



Friendly *Creative* **Historical**
Multicultural **Innovative** **Diverse** **Proud**
M **Moora** **Resilient**
Passion
Busy *Unity* **HOME**
Unrealised Potential *Caring* **ARTY** *Family*
DIVIDED *Sporty* **Growable**

COMMUNITY CULTURAL PLAN

2012-2016

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Introduction and Background

The Community Cultural Plan 2012-2016 (the Plan) has been developed to assist the Shire of Moora, relevant government agencies and various arts and cultural groups in the Shire to work towards providing:

- A desirable level and range of artistic and cultural services, programs and activities in the Shire
- Appropriate facilities in the Shire for such services, programs and activities.

The Plan is intended as a working document that sets out the goals, proposed actions to meet those goals and key performance indicators. The Plan also includes:

- A framework for the direction and development of artistic and cultural activities in the Shire of Moora.
- An action plan to assist Council and key stakeholders to work towards a desirable level and range of artistic and cultural services, programs and activities.
- An overview of Council's responsibilities under the Local Government Act (1995) to provide for the artistic and cultural needs of various groups within the community.

Please note: For demographic information on the Shire of Moora, readers of this Plan should refer to the Community Profile 2011 produced by the Shire of Moora.

Acknowledgements

The Shire of Moora would like to thank everyone who participated in the discussions, workshop and surveys to develop our Community Cultural Plan. Your support and involvement has created an in-depth plan with practical actions coupled with inspirational visions for the future of Moora. The Shire of Moora looks forward to working in collaboration with the community to advance cultural vitality over the next five years.

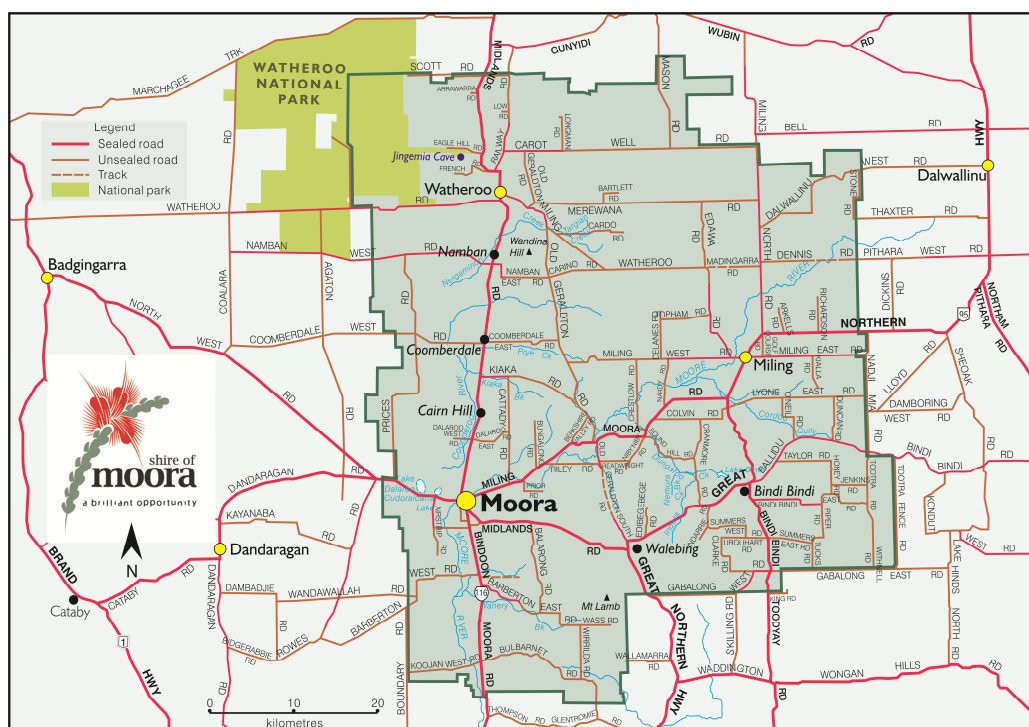
Executive Summary

The Shire of Moora recognises that the liveability of a community plays a significant role on the growth of that community. Arts and culture play an important, but at times overlooked, role in this growth. The Shire of Moora has developed this Community Cultural Plan to enable the creation and enhancement of opportunities for our community to participate in cultural expression and increase cultural vitality and in turn, quality of life. The Shire recognises that support for and investment in culture will produce a number of social and economic benefits.

The successful implementation of the Community Cultural Plan will facilitate these numerous benefits including cultural harmony, respect for cultural diversity, improved and enhanced public spaces, vibrant neighbourhoods, connected social groups, crime prevention, skills development and learning, active participation in creative activities and more opportunities for cultural expression.

Vision: *That the Shire of Moora develops into a regional centre for arts and culture.*

“The health of a society is not based on development or progress but based on the presence of cultural vitality” Fourth Pillar of Sustainability, John Hawkes, 2011.



Stakeholders

Moora Community Resource and Visitors Centre
Moora Fine Arts Society
Moora Arts and Crafts Society
Nyoongar Community
Community Artists
Moora Historical Society
Educational Institutions
Shire of Moora

- Moora Youth Centre
- MPAC Club

Delmoor Centre
Best Start Mums Group
General community

Participants were asked to think about what would be uncovered by archaeologists 5 years from now if Moora was suddenly covered by volcanic ash...

These items are the

Tangible elements of OUR COMMUNITY

HORSE AND DOG STATUE *Wool* *River* **Wildflower seeds**
Hockey Sticks **Public Art** Moora town clock Knitting Needles
Cemetery Beer Bottles Pottery **Sportsgrounds** *Edna Brown*
MPAC Historical Buildings **Speedway** *Tractors*
Joe McKinley War Memorial *Time Capsule* **Sewing Machines**
CHURCHES **Salmon Gums** *Railway Line* **Wheatbins**
Historical Buildings Tin Soldier Car bodies Sculptures *Material* **Murals**

Cultural Landscape of the Shire of Moora

The Shire of Moora is located 172km north of Perth and borders the Shires of Dandaragan, Victoria Plains, and Coorow. The Shire comprises of 3788km² including the towns of Moora, Miling and Watheroo, each with their own character, stories, lifestyles, history and sense of place. The area is within the traditional land of the Nyoongar people. The population is approximately 2500 residents with 1800 of those living in Moora.

The Shire of Moora is predominantly agricultural so significant landmarks have a distinctly rural flavour. A number of 'railway cottages' remain from days gone by and many of the business houses come complete with bull nose verandahs and old style signage.

Environmental features include; patches of remnant bushland containing the once widespread Salmon Gum and habitat for the endangered Carnaby's Black Cockatoo, and the intermittent Moore River cutting through the centre of the Shire. The Moora townsite is divided by the railway line which also runs parallel to Miling and Watheroo.

Outdoor recreation is a big part of the culture of the Moora shire as shown by the recreational grounds and facilities in each of the town sites.

Traditionally, families have had a long period of residency with multiple generations growing up in the region. There are a number of established social interest and hobby groups and numerous volunteers and community members who have dedicated much of their time building a socially active community. It is imperative that these volunteers are provided with adequate resources to support and foster the development of arts and culture in the community to prevent burnout and unnecessary strain.

The Shire is home to a wealth of incredibly talented artists as well as a number of cultural organisations. A sample of the local cultural groups and organisations include:

- The Moora Fine Arts Society for art exhibitions and annual Winter School program.
- The Arts and Crafts Society for 'homely' crafts, activities and annual Christmas Fair.
- Social activities are supported by local community organisations such as Rotary and Lions, religious organisations, and aged care facilities as well as sporting organisations.
- Kids Reading Corner at the library
- Our cultural heritage is supported by Friends of the Moora Cemetery, Friends of the Woodlands and the Moora Historical Society.
- Places of worship also provide an abundance of social, recreation, arts and cultural activities for our community.
- Local primary, high school and youth centre support our children and young people to achieve their creative potential.
- The Moora Youth Centre hosts an annual Community Cultural Cook up which promotes and celebrates local Nyoongar food, dance and traditions.

Current art and cultural facilities in the Shire of Moora

Moora Fine Arts Gallery	Clinch House
Tin Shed Gallery	Kumquot Mae Café
Historical Sites (eg. Berkshire Valley)	Moora Town Clock
Delmoor Centre	Public Art Pieces
Military sites	Heritage Trail sites
Wheatbelt Gallery and Cafe - Local artist displays	Gallery Restaurant, Moora Hotel - Informal art exhibitions
Schools	Moora Youth Centre
Moora Performing Arts Centre	Parks and gardens
Churches - Baptist - Anglican - Seventh Day Adventist - Catholic - Uniting	Moora Community Resource & Visitors Centre
	Central Midlands Aboriginal Progress Association
	Best Start Mums Centre

Current art and cultural services in the Shire of Moora

Moora Fine Arts Society - Exhibitions - Winter School - Artists in Residence	Delmoor Centre - Mens group - General crafts
RSL – Anzac Day	Moora Youth Care
Schools	Moora Youth Centre
Lions Club Markets	Moora Historical Society
Shire of Moora - Performing Arts - Community Events	Christian Religious Education
	Best Start Program
Church groups Baptist Church: - Mothers of Preschoolers - Youth Group - Bible Study - General Services Uniting Church: - Know Your Bible group - Josephs Coat – sewing and knitting - General Services Anglican: - Morning Teas - Mums and Bubs - General Services Catholic: - General Services Seventh Day Adventist: - Holiday Club General Services	Moora Arts and Crafts Society - China Painters - Moora Pottery Club - Patchwork - Quilting - General crafts - Embroidery Machine Embroidery
	Moora Community Resource and Visitors Centre

Methodology

The Community Cultural Plan 2012-2016 was developed in 2011 by the Shire of Moora with input and involvement from key stakeholders and individuals across a broad cross section of the community. It sets out to provide a framework and a direction for cultural development within the Shire of Moora.

Cultural needs and issues were identified and analysed by key stakeholders during a focus group and the information then added to utilising data from surveys and general community feedback.

16 key stakeholders and community members were involved in the initial consultation process which included a community workshop, surveys and telephone interview. The results and feedback gathered identified that the majority of the respondents felt that the Shire of Moora should be delivering arts and culture in an increased capacity and that art and cultural facilities should continue to be developed.

The results of the initial consultation were then presented to the community at a public consultation and the community asked to vote and provide feedback on the identified recommendations.

The results of the community vote identified the following:

Recommended improvements to existing facilities:

- Develop outdoor entertaining area (Apex Park)
- Good maintenance and resourcing of existing services/facilities (eg. extended hours)
- Youth Precinct redevelopment

Recommended new facilities:

- Mens Shed
- Cultural Centre
- Museum

Recommended new services/experiences:

- Better communication networks (eg. monthly calendar)
- Market days
- Festival
- Outdoor concerts (summer)
- Dedicated shire officer (grants and project advise, budgeting and acquittals)
- Development of drive trails (military and heritage)
- Art in the Park (festival)
- Biannual art exhibition

From these community recommendations an action plan was developed before the draft Community Cultural Plan was put on public display for 1 month to allow community comment before being adopted by Council.

Implementation, Monitoring and Evaluation

The Shire of Moora will collaborate with key stakeholders in the community to execute the plan and ensure its communication to the wider community.

The Plan is flexible to allow for changes in society and subsequent review of issues. It includes a mixture of strategies that are short, medium and long term. The Plan will provide solid building blocks for long-term success and a strong basis for arts and cultural programs, services and infrastructure and funding applications being developed in the future.

Potential obstacles in the implementation of the plan may include:

- Insurance costs and requirements
- Reliance on volunteer workers to manage assets and resources
- Lack of human and financial resources available
- Inability to establish working partnerships

Through regular discussions and evaluation of feedback, this plan will further enhance collaboration and partnerships within the Moora community to increase the range of arts and cultural services available. The Plan will be reviewed biannually in consultation with relevant stakeholders and evaluated every 3-5 years to ensure its relevance to the changing needs of the Moora community.

The Plan will be integrated with the Shire of Moora's Corporate Strategic Plan and promoted as a living document. The plan will be made available to the community via various mediums including the Shire's administration and website. A copy of the Plan will be provided to each stakeholder.

“Culture in an organic expression of the community and is therefore beyond the control of any institution such as local government. However, the values, practices and procedures of (local government) can influence local cultural development in a profound way.” Our Place, City of Fremantle Cultural Policy and Plan

Cultural Action Plan

The implementation of identified goals is subject to external funding and budget approval.

Goal 1: To develop and increase the capacity of arts and culture in the Shire of Moora			
Actions	Responsibility	Priority	Timeframe
1.1 Increasing the capacity of organisations by supporting and promoting volunteer attraction and retention	All Stakeholders	Critical	2012
1.2 Research the development of a localised volunteer database	Moora Community Resource Centre	Critical	2012
1.3 Delivery of regular grant writing workshops to up-skill volunteers	Moora Community Resource Centre	Critical	2013 - ongoing
1.4 Delivery of governance workshops specific for community groups	Moora Community Resource Centre	Beneficial	2013
1.5 Research and support the employment of a community support officer (Executive Positions)	Moora Community Resource Centre	Beneficial	2013
Base Line Measures			
<ol style="list-style-type: none"> 1. There are no strategies in place for the management of attraction and retention of volunteers 2. Currently a localised volunteer database does not exist 3. There is no grant writing specific workshops available to date streamlined for community based groups 4. There are no governance specific workshops available to date streamlined for community based groups 5. No designated position available within the community 			

Goal 2: Increase level of arts and culture delivered in the Shire of Moora			
Actions	Responsibility	Priority	Timeframe
2.1 Development of a high level arts and culture based festival ie. Art in the Park	All Stakeholders	Beneficial	2014
2.2 Develop and strengthen support for existing and future art and cultural activities and events	All Stakeholders	Beneficial	Ongoing
2.3 Develop Indigenous art and culture through community support	All Stakeholders	Important	Ongoing
Base Line Measures			
<ul style="list-style-type: none"> 1 There is currently no art and cultural specific festivals hosted within the Shire of Moora 2 Currently support is provided to existing art and cultural activities and events 3 Support to develop indigenous art and culture is currently limited 			

Goal 3: Maintain and develop art and cultural facilities in the Shire of Moora			
Actions	Responsibility	Priority	Timeframe
3.1 Continue to maintain existing art and cultural facilities to a high standard	Shire of Moora – council owned facilities Individuals stakeholders facilities	Important	Ongoing
3.2 Research and develop a mens shed	Moora Community Resource Centre and Stakeholders	Important	2014
3.3 Research and develop a cultural centre	Shire of Moora, Moora Community Resource Centre and Stakeholders	Important	2014
3.4 Research and develop an outdoor amphitheatre	Shire of Moora	Beneficial	2016
Base Line Measures			
<ul style="list-style-type: none"> 1 Current art and cultural facilities are maintained to a high standard 2 The Shire of Moora does not benefit from an existing mens shed 3 The available space at the current community resource centre is restrictive and does not allow for additional services or art and cultural displays 4 The Shire of Moora does not have a existing outdoor amphitheatre 			