULTURAL ASSETS, PRECINCTS AND PROPERTIES

3 CREATIVE INCUBATION AND EXPRESSION

Stimulating a thriving creative economy

C3 CULTURE MAKING CATALYSTS

C3: HOLISTIC CITYWIDE APPROACH TO CULTURAL DEVELOPMENT

4 HERITAGE, HISTORY, MEMORY AND STORIES

Honouring and preserving our unique stories, artefacts and heritage

CONTEXT

Contemporary 21st century societies are grappling with numerous uncertainties, challenges, trends and possibilities. Challenges include technology disruption, climate change, global instability, and ensuring equal access to education and employment opportunities. The arts, culture and learning landscape has also yielded opportunities and challenges in the way we consume, create, distribute and participate in culture making activities.

Community resilience

While it is possible to identify and analyse trends, it is not always possible to predict how they will unfurl over time. History is buffeted by numerous variables; sometimes stationary, sometimes volatile, but always in flux.

What we can say with some certainty, based on contemporary research, is that individual and community resilience is positively correlated with educational and work opportunities, cultural vitality, and the availability of inclusive, civic spaces. Healthy societies flourish when citizens with different backgrounds, ideas and cultural experiences can build a sense of community based on the shared stewardship of public places; places in which participation in creative thought, knowledge sharing and artistic practices are available.

While nothing is certain, and current trends can be reversed or go in unexpected directions, the current evidence suggests that culture is the glue that can bind and replenish divergent peoples and communities.

The importance of place

In spite of every conceivable service and product being available online, people still like to eat out, hang out, play, learn, seek entertainment, and catch up with friends in social spaces. Whether we are consciously aware of it or not, we are profoundly affected by the quality, aesthetics, usability and embedded values of these social spaces, and of the built environment in general. Many of these spaces are public places; non-commercial, welcoming, open to everyone.

The City of Melville has many such places

It has well loved physical assets like the river and walking paths; beautiful parks and special places for wandering and sharing, like Wireless Hill Park. It has heritage assets like the former Wireless Hill Telecommunications station, and the Heathcote Cultural Precinct, with its range of heritage listed buildings available to creative practitioners and community

groups. The City has five libraries, two museums, and a contemporary art gallery. It hosts popular arts and cultural events like the annual Point Walter and Limestone Concerts, Art Award, and Little Hands Festival.

Melville has a vibrant arts and cultural scene that is increasingly supported and valued by its divergent communities. Every day, people across Melville are learning something new, and keeping cultures alive.

The City of Melville has, through its Cultural Vitality Plan and Future Plan for Libraries and Museums, been recognising the importance of cultural life in the City's quest to become an inclusive and sustainable community. Creative Melville presents a new umbrella framework for the City's multifaceted cultural services.



“Creativity is a hidden treasure
in cities; when you bring it to the
surface, the rewards are manifold.”

Julianna Engberg, [The Guardian](#), 2017

WHY A CULTURAL STRATEGY?

Talking about culture is complex and requires some clarity.

Culture, as used in Creative Melville, refers to two interrelated concepts. Culture reflects the values and aspirations held by community members, and the ways that they accommodate, debate and expand these to create dynamic communities. Culture is also used in its familiar sense, encompassing arts and creative expression.

Melville's libraries, museums, gallery, art and local history collections, programs and cultural initiatives are explicitly cultural in the sense that they support learning, creativity, art making and cultural participation of all kinds; and implicitly cultural in the sense that they help animate the cultural life and sense of place that people attribute to the City of Melville.

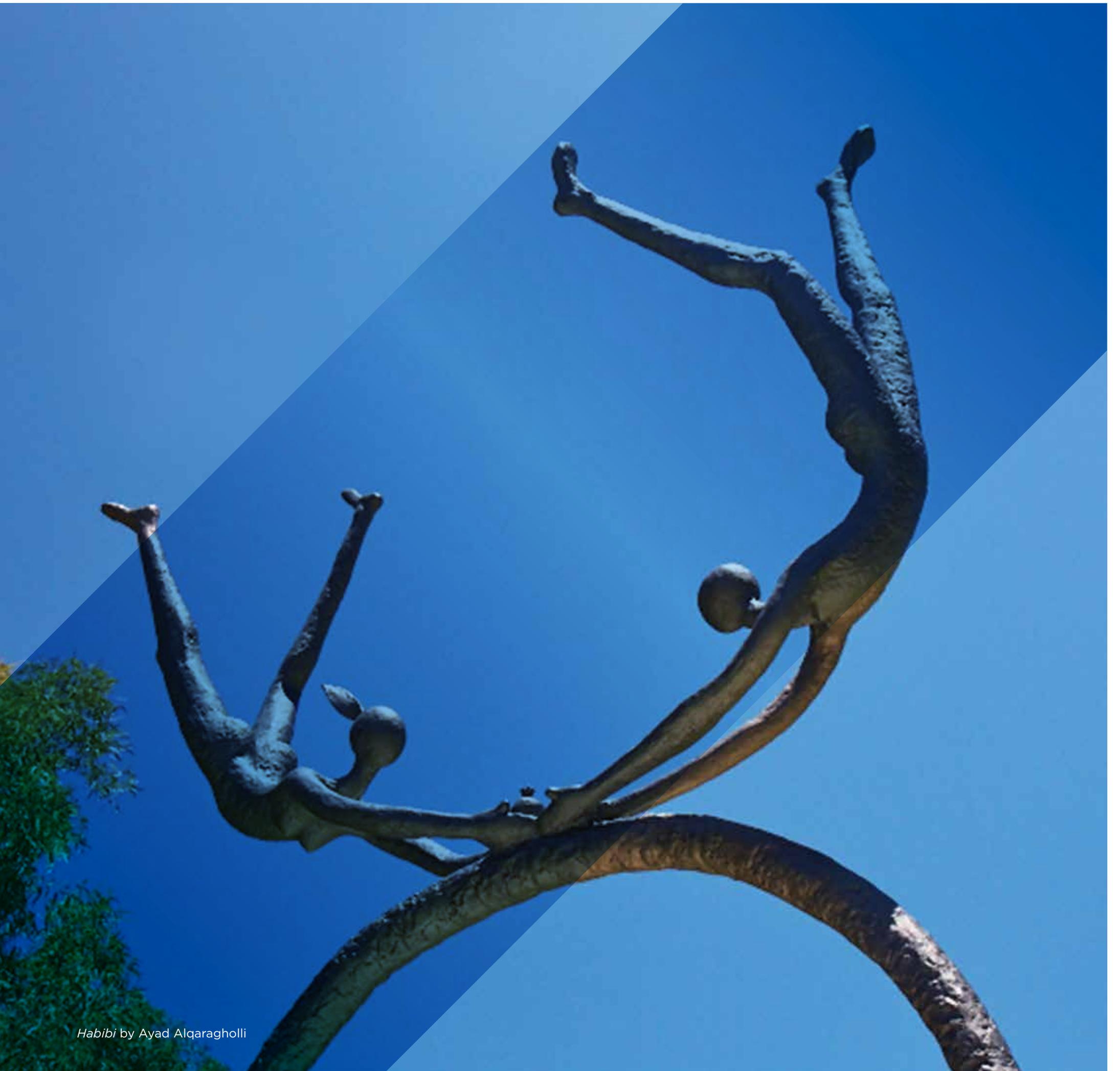
A cultural strategy must address both dimensions of culture:

- > objectives and actions that expand and consolidate the explicit ways in which the City improves people's lives through culture – services, programs, opportunities, resources, spaces, and specialist expertise
- > objectives and actions that incubate and nurture the implicit dimension of culture – safe and attractive places and spaces; equity of access to cultural opportunities; protecting heritage, histories and diverse cultural expression; promoting tolerance and respect; providing constructive ways in which differences can be explored.

In the first instance, the City has a direct role to initiate, resource and monitor cultural services and programs on behalf of its citizens. In the second instance, the City is more of an enabler; its strategies and policies provide a place in which social and cultural life deepen over time.

“Creativity is innate to humanity, and the arts are vital expressions of human experience. They highlight the world's beauty and brutality; they uncover its truths and reimagine its future.”

Connecting Australians, Australia Council for the Arts, 2017



Habibi by Ayad Alqaraghooli

CITY OF POSSIBILITY

A lot of thinking, debate, research and consultation have contributed to the development of Creative Melville.

The notion of culture that has emerged from this process is one that:

- > **preserves and keeps** the heritage architecture, river walks, parks, libraries, Noongar stories, programs for seniors and children, local history archives, and range of cultural programs and events that are specific to the City of Melville;
- > **improves and extends** public art and sculpture; the Wireless Hill Park and Heathcote Cultural Precincts; library collections; access to the City's art collection; festivals and markets; and range of events celebrating Melville's cultural diversity;
- > **reinvents and initiates** more cultural opportunities for teenagers and young adults; spaces in which art, music, theatre, writing, film and digital arts can be enjoyed and created; culturally vibrant local neighbourhoods and shopping precincts; studio and fabrication sites; creative residencies and partnerships; and new heritage, art and storytelling projects with Aboriginal and Torres Strait Islander communities using conventional and new media.

Creative Melville builds on what we already have and lays down strong foundations for the future. It brings coherence to a range of related strategies and plans like the Public Art Strategy and Masterplan, activation plans for Heathcote and Wireless Hill, aspects of the Reconciliation Action Plan, and state-wide library initiatives around literacy, digital inclusion and 21st century learning skills. Importantly, it gives expression to the ideas, suggestions and aspirations of its residents, partners and stakeholders.

“A good library in the 21st century will lie at the very heart of our civil society. A good library is for absolutely everyone.”

John Vallance, State Library of NSW, 2018



Bull Creek Library and Community Centre

CREATIVE CONVERSATIONS

The City of Melville has consulted widely in preparing a cultural vision for the city.

Many voices were invited into a 'creative conversation' about Melville's cultural identity and future. In developing the City's new Public Art Strategy, precinct activation plans for Heathcote, and the broader cultural strategy itself, the City has:

- > talked to numerous cultural groups, associations and organisations
- > invited residents to think about and comment on Melville's current cultural places, artworks and programs through online surveys, which attracted over 1,000 responses
- > met with arts and cultural leaders, locally and across Western Australia, to learn about their cultural knowledge, ideas and creative practices
- > listened to young children and parents discuss what they want and need from their libraries, parks and public places
- > embarked on a participative strategy development process with all staff from libraries, museums, art gallery and public programs, along with elected members, and personnel from across the various departments that have an impact on or are impacted by the City's cultural services.

Naturally, there are different perspectives on what people think the current Melville cultural identity is and could be; and divergent views on what role Council should play in fostering cultural expression and life across the municipality.

Some residents do not believe that the City of Melville should be supporting culture at all. They would rather see their rates being spent in other ways. However, these views were fewer in number than the overwhelming comments in support of a cultural strategy that is ambitious and inclusive.

“Anywhere there is a blank space,
fill it up with bright and bold images
to get people thinking again.”

Survey respondent, *Creative Conversations*, 2017



CULTURAL ASPIRATION: AMBITION AND HOPE

Voice

A perceptible theme or common voice has emerged from these numerous conversations. This 'voice' is one of cultural ambition and hope. People believe that the City of Melville has yet to fully realise its cultural potential. Wedged between the Cities of Perth and Fremantle, it has scale, natural amenity, rich Aboriginal stories and contemporary practices, and highly valued cultural events, facilities and collections, but it yearns for a more imaginative and lively cultural identity. The redevelopment of the Melville City Centre will be a catalyst for new cultural possibilities in the City. However, people also encouraged the City to consider how local precincts, shopping centres, parks, street corners, libraries, and existing cultural precincts, could be animated by new forms of cultural activity and exchange.

Consistent themes and aspirations have emerged from Melville's creative consultations. They can be grouped into two main categories: specific messages and suggestions; and more aspirational or philosophical comments and ideas.

Specific observations and suggestions:

- > the City of Melville already offers many cultural opportunities, services, programs and events that are highly valued by its communities
- > there are unanswered questions about how well we are listening to, learning about, and celebrating local Aboriginal and Torres Strait Islander cultures, and the increasing ethnic diversity across our city
- > there could be more on offer for teens and young adults
- > our libraries need to continue to cater for people wanting quiet and study spaces
- > Wireless Hill is under-utilised and perceived as somewhat old-fashioned
- > the City's art collection needs to be more visible to the community
- > removing unnecessary obstacles and red tape, like complex forms and procedures to gain approvals, will facilitate greater access to and use of the City's cultural spaces and places
- > the City could also do a lot more to promote and advertise cultural programs, activities and opportunities using a range of conventional and digital media.

General comments:

Culture in the City of Melville is perceived as multidimensional. People see culture as our libraries, public art, sculpture walks, concerts, art prize, music, theatre, art and photography groups, museums and galleries. Culture is also associated with the river, parks, neighbourhoods, streetscapes, markets, ethnic complexity, Indigenous heritage and overlapping cultural histories. Culture in Melville is not just about consuming what's on offer, people said, but also about making, doing, learning and participating.

“More opportunities to participate in hands on activities - creating music, art, community art projects where we can all participate in creating something, like a giant weaving loom.”

“Places which encourage you to be more crafty and arty, places where you can participate in art and craft and learn how to do things.”

Survey respondents,
Creative Conversations, 2017



Waiting in the Wings by Denise Pepper

THE CASE FOR CULTURE

Given the challenges and complexities facing 21st century societies, it is tempting to sideline the importance of art, culture and libraries to people's lives. Describing art and culture as a 'luxury', or some sort of higher order need in a hierarchy that requires basic needs to be met first is, however, shortsighted. In every culture, art and culture making has brought meaning, pleasure, knowledge and diversity to people and the communities in which they live. Judging by the latest statistics, Australians are no different in their need for art and culture.

Connecting Australians

The Australia Council for the Arts (2017) estimates that in 2016 around 14 million, or 72 per cent, of Australians over the age of 15 attended an arts or cultural event. Around 98 per cent of Australians engaged with the arts in one form or another. Around 79 per cent still read books, although there is migratory pattern from print to digital media. Over 50 per cent of adults are also not just consuming creative arts but are participating in creative life. More Australians than ever before believe that the arts – visual, literary, performance, design – are critical to social cohesion, help shape our identity, and create empathy, understanding and connection.

Connecting Australians (2017)

Move over sport

In 2016, 18.78 million tickets were issued to cultural events in Australia. This figure is greater than the combined attendance rate at every major sporting code including AFL, NRL, soccer, super rugby, cricket and NBL.

Importantly, the data used in this report is collected mainly from large performance venues, and does not include the plethora of arts, literary, local history and other cultural activities occurring everyday in cities and towns across the breadth of Australia.

Live Performance Australia (2017)

Australians love libraries

Alongside the fact that Australians are big readers, they are also visiting and using public libraries more than ever. Digital disruption has not eclipsed libraries, it has enhanced them. As well as offering a multitude of e-resources and online databases free of charge, people are using libraries to make things, exhibit art and craft, record music, start a business, borrow books, attend a storytelling event (all ages), and research their latest hobby.

In Western Australia (2015-16), there has been increased investment in public library infrastructure (up 34.9%), public access internet devices (up 12.6%), library materials (up 15.3%), and, in contrast to every other Australian state, lending rates have also increased.

Western Australian libraries are thriving; they have won architectural awards, attracted record visitation, and collaborated with the State Library of WA on highly valued literacy projects (including digital literacy).

NSLA: Australian Public Libraries Statistical Report 2015-2016 (2017)

Aboriginal and Torres Strait Islander knowledge and culture

The world's oldest living culture continues to create art, music, dance and performance. Four in five Australians agree that Indigenous artists are an important part of Australia's culture. In 2016, seven million Australians, or 35 per cent of the population, attended a First Nations art event, across all art forms. This was a fifty per cent increase in attendance compared to 2009 levels. While more Australians are actively interested in Aboriginal and Torres Strait Islander arts and cultural experiences, over 50 per cent still believe that there could be more opportunities to access quality First Nations art experiences.

Connecting Australians (2017)

“We need to be thinking about art and culture not as a little add on, a bit of luxury, but as the central thing that we do.”

Brian Eno, *The Peel Lectures*, 2015

The Creative Economy

The creative economy in WA is growing faster than any other Australian state, along with state government investment in the arts, culture and creative industries. Around 88 per cent of the State's population attends arts and cultural events annually, and the figure rises to 92 per cent of young people. WA has many cultural strengths, assets and opportunities, nevertheless, it is competing with other cities and states to attract and retain creative talent and industries.

Strategic Directions 2016-2031(2016)

The Collective Canvas by Sam Price, Steve Berrick and Chris Nixon





CREATIVE MELVILLE

CU

Swarm by Jill O'Meehan and local primary schools



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1: CULTURE - FOR EVERYONE, EVERYWHERE

Culture has many faces. From the annual Point Walter concert to the Little Hands Children's Festival; from a craft or knitting group to showcasing a contemporary artist at the Heathcote Art Gallery; from an interactive science exhibit at Wireless Hill to baby rhyme time at a local library; culture is everywhere. It can be enjoyed in libraries, galleries and museums, walking along the river or city streets, on building walls, and in community halls.

Creative Melville aims to keep what works, stop doing things that are no longer necessary, and start new things.

Precincts, villages and neighbourhoods are enlivened by art and culture

- 1.1** Working with local communities, cultural groups and creative practitioners, we will design and deliver an annual program of artworks, festivals and events for locations across the City, building on and extending well-loved concerts, festivals and cultural programs.
- > The Public Art Strategy and Masterplan provides the curatorial guidance and technical parameters needed to translate our stories, histories and aspirations into new and arresting public artworks across the City.
 - > The Creative Residency Program will support new thinking and artistic production through the provision of dedicated spaces and grants for practitioners in the visual, performing and literary arts.

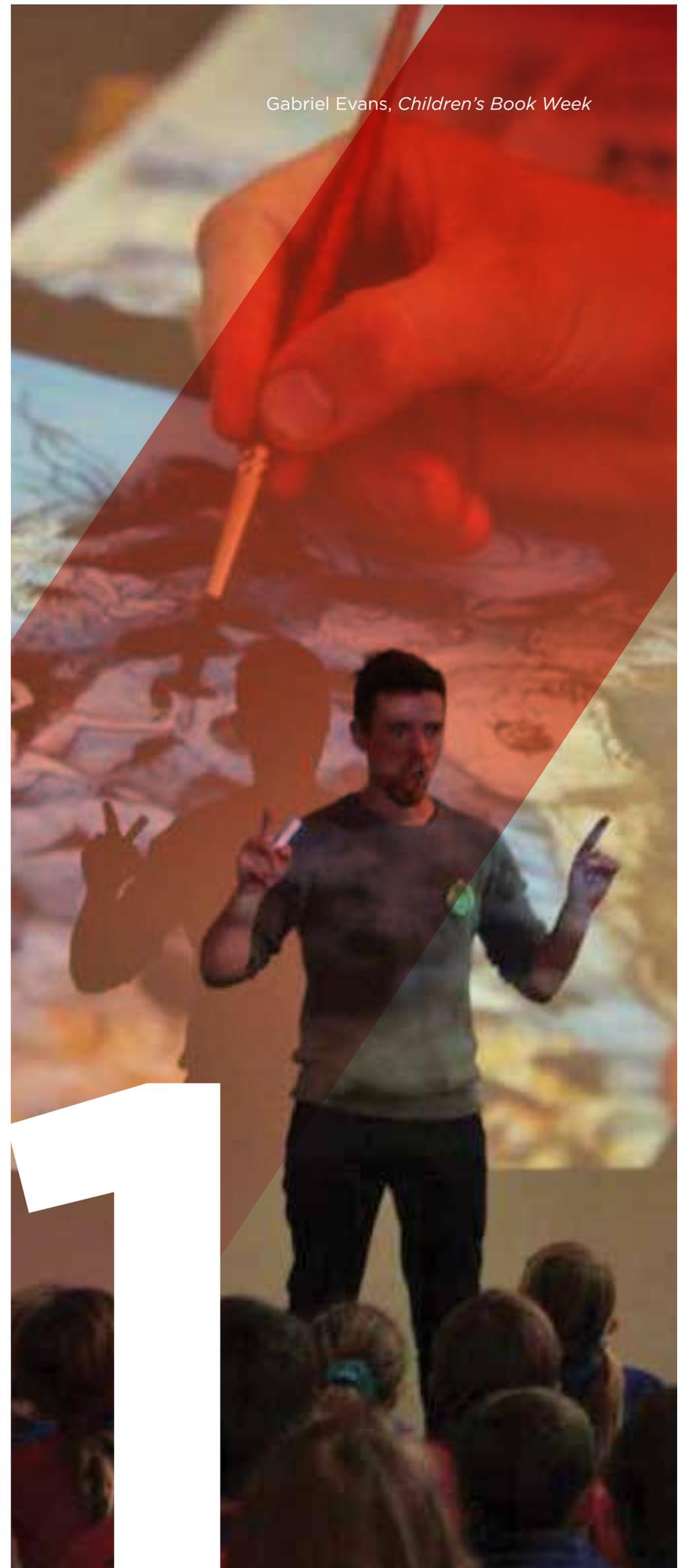
New reasons to visit and enjoy our signature cultural sites

- 1.2** People will find new reasons and opportunities to visit and enjoy our signature cultural sites of Heathcote, Wireless Hill and Melville City Centre.
- > A Wireless Hill Activation Plan will synthesise local histories, digital technologies and science-based themes into engaging exhibitions, events, site specific artworks and learning programs.
 - > The Heathcote Cultural Precinct Activation Plan will bring cohesion, complexity and uplift to the gallery, art making, festival and recreational spaces afforded by this remarkable, community-owned cultural asset.
 - > The new Melville City Centre will provide a contemporary, aesthetically enriched gathering site for cultural experiences of all kinds through its integrated library/museum, art gallery, performance spaces, cafés, and landscape architecture.

Melville's cultural places and services will attract new audiences

- 1.3** An adventurous and coordinated approach to cultural programming and partnerships will yield new audiences for our diverse programs and events.
- > Integrating art, heritage and history will inform cultural programming across the City's libraries, particularly in the refurbished AH Bracks and Bull Creek Libraries.
 - > The City's pop-up Little Library Box will bring library/cultural resources and events to different places and audiences.
 - > A program of renewal will ensure ongoing relevance for AH Bracks, Bull Creek, Canning Bridge and Willagee Libraries; a feasibility study will be conducted for possible future library services at the Murdoch Knowledge Precinct.
 - > Sustainable options to retain and improve the Miller Bakehouse, Hickey Street properties, Applecross District Hall, and Atwell House will be developed.
 - > Access to cultural events and facilities will be enhanced through an online cultural calendar of events; better signage and way finding; a coordinated social media focus; and the elimination of unnecessary barriers to using the City's cultural spaces for culture making and sharing activities and events.

Gabriel Evans, *Children's Book Week*



OUR COMMUNITY WILL SEE

**By 2022,
our community
will see....**

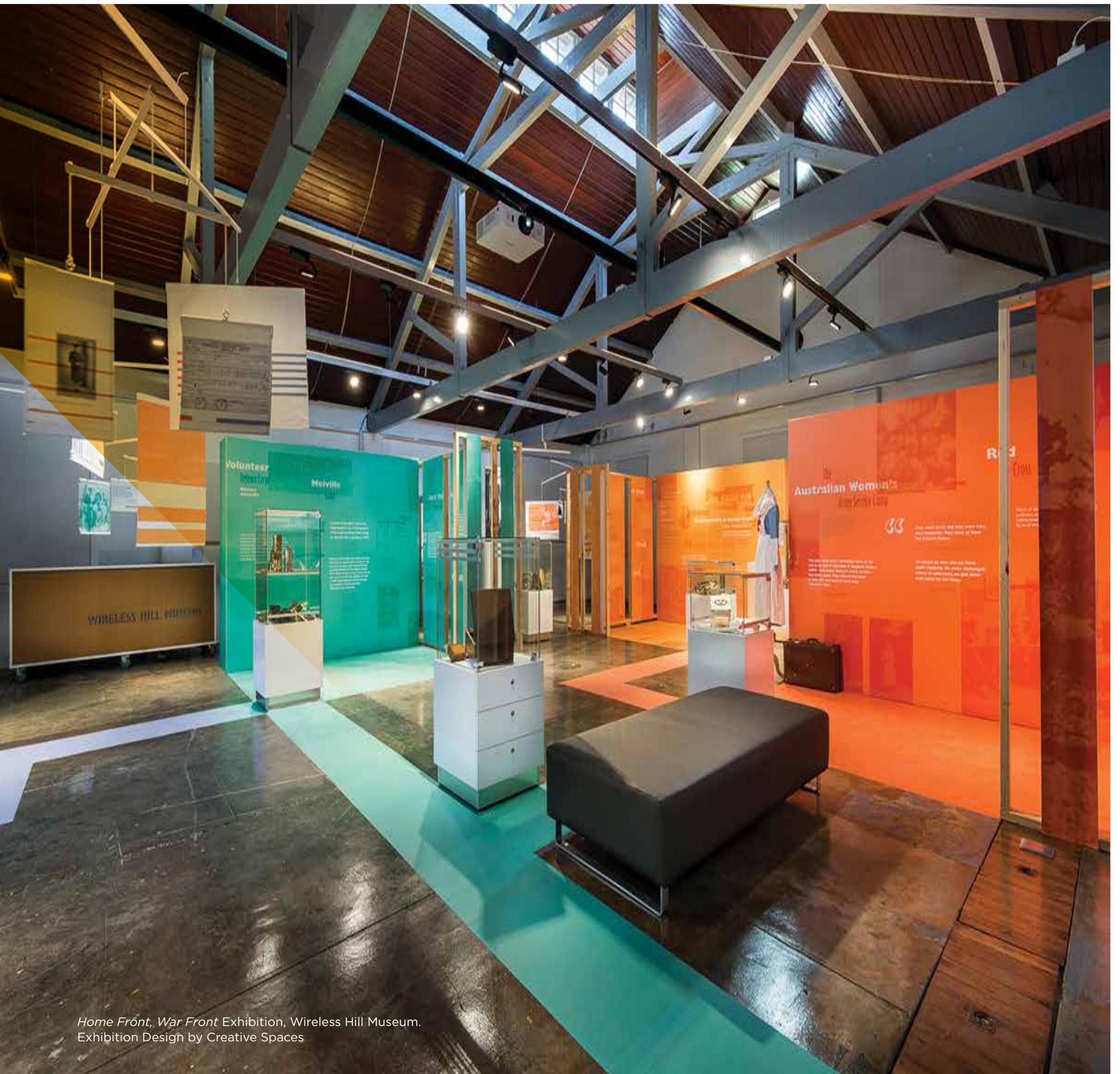
1: Culture – for everyone, everywhere

- > More people participating in arts, culture and learning activities and events, in more places throughout the City.
- > Melville’s distinctive character and reputation for cultural innovation is enhanced by new public artworks in designated locations across the City.
- > It is easier to know what’s going on and when by checking the online cultural calendar of events and up-to-date social media platforms.
- > Melville’s villages – from Bicton to Booragoon; Palmyra to Kardinya; Applecross to Alfred Cove; Bull Creek to Bateman; Willagee to Myaree – will be celebrated for their local character and distinct cultural offerings.
- > A beautifully designed, contemporary Library and Cultural Centre at Booragoon is ready to open its doors to a new era of cultural ambition, opportunity and enjoyment.



CULTURE – FOR EVERYONE, EVERYWHERE

Block D Studios, *Open Studio Art Trail*



Home Front, War Front Exhibition, Wireless Hill Museum.
Exhibition Design by Creative Spaces

2: CULTURE - LEARNING, THINKING AND NEW IDEAS

Resilient, curious, informed, engaged and skilful people and communities are better prepared to tackle personal and collective challenges. Creative Melville supports and extends centres for learning and knowledge creation. It will stimulate an array of forums, talks and exhibitions inviting us to reflect on and think about different ideas, stories and practical solutions. Through a focus on digital literacy and digitally infused creativity, it will power the sharing of ideas and creative opportunities.

We foster lifelong learning and critical thinking

2.1 Our libraries, museums, arts and events teams will foster a culture of critical thinking, problem solving and community based enterprise.

- > Our network of libraries will continue to provide spaces, resources and programs that enable equality of access and opportunity to all of Melville's residents.
- > In physical or digital formats, library users will find resources that stimulate reading, learning, curiosity, ideas, enterprise and innovation.
- > We will refine, extend and deepen our early literacy, young adult and museum learning programs and events.
- > Our Creative Residency program will animate libraries, cultural precincts and the Little Library Box with experimental ideas through the alternating lenses of visual art, architecture, design, literature, thinking, music, performance and storytelling.
- > Creative practitioners and entrepreneurs will utilise the collaborative work spaces and specialist expertise available throughout the City, particularly in the new Library and Cultural Centre.

Harnessing digital platforms to connect us in new ways

2.2 Digital literacy, creativity and communication will connect us in new ways and be supported by skills development for all ages, contemporary technology platforms, and new partnership opportunities.

- > Our digital hubs will be thriving, fertile spaces in which digital literacy, from basic to advanced, is nurtured, shared and built on.
- > Every staff member in our diverse cultural services team will be a skilled digital interlocutor, offering generic skills and support to people of all ages, with specialist staff available for advanced training in digital arts, media and communications.
- > Mutually supportive partnerships will extend our reach by providing exposure to and training in the creative application of transformative technologies: from robotics to artificial intelligence (AI); from 3D/4D printing to augmented reality (AR).

Fresh approaches to interdisciplinary knowledge sharing

- 2.3** We will be known for our fresh approach to interdisciplinary knowledge sharing and creation; weaving art, science, literature and performance together in unexpected ways.
- > Our deepening partnerships with local university, education providers and network of creative practitioners will conceive and deliver new learning programs, events and social enterprises.
 - > Statewide STEAM (science, technology, engineering, arts and mathematics) initiatives will be supported by an original curatorial approach to library, museum and gallery exhibitions, interactive programs, creative residency activities, and supportive collection policies.
 - > We will pilot technology initiatives aimed at remixing and reinterpreting art, museum, local history and library collections to present new ideas to new audiences.

The Dance Collective, MERGE Festival



OUR COMMUNITY WILL SEE

**By 2022,
our community
will see....**

2: Culture – learning, thinking and new ideas

- > Our libraries inspire a sense of place, play and wonder; learning, literacy, digital creativity, history and research partnerships are flourishing.
- > Library membership has increased; every child in Melville is a library member.
- > Museum and gallery audiences have expanded and diversified.
- > Teenagers and young adults say there is more to do in Melville.



CULTURE – LEARNING, THINKING AND NEW IDEAS

The Collective Canvas by Sam Price, Steve Berrick and Chris Nixon



What is a library?

No other agency in society has the multiplicity of roles, or the user range and diversity, or the potential to influence so many lives.

Anne-Marie Schwirtlich, *Libraries Building Communities*, 2006

MERGE Festival, Civic Square Library

3: CULTURE - CREATIVE INCUBATION AND EXPRESSION

Western Australia is changing: shifting patterns of cultural diversity, economic flux, and sense of identity about its place in Australia and the world, contribute to a challenging set of questions and uncertainties about the future. As some industries struggle, new ones emerge. Responding to these contemporary challenges, Creative Melville provides a catalyst for creative people and industries, big and small, and supports multiple modes of creative expression for everyone, everywhere.

A thriving creative economy

3:1 Artists, writers and creative entrepreneurs will benefit from the City's investment in collaborative work spaces, studios and fabrication facilities enabling sustainable business models and encouraging knowledge sharing networks.

- > Our once-in-a-generation opportunity to build new cultural infrastructure will see collaborative work, studio and maker spaces included in the design of the Library and Cultural Centre at Booragoon, complementing the intimate, co-working spaces in the Heathcote Cultural Precinct.
- > Working with artisan, craft and art making businesses operating from the light industrial areas around Myaree, we will grow an already emerging art and fabrication precinct into a dynamic incubator for Perth based creative industries.
- > We will be passionate advocates for the social and cultural benefits of including creative studio, learning and enterprise spaces, along with public art, in citywide developments including the Melville City Centre, Canning Bridge property development, and Murdoch Knowledge Precinct development.

A rich mosaic of small, medium and large cultural events

3:2 The City of Melville's capacity to host large and small-scale art, performance, literary and multicultural events will attract new partners and opportunities.

- > Mapping cultural spaces, including previously hidden, latent or forgotten spaces, will generate a multilayered canvas upon which new possibilities can be realised. For example, extending and/or retrofitting the outdoor areas of Canning Bridge and Willagee libraries alone will afford new uses and cultural opportunities.
- > We will be proactive partners to regional festivals and boutique event organisers in using Melville's cultural infrastructure and expertise to host a range of new cultural experiences across the City. These partnerships will help us to deepen our professional networks in preparation for the opening of the Library and Cultural Centre at Booragoon in 2022.
- > A growing cadre of enthusiastic volunteers will contribute knowledge, time and multidisciplinary skills to the task of amplifying the range of cultural activities and programs we are capable of undertaking.
- > We will identify and frame suitable ideas and opportunities to excite the imagination of potential sponsors, benefactors, funding partners, and/or grant funding schemes.

Creativity on the move

3:3 Melville's residents will pursue a range of creative interests and practices through our eclectic program of talks, workshops, neighbourhood based pop-up events, and support for community cultural groups.

- > The Little Library Box will be an experimental platform in which different library and cultural experiences will be piloted, especially for children, youth and families.
- > The Heathcote and Wireless Hill precincts will host festivals, markets, classes and symposia in conjunction with creative practitioners, companies and community cultural groups.
- > We will develop new funding guidelines and selection criteria for all of our arts and cultural grants to align them to the Cultural strategy's priorities.
- > Identification and removal of unnecessary licensing, zoning, application and regulatory barriers will assist creative enterprises and cultural groups to use our cultural spaces and collaborate with the City on cultural programs and events.



OUR COMMUNITY WILL SEE

**By 2022,
our community
will see....**

3: Culture – creative incubation and expression

- > Local artists, performers and creative industries are well supported; the City attracts more people who describe themselves as working in the creative economy.
- > More people report that they have conceived and produced a creative product and/or business in our libraries and co-working spaces.
- > The Creative Residency program has not only supported a succession of artists, thinkers and designers but also stimulated creative conversations and ideas throughout the community.

*Red Tailed Cockatoo I & II
by Janine McAulley Bott*



CULTURE – CREATIVE INCUBATION AND EXPRESSION



Jennifer Gaye, *Open Studio Art Trail*

4: CULTURE - HERITAGE, HISTORY, MEMORY AND STORIES

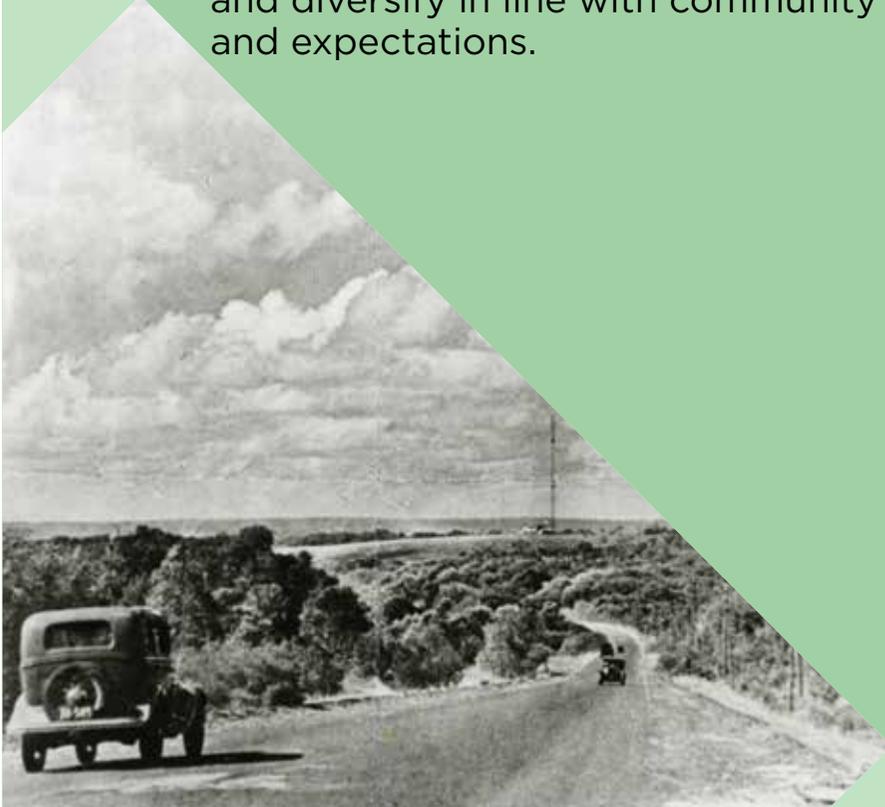
The past informs the present; it is forever open to new interpretations, uses and combinations. The City of Melville has some irreplaceable cultural places and collections. Creative Melville will cherish and preserve the unique cultural assets and stories we have, and invite new ways to showcase and share local histories, heritage, memories and stories.

Digitised collections will seed new opportunities

- 4:1** Through our digitised museum, local history and art collections, new projects, research and stories will be conceived and shared.
- > Online access to Melville's unique museum and local history collections will enable curators, historians, students, artists and researchers to produce and distribute new work.
 - > The City's significant visual and public art collection will continue to grow, providing new ways for residents to enjoy and be stimulated by its breadth and integrity.
 - > Library collections will continue to expand and diversify in line with community needs and expectations.

Heritage assets will be protected and preserved

- 4:2** Our culture and heritage plans will ensure the City's built and cultural heritage will be preserved for future generations.
- > The Heathcote Cultural Precinct and Wireless Hill Interpretation Plans will see careful building restoration, improved amenities, new multipurpose spaces, and stronger site identities enhance the capacity of both sites to be powerful cultural attractors to Melville's residents and many visitors.
 - > The City will support tenants in City-owned heritage listed properties to honour the historical significance of the places they inhabit and extend access to and enjoyment of these sites to Melville's various communities.
 - > We will actively support owners of heritage listed properties to conserve historic buildings and work with us to rejuvenate key local precincts as places in which people can gather and enjoy an extended palette of social and cultural experiences.



Canning Highway East near Preston Point Road, looking at Applecross Wireless Mast, c1935. Image P868: COM copyright.

Aboriginal and Torres Strait Islander communities will lead new projects

- 4:3** Aboriginal and Torres Strait Islander communities will lead new art, heritage and storytelling projects.
- > Working in partnership with interested Aboriginal and Torres Strait Islander groups and individual artists, we will curate, exhibit and promote new works, programs and events.
 - > Dedicated resources will be assigned to cultural partnership projects aimed at using art, music and storytelling as a gateway to capturing, preserving and sharing Noongar cultural knowledge.

“Art gave me a voice, which has made me strong. It helped to guide me home, back to my family, my identity, my people, my culture, my community.”

Sandra Hill, Goolugadup,
Heathcote Art Gallery, 2017

My Mother's Bookah - Skin Cloak,
Goolugadup - Kal-ya-gul by Sandra Hill



OUR COMMUNITY WILL SEE

**By 2022,
our community
will see....**

4: Culture – heritage, history, memory and stories

- > Aboriginal and Torres Strait Islander knowledge, language, stories and art are visible, valued and promoted.
- > Urban renewal and the built environment are informed by contemporary design, sustainability principles, and art and cultural spaces.
- > There is higher interest in and usage of the City's local history and digitised art collections.



Koolanga Aboriginal Dance Group,
MERGE Festival

CULTURE – HERITAGE, HISTORY, MEMORY AND STORIES



Anchor Block, Wireless Hill Park



CULTURE MAKING

CATAA

Pelican by Amok Island,
Canning Bridge
Activity Centre



CULTURE MAKING CATALYSTS

Catalyse: to bring about, inspire, or alter significantly.

There are three cultural catalysts that will support Creative Melville in achieving its objectives.

C1: New Library and Cultural Centre at Booragoon

A once in a generation opportunity to create a dynamic civic heart in which art, learning and cultural participation can thrive.

The new cultural centre will house a large, contemporary library and integrated museum; a regional art gallery exhibition space; performing arts theatre; meeting rooms and conference facilities; and outdoor performance and entertainment spaces. It will be an architecturally significant building with generous nooks in which to rest, read, meet, eat and drink. It will be a creative production and experimental space in which new ideas, service offerings, exhibitions, performances and learning programs of all kinds can coexist. The cultural centre will enrich the built environment and support diverse communities to enjoy and participate in a new era of cultural possibilities.

Actions

C1:1 Provide consistent design input into new City Centre cultural precinct infrastructure plans.

C1:2 Continue to communicate and engage with the community and key stakeholders in the development of the new Library and Cultural Centre.

C1:3 Deliver a dynamic and engaging transitional program across the City's cultural facilities, which will test new ideas and services in advance of the new Cultural Centre opening in 2022.

Concept Image New Library and Cultural Centre:
Studio 53 Architects



CULTURE MAKING CATALYSTS

Catalyse: to bring about, inspire, or alter significantly.

There are three cultural catalysts that will support Creative Melville in achieving its objectives.

C2: Activity Centre Plans

Changes to land use, built form and public spaces will have a significant impact on the topography and cultural landscape of the City. Greater density and demographic diversity will generate new cultural and social needs.

These changes will enliven cultural precincts like Heathcote, Wireless Hill and Canning Bridge, while revivifying designated shopping precincts and neighbourhoods with new cultural options and events.

- > Cultural buildings, services, precincts and programs owned and run by the City of Melville, such as the City's libraries, Heathcote and Wireless Hill precincts, our eclectic range of cultural festivals and programs, and the City's art and sculpture collection, will continue to improve and expand in line with the actions described in Creative Melville.
- > Cultural assets owned by the City but leased to various groups or businesses will be supported and further integrated into cultural precinct activation ideas and actions. This category includes a range of state heritage listed properties such as the Applecross District Town Hall, Miller Bakehouse, Atwell House, and the Hickey Street properties.
- > A number of existing and emergent sites of economic activity and/or increased population density provide an opportunity to do new things in new ways. While the City has responsibility for maintaining and improving infrastructure in these precincts, it can also play a role as an enabler of cultural activity and supporter of a more vibrant and interconnected creative economy. Four distinct sites are highlighted as part of the five year cultural strategy: Canning Bridge, Riseley Street, the proposed Murdoch Knowledge Precinct, and the Myaree light industrial zone.

The early years of the strategy will focus on implementing, building on, and, in some cases, extending plans already underway. The strategy will then graduate to introducing new cultural initiatives, intensive staff training, and the evaluation of experimental services and programs.

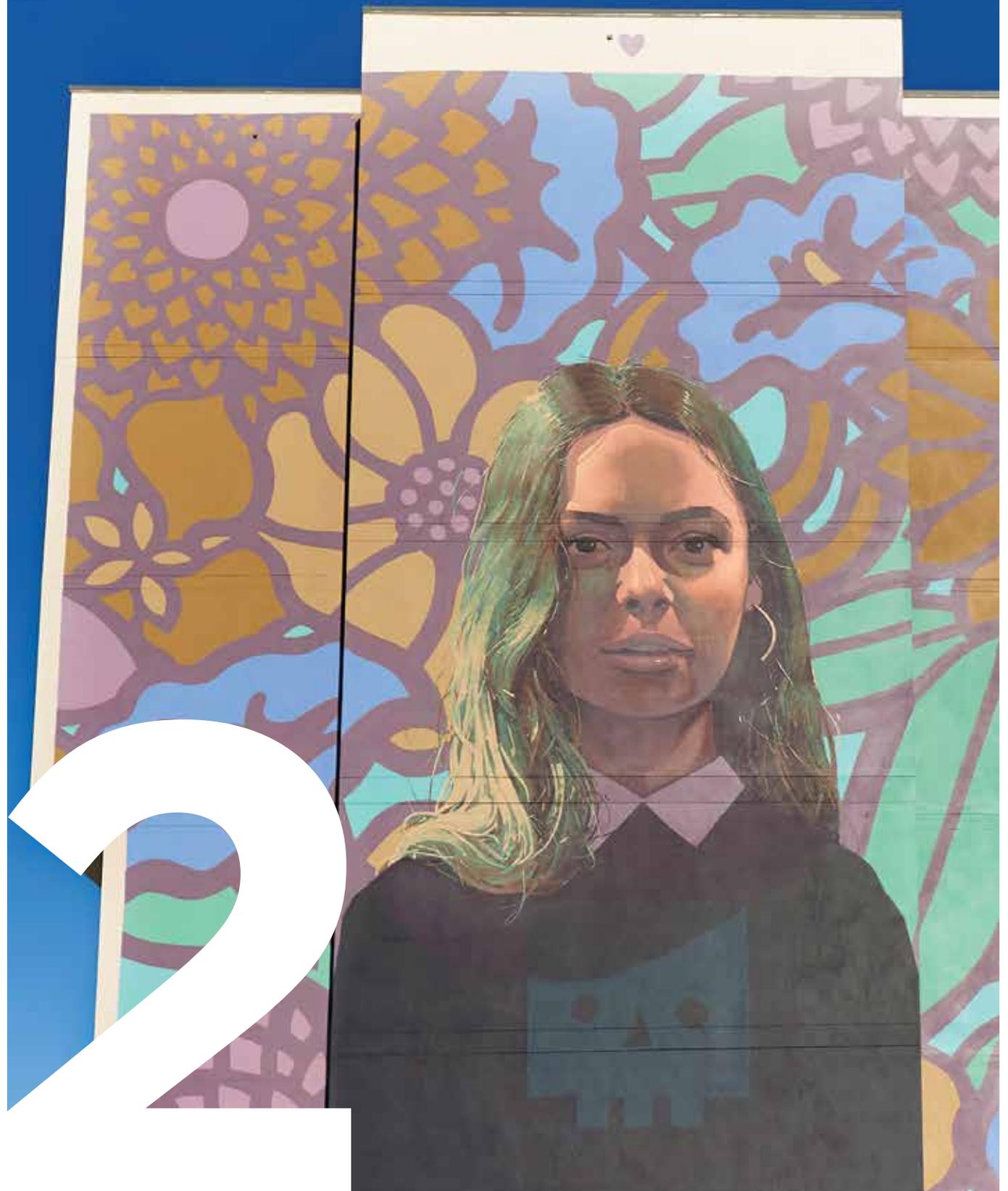
Actions

C2:1 Implement public art strategy and interpretation/activation plans for Wireless Hill and Heathcote Cultural Precinct.

C2:2 Develop and implement cultural partnership plans with occupants of Melville's heritage-listed properties.

C2:3 Investigate possible use of Hickey Street properties as sites in which the Creative Residency program can be accommodated.

C2:4 Develop cultural precinct activation and support plans for Riseley Street, Canning Bridge, Myaree and Murdoch Knowledge Precincts.



CULTURE MAKING CATALYSTS

Catalyse: to bring about, inspire, or alter significantly.

There are three cultural catalysts that will support Creative Melville in achieving its objectives.

C3: Holistic citywide approach to cultural development

Transforming the way we support culture making through new ways of working, new organisational structures, and new forms of partnership.

Creative Melville weaves together our cultural services – libraries, gallery, museums, programs, events, precincts, festivals – in exciting new ways. It incorporates learning, literacy, access to knowledge, art making, history, participation in and enjoyment of culture, civic revitalisation, and support for a vibrant cultural economy. Creative Melville will produce a range of economic, social and cultural outcomes that will have far-reaching consequences for the City of Melville.

Its ambitious intent requires an equally ambitious customer service philosophy and corresponding organisational structure. The new cultural centre will require a converged service model. Although there will still be specialist positions in the gallery, museum and library spaces, there will also be an increasing imperative to share knowledge, staff and some responsibilities. This converged approach also extends beyond the cultural services team to include the City's main customer facing services once the new cultural centre opens in 2022. Creative Melville incorporates a transition strategy that includes new positions and an intensive skills development program.

Cultural partnership brokers, for example, will perform a critical role in linking community, businesses and creatives. Digital skills development and hybrid arts projects will be supported by specialist positions. Working with Aboriginal communities, education providers and a range of cultural organisations will also require additional resources.

Actions

C3:1 Design and implement Transition and Change skills development program for Cultural Services Team.

C3:2 Design a new Creative Melville organisational structure, including a shared pool of Cultural Officers, Volunteer and Partnership Officer, Digital Skills Officer, Aboriginal Arts Officer, and specialist educator positions.

C3:3 Ensure that arts and programs team members have sufficient resources to perform their roles as culture partnership brokers, supporting the creative economy of Melville through grants, linkages, spaces and new funding streams.

Alex Bond, *dissociation*,
Heathcote Museum and Gallery
© Peter Kovacs, photographer



STRATEGY IN ACTION

Creative Melville builds on what we already have and lays down strong foundations for the future.

Ultimately, its purpose is to make the City of Melville a more liveable, enjoyable, healthy and alive place that affords cultural experiences and opportunities to all of its citizens.

It will be judged as successful if it continues to support creative endeavours of all kinds for all ages.

We invite you to become involved.

@CreativeMelville

#CreativeMelville





CREATIVE MELVILLE: A CULTURAL STRATEGY FOR THE CITY OF MELVILLE 2018-2022

Culture – for everyone, everywhere

1:1 Enlivened by art and culture

An annual program of artworks, festivals, concerts, events.
Public art strategy and masterplan.
Creative Residency Program.

1:2 New reasons to enjoy signature cultural sites

Wireless Hill – history, science and digital technologies.
Heathcote Cultural Precinct - art gallery, art-making, festivals & recreation.
Melville City Centre - new library, gallery, museum and performance spaces.

1:3 Attracting new audiences

Adventurous cultural programs and partnerships.
Animated use of Melville’s libraries, museums and gallery.
Supporting culture in City-owned properties.

By 2022 our communities will see...

More people participating in art, culture and learning.
Local distinctiveness celebrated and enhanced.
Library and Cultural Centre at Booragoon opens doors to new era of cultural ambition and opportunity.

Culture – learning, thinking, and new ideas

2:1 Foster lifelong learning and critical thinking

Provide well-designed, well resourced libraries in the right locations.
Stimulate a love of reading, learning, ideas and enterprise.
Support 21st century literacies – reading, digital, information, visual.

2:2 Harnessing digital platforms

Expand digital hubs.
A skilled team offering practical digital training and support in digital arts, media and communication.
Access to transformative technologies and learning opportunities.

2:3 Fresh approaches to knowledge sharing

Education and cultural partnerships – new learning programs, events and social enterprises.
Support statewide STEAM initiatives.
Ongoing digitisation of art, museum, local history and library collections.

By 2022 our communities will see...

Every child in Melville is a library member. Libraries are places for research, learning, creativity and wonder.
Museum and gallery audiences have diversified.
Teenagers and young adults say there is more to do in Melville; it’s a great place to live.

Culture – creative incubation and expression

3:1 Thriving creative economy

Artists, writers and creative entrepreneurs will benefit from investment in co-working spaces, studios, learning spaces and fabrication facilities.

3:2 Rich cultural mosaic

Identify, retrofit and animate more spaces for learning and cultural events.
Partner with regional festivals, boutique cultural organisations, and enthusiastic volunteers.

3:3 Creativity on the move

Pop-up services will offer library/cultural experiences in unexpected places.
Melville’s arts and culture grants will support creative ideas and practices.
Remove unnecessary licensing, zoning and regulatory barriers.

By 2022 our communities will see...

Support for artists, performers, writers, and creative industries.
Creative precincts are thriving.
More people say libraries and co-working spaces have helped with creative ideas.
The Creative Residency program has stimulated new ideas and conversations.

CULTURE MAKING CATALYSTS

Culture – heritage, history, memory and stories

4:1 New stories, new possibilities

Digitised collections, best practice management – new possibilities for historians, curators, researchers, artists and students.

Deepen visual/public art collections. Refresh and diversify library collections, print-based and online.

4:2 Protect and preserve

Preserve cultural heritage assets like Heathcote and Wireless Hill.

Support tenants in City-owned heritage properties.

Support conservation efforts in heritage-listed properties across the City.

4:3 Noongar knowledge and leadership

Consult and partner with Aboriginal and Torres Strait Islander communities, artists, historians.

Develop partnership projects using art, music and literature to preserve and share Noongar cultural knowledge.

By 2022 our communities will see...

Aboriginal and Torres Strait Islander knowledge, language, stories and art are visible, valued and promoted.

There is higher interest in and usage of the City's local history and art collections.

Heritage preservation and urban renewal improve the built environment.

CATALYST 1: New Library and Cultural Centre at Booragoon

Once in a generation opportunity to create a dynamic civic heart in which art, learning and cultural participation can thrive.

CATALYST 2: Activity Centre Plans

Supporting vision of a Creative Melville through the conservation, protection and reuse of heritage owned buildings, assets and precincts.

CATALYST 3: Holistic citywide approach to cultural development

Citywide approach to cultural development.

Supporting culture through new ways of working, skilled people and partnerships.

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GLOSSARY OF TERMS

Activation Plan: a well-researched holistic plan designed to bring new life into our existing cultural precincts. Two activation plans are referred to in this document: Wireless Hill and Heathcote.

Art fabrication: some artistic practices, particular sculpture and large-scale public artworks, require specific spaces in which welding, carpentry, spray painting etc. can be undertaken in a safe environment.

Crowd funding: refers to the practice of raising small amounts of capital from a large number of people to finance specific projects outside the City's budgetary commitments.

Culture Broker: in the context of Creative Melville, a culture broker is a shared role within the Cultural Services Team. This role will focus on the relationship building needed to broker new cultural possibilities between the City and interested individuals, groups, organisations and businesses.

Culture Counts: a software package used by the City of Melville to track participation in and feedback about our cultural programs.

Creative residency: short term residency program whereby an artist/thinker-in-residence is offered space and, possibly, a modest grant to create new works in exchange for providing classes and/or talks to the Melville community.

Cultural Services: the name given to the City of Melville's culture-related services. These include the City's library services, museums, art gallery, public programs, art collection, and local history collection.

Digitisation: The conversion of text, pictures, or sound into a digital form that can be accessed by an electronic device, computer, tablet etc..

Master Plan: a detailed vision and plan that helps guide decision-making, design, and subordinate plans.

Melville City Centre: the project name used to describe the new library and cultural precinct, including the City Council administration centre, which will accompany the expansion of Garden City at Booragoon.

Partner: an individual, group, organisation or business with whom the City of Melville can work to deliver a cultural event or program that brings benefits to both parties.

Place making: is a multi-faceted approach to the planning, design and management of public spaces. In particular, the community is considered the 'expert' in what is needed, and a 'place-based approach' puts community benefit at the heart of public space design and development.

Pop-up library and museum: new generation mobile or ephemeral libraries and/or museum, which can include refurbished shipping containers, modified caravans, architect-designed pods, motorcycles and bicycles, or the temporary occupation of vacant shopfronts.

Public Art Strategy: the City of Melville's 2017 public art strategy, produced by consultancy firm FORM.

RAP: the City of Melville's Reconciliation Action Plan

STEAM: Science, Technology, Engineering, Arts, Mathematics

STEM: Science, Technology, Engineering, Mathematics

Transition Training: a skills development program aimed at using the Melville City Centre preparation and planning period as an opportunity to experiment with new services and programs. Transition Training will build on and expand the existing skills within the Cultural Services teams.

Volunteer: volunteers support our cultural places and programs in numerous ways from art tours, community-based training and various library-related tasks.

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Art in Place: Confluence by VJZOO and Kambarni



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