In May 2010, the Department of Culture and the Arts (DCA) commenced work on Priority Projects 2010-2012. The projects, which deliver outcomes across ‘Creating Value: An Arts and Culture Sector Policy Framework’, are in addition to DCA core business.

For more information visit www.dca.wa.gov.au
During the financial year 2011/2012, DCA provided more than $21 million in funding to support the delivery of both traditional and emerging art forms across the State, including: over $17 million core recurrent funding granted to 49 organisations whose level of service is critical to the development of the sector; and more than $4 million granted by peer and expert panels to 235 organisations, individuals and projects across a wide range of art forms.

DCA also continued its relationship with State and Federal Government agencies to more effectively coordinate government resources. In addition to DCA’s work with each State and jurisdiction in Australia through the Meeting of Cultural Ministers, it worked with 24 other State and Federal agencies on a range of projects and policy issues.

Creative People

Strategy:
Funding
Project:
Funding Process Review to consider the changing needs of both the sector and the community.

- An assessment of the efficiency of DCA’s funding processes and administration was completed in 2010, and tenders for a new Online Grants Management System are being evaluated. The final report for the Public Value Measurement Framework (PVMF), which examines how DCA can assess the public value of its funding, is complete. The implementation of the PVMF will begin in 2013.

Strategy:
Partnerships
Project:
Develop and maintain strategic relationships and programs with the Australia Council for the Arts.

- The Philanthropy Incentive Program has led to the establishment of $4.47 million of private funds accessible to the arts. The Program has developed four new foundations, and has awarded grants to performing and visual arts, music, literature, youth and regional arts organisations.

- DCA continues to administer joint funding and contracting arrangements for the Major Performing Arts Companies and the organisations funded through the Visual Arts and Craft Strategy. The WA Arts Marketing Mentorship Program has matched WA performing arts organisations with State and national performing arts organisations to develop their marketing capacity.

- DCA has renegotiated a second triennium with the Australia Council to support Performing Lines WA through the Managing and Producing Services (MAPS) initiative. Performing Lines WA is a dedicated production support company that enables artists and companies to focus on the creative aspects of their work. It currently produces and manages selected WA theatre and dance groups, enabling them to create, present and tour their work more effectively within the State, Australia and internationally. The contract with Performing Lines is for an amount of $170,000 per annum, paid for three years. Of this, DCA will be contributing $120,000 per year and the Australia Council will be contributing $50,000 per year.
Strategy: Infrastructure Support

Project: Develop an Ecology Map to demonstrate the interactions and relationships between all aspects of the sector.

- A pilot project focusing on the networks and connections within the dance sector has been completed to test research methodology for the Ecology Map. The revised methodology will be aligned to outcomes from the Public Value Measurement Framework.

Full sector mapping will be undertaken in 2012-2013.

Strategy: Sector Development

Project: Pursue opportunities to apply new technologies for presenting, creating and distributing culture and arts content.

- In April 2011, Sound Chamber was launched by iArts2, a partnership between DCA and ABC Online. Sound Chamber includes a downloadable application, website and a physical installation, each connected to one another and their audiences through social media.

The physical installation has been exhibited at Scitech Discovery Centre, the State Theatre Centre of Western Australia and the Museum of Contemporary Art in Taipei.

Creative Communities

Strategy: Funding

Project: Implementation of the Artist-In-Residence (AIR) program, in partnership with the WA Department of Education and the Australia Council for the Arts.

- Since its inception in 2009, AIR has supported $840,000 worth of artists in schools residency projects and longer-term school residencies for DCA funded organisations. The largest program of its kind in Australia, AIR’s first year delivered over 15,500 artist hours in schools to 2,000 students, and next year it will fund up to $280,000 for residencies in schools.

Strategy: Funding

Project: Provide support to access Royalties for Regions for cultural projects.

- DCA and the Department of Regional Development and Lands are implementing an additional $1.25 million for a Performing Arts Tours Boost, secured through Royalties for Regions. Stage one of the Boost has included the Perth Theatre Trust’s regional simulcast of the Vienna Philharmonic Orchestra.
Strategy:
Partnerships

Project:
Develop new strategic state and national partnerships to support Indigenous culture and arts development.

- DCA, in partnership with the Department of Indigenous Affairs and the Central Institute of Technology, secured $98,000 from the Australian Government Office for the Arts to deliver Revealed, an emerging Indigenous arts showcase and professional development program.

- Revealed was part of the Commonwealth Festival, which was managed by DCA during CHOGM in 2011. Revealed, alongside Yiwarra Kuju: The Canning Stock Route and the Western Australian Indigenous Art Awards, showcased the largest collection and representation of WA Indigenous art seen at one time in Perth by a national and international audience.

- Revealed involved 18 art centres, attracted 2361 people and sales totalled $158,200. The next Revealed is planned for April 2013.

- WA Museum is negotiating with the Australian Government Office for the Arts to support repatriation activity over the next five years, which involves the return of ancestral remains and items of cultural significance to their place of origin. This support also includes the funding of an Indigenous curator based at the Museum. DCA will partner with the Museum to support additional delivery costs of repatriation to communities from June 2012 onwards.

- The Western Desert Kidney Health Project, a $5.4 million multi agency approach to deliver health and cultural benefits to Indigenous people in the Western Desert, was formally launched in October 2010. DCA funded the new model of governance and provided $300,000 for the project’s ongoing development.

- Community engagement projects have been completed in Coolgardie, Norseman and Menzies. The Project will visit Leonora, Laverton, Mt Magnet, Mulga Wueen, Tjuntjuntjara and Coonana this year.

- Project leaders have recently confirmed $300,000 to extend the program through BHP Nickel West.

- In 2010-2011 DCA invested in two major Indigenous arts and cultural projects through the Looking Forward Fund. Warmun Art Centre - Kimberley Aboriginal Artists received $174,320 for the arts project Give Them Wunan, which teaches and documents Kimberley stories, song and dance for future generations; and $211,837 was invested in Bunuba Films’ Kimberley tour of the stage production Jandamarra Returns.
Strategy: Partnerships

Project: Continue to support the development of the National Arts Curriculum through the Meeting of Cultural Ministers (formerly the Cultural Ministers Council) and MCEECDYA.

• In October 2010, DCA and the Department of Education (DoE) jointly released Creative Connections: An Arts in Education Partnership Framework 2010-2014.

• DCA is actively involved in the development of the National Arts Curriculum and has provided a submission to ACARA\(^2\) on the draft Shape of the Australian Curriculum: The Arts paper in December 2010, and attended the National Dance Education in Australian Schools Roundtable in April 2011.

• DCA’s partnership with DoE has delivered professional learning opportunities to 697 educators and artists to assist in the development of resources and other strategies in the preparation of the roll out of the Australian Curriculum.

• DCA and DoE have signed a new Memorandum of Understanding for 2012-2016 to continue to deliver the Creative Connections Arts In Education partnership.

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Strategy: Infrastructure Support

Project: Investigate applying new technologies to increase accessibility to culture and arts content.

• DCA, in partnership with the Department of Regional Development and Lands and Lotterywest, is investigating opportunities to simulcast live performances across the State. As a pilot, DCA and Lotterywest supported Black Swan State Theatre Company to simulcast a performance of A Midsummer Night’s Dream in May 2011.

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Strategy: Sector Development

Project: Support for audience development through improving box office data and relationship management processes eg. ADVICE\(^3\).

• DCA negotiated with the Australia Council and State partners for a fourth, additional year of the ADVICE project. The project included 21 WA organisations receiving regular box office intelligence reports to better inform marketing decisions. State reports and data snapshots from ADVICE will inform and populate the DCA Research Hub.

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1. Ministerial Council for Education, Early Childhood Development and Youth Affairs
2. Australian Curriculum, Assessment and Reporting Authority
3. Audience Data and Visitor Information Collection Enterprise
Creative Economies

Strategy: Funding
Project: Implement results of reviews from the Designer Fashion and Contemporary Music sector evaluations.
• Recommendations from the reviews were incorporated into DCA’s Designer Fashion and Contemporary Music 2011 handbooks, and will be further considered within the Funding Process Review.

Strategy: Partnerships
Project: Address the role of DCA in supporting the Intellectual Property for the creative industries.
• Through the Meeting of Cultural Ministers (formerly the Cultural Ministers Council), DCA supported the roll out of the Indigenous intellectual property toolkit, the development of the Solid Arts website, and endorsed support for the Indigenous Arts Code to ensure Indigenous enterprises can protect their intellectual property.

Strategy: Infrastructure Support
Project: Promote the development of studios, incubators and other forms of creative ‘working spaces’.
• DCA has committed $110,000 to capital works for the 15/8 Newcastle Street, West Perth building, enabling continued access to accommodation, studios and workshop spaces, managed by the Centre for Interdisciplinary Arts (CIA) Studios.
• DCA has appointed consultants to undertake a review of those venues for which it is responsible. The review will be used by DCA to assist in the development of a revised venues policy. The final report is to be completed in 2012.

Strategy: Infrastructure Support
Project: Convene a series of strategic forums to assist boards and organisations to meet the challenges of changing environmental conditions.
• DCA hosted a five-part series of strategy and governance seminars for the board members and executive staff of DCA-funded arts and cultural organisations. More than 70 per cent of DCA’s triennial and multi-year organisations attended. Relevant presentation notes, podcasts, transcripts and evaluations are available on the DCA website.
Strategy: Sector Development
Project: Promote greater understanding of, and interaction between, the subsidised and commercial creative sectors.

- DCA partnered with ScreenWest in 2011 and 2012 to present X|Media|Lab Perth. The cross media and cross disciplinary conferences attracted local, national and international arts organisations, artists, digital media and screen professionals. A lab component provided the opportunity for selected participants from both the subsidised and commercial creative sectors to work one-on-one with international mentors to explore the commercialisation of their projects for international markets.

DCA and ScreenWest have funded five WA project teams with project development awards of up to $20,000 each.

- DCA and ScreenWest supported a digital Think Tank with the City of Perth, which included two full day workshops and a master class with ABC Innovation. It also provided access for WA practitioners to a seminar by The Project Factory and a seminar about opportunities for creative people in the WA games sector.

Creative Environments

Strategy: Funding
Project: Support for the provision of culture and arts infrastructure funding programs.

- DCA is developing a series of regional action plans in consultation with key regional stakeholders, including Regional Development Commissions. The plans will be inclusive of current cultural infrastructure provision and will identify future needs for potential support through Royalties for Regions.

In consultation with the Department of Planning, the Department of Indigenous Affairs and the Australian Government Office for the Arts, DCA delivered a WA Indigenous Visual Arts Infrastructure Needs Analysis. The analysis of 22 Indigenous arts centres identified priority infrastructure needs for consideration by the Australian Government through the Meeting of Cultural Ministers.

Strategy: Partnerships
Project: Negotiate a new Memorandum of Understanding with the Department of Finance, Building Management and Works to deliver a reinvigorated State Government Percent for Art Scheme.

- Since the launch of the State Government Percent for Art Scheme in 1991, more than $38 million has been allocated to 448 artwork projects. In February 2011, DCA signed a new three year Memorandum of Understanding with the Department of Finance, Building Management and Works, resulting in the appointment of a new Arts Coordinators Panel, and the publication of the inaugural annual report. In 2010-2011 projects in the construction phase were supported to a total of $4,157,477.
Strategy: Infrastructure Support
Project: Develop a Cultural Infrastructure Directions Policy 2012-2014.

- Cultural Infrastructure Directions Policy 2012-2014 will assist the State Government in its coordination and decision-making about what is essential to effectively deliver arts and culture in WA.

Strategy: Infrastructure Support
Project: Contribute to the development and activation of the Perth Cultural Centre in partnership with the Metropolitan Redevelopment Authority (MRA) (formerly East Perth Redevelopment Authority).

- DCA has partnered with MRA to present the Non-Permanent and Ephemeral Public Art Project in the Perth Cultural Centre. DCA’s contribution of $300,000 over two years has provided for a Public Art Curator position and the commission of 11 works to engage with public places across a variety of art forms and artists.
- The artworks have had an audience of approximately 1.4 million people.
- DCA and MRA’s commitment to activate the Perth Cultural Centre has also included Illuminates, a free Christmas celebration in December 2011; the Popsicle and Outskirts programs as part of Perth Fashion Festival in 2010 and 2011; The People’s Space during CHOGM in 2011, which had an attendance of over 23,000; and the St Jerome’s Laneway Festival in 2010 and 2011.

Strategy: Sector Development
Project: Provide greater understanding of culture and arts functions and content in the design and construction of infrastructure.

- A new planning guide for arts and cultural facilities has been developed. Currently at design concept stage, it will be launched as an online resource for arts and cultural facilities planning in 2012.