

# VIBRANT COMMUNITIES

Arts & Culture Plan

# ACKNOWLEDGEMENT OF PEOPLE & COUNTRY

On behalf of the community, the Shire of Dandaragan acknowledges the traditional owners of the land and sea of this area, the Yued People. They pay respect to the Elders past, present and emerging who hold the memories, traditions, culture and hopes for the future.



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# WHY DO WE NEED AN ARTS AND CULTURE PLAN?

Vibrant Communities is the Shire of Dandaragan's first arts and culture plan. Coupled with a public art policy, this plan consolidates the Shire's commitment to increase cultural opportunities across the region. Packed full of insight and evidence drawn from local knowledge, first-hand observation and a review of current trends in valuing the arts, Vibrant Communities presents a vision for arts and culture that builds on existing networks and talents and aspires to engaging new creative endeavours.

## VISION: CREATIVE ENDEAVOURS ENRICH LIVES AND BRING PEOPLE TOGETHER

To realise this vision, Vibrant Communities re-imagines familiar strategies to guide the growth of arts and culture in the Shire of Dandaragan along five creative paths:

- **People** – nurture recognised, emerging and hidden creative talent
- **Activities** – enliven public spaces with events, festivals, public art, live performance and pop-ups
- **Tourism** – develop authentic creative and cultural tourism products and experiences
- **Hubs** – cultural centres where people come together to enjoy individual and collective creative endeavour
- **Storytelling** – embrace history, heritage and Indigenous culture.

## CREATIVE PATHS LEAD TO CREATIVE PLACES

The concept of creative paths evokes an image of cultural exploration across the Shire. This visual framework emerged from discoveries made in the creation of this document. It draws on a community-driven proposal for a public art trail through

Badgingarra, Dandaragan, Cervantes and Jurien Bay. Triangulating community aspirations with other Shire plans and compelling evidence about the value of arts, culture and creativity in communities strengthens the case for proclaiming a thriving cultural scene benefits everyone.

Building on this imagery, a set of inter-related outcomes emerge:

- **Participation** – linking creative producers, residents and visitors
- **Lifestyle benefits** – quality of life, wellbeing and health, skills development, life-long learning
- **Authenticity** – distinctive products and activities that link people and place
- **Collaboration** – community cohesion and partnerships bringing people together
- **Engaged experiences** – creative expression, enjoyment, excitement, experimentation
- **Sense of place and belonging** – identity and inclusion.

Vibrant Communities is a dynamic document designed to strengthen support for all forms of creative and cultural activity in the Shire of Dandaragan. It illustrates the capacity of arts, creativity and culture to enrich the vitality of the region, enhance its appeal to residents and visitors, enliven public spaces and contribute to the local economy.

Vibrant Communities articulates this vision by:

- establishing links with other Shire plans
- exploring the Shire's cultural landscape
- discovering what people like and what they want
- identifying common ground and priorities
- outlining key projects and action strategies
- quoting some of the benefits of arts and culture.



# WHAT DO WE MEAN BY ARTS AND CULTURE?

Arts, culture and creativity exist everywhere in many aspects of everyday life. As a stand-alone concept, culture encompasses material products and experiences – artefacts, music, performance, literature – and intangible meanings and memories embedded in ways of life, social traditions, celebrations and sense of identity.

Recent research supports using ‘arts and culture’ as a single term to demonstrate its relevance and value expressed as:

- creativity, imagination, inspiration
- participation, belonging, community (A New Approach 2020).

Arts, culture and creative activities embrace many forms of cultural practice and fields of endeavour – conventional and contemporary, commercial and not-for-profit – that take place in designated venues such as galleries, libraries, museums, theatres, workshops, studios; community halls and people’s homes; gardens and public open spaces. Whether hobby, professional practice, business or social occasion, arts, culture and creativity connect and engage people of all ages from all walks of life.

To sustain the widespread relevance of arts, culture and creativity to individuals and communities, Vibrant Communities is shaped by a definition embracing a range of activities:

- visual art and craft
- public art: multi-disciplinary artworks in public places or accessible to the public on private property
- community art: grassroots creative production that sometimes involves collaboration with professional artists







- festivals and events
- performing arts, theatre, music, dance, circus
- writing and storytelling
- video, film and photography
- digital media, fashion, design
- Indigenous culture and history
- creative tourism: travel involving creative experiences, authentic cultural products characteristic of destination and active participation in creative skills development at workshops and masterclasses
- cultural tourism: visits to heritage sites, events, exhibitions, performance and active participation in cultural experiences – creative and cultural tourism overlap as part of the 'creative economy' and 'experience economy', reflecting growing demand for interactive encounters and co-creation experiences linked to place and producers (Richards 2018)
- creative industries: creative and cultural products and experiences made with talent, knowledge and skill
- history and heritage interpretation.

*Visiting the South West and seeing the diversity and vibrancy of arts and crafts and cultural groups that collaborate to make a real community (participant).*



# HOW DID WE FIND WHAT WE NEEDED TO KNOW?

The content of Vibrant Communities is shaped by three principal methods of data collection – site visits, desktop research and community workshops.

Following an informal visit to the Shire of Dandaragan in June 2019 to investigate the context of the project, desktop research began with a review of relevant Shire planning and policy documents to discern how the arts and culture plan aligns with other Shire initiatives. This was followed by an extensive review of cultural sector literature from state, national and international sources to identify current trends, common themes and best practice models in arts and cultural planning, creative tourism and public art policy.

A formal site visit took place in September 2019. This visit involved a tour of the Shire with the project manager to survey existing arts and cultural activities, identify key sites and locations, and meet representatives of cultural groups.

Community workshops played a pivotal role in this project to ensure Vibrant Communities is grounded in local input. Following IAP2's key principles for public participation – inform, consult, involve, collaborate, empower – all community members with a potential to be affected by the arts and culture plan were invited to participate, including representatives from the tourism, business, regional development, planning, education and youth sectors. Broadening the scope of participants was also based on the premise all Shire residents had a stake in the process and contributions from a diverse range of voices may unearth imaginative new possibilities and opportunities for collaboration.

Four workshops were held in Dandaragan, Badgingarra, Cervantes and Jurien Bay on 11, 12 and 14 March 2020. 58 participants from a diverse mix of cultural activities and community groups took part. Anyone unable to attend a workshop was invited to respond to a brief questionnaire on the Shire's Have Your Say website link which was open until mid-April. Pre and post-workshop community liaison also took place via email and telephone.

Covid-19 social distancing and regional travel restrictions introduced in mid-March meant a meeting with members of the Yued community in neighbouring Moora could not be arranged. However, two members of the First Nations community attended workshops in Dandaragan and Cervantes, and a telephone conversation with a prominent Aboriginal spokesperson provided additional input.

# SHIRE SNAPSHOT

**Shire vision: a dynamic, diverse and desirable region delivering sustainable growth and socially-connected communities.**

The Shire of Dandaragan covers 6934 square kilometres of Noongar Country traditionally owned by the Yued people. History of European contact began with nautical exploration in the 17th centuries, followed by settlement of inland areas in the mid to late 19th century (Badingarra and Dandaragan), and development of coastal areas in the mid 20th century (Cervantes and Jurien Bay).

Endowed with a spectacular coastline and natural environment featuring the world-famous Nambung National Park and Lesueur National Park, the Shire of Dandaragan is well-known as a desirable residential and holiday destination.

Key industries include pastoral farming, rock lobster fishing, mineral sands mining, renewable energy and tourism. Over 300,000 domestic and international tourists visit each year, causing the resident population of 3259 (2018/19) to double in peak seasons.

Demographic trends show a high proportion of the Shire's current population is aged over 50. Population growth can be attributed to the 'sea-change' phenomenon and appeal of the region's laid-back lifestyle to families and retirees. An aging population is a national trend.





# STRATEGIC ALIGNMENT WITH OTHER SHIRE PLANS

Community aspiration: recognise the value of creative and cultural arts and support its continued growth in our communities.

Vibrant Communities belongs to a suite of planning documents that inform the Shire's Corporate Business Plan and annual budget process which underpin its capacity to resource operations and projects.

## ENVISION 2029: SHIRE OF DANDARAGAN STRATEGIC COMMUNITY PLAN

Structured around four key themes – infrastructure, prosperity, environment, community – Envision 2029 endorses the value of creative and cultural arts and the continued growth of cultural opportunities in the Shire. Within these four themes a number of specific aspirations and priority outcomes relate directly and indirectly to the positive impact arts, culture and creativity make in communities:

- activating public open space
- place-making
- growing the visitor economy
- developing Indigenous cultural experiences
- increasing social well-being and opportunities for life-long learning
- supporting inclusive events that celebrate community and cultural spirit and bring people together
- valuing history.

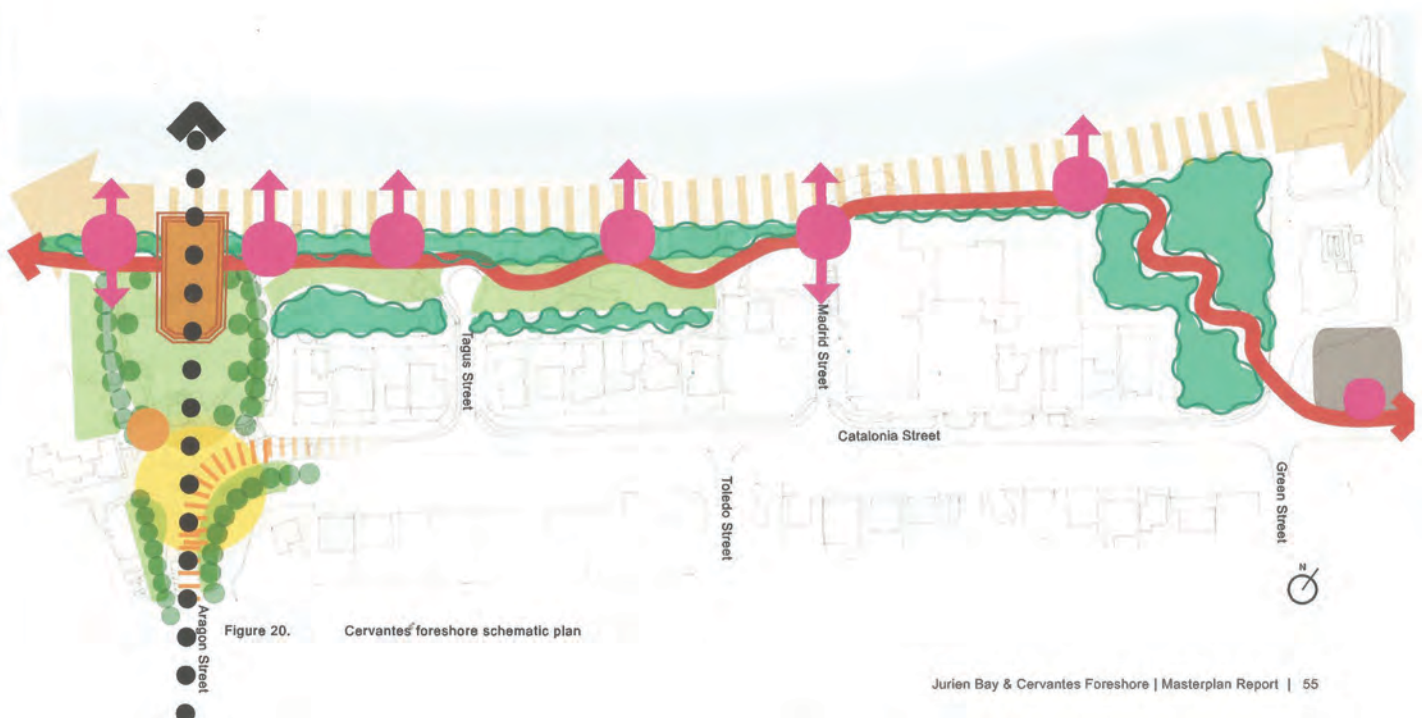
## RECOMMENDATION

To enhance sense of place, quality of life and diversify the local economy, harness the potential of:

- existing, emerging and hidden creative talents
- creative industries
- creative and cultural tourism
- Yued culture and history
- heritage sites, artefacts and settler history
- cultural events and festivals
- creative workshops and masterclasses.

To create:

- authentic cultural and creative products connected to place
- engaging creative encounters between producers, residents and visitors
- respect for Indigenous culture and history
- authentic storytelling
- lively public spaces with inspiring public art
- creative skills development across all ages and abilities
- social cohesion, inclusion and well-being
- confident skilled youth
- job opportunities
- community awareness of climate change and other environmental issues.



## JURIEN BAY AND CERVANTES FORESHORE MASTERPLAN REPORT 2020

Both plans identify numerous opportunities for incorporating inspiring public art, cultural activity, creative interpretation and storytelling into aesthetic and practical improvements.

### CERVANTES FORESHORE MASTERPLAN

An ideal location to showcase the talents of Cervantes' creative arts and heritage communities:

- Catalonia park public art entry statement co-created or commissioned from a renowned artist to create a sense of arrival
- public artworks and interpretation located along foreshore path, beach access nodes and look-outs, linked to place and inspired by local stories and natural features
- public art and interpretation at proposed Turquoise Way trail head
- artistic wildflower interpretation along coastal wetland boardwalk
- foreshore hub with spaces for cultural events and live performance
- playful bespoke furniture and fixings fabricated locally featuring local stories and links to place.





## JURIEN BAY FORESHORE MASTERPLAN

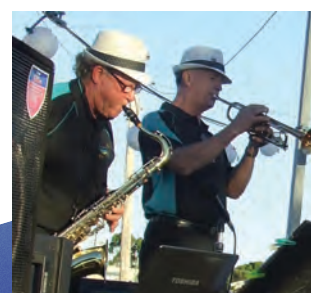
An ideal location to install imaginative, innovative inspiring public art co-created and/or commissioned public art from renowned artists, showcase the creative talents of Jurien Bay's creative arts and heritage community, collaborate with the Yued community and youth to ensure they are involved in storytelling and creative production:

- creatively-designed wayfinding signs along Bashford Street to the foreshore
- foreshore plaza hub featuring public art entry statement co-created or commissioned from a renowned artist to create a sense of arrival
- public art and interpretation along Turquoise Way foreshore promenade signalling beach access points, co-created or commissioned from renowned artists, linked to place, Yued culture and local history
- public artworks and interpretation along

foreshore path towards Marina signalling beach access nodes and look-outs, linked to place and inspired by local stories and natural features

- imaginative playground equipment designed by an artist as an additional attraction
- flexible open spaces for large and small cultural events, live performance and markets
- playful bespoke furniture and fixings fabricated locally, featuring local stories and links to place
- creative elements and artwork incorporated into ground surfaces.

Other Shire initiatives that illustrate synergies with Vibrant Communities include plans for a youth precinct on Jurien Bay foreshore – an ideal opportunity to use fun creative arts activities in peer-led community engagement. Cultivating the benefits of integrated planning across portfolios will achieve better outcomes and more effective use of resources.



## YOUTH PLAN 2019 – 2024

Harness creative activities to empower youth with opportunities they have identified:

- develop skills, such as photography and video
- design projects that appeal to a wide variety of ages and cultural interests
- participate in more festivals and events and watch outdoor cinema
- develop confidence and self-esteem
- stay in the Shire.

## DISABILITY ACCESS AND INCLUSION PLAN 2016 AND AGE-FRIENDLY COMMUNITY PLAN 2016 – 2020

Harness creative and cultural activities to provide social benefits:

- establish a creative hub with mixed-use shared facilities to bring people together to create, collaborate, socialise
- encourage participation in creative and cultural activities that generate well-being and social cohesion
- ensure people with disabilities have the same opportunities as others
- improve respect between older and younger people in the Shire and build intergenerational relationships
- encourage ongoing mentoring and sharing of stories between seniors and children to create connections.

## CORPORATE BUSINESS PLAN 2020 – 2029

As well as major projects such as the Foreshore Masterplans, Youth Precinct and Turquoise Way extension, this plan identifies initiatives that already incorporate arts and culture. Further cross-portfolio connections could be cultivated:

- Jurien Bay CBD revitalisation to increase vibrancy and public amenity  
*incorporate place-related creative design features and co-created public art*
- Regional Economic Development Strategy and Tourism Development Plan  
*embrace the creative economy and experience economy to harness potential of creative industries and creative tourism, as well as Yued cultural enterprise, in economic development and destination marketing strategies*
- renew Shire gateway signs on major highways to provide distinctive entry features; develop attractive town entry statements to promote community vibrancy and pride; commission public art sculpture, location to be determined  
*exploit the parallels between gateway signs, town entry statements and public art commissions and opportunities for interactive photos*
- Dandaragan Streetscape Beautification  
*incorporate place-related creative design features and co-created public art*
- North Head Radar Station heritage site signage; Cervantes Memorial Wall  
*incorporate community creativity and storytelling.*



## NATIONAL ARTS PARTICIPATION SURVEY 2016 WESTERN AUSTRALIAN HIGHLIGHTS

### ENGAGEMENT

98% of West Australians engage with the arts

97% listen to music

80% engage online

77% read books

70% attend festivals, events and live

- 53% music

- 51% dance and theatre

- 44% festivals

- 44% visual arts and crafts

- 30% First Nations arts

- 19% literary events

49% participate creatively

34% engage with art as part of their cultural background

13% involved with community arts and cultural development.

### POSITIVE IMPACTS ON DAILY LIFE

69% believe the arts impact their ability to express themselves

66% believe the arts impact child development

63% believe the arts impact their understanding of other people and cultures

59% believe the arts impact their sense of wellbeing and happiness

56% believe the arts shape and express Australian identity.

### ATTITUDES

79% agree First Nations arts are an important part of Australia's culture

77% believe artists make an important contribution to Australian society

74% believe the arts are an important way to get different perspectives

72% believe the arts make for a richer more meaningful life

71% believe the arts should be part of the education of every Australian

70% believe it is exciting to see new styles and types of arts.

Source: Connecting Australians, Australia Council for the Arts 2017. Data gathered from commercial and not-for-profit organisations, engagement with public art, and creative participation at all levels, ie from hobbyist to professional.



# CULTURAL LANDSCAPE

The Shire of Dandaragan is already blessed with a lively arts and cultural scene in each of its four main communities – Dandaragan, Badgingarra, Cervantes and Jurien Bay. Individuals, cultural organisations and community groups produce artworks, exhibitions, festivals and events. They create, perform, sing, dance, play music, recite poetry, write stories, run workshops and much more. Whether professional practice, hobby or business, they conceive, plan, design, fabricate, organise and promote products and events. Collectively and individually they share their creative skills with the rest of the community and visitors. They collaborate with local historical societies, Men's Sheds, collectors, restorers and well-known artists and performers from elsewhere who come to the Shire to share their talents and expertise. They encourage children and youth to explore their creativity, and people of all ages and abilities to participate in events they probably don't even think of as cultural. These events bring people together to watch, listen, imagine, make, browse, shop, taste, socialise, celebrate, learn and have fun. The images, sounds and sights produced by creative people enliven and colour the Shire's social and cultural fabric, as well as its physical environment.

Yet some things are missing and opportunities are not being fully explored or cultivated:

- stories and images of Yued culture and history
- creative hubs where people can create, participate, socialise and shop
- commissioned and co-created public art
- the potential of creative and cultural tourism and the creative industries
- social benefits generated through participation in arts and cultural activities
- stronger connections between communities.

Arts and culture engage people from all walks of life in designing, making, imagining, storytelling and place-making. Dandaragan Shire 4 Arts (DS4A) 'coast to country' public art trail provides the departure point for a journey through the Shire's cultural landscape to see what has been happening in each of its four main communities over the last decade. This trail aims to link Badgingarra, Dandaragan, Cervantes and Jurien Bay through a series of public artworks characterising the personality of each community. At this stage Badgingarra and Cervantes are the only towns with art trails in place.





# BADGINGARRA

Launched in 2019, Badgingarra's 4.2 walk-cycle sculpture trail tells the story of people, place and community in idiosyncratic steel sculptures produced by Natalie Tonkin and community members who created the little clay figures that appear in some of the works. The trail starts at the Community Centre and ends at Vern Westbrook Walk on North West Road. Named after a community member, Vern Westbrook Wildflower and Heritage Walk features quirky little sculptures made from scrap by local children. You discover them as you wind your way through bushland to a lookout with stunning views over the natural environment towards farmland and spectacular wind turbines generating renewable energy.

Artists and creative metalworkers live in the district, and a lively program of repertory theatre, community choir and social dances take place in the Community Centre, signs of Badgingarra's unashamedly creative character.



# DANDARAGAN

Heading south from Vern Westbrook Walk along Badgingarra Road, you arrive in Dandaragan and instantly sense the district's settler history through its beautiful stone buildings and plaques telling stories of pioneers and pastoralists.

Dandaragan is a picturesque country town with a strong sense of community. It labels itself 'clean and green' based on a commitment to innovative agriculture, renewable energy and responsible mining, but laments that the streetscape does not reflect this image. A series of projects proposed to inject colour and cultural identity include a new artist-conceived entry statement, murals on walls, silos and water tanks, aesthetic streetscape improvements, a sculpture trail through the town centre, and using artworks tell the story of Dandaragan's history. Some of these ideas such as public art may be picked up in the Dandaragan Streetscape Revitalisation identified in the Shire's Corporate Business Plan 2020 - 2029. The community has also identified five potential sites for water tank murals along Dandaragan Way scenic drive as part of a road safety campaign devised by the RAC where established public artists to work with communities.

For business and pleasure, digital technology is vital in country communities. Young people's lives especially are entwined with digital media. Events such as #shoWcAse in Pixels gives WA schools an opportunity to exhibit their artworks on the Yagan Square digital tower in Perth. In 2019 it was Dandaragan Primary School's turn to take part in this event which rotates around different shire schools each year.

Repertory theatre, live music, pop-up markets, craft groups, historical society and desire to share the Aboriginal culture and history of the area reveal Dandaragan is a productive and cultural community that would like to promote its lively sense of place and history more creatively.





# CERVANTES

Cervantes' creativity and playful interpretation of its cultural associations is visible as soon as you drive from Indian Ocean Road along Cervantes Road towards the ocean. Named after an American whaling ship that ran aground on nearby islands in 1844, that was named after Miguel Cervantes author of the popular 17th century novel Don Quixote, this coastal community celebrated the literary link in a symbolic Wind Vane sculpture commissioned by Cervantes Cultural Committee. The Wind Vane is part of the Cervantes Art Trail. The idea of an interpretive art trail was conceived in 2011/12 by a group of community organisations including Cervantes Cultural Committee, the Historical Society, Ratepayers Association, Chamber of Commerce and Cervantes Men's Shed. It features sculptures and murals on public and private land that relate to the locale, and witty installations like two zebras that catch the eye on the way into town close to the Recreation Centre. The intent of a recent extension to the Recreation Centre was gallery space. But whilst it works well for 3D installations, unfortunately the outcome has been less than optimum due to a firewall extending along the full length of the inside wall, and poor acoustics. Installing an adjacent well-designed full height false wall could be a solution for this otherwise lovely space.

Cervantes' biennial arts festival exhibition is held at the Recreation Centre. This popular event is run by the Cultural Committee, a diverse group of people from Cervantes and surrounding communities who have been promoting community participation in the arts since 2004. In 2019, Cervantes Arts Festival was opened by the Hon. David Templeman, WA Minister for Culture and the Arts, Local Government and Heritage. As well as the exhibition, lively workshops, creative demonstrations, street art, bush poetry and 'Roar by the Shore' ensured it was a family friendly community weekend. Skill sharing is an on-going benefit of the festival. In 2017 feature artist Jarrad Martyn worked with school children from Cervantes and Badgingarra Primary Schools to create a surreal mural of a large wrasse swimming through a shipwreck in Nambung National Park, on an amenities block at the foreshore.

Cervantes Foreshore Masterplan and the proposed Turquoise Way extension provide opportunities for this creative community to explore its history, Yued culture and sense of place in more whimsical and imaginative artworks.



# NAMBUNG NATIONAL PARK

Ancient limestone forms create their own natural sculpture park in the desert landscape of Nambung National Park. Every year music lovers from all over Western Australia gather in this spectacular setting for a night of music under the stars, but unfortunately WA Opera in the Pinnacles was cancelled in 2020 due to Covid-19.

Astro-tourism is becoming popular and, unsurprisingly, the Pinnacles is an astro-photography hotspot for stargazers. Exploring the night sky through Yued Dreamtime stories and their people's connection to country could be a cultural tourism experience that promises to captivate audiences with an extraordinary perspective of an extraordinary place. Traditional Custodian Charlie Shaw of Wedge Island is passing on his cultural and ecological knowledge of Yued Country to rangers employed by the Northern Agricultural Catchment Council's Midwest Aboriginal Ranger Program. The Rangers are managed by Kwelena Mambakoort Aboriginal Corporation (KMAC). In December 2019, visitors to KMAC's Annual Cultural Day at Wedge Island shared an experience involving a Welcome to Country and smoking ceremony, interpretive walk and seasonal bush tucker cooked by Mary Nannup who also shared her knowledge of Noongar language. Named after the Yued word 'wedj' which means place of emus, Wedge Island is managed by the KMAC ranger team. School students from Jurien Bay have also visited Wedge Island to learn about Yued cultural and heritage. The potential to develop immersive cultural experiences in this field is immense.

Nearby Nambung Station offers an alternative immersive experience in its annual four day Country Music Muster. This event is popular with folk who like to be entertained by well-known musicians and local talent whilst camping on a working sheep and cattle station. 2019's line up featured Grammy award-winning pedal steel guitarist Lucky Oceans. In 2018 well-known Kimberley character, former stockman and pioneer of Indigenous tourism Sam Lovell OA performed at Nambung Country Music Muster.





# NORTH HEAD RADAR STATION

Heading north from Nambung towards Lesueur National Park – an internationally renowned biodiversity hotspot with strong links to Yued culture – then across to the coast to North Head near Jurien Bay, stories of cattle droving and wartime defence add another dimension to the area’s natural and cultural heritage. In 1942 a coastguard watch station was established at North Head and the site operated as a radar station until 1945. North Head Radar Station is a recognised place of exceptional cultural significance, but according to a heritage survey conducted in 2016 tensions exist between visitors and residents over access to the site and its preservation. Historical experts and archaeologists say the site will deteriorate if nothing happens. This story could be told through on-site interpretation and public art.



# JURIEN BAY

Heading back south along Indian Ocean Drive brings us to Jurien Bay. Although the highway provides a direct scenic route from Jurien to Perth it divides the town centre in two. Planned upgrades to Bashford Street – as Indian Ocean Drive is called as it passes through town – may address aspects of this challenge, but the principle aim is streetscape improvement and an injection of vibrancy. Distinctive entry statements and public art are also proposed. Whether these are perceived to be stand-alone projects or part of a public art trail is immaterial to visitors who will be attracted to stop and take photographs if the outcomes are eye-catching. The Shire has received proposals for dynamic entry statements previously. With so much development planned and regional tourism gathering momentum, it is now time to take action.

Inspirational Community Arts Network (ICAN) is driving Jurien Bay's response to the proposed DS4A 'coast to country' public art trail. Given the cultural and social significance of the foreshore, recent approval of the Jurien Bay Foreshore Masterplan and the potential for awe-inspiring public art to be a major tourist attraction, it is essential to get the scale and 'wow factor' right, and consult with local Yued people, as best practise for public art recommend. A public art policy will provide a structured and transparent process involving community members and public art specialists to assist with selection and commissioning of all public art in the Shire. Any concepts submitted previously will be considered under the guidance of this new policy.

ICAN has a history of delivering colourful and creative community workshops and currently they are looking for a home for this purpose. A site has been set aside along Bashford Street for such a venture, pending grant approvals for funds to build a new shed. However, there is potential to re-purpose the unoccupied Apex Camp which may be a faster more cost-effective solution. However this would be dependent on the outcome of a State Government decision to wind up the Camp. The establishment of a creative 'village' hub that provides affordable studio and workshop space for individuals and collectives, as well as a venue for social and cultural group, would fulfil a multitude of community needs and desires. Jurien could then become the cultural heart of the Shire without detracting from the other communities' creative personalities. The

Shire recognises multigenerational family groups visiting the region are demanding a great variety of tourism 'product' and experience. A hub housing commercial and not-for-profit creative enterprise could become a significant tourist attraction for the growing number of visitors who, according to creative tourism trends, seek authentic products and interactive encounters with local producers.

Mosaics, murals, galleries and artisan shops (Sea Spray Art Glow in the Dark Gallery, Taylor Made Gallery, JB Glass Art, Tiges Surf Shop) a superb but under-used open air cinema and stage in an amphitheatre, and a world class private collection of historic motorbikes confirm Jurien Bay has many cultural assets. However, its creative and cultural persona is inconspicuous and there is no visual evidence of Yued culture or history. Jurien could be on the cusp

of an exciting re-imagining if it chooses to capitalise on resident expertise and enthusiasm, and the Shire embraces the social, cultural and economic benefits of creative and cultural tourism a strategy to grow the visitor economy and develop the region. Reflecting on this journey through the Shire's cultural landscape, it is clear creative paths and choices do lead to creative places, creative people and creative partnerships.

*In the experience economy people seek new experiences ... In terms of active engagement or participation, there is a fundamental relationships between people's need for new and novel sources of fun, enjoyment and lifestyle and the creative drive to write, paint, draw, dance and perform (Scott and Clark).*



## DREAMS & DESIRES

The purpose of a series interactive workshops held in Dandaragan, Badgingarra, Cervantes and Jurien Bay was to find out what the communities want for and from arts and culture as a way to enliven public spaces, create sense of place, encourage social cohesion, provide opportunities for skills development and life-long learning. Each workshop invited participants to engage in two games. The first was designed to discover motives – what were their personal memories and experiences of something that had inspired, moved or provoked them. Appreciating the reasons why people engage in activities is best understood from personal experience, for then the motive becomes apparent and can be applied to expectations of visitor or community participation. So workshop participants were invited to share an experience or memory and how it made them feel. The second game was designed to unearth their dreams and desires, discover common themes and differences, and explore opportunities for collaboration. In other words, what did they want to see happen and how would their ideas benefit the community. The aim was to unleash imaginations but ground aspirations

in reality. The outcomes were ambitious, exciting and consistent across each community. Through this exercise a set of consistent desires emerged from people involved in a wide range of cultural activities.

The workshops began in Dandaragan where a small but engaged group of people heard Deborah Nannup describe an event called Look up and smile when she created a 10,000m<sup>2</sup> artwork in sand with Sheila Humphries and Fatima Drayton at New Norcia. Although related, the three Yued artists had never worked together before. The event took place on 26 January 2007 to mark the 40th anniversary of the 1967 referendum that recognised Aboriginal people as citizens. A satellite image records the symbolic artwork in the Guinness Book of Records as the world's largest Aboriginal art installation. The story was captivating and provided an inspirational spring board for the rest of the consultation process. Deborah had been encouraged to come to the workshop by KMAC Project Manager Annie Shaw. Her aunt Margaret Drayton provided additional input, ensuring Aboriginal voices have contributed to this process.

## PARTICIPANT REPRESENTATIVES

Badgingarra Community Association  
 Badgingarra Playgroup  
 Cervantes Chamber of Commerce  
 Cervantes Cultural Committee  
 Cervantes Historical Society  
 Cervantes Library  
 Cervantes Men's Shed  
 Community newspapers  
 Dandaragan Community Resource Centre  
 Inspirational Community Arts Network (ICAN)  
 Jurien Bay Camera Club  
 Jurien Bay Chamber of Commerce  
 Jurien Bay Herbarium  
 Jurien Bay Interpretive Group  
 Jurien Bay Men's Shed  
 Kwelena Mambakoort Aboriginal Corporation (KMAC)  
 Regional Arts WA

Sea Spray Art Glow in the Dark Gallery  
 Taylors Dance Company  
 Taylor Made Art Gallery  
 Twitchen Hill Earthship  
 Business owners  
 Schools  
 Tour operators  
 Individual community members

## ACTIVITIES REPRESENTED

Aboriginal art and culture, archaeology and natural sciences, visual arts and craft, textiles, metalwork, woodwork, photography, community arts, recycled arts, public art, art trails, murals, festivals, events, performing arts, music, drama, dance, landscaping, plant and seed cultivation, writing, workshops, libraries, yoga.

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Age group	Badgingarra	Cervantes	Dandaragan	Jurien Bay
30 – 39	2	2		1
40 – 49	2	1	1	3
50 – 59	4	2	2	1
60 – 69	9	5	1	5
70 – 79	9	1		3
80 – 89	1			
unkown				3
	27	11	4	16
			Additional responses	6
			Total inputs	64



# WHAT PEOPLE LIKE

## Events, Festivals & Creative Venues

- Cervantes Arts Festival
- WA Opera in the Pinnacles
- Regional Arts WA tours
- Aggie's Cottage events
- Nambung Country Music Muster
- CWA Drama Festival
- circus
- family-friendly events
- visiting galleries, exhibitions, open studios & artisan collectives
- markets.

## Creating & Making

- Arts & crafts
- sculpture
- metalwork
- textiles & fibre art
- oil & watercolour painting
- re-cycled art
- photography
- writing
- restoration
- gardening
- stargazing
- volunteering
- organising
- building earth-ships.

## Performing Arts

- Community choir
- repertory theatre
- acting & directing
- singalongs
- dancing
- listening to & playing music
- sizzling hot dance nights & social occasions
- variety nights & community entertainment.

## Public Art & Community Art

- Cervantes Art Trail & whimsical sculptures
- Badgingarra Art Trail
- Vern Westbrook Walk & Heritage Trail
- Turquoise Way plinth art trail concept
- murals & street art that references local culture & natural features
- skate park kids' artwork
- deck chair collaborative project.

## Learning, Sharing & Collaborating

- Workshops and demonstrations – all activities
- visiting artists, musicians, performers, writers
- anything interactive that brings people together
- team work & achieving together
- self-discovery & self-expression
- working with like-minded people, kids & people with disabilities
- reading & listening.

## Storytelling

- Yued culture & history
- Noongar art
- history & heritage interpretation
- vintage machinery
- archaeology – Madagascar egg story
- sharing culture & diversity.

# WHAT PEOPLE WANT

## Storytelling

- Tell our stories
- references to local flora, fauna & natural environment, culture & history featured in streetscapes, signs & public art
- to learn about other cultures
- to keep local history alive
- Yued signage & interpretation – link message of place to target audiences eg tourists, schools students
- Indigenous involvement integrated into existing events eg Welcome to Country ceremonies, stories of place & looking after country sharing & learning experiences – start with NAIDOC Week to bring people together
- partnership agreement with Yued People leading to Reconciliation Action Plan & vision for Yued country
- off-shore island lookout with Aboriginal names & telescope – a cultural learning attraction
- use the arts as a vehicle to educate & create awareness of environmental issues and to show Shire is a centre for renewable energy.
- creative interpretation at Thrombolites.

## Learning, Sharing & Collaborating

- More interaction & collaboration with others
- more activities for people with disabilities
- more workshops – film & photography, arts & crafts, sculpture & metalwork, textiles, ceramics, murals, writing, acting, garden arts, restoration – involve kids
- visiting artists, authors, musicians & performers
- artist-in-residence programs
- Jurien Bay oil & watercolour group
- purpose-built ‘earthship’ community project & learning experience
- Jurien Bay community garden with medicinal & edible bush tucker.

## Events, Festivals & Creative Venues

- Holistic approach to tourism – include arts & cultural activities
- make towns more attractive & interesting
- be inviting for locals & tourists
- inspiring diverse events that involve locals & attract visitors
- grow Cervantes Arts Festival
- re-vitalise Indian Ocean Festival – community arts projects, sculpture by the sea
- Festival del Viento in Tranquillo Park, Cervantes – sculpture prize, whirly gigs, kites, windsurfing competition
- open studio event
- pop-up outdoor exhibitions
- ICAN wants its own inclusive arts hub for all ages, abilities & art forms – workshops, gallery after-school & holiday programs
- re-purpose Apex Camp buildings as collective creative space where people can learn & share skills, display & sell products – each cultural group responsible for maintaining their building – involve youth – an attraction for locals and tourists
- Jurien cultural centre/collective showcasing arts & culture from throughout the Shire including Aboriginal art & culture
- Cervantes Men’s Shed & Historical Society acknowledged as resource & attraction
- Yued astro-tourism – Dreamtime story of emu.

## Visibility & Promotion

- More visibility of arts & culture in Jurien Bay
- better promotion everywhere
- community acknowledgement of value & benefits of arts & culture
- support creatives to feel sense of belonging and appreciation
- FM radio station.

## Public Art & Community Art

- More public art & entry statements – involve local & visiting artists
- continue DS4A over whole Shire
- accidental art & photo/selfie opportunities
- extend Turquoise Way interpretive art trail along whole path
- water tank murals on Dandaragan Way
- vintage machinery displays on Dandaragan Way
- more whimsical sculpture in Cervantes eg Zebras
- extend Badgingarra art trail loop
- brighten up Cervantes' commercial strip with artworks & murals
- 40-50m mosaic mural community arts project
- promote wind technology with lookout sculpture of man hanging on for dear life
- re-locate sea lion sculpture to Dobbyn Park
- maze made from old jetty pylons
- sculpture of old jetty
- windbreaks made with surf boards
- totem poles in park temporary exhibition
- billboard painting competition
- Badgingarra nature playground 'find your name' stepping stones
- avenue of awareness eg blue trees
- front gate seasonal competitions.

## Funding

- Short-series Shire funding for any cultural activity
- Shire fund for community arts & touring troupes
- business sponsorship, partnerships & in-kind involvement.

## Performing Arts

- Expand CWA drama festival
- more cultural events in Badgingarra Community Hall eg variety nights
- new lights in Badgingarra Community Hall
- performing arts group in Jurien Bay
- use Jurien's old town hall for dance classes
- decent performing arts venue in Jurien Bay
- more music to bring people together
- Jurien Bay town band
- sound recording studio.

## Youth Involvement

- More creative & cultural things for youth to do
- give them a voice
- engage under 25s & keep them involved
- use contemporary media to engage youth
- involve schools
- intergenerational activities.





## FEELINGS EVOKED THROUGH ENGAGEMENT WITH ARTS AND CULTURE

- happy and proud
- self-confident, sense of purpose and achievement
- appreciated, acknowledged
- sense of community, inclusion and belonging
- involved, welcome, less isolated
- catalyst for change and self-discovery
- driven to study and positive life choices
- engaged, excited, inspired.

## BROADER COMMUNITY BENEFITS

- more attractive and inviting Shire for locals & visitors
- atmosphere, vibrancy, celebration, sense of place
- strengthens community's social fabric, health and well-being
- connected cohesive communities
- skills development, cognitive development
- happy kids
- showcases what's happening in the Shire
- grows local economy through tourist \$\$ and encourages visitors to return.

## CHALLENGES THAT EMERGED

- lack of visibility and integration of Yued culture and history
- lack of cooperation and collaboration between groups
- people not working well together in Jurien Bay
- personal agendas overtaking the bigger picture
- poor communications
- lack of connection between the four towns.



# CREATIVE PATHS LEAD TO CREATIVE PLACES

Address the challenges, play to your strengths, embrace potential

Two overarching themes emerged from the community consultation process:

- A resounding desire for events and venues that bring people of all ages and abilities together (locals and visitors) to share, learn, collaborate and have a good time enjoying a wide variety of creative arts and cultural activities
- creating community cohesion and sense of place whilst respecting the distinct characteristics of each community.

These aspirations will guide the Shire's strategies to grow creative and cultural opportunities in its communities by focusing on these priorities:

- Nurture the creative potential of people – existing, emerging and hidden talents
- host inclusive events and festivals that inspire and engage locals and visitors
- more visible engagement with Yued culture, stories and history
- grow DS4A public art trail to connect the four towns
- extend Turquoise Way interpretive art trail
- foreshore public art, entry statements and art trails to involve local and visiting artists
- more storytelling and heritage interpretation
- incorporate local culture, history and natural features in public art, streetscapes and signs to create sense of place
- more murals and collaborative community arts projects to enliven public spaces
- explore options for a mixed-use creative and social hub in Jurien Bay that's open to all-comers and welcomes visitors – consider re-purposing existing infrastructure at Apex Camp
- more skill-sharing workshops and engaging creative encounters between producers, locals and visitors
- more youth involvement in creative arts and cultural activities in ways that engage them
- promote quality of life and social benefits generated through participation in cultural activities
- make the most of existing infrastructure, such as Aggie's Cottage, Badgingarra Community Centre, Cervantes Recreation Centre, Jurien Bay's outdoor cinema amphitheatre and old town hall
- resolve Cervantes Recreation Centre firewall issue
- harness potential of creative and cultural tourism and creative industries in economic development and destination marketing strategies
- support development of new creative and cultural tourism experiences and authentic products connected to place
- exploit parallels with other Shire projects to maximise outcomes and resources, such foreshore masterplans, streetscape revitalisation, gateway signs, access and inclusion, age-friendly activities and youth development
- generate more visibility through conventional and contemporary media, and photo opportunities
- harness potential of arts and culture to raise awareness of environmental issues and climate change, promote Shire as centre of renewable energy, advocate safety at home, on the road, in the ocean, on the farm, in the bush.



*There is no reason  
why we can't link the 4 Shire towns with  
4 photo opportunities and signage with  
hashtag prompts to grow our reach into the  
world of social media tourism  
(participant).*



# CREATIVE PATHS LEAD TO CREATIVE PLACES

## VISION: CREATIVE ENDEAVOURS ENRICH LIVES AND BRING PEOPLE TOGETHER

Vibrant Communities re-imagines familiar strategies to build on existing talents and assets and guide the growth of creative and cultural activities across the Shire of Dandaragan along five creative paths:

- **People** – nurture creative potential of existing, emerging and hidden creative talent
- **Activities** – enliven public spaces with inclusive events, festivals, live performance, public art and pop-ups
- **Tourism** – develop authentic creative and cultural tourism products and experiences
- **Hubs** – cultural centres where people come together to enjoy individual and collective creative endeavour
- **Storytelling** – embrace history, heritage and Indigenous culture.

Building on this imagery, a set of inter-related benefits emerge:

- **Participation** – linking creative producers, residents and visitors
- **Lifestyle benefits** – quality of life, wellbeing and health, skills development, life-long learning
- **Authenticity** – distinctive products and activities that link people and place
- **Collaboration** – community cohesion and partnerships bringing people together
- **Engaged experiences** – creative expression, enjoyment, excitement, experimentation
- **Sense of place and belonging** – identity and inclusion.

*I was involved in the deck chair artwork when all members collaborated together – an extremely satisfying project due to everyone's input (participant).*

# PEOPLE

Key Projects	Action	2020/21	2021/22	2022/23	2023/24	Potential Partners
Acknowledging Yued people, country and culture	Incorporate symbolic practices such as Welcome to Country & acknowledgement at Shire events	×	×	×	×	Shire of Dandaragan Yued community KMAC
	Consult with Yued community about public art, foreshore masterplans, streetscape revitalisation, placemaking & heritage interpretation projects	×	×	×	×	Shire of Dandaragan Yued community KMAC
Nurture creative potential of existing, emerging & hidden creative talents	Encourage local artists, performers, writers & musicians to grow & share their skills, knowledge & talents, exhibit & sell their work, participate in events, tell stories & contribute their creativity to projects & other relevant fields of endeavour	×	×	×	×	All creatives
	Involve visiting & local artists in co-created & commissioned public art & community arts projects, streetscape revitalisation, place-making & heritage interpretation	×	×	×	×	All creatives Artsource Regional Arts WA
Collaboration, cooperation, communication	Encourage individuals & community groups to collaborate & communicate with each other when developing projects & events to maximise resources & impact	×	×	×	×	All creative & community groups
Learning, sharing, engaging creative encounters	Encourage community groups to deliver skillsharing workshops & artist/ writer/performer in-residence programs across all ages, abilities & cultural activities for locals & visitors	×	×	×	×	All creative & community groups Museums & Galleries Australia WA
Youth development	Involve youth in activities they find appealing & relevant to their lives such as digital media, film & photography	×	×	×	×	Under 25s Schools Community Development Officers
Quality of life & social benefits, access & inclusion	Promote & foster social benefits gained from active participation in creative & cultural activities to wider community	×	×	×	×	All community members, groups & agencies involved in well-being, access & inclusion

# ACTIVITIES

Key Projects	Action	2020/21	2021/22	2022/23	2023/24	Potential Partners
Public Art	Foster cross-portfolio approach to Shire projects & exploit parallels between public art, entry statements, gateway signs & streetscape revitalisation to maximise resources & generate photo opportunities	X	X	X	X	Shire of Dandaragan
	Adopt Public Art Policy to support co-creation & commissioning of public art on foreshores, Turquoise Way, DS4A art trail & all public art installation elsewhere	X				Shire of Dandaragan
	Support Turquoise Way Art Trail & growth of DS4A art trail	X	X	X	X	ICAN All creatives community groups, Artsource & visiting artists
	Support growth of Cervantes Art Trail & Cervantes commercial strip revitalisation with site-specific artworks, murals & interpretation	X	X	X	X	Cervantes Cultural Cmte Men's Shed Historical Society All creatives Artsource & visiting artists
	Support Dandaragan Way Tank Mural & vintage machinery on mounds projects.	X	X	X	X	Advance Dandaragan & CRC All community based creatives Artsource & visiting artists
	Support development of Badgingarra Art Trail loop	X	X			Badgingarra Community Association All creatives
Festivals & events	Support growth of Cervantes Arts Festival by extending workshop program & street art competition, encourage them to host a Shire-wide open studio event at the same time		X		X	Cervantes Cultural Cmte Men's Shed All creatives & visiting artists performers,etc
	Support revitalisation of Indian Ocean Festival, to include sculpture by the sea exhibition & community arts activities	X		X		Community organiser All creatives & visiting artists, performers etc
	Support pop-up exhibitions, markets & live performance/busking in public spaces	X	X	X	X	All community-based artists & performers
	Encourage Cervantes & Jurien Bay communities to explore & develop co-hosted Festival del Viento concept		X		X	Cervantes Cultural Cmte ICAN Men's Shed



# TOURISM

Key Projects	Action	2020/21	2021/22	2022/23	2023/24	Potential Partners
Creative & Cultural Tourism	Support local Yued enterprise to develop authentic cultural experiences to enlighten & inspire locals & visitors, such as astro-tourism & Dreamtime emu story	X	X	X	X	Shire of Dandaragan Yued Community KMAC WA Stargazers Club
	Adopt a holistic approach to tourism & promote creative enterprise & cultural experiences as attractions in destination marketing	X	X	X	X	Shire of Dandaragan Turquoise Coast Visitor Centre
	Encourage local artists & artisans to produce distinctive products & cultural experiences to engage visitors seeking place-related creative encounters	X	X	X	X	All community-based creatives & community groups
	Explore & develop concept for an off-shore island lookout with Aboriginal names & telescope as a cultural learning attraction		X	X		Shire of Dandaragan Yued Community KMAC
Promotion	Better promotion everywhere—banners, billboards, pamphlets, signs, social media, websites, maps & apps	X	X	X	X	All creatives & community groups Turquoise Coast Vis.Ctre Community newspapers
	Generate more visibility of creative arts & cultural activities Shire-wide through inclusion, acknowledgement & promotion	X	X	X	X	All creatives & community groups Turquoise Coast Vis.Ctre Community newspapers
	Develop an art trail & festival app — a collaboration between community groups & community-based creatives		X	X		Shire of Dandaragan Community Grant Business sponsorship Regional Arts WA

Key Projects	Action	2020/21	2021/22	2022/23	2023/24	Potential Partners
Jurien Bay	Investigate use of Apex Camp as a permanent or temporary site for a mixed-use creative and social hub with workspaces, showroom for local products—open to all-comers of all ages & abilities, visitors welcome to engage, browse, shop, participate	×	×			All interested community groups & creatives
	Explore option to build an earthship made from recycled materials in proposed interpretive complex or Apex Camp		×	×		All interested community groups & creatives Twichen Hill Earthship
	Investigate use of Jurien Bay Old Town Hall as venue for dance classes for all ages & abilities & music nights	×	×	×	×	All interested community groups & creatives
	Support youth to develop a digital media & film event to be staged at the outdoor cinema amphitheatre		×		×	Community Development Officers, Under 25s, Schools, Digitally-savvy creatives, Regional Arts WA, Propel Youth Arts, Creative Industries
	Establish community garden with edible & medical bush tucker & interpretation—launch during NAIDOC Week		×			Yued Community Jurien Bay Herbarium Jurien Bay CRC
Cervantes Recreation Centre	Resolve firewall issue	×				Shire of Dandaragan
	Encourage Cervantes Cultural Committee & community groups to use venue to host more events, installations & workshops for all ages & abilities & invite visitors to participate	×	×	×	×	Cervantes Cultural Cmte All creatives & community groups
Badgingarra	Maximise use of Badgingarra Hall as a creative hub & cultural venue, expand existing events, encourage participation for all ages & abilities	×	×	×	×	Shire of Dandaragan Community Grant Business sponsorship Regional Arts WA
Dandaragan	Maximise potential of Aggie's Cottage as a creative hub & cultural venue for local & touring events, markets, etc	×	×	×	×	Aggie's Cottage Mngt Committee

# STORYTELLING

Key Projects	Action	2020/21	2021/22	2022/23	2023/24	Potential Partners
Public art	Ensure local culture, stories & natural phenomena feature in public art to create sense of place	X	X	X	X	Shire of Dandaragan All creatives & visiting artists
Streetscape revitalisation & place-making	Make towns more attractive & interesting with signs & interpretation featuring local culture, stories & natural phenomena to create sense of place	X	X	X	X	Shire of Dandaragan All creatives & visiting artists
	Include Yued names on signs & in heritage interpretation	X	X	X	X	Shire of Dandaragan Yued Community
Authenticity & collaboration	Support collaborations with historical societies to ensure authentic storytelling & heritage interpretation	X	X	X	X	Historical societies All creatives & community groups
Yued people, culture & country	Integrate Indigenous stories & culture into existing events & new events	X	X	X	X	Yued Community KMAC All interested community groups
	Celebrate NAIDOC Week with stories about culture, language, artefacts & looking after country		X	X	X	Shire of Dandaragan Yued Community KMAC
North Head Radar Stations	Tell the story of North Head Radar Station in public art and/or creative interpretation	X	X	X	X	Historical societies All creatives & community groups
Cervantes Memorial Wall	Involve creatives in interpretation	X	X	X	X	Historical societies All creatives & community groups
Advocacy	Use art as a vehicle to educate & create awareness of climate change, environmental issues & safety	X	X	X	X	Shire of Dandaragan All creatives & community groups Renewable energy sector Dept. Biodiversity, Conservation & Attractions





# TRENDS WITH BENEFITS

The timely release of A View from middle Australia: Perceptions of arts, culture and creativity as Australia emerges from Covid-19 restrictions underscores the value people place on artistic and cultural activities. Across the world, people have been singing from balconies, dancing in the street, playing and learning music, reading, watching TV, cooking, gardening, drawing, crafting, creating and sharing stories about life at an extraordinary moment in time.

*In a world that cannot sanction physical closeness, they are relying on arts and cultural activities to help them connect, encourage each other, and try to make sense of this experience (A New Approach 2020).*

As highlighted in previous reports, the benefits of participation in arts and cultural activities are wide-ranging and far-reaching. Commissioned before Covid-19 was declared a pandemic, ANA's latest report captures attitudes towards arts and culture from people aged 35 – 60 from suburban and regional communities and found people are passionate about the essential role it plays in their lives and the development of children. The most valued cultural activities include local events that bring people together such as festivals, live performances and libraries, and two themes encapsulate the value people place on arts and culture:

- creativity, imagination and inspiration
- participation, belonging and community.

*It really enriches a place, when there's lots of arts and culture and things to do. You can meet lots of different people – it creates a real sense of community for an area. It's a real reflection of the place you live in (ANA participant).*

ANA and others make it clear participating in creative and cultural activities generates multiple benefits at all stages of life: quality of life, cultural expression, happiness, preserving heritage, sense of belonging, social cohesion, civic involvement, more meaningful lives, improved health and wellbeing, stress relief, enhanced self-esteem, improved cognitive skills, better educational and employment outcomes for young people. There is numerous evidence of the positive impact participation in arts and culture has on the physical, mental and social wellbeing of older people (which has a direct impact on the public health system) and students who engage in the arts (especially theatre, drama and dance) attain higher levels of literacy, are more likely to vote and contribute to their community.

Economic benefits include the contribution creative and cultural industries make to the economy. Creative industries and creative tourism play an important role supporting the socio-economic vibrancy of communities. The creative arts contribute \$14.7 billion to Australia's GDP. The State Government economic development framework for Western Australia Diversify WA articulates its endorsement of the contribution creative industries and creative tourism make to the economy. They promote engagement between people and place throughout the regions, increasing regional tourism and liveability.

*Trends suggest the creative and cultural industries make a significant contribution to sense of place and regional vitality as well as local economies (ANA).*

*There are five key ways that arts and culture can boost local economies: attracting visitors; creating jobs and developing skills; attracting and retaining business; revitalising places; and developing talent (Arts Council of England).*

*The experience economy is an important driver of cultural tourism and this means more appetite for locations to showcase local arts, heritage, landscape, traditions and lifestyle (Clark).*

*There is a growing interface between the craft industries of regional and rural communities and creative industries (Clark).*

*Creative tourism is about tourists getting actively involved in the creative lives of the places they visits and meeting and interacting with local people (Carvalho).*

*Cultural heritage is a powerful asset for local development. It can help attract tourists, bring revenue, regenerate local economies, promote inclusion and boost cultural diversity (OECD).*

*Culture underpins the identity and quality of places that are attractive, liveable and better able to accommodate population growth (Clark).*

*Cultural amenities and venues boost resident happiness and the ability of places to attract and retain talent (Clark).*

*Try to imagine society without the humanising influence of the arts and you have to strip out most of what is pleasurable in life, as well as much that is educationally beneficial and socially essential (Arts Council of England).*

*The arts can provide spaces within which alternative ways of thinking, imagining and acting may take shape (Crossick and Kaszynska).*



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## IMAGE CREDITS

Cover:	Wardandi Boodja Bunbury, Diana McGirr
Page 5:	Knot workshop with Eggie, Andrea Gray and ICAN Beach Sculpture in the Bay 2011, Andrea Gray Cervantes Arts Festival 2019, Cervantes Cultural Committee
Page 6:	Contemporary Old Salts 2012, Andrea Gray and ICAN.
Page 8:	Jurien Bay beach huts, Diana McGirr
Page 10:	scan of Cervantes foreshore masterplan produced by UDLA Fremantle
Page 11:	scan of Jurien Bay foreshore master plan produced by UDLA Fremantle Jurien Bay skate park, Shire of Dandaragan Daze Festival 2014, Andrea Gray and Jurien Bay CRC
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Page 35:	Cervantes Cultural Centre Jurien Bay open air cinema amphitheatre Apex Camp, Jurien Bay Proposed Turquoise Way trailhead, Cervantes Potential mural site, Jurien Bay Jurien Bay Old Town Hall all photos Diana McGirr





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