

Shire of Broome Arts and Culture

Strategy and Action Plan

April 2023

DRAFT

Cover image: Photo provided by Gwen Knox
Yawuru Elder Jimmy Edgar at *Corrugated Lines: A Festival of Words* opening night event 2021, courtesy Corrugated Lines Festival.

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Gudirr Gudirr by Vernon Ah Kee, Dalisa Pigram and Marrugeku. Photographer Emma Paine.



Acknowledgment of Country

The Shire of Broome acknowledges the Yawuru people as the native title holders of the lands and waters in and around Rubibi (the town of Broome) together with all native title holders throughout the Shire.

We pay respect to the Elders, past, present, and emerging, of the Yawuru people and extend that respect to all Aboriginal Australians living within the shire of Broome.

The Shire acknowledges the immense and vital contribution Aboriginal people make to the arts and culture sector of the shire of Broome, and deeply respects the ongoing and dynamic expression of Aboriginal culture through arts and culture.

Shire President Foreword

The Shire of Broome has long proven that remoteness is no barrier to enjoying a strong arts and culture scene. Our attractive location and climate have lured many artists to travel across Australia and the globe to perform or gain inspiration.

Broome also punches above its weight for community organisations and individuals who create and inspire art and demonstrate that there is more to our beautiful part of the world than its natural beauty.

While many goods and skills can be in short supply in Broome, we are rich in painters, film makers, photographers, traditional carvers, sculptures, textile printers, storytellers, dancers, and more. Whether their local links trace back tens of thousands of years; from the diverse diaspora of the pearling heyday or more recently from other parts, their creativity brings joy and gives voice to our identity.

Like mining, tourism and pearls, our arts and cultural services make a considerable contribution to the development and wellbeing of the Shire of Broome community by bringing us together and tackling social exclusion, encouraging active and healthy lifestyles, engendering a sense of civic pride, and boosting the local economy.

I encourage all Shire of Broome residents to celebrate and value arts and cultural activities across the shire and to join with Council in fulfilling our Arts and Culture Strategy and Action Plan, which will play a key role in realising the Shire's vision of creating a vibrant future for everyone.

Desiree Male

Shire of Broome President







CinefestOZ Sweet As screening cast and crew.

Executive Summary

‘Strong cultural foundations, history and culture are central to the world-class standard of arts in Broome... Broome arts and culture is rooted in a strong connection to place.’

Consultation participant

The shire of Broome is home to a rich multicultural and diverse community, shaped by the lands, seas and skies cared for by Aboriginal and Torres Strait Islander people since time immemorial.

The shire’s distinctive landscape and weather, remoteness, and the cultural depth of the history and community gives rise to an incredibly vibrant arts and culture sector, recognised nationally and internationally for its strength and uniqueness across multiple artforms. The shire of Broome is known for producing compelling, high-quality and innovative artworks, grounded in the rich cultural context of the region.

The arts and culture sector is a key economic, tourism and community contributor and a major industry within the region. The Shire of Broome respects the immense value and impact of the sector on the liveability, economy, and health and wellbeing of our community.

In recognition of the importance of arts, culture and heritage to the region, the Shire of Broome has developed an Arts and Culture Strategy and Action Plan. The Strategy determines the sector’s needs and long-term ambitions, and how they can be supported and enhanced by Shire investment and action to reach their full potential for impact. Through the Strategy and Action Plan, the Shire seeks to contribute to a thriving arts and culture sector, supported to reach its full potential for impact.

The Shire of Broome is proud to share and promote the stories and world-class creativity of our region and strengthen the capacity of the local arts and culture sector.

Working in partnership with the local sector and the community, this document develops a strategic pathway for how the Shire’s arts and cultural resources can most effectively be used to strengthen and support local arts and culture and reflect the significant value of the sector.

Priorities

Celebrate cultural diversity	Strengthen collaboration and advocacy	Build sector sustainability	Increase engagement and accessibility	Develop creative spaces
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Vision

Looking five years into the future, the shire of Broome is...

A place where diverse arts, culture and heritage create a vibrant future for everyone.

Charlie’s Swim by Edith Wright and Charmaine Ledden-Lewis,
Magabala Books 2022.

Introduction

Throughout this document, the terms 'Shire' and 'shire' have been used with the following distinction:



Shire refers to the Local Government Authority the Shire of Broome as an organisation and administrative body



shire refers to the physical area that the shire of Broome encompasses

The Arts and Culture Strategy and Action Plan document is presented in two parts:

Section One: Context

Part one of the document provides the contextual setting for the Strategy and Action Plan, establishing what is meant by arts, culture and heritage for the purposes of this document and providing a snapshot of the vast and diverse arts and cultural sector in the shire of Broome. A summary of the consultation completed for this document is included, and the current arts and cultural infrastructure within the shire are outlined, including identification of opportunities for improved or expanded use of this infrastructure.

Part one summarises the alignment of the Arts and Culture Strategy and Action Plan with existing Shire strategies, policies and plans and the Shire's broad goals and priorities. Alignment with the Federal Government's National Cultural Policy is also included. The Shire's support of arts and cultural activity 2020 – 2023 is included in summarised form.

Section Two: Strategy and Action Plan

Part two includes the vision, priorities and outcomes developed from consultation with the Reference Group, local arts and culture sector, and general community. An overarching vision for arts and culture in the shire leads into five priority areas which address the key consultation themes. Eight desired outcomes for the shire's arts and cultural future are identified, linking back to the vision.

Part two includes the Action Plan to accompany the Strategy, with a comprehensive list of actions organised under the five priority areas. Short, medium and long-term timeframes have been determined for the listed actions, reflecting a staged approach to ambitious goals and consideration of the Shire's staff resources. Potential partnerships for each action have also been included to ensure the Shire's investment in arts and cultural activity is aligned with the local sector and impact is maximised.

Addendums:

Consultation Report: a comprehensive consultation report details the engagement activities undertaken prior to development of this document, and the key findings from the consultation process.

Shire Strategic Alignment: relevant goals, priorities and actions from existing Shire documents have been collated into one document to easily demonstrate the broader strategic relevance and impact of the Arts and Culture Strategy and Action Plan.

Strategy on a Page

Vision

The shire of Broome is a place where diverse arts, culture and heritage create a vibrant future for everyone

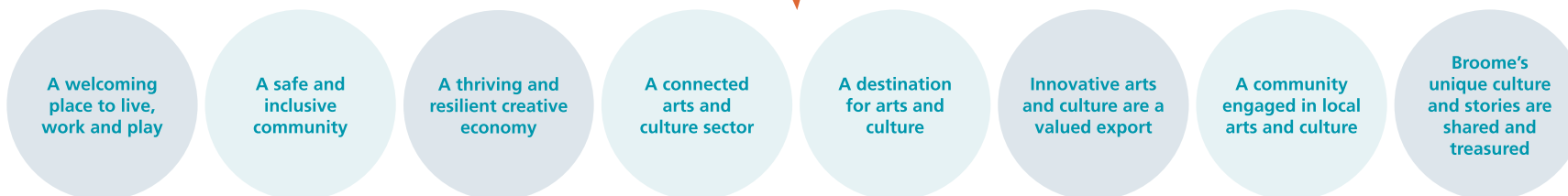
Priorities

Celebrate cultural diversity	Strengthen collaboration and advocacy	Build sector sustainability	Increase engagement and accessibility	Develop creative spaces
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Actions

Advocate	Facilitate	Fund	Partner	Provide	Regulate
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Outcomes



Arts, Culture and Heritage Reference Group

The Shire formed an Arts, Culture and Heritage Reference Group (ACHRG) for the purpose of developing the Strategy and Action Plan with ongoing comprehensive engagement with, and feedback from, key local arts and culture sector organisations.

The below ten organisations participated in the Arts, Culture and Heritage Reference Group and provided a wealth of knowledge, feedback and insight during the development of this document:

Nyamba Buru Yawuru (This is the place of Yawuru)

Magabala Books

Marrugeku

Theatre Kimberley

Regional Arts WA

Nagula Jarndu

Shinju Matsuri

Broome Historical Society

Kimberley Arts Network

Goolarri Media Enterprises



Kimono Tubes in Portrait. Photo by Chris Maher.



CinefestOZ Broome Gala Night - Burrb Waanggaraju Nurlu.

Section 1: Context

Floating Lantern Matsuri, Shinju Matsuri 2022, Laura Gass Photography.

Consultation Summary

Consultation Activities

From May 2022 - March 2023, element and the Shire of Broome conducted a comprehensive consultation process.

The following is a summary of the consultation activities completed, and the number of people and organisations reached throughout the consultation process.

The full Consultation Report is attached as an appendix to this document and includes key consultation findings.



Elected Member
Engagement



Arts, Culture and Heritage
Reference Group Engagement



Targeted and
Public In-Person Workshops



Remote
Communities



Survey



One to One and Group
Meetings with Key
Stakeholders



Industry Night



Pop-up
Engagement
Board



We consulted with...

14 Arts and Cultural Organisations

25 General Community Members

6 Young People

41 Individual Artists/Artworkers

3 Education Providers

33 Remote Aboriginal
Community Members

2 Community Organisations

22 Additional Anonymous
Survey Responses

Aboriginal Culture

For time immemorial, the country on which the shire of Broome sits has been home to rich and diverse Aboriginal and Torres Strait Islander Cultures and peoples. The land, ocean and skies of the shire of Broome have been cared for and shaped by Aboriginal people. This connection to country is the beating heart of the contemporary cultural identity of the area.

Aboriginal people continue to be the custodians of the living cultural landscape of the shire. The diversity of language groups and cultural practices throughout the area are interconnected and dynamic, and reflect an enduring deep relationship with country.

The sovereignty of Aboriginal peoples in the shire of Broome and their strong traditional and continuing ties to country are reflected in a significant range of native title determinations.

There are 84 Aboriginal communities within the shire of Broome, with 78 classified as remote. Approximately 28% of shire residents identify as Aboriginal or Torres Strait Islander, which is significantly higher than most Western Australian local government areas. The remote Aboriginal population in the shire has 5 main community centres - Beagle Bay, Ardyaloon, Lombadina, Djarindjin, and Bidyadanga. While the borders of Aboriginal language groups are not clearly defined, the shire is home to multiple Aboriginal language groups indicated on the adjacent map.



‘We are the traditional owners of this land, sharing cultural traditions with our neighbours. Created and given form by Bugarrigarra, our country is the source of our spirit, our culture, our language, and it where our spirits return to when we die. From Bugarrigarra it is our responsibility to look after the country and to ensure that our traditions are passed on to future generations’

Yawuru Cultural Management Plan

The Yawuru people are the Native Title holders for the townsite of Rubibi/ Broome, and have lived along the foreshores of Roebuck Bay, across the pindan plains, inland as far as the Walan-garr and along the fringes of the Great Sandy Desert for thousands of years. Yawuru country is a living cultural landscape with which Yawuru people have a dynamic and enduring relationship, stretching back to Bugarrigarra, the force which gave shape, meaning and form to the Yawuru country landscape.

‘Culture’ in the shire of Broome cannot be considered without acknowledgement of the impacts of European colonisation and the policies and actions which sought to separate Aboriginal people from their culture, and suppress expressions of Aboriginal culture. The Catholic Missions established in the Broome area in the late 1800s were the sites of trauma and the removal of Aboriginal children from their families and culture. The impact of the stolen generation caused language and skin groups to blur and disruption to the continuation of culture and traditions in the region’s Aboriginal communities. Despite this, Aboriginal cultures in the shire of Broome are resilient, continuing, and thriving.

The Shire of Broome recognises that the term ‘culture’ has complex and specific meaning within Aboriginal communities, and is an active practice tied to ceremonies, traditions and connections to country which are not always appropriate for sharing with the broader community or promoting through publicly available arts. For the purposes of this Strategy, the use of the term ‘culture’ respectfully includes the rich and diverse Aboriginal cultural aspects determined by each Aboriginal community to be appropriate for inclusion in the public arts and cultural remit of the Shire.



Gudirr Gudirr by Vernon Ah Kee, Dalisa Pigram and Marrugeku 2013. Photographer Heidrun Lohr.

Culture

The shire of Broome's highly multicultural, contemporary community is tied to a multi-layered history of economic immigrants and the uses of land and ocean in the Broome area.

While industrial activity in the areas of livestock, agriculture, minerals, oil and gas have attracted successive waves of immigrants, the pearling industry has had the greatest effect on the cultural identity of the shire following colonisation.

From the 1880's and throughout most of the 20th century, the booming pearl industry built significant Chinese, Japanese, Malay, Sri Lankan, Timorese, Indonesian and Filipino communities in Broome. The incredibly profitable industry attracted workers internationally. Pearling Masters sought and were granted exemptions from the *Immigration Restriction Act 1901*, resulting in Broome becoming a diverse multicultural community while White Australia policies were enforced elsewhere throughout Australia.

The treachery of the nature of work in Broome birthed a notable underground culture to enable connection and cultural practices. Strong kinship and relationships were formed between local Aboriginal people and the Asian nationalities who

were brought or immigrated to Broome, creating a cultural exchange of customs and traditions that continue to exist today.

Broome's Chinatown precinct has been a central community hub since the 1880s. During the pearling boom, Chinatown was the primary commercial centre for Broome, and today continues to be a bustling town centre and tourist attraction. Many of the original buildings still stand, with the Chinatown area now heritage listed.

The multilayered history of the shire's culture is continually interpreted, and the rich cultural fabric of the current community is celebrated through events, festivals, education and cultural tourism. Celebrations such as Shinju Matsuri, combine the origins of Japanese Obon Matsuri, Malaysian Hari Merdeka, and Chinese Hang Seng cultural celebrations and attracts thousands of people to the region each year. Student exchanges between Broome and Japan continue to strengthen the cultural connection. The cultural melting pot created by industry and policy throughout the pearling industry boom, resulting in the shire having a unique cultural identity, continues to be one of Broome's most treasured features.



A Taste of Broome dancers, Goolarri Media Enterprises.

Heritage

The Aboriginal and Torres Strait Islander heritage of the shire of Broome stretches back thousands of years, with customs, traditions and stories travelling along song lines. Despite the disruptions and traumas caused by colonisation and damaging policy, the shire of Broome is home to the custodians of multiple Aboriginal languages, stories and traditions which form the context for which all Broome heritage is considered.

William Dampier's ship *The Cygnet* landed in 1688, acclaimed as the first landing of Englishmen in Australia. Dampier's ship *The Roebuck* then sailed past the La Grange Bay in 1699. The French explorer Nicholas Baudin, and sailors from *The Beagle* visited the area in the early 1800s. The townsite of Broome was gazetted in 1883, consisting of a few pearling camps near Dampier Creek and resided in by the Malay pearling lugger crews and the European owners of pearling boats. In 1889, a telegraph cable was established at Roebuck Bay, linking Broome with England, Singapore, India, and more. Broome was soon known as the pearling capital of the world.

Centred around the pearling industry, Broome grew as a highly multicultural yet segregated community. The port of Broome developed into the principal cargo port for north Western Australia by the late 1890s. Broome also had a significant place in the pastoral industry, with a large meat processing plant shipping meat overseas and livestock to southern pastures and factories. Established in 1939, the meatworks ran for 54 years and provided a significant amount of employment in Broome.

Broome's position on the north-west coast caused it to be used as a refuelling station during World War II, and subsequently become one of only five locations in Australia to be targeted for air raid attacks during the war.

The rich heritage of the shire of Broome is highly valued by the local community, and is a key point of interest for visitors and tourists. The ongoing interpretation and promotion of the shire's heritage is led by key organisations including the Broome Historical Society and Museum, Nyamba Buru Yawuru, and Broome Visitor's Centre. Recent projects such as the Jetty to Jetty app and Lurujarri Heritage Trail allow residents and visitors to learn about Broome's heritage through interactive, engaging activities tying in oral histories, significant heritage locations, and connection to the landscape. In 2021, the Shire of Broome launched the 'Explore Broome' app, an interactive tool for residents and visitors to explore Broome's history, heritage, culture and environment.

The shire of Broome includes significant built and physical heritage, including Aboriginal cultural sites, rock shelters, and many examples of early 20th century buildings created during the pearl industry boom. The shire of Broome includes 227 registered Aboriginal Heritage Sites, and many additional sites of Aboriginal significance not included on the registered list.

The scope of 'heritage' in this Strategy and Action Plan addresses intangible heritage, and focuses on the ongoing preservation, promotion and interpretation of Broome's cultural heritage and stories. While the Strategy and Action Plan's heritage content inevitably intersects with the built and physical heritage of the shire of Broome, this document's scope does not extend to specific consideration of tangible heritage assets.

Arts

The shire of Broome is known for its vibrant and diverse arts sector, with nationally and internationally renowned arts organisations and individual artists creating a reputation and artistic profile for Broome.

The shire is well-known for the rich Aboriginal and Torres Strait Islander culture expressed through the arts, and has grown strong organisations for the development and promotion of Aboriginal art through visual arts, dance, performance, and literature. Broome is home to Australia's leading Indigenous publishing house, Magabala Books, and globally renowned Indigenous intercultural dance theatre company Marrugeku. Jimmy Chi's seminal musical Bran Nue Dae was the first Aboriginal Australian musical which was made into a highly popular 2009 movie.

Broome is home to nationally renowned production company Goolarri Media, which has grown a strong local radio, film, TV, music and events culture in the community, developing Indigenous and non-Indigenous communications in the Kimberley region and delivering accredited training and certificates in media. Broome's unique landscape and cultural identity has attracted numerous films and TV shows, providing the setting for Australian hits such as Mystery Road and The Circuit.

The shire of Broome has a vibrant music community, fostering a unique sound through festivals including Stompem Ground and Saltwater Music Festival, which present local musicians and bands, and showcase contemporary Aboriginal music. Multi-arts and cultural festival Shinju Matsuri attracts a significant visitor audience as well as being a treasured local event honouring the multicultural identity and history of Broome. The Broome Fringe Festival, run by Kimberley Arts Network, provides an annual festival of local talent across artforms, with development and collaborative programs creating important entry points to the local arts industry.

Broome has a reputation for producing high-quality circus performances and developing career pathways in performance and technical production. Theatre Kimberley creates large-scale partnership productions and remote community residencies. Theatre Kimberley engages and upskills children and young people, with The Sandfly Circus a leading youth circus in WA. Cutting-edge all-female organisation YUCK Circus exports Broome circus nationally and internationally.

The shire of Broome has a nationally and locally-recognised visual arts community, creating a key point of interest for visitors. The artwork of the Aboriginal communities within the shire is treasured as an expression of the unique cultural identity of the region, and supported and developed through organisations such as Bidyadanga Community Arts Centre, Lombadina Gallery, Ardiolarts and Broome Circle. Broome townsite is home to a significant amount of individual visual artists, whose work can be viewed and purchased through local galleries. Broome also has a leading reputation for textiles through the work of Nagula Jarndu, a social enterprise and women's resource centre developing hand-crafted textiles with local Aboriginal women which are sold across Australia.

The Shire of Broome has developed a Fine Art Collection acquired through the Shinju Matsuri Art Prize. The Shire has a treasured collection of public artworks which interpret and celebrate the cultural, social and physical sites on which they sit. The most recent public artwork acquisitions include a series of artworks as part of the Chinatown revitalisation, historical interpretation/memorial artwork at Town Beach, and an 800m² artwork on the new Town Beach jetty.

Cultural Infrastructure

The shire of Broome's arts and culture sector produces world-class artistic outcomes in a remote location, meeting the challenges of limited cultural infrastructure available and responding to the built and natural environment in innovative ways.

The Shire of Broome owns and operates venues utilised for arts and cultural activity, including the Broome Civic Centre, Broome Recreation and Aquatic Centre (BRAC), and the Broome Library. The Shire manages an annual program of performances and screenings at the Broome Civic Centre, as well as hosting an arts organisation in residence. BRAC is utilised by circus and performance organisations for rehearsal and class space.

Shire-owned buildings are also used for arts and cultural purposes through peppercorn or subsidised rental agreements. The Broome Museum, run by the Broome Historical Society, includes the main museum, the Sailmaker's Shed and a courtyard area and is a key source of research and tourist attraction. Magabala Books includes the offices and shopfront for Australia's leading Indigenous publisher and is the central hub for Magabala's vast cultural development and artistic projects. The Kimberley Arts Network shed has been transformed into a multi-use visual arts space, hosting workshops, events, and creative development space. The Broome Lock Up is a secure storage space available to be leased by not-for-profit and community groups.

The cultural infrastructure that is owned/operated by arts and cultural organisations, private sector and education forms a significant part of the sector landscape in the shire. Goolarri Media Enterprises includes recording studios and the Gimme Club performance and event space. The Broome Museum, Sun Pictures Museum, Pearl Luggers Museum and SSJG Heritage Centre house significant historical collections. Privately run art galleries include Short St Gallery, The Bungalow, Broome Gallery and Black Stump Gallery. Food and beverage businesses including the Diver's Tavern and The Roebuck Hotel program live music in their venues. The Broome Convention Centre is utilised as a live music and performance venue, and community organisation Broome Circle provides artistic space for remote community artists in Broome.

During the dry season, Broome's outdoor cultural spaces are heavily utilised. These include the Short Street Stage, the Napier Terrace public space, the Town Beach stage, seating and jetty, and the Cable Beach Foreshore Amphitheatre (scheduled to be redeveloped in 2025).



Common Language of Thread, Chinatown Discovery Festival 2021,
photo by Abby Murray.



Art Awards, Shinju Matsuri 2022. Photo by Abby Murray.



Strategy and Policy context

Shire of Broome documents

Strategic Community Plan 2021 – 2031

The Shire's Strategic Community Plan (SCP) recognises the role of the Shire in providing services and facilities including community buildings, history, heritage and museum services, festivals, events, and arts and culture. A desired outcome of the SCP is an inclusive community that celebrates culture, equality and diversity, with an objective to grow knowledge, appreciation and involvement in local art, culture and heritage. The SCP also lists advocating support for Nyamba Buru Yawuru to build the Kimberley Centre for Art, Culture and Story as an action, and acknowledges the role of arts and culture in increasing tourism.

Corporate Business Plan

The Shire's Corporate Business Plan includes implementation of the Arts and Culture Strategy and Action Plan as an action, as well as actions related to broader goals of the Strategy including maximising use of the Broome Civic Centre, providing diversionary activities, funding grants for events, and celebrating culture through inclusivity.

Broome Growth Plan

The Broome Growth Plan recognises the rich arts and cultural offering of the area as a key attraction which contributes to liveability, wellbeing, increased economic activity, and activating the Dampier Peninsula. Arts and Culture are included as one of five major industry clusters. Opportunities for growth are identified, including developing arts policies and partnerships, enhancing Aboriginal art markets, and

investigating the feasibility of establishing a cultural centre in Broome. The Plan lists accessibility, world-class venues, and links to global markets as long-term outcomes for the shire arts and culture sector.

Community Safety Plan 2021-25 and Youth Plan 2021-2025

The Plans identify youth diversionary initiatives as a key action area, including advocating for external funding to ensure the ongoing delivery of diversionary activities and facilities to keep youth on country.

Economic Development Strategy 2021- 2026

The Economic Development Strategy recognises arts and culture as one of the elements required to drive economic growth in Broome, and acknowledges that the strong reputation for arts and culture enhances the character and lifestyle of Broome. The development of an Arts and Culture Strategy is listed as an action item.

3 Year Broome Recovery Plan

The Broome Recovery Plan includes the Kimberley Centre for Art, Culture and Story as a signature project, identifying it as being transformative on a generational scale and triggering long-term further investment and jobs. Project benefits include closing the Aboriginal employment gap, responding to market desire for Aboriginal cultural experiences, and creating an engaging and accessible way to share Aboriginal culture.

Public Art Policy

The Public Art Policy creates guidelines for the implementation of public art in the Shire, recognising the role of public art in the expression of local identity, sense of place, and celebrating cultural heritage and diversity. The policy positions public art as having an important role in town planning and design, tourism, employment, and community participation.

Local Planning Policy 8.20: Provision of Public Art

The policy requires developments in the shire meeting specific criteria to contribute a percentage of construction costs toward public art. The contribution can be made via providing public artwork on site, or by paying the cash equivalent to the Shire for use on public art in the locality.

Major Events Strategy

The Major Events Strategy includes key goal areas relating to facilitating the development of events in Broome, increasing event visibility and local capacity, and building and retaining local events knowledge.

Identifying Opportunities for Events in Broome

The document identifies cultural events, especially those with an Indigenous focus, as a key area of event opportunity in Broome. Event goals are listed as bringing visitors to Broome for events, enriching the experience of visitors, connecting with the community and creating a vibrant atmosphere.

External Documents

Federal Government of Australia's National Cultural Policy: Revive

The Australia Government released its landmark National Cultural Policy – Revive: a place for every story, a story for every place, on 30 January 2023. Revive is a 5-year plan to renew and revive Australia's arts, entertainment and cultural sector.

The policy is organised into five 'pillars':

- **First Nations First:** recognising and respecting the crucial place of First Nations stories at the centre of Australia's arts and culture
- **A Place for Every Story:** reflecting the breadth of our stories and the contribution of all Australians as the creators of culture
- **Centrality of the Artist:** supporting the artist as worker and celebrating artists as creators
- **Strong Cultural Infrastructure:** providing support across the spectrum of institutions which sustain our arts, culture and heritage
- **Engaging the Audience:** making sure our stories connect with people at home and abroad

The Shire of Broome's Arts and Culture Strategy contributes to this national vision for arts and culture, aligning with the broad pillars of the National Cultural Policy and reflecting national priorities within a local and unique context. The Shire of Broome's strategic alignment with the National Cultural Policy increases opportunities for partnership, investment and national collaboration.

Regional and State Government

The Shire of Broome Arts and Culture Strategy is also strategically aligned to key regional and State government documents, including:



- [Kimberley Development Commission](#) – Strategic Plan
- [Department of Local Government, Sports and Cultural Industries](#) – Western Australian Cultural Infrastructure Framework 2030+
- [Tourism WA](#) – Jina: WA Aboriginal Tourism Action Plan 2021 – 2025

A full list of the strategic and policy documents and their relevant points considered during the development of this document can be found as an Addendum to this document.

The Shire's Investment in Arts and Culture

2020 - 2023

The following figures represent the Shire's total investment in arts and culture over the financial years 2020/2021, 2021/2022, and 2022/2023.

 Cash funding	
Shinju Matsuri Arts Acquisitive Art Prize	\$24,000.00
Event Development Fund (arts)	\$540,035.00
Community Matched Funding (arts), 2020/21 and 2021/22 only	\$68,265.50
Cash Funding: Ad-hoc funding	\$9,382.00
 In-kind funding	
Peppercorn rent agreements	17
Rent subsidies/reductions	\$474,534.00
Fee waivers	\$88,094.15
Community storage sheds	16

 Shire-led projects	
Public artwork commissions (Chinatown, Town Beach Jetty and Air Raid artwork)	\$1,750,000.00
Civic Centre programming	\$180,000.00
Art Collection review and management plan	\$20,000.00
School holiday workshops	\$10,000.00
Place Activations	\$449,747.00
 Advocacy	
Letters of support for arts and cultural organisations seeking external funding	
Promotion of activities and successes of the arts and culture sector	

Section 2: Strategy and Action Plan

Jurrungu Ngan-ga, Marrugeku. 2021 Images by Abby Murray.

Strategy

Vision

The vision is an aspirational statement, looking into the future and describing the intended state of arts and culture in the shire of Broome.

Priorities

The priorities of the Arts and Culture Strategy are drawn from the consultation process, and from the Shire's established strategic and community goals.

The priorities are an agreement of the focus areas the Strategy is aiming to address in order to achieve the vision.

Outcomes

The desired outcomes link to the vision statement, and the Shire's overarching community priorities.

Action

Short, medium and long term actions address the priority areas and create a staged approach to achieving the Strategy's vision. Actions are clearly defined, able to be implemented, and identify both the Shire's role and required partnerships.

Vision

The following vision statement has been developed to reflect the shared goal for arts and culture in the shire of Broome. The vision is aspirational and looks five years into the future where the arts and culture sector's current strengths are maintained and enhanced, development areas are improved, and potential is nurtured.

In five years' time, the shire of Broome is:

A place where diverse arts, culture and heritage create a vibrant future for everyone.



Photo provided by Gwen Knox.

What does this *vision* look like in our community?

General community

The community's understanding and experience of the Aboriginal and Torres Strait Islander cultures, and multilayered histories of the shire is deepened through arts and cultural activities, creating a community where **Broome's unique culture and stories are shared and treasured.**

The community is engaged through accessible entry points to experiencing and appreciating arts and culture, and are actively encouraged as participants and audience members. The varied and high-quality arts and culture opportunities available to the public enables **a community engaged in local arts and culture.**

Shire of Broome

The Shire's investment in arts and culture significantly contributes to broader Shire goals, creating **a welcoming place to live, work and play.** The shire's community is enriched by locally-produced arts and cultural experiences which are celebrated by residents, businesses, visitors and audiences. The arts and culture sector plays an important and quantifiable role in creating **a safe and inclusive community** for everyone by increasing civic pride, by improving community cohesion through creating opportunities for cross-cultural and generational exchange and by providing alternative creative education and employment pathways for disengaged youth.

Arts and culture organisations

Arts and culture is celebrated as a major industry contributing to community wellbeing, a strong economy, and job creation. The sector's impact is measured and evaluated. The diverse arts and culture organisations within the shire are part of **a thriving and resilient creative economy** and are supported to achieve their strategic goals. Opportunities for collaboration, resource-sharing and artistic exchange are created and valued, with organisations enhanced by **a connected arts and culture sector.**

Individual artists

Individual artists have the opportunities and support to develop a long-term and full career in the arts and culture sector in the shire of Broome. The shire is an attractive home for diverse individual artists who significantly contribute toward Broome being **a destination for arts and culture.** Artists have access to avenues for presenting art outside of Broome, including performance, festivals, exhibitions and markets, with **innovative arts and culture a valued export.**

Outcomes

Broome's
unique culture
and stories are
shared and
treasured

A community
engaged in local
arts and culture

A welcoming
place to live,
work and play

A safe and
inclusive
community

A thriving and
resilient creative
economy

A connected
arts and
culture sector

A destination
for arts and
culture

Innovative arts
and culture are a
valued export

Priorities and Actions

The findings from the extensive consultation process were analysed and interpreted alongside desktop research and national trends to identify five priority areas for this Strategy and Action Plan. The priority areas respond to the needs of the arts and culture sector, the Shire's overarching goals, and set the focus for achieving the vision statement.

Priorities



Celebrate cultural diversity



Strengthen collaboration and advocacy



Increase engagement and accessibility



Build sector sustainability



Develop creative spaces

The Priorities are set out in detail below, showing the key consultation points feeding into each priority, a statement of 'what' and 'why', and the resulting Actions for each priority.

The Shire recognises there is significant cross-over for actions within priority areas, which is reflective of the holistic, inter-connected approach of the Strategy.

Secondary priority areas have been identified within the Action Plan.

Due to the collaborative nature of the development of the Strategy and Action Plan, there is strong representation from the arts and culture sector within the actions included. Where appropriate, potential partnerships for action delivery have been included to demonstrate the shared ambition and approach.

The Action Plan indicates the timeframe for achieving each action, in the periods 0-1 years, 2-4 years, and 4-5+ years. Actions which will be implemented annually or in an ongoing manner have been flagged for delivery over all three timeframes.

The Shire of Broome uses an established framework for actions, clearly indicating the Shire's role in achieving the action as per below:

Advocate: We are a voice for the local community, promoting local interests

Facilitate: We help to make it possible or easier to meet community needs

Fund: We help to fund organisations to deliver essential community services

Partner: We form strategic alliances in the interests of the community

Provide: We directly provide a range of services to meet community needs

Regulate: We regulate compliance with legislation, regulations and local laws

Priority: Celebrate cultural diversity

What:

The rich multicultural communities of the shire are a significant part of the arts and cultural sector's identity. The diversity of cultures, stories and histories are a strength of the shire and the sector. This priority area includes:

- Professional development and capacity-building activities for the shire's remote Aboriginal communities
- Creating and fostering opportunities for cultural exchange
- Celebrating and exploring local cultural identities through public art, festivals and events
- Increasing external awareness and understanding of the cultural identity of the shire, including in State and Federal government
- Creating opportunities to showcase the shire's rich cultural identity to the local community and visitors
- Supporting the ongoing exploration, interpretation and promotion of the shire's history and heritage

Why:

- To respect and recognise the Aboriginal cultures of the shire and their immense contribution to the artistic identity of the region
- To preserve, promote and celebrate the unique cultural identity and stories of the shire
- To recognise and harness the multicultural nature of the shire as a significant asset for the arts and cultural sector, tourism and the broader community
- To ensure that the arts and cultural activity supported by the Shire is representative of the multicultural community

Taiko On, Floating Lantern Matsuri, Shinju Matsuri 2022, Laura Gass Photography.

Action Plan: Celebrate cultural diversity

Continuing Actions

The following are Actions already being completed by the Shire, and will continue as part of the implementation

Action	Strategic Intent	Secondary Priority Areas	Outcomes	Potential Partnerships	0-2	3-4	4-5+	External funding required
1.1 Provide for the implementation of the Cable Beach Foreshore Redevelopment Public Art and Interpretation Plan	<ul style="list-style-type: none"> Provide a significant public art opportunity as part of a key redevelopment precinct Provide an opportunity for interpretation and promotion of place-specific stories, history and culture Create an iconic visual marker for Cable Beach 	<ul style="list-style-type: none"> Increase engagement and accessibility Develop creative spaces 	<ul style="list-style-type: none"> Broome is a destination for arts and culture A welcoming place to live, work and play Broome's unique culture and stories are shared and treasured A community engaged in local arts and culture 	<ul style="list-style-type: none"> Nyamba Buru Yawuru Broome Historical Society 	✓	✓		
1.2 Provide for the continued implementation of Chinatown Public Art Plan	<ul style="list-style-type: none"> Create an iconic and culturally significant entry point to a key tourist and community precinct in Broome 	<ul style="list-style-type: none"> Strengthen collaboration and advocacy Increase engagement and accessibility Develop creative spaces 	<ul style="list-style-type: none"> A welcoming place to live, work and play A safe and inclusive community Broome is a destination for arts and culture Broome's unique culture and stories are shared and treasured A community engaged in local arts and culture 	<ul style="list-style-type: none"> Broome Chinese Community Inc Nyamba Buru Yawuru Broome Historical Society 	✓	✓		✓

New Actions

Action	Strategic Intent	Secondary Priority Areas	Outcomes	Potential Partnerships	0-2	3-4	4-5+	External funding required
1.3 Advocate for and support local organisations to provide a studio hub for remote artists visiting Broome townsite	<ul style="list-style-type: none"> Foster ongoing connections between remote community artists and art centres and the Broome townsite sector Provide opportunities for mutual knowledge exchange Provide opportunities for community and visitors to connect with remote community artists and culture 	<ul style="list-style-type: none"> Strengthen collaboration and advocacy Increase engagement and accessibility 	<ul style="list-style-type: none"> A safe and inclusive community A thriving and resilient creative economy strong arts organisations A connected arts and culture sector Broome is a destination for arts and culture Innovative arts and culture are a valued export 	<ul style="list-style-type: none"> Local building owners Remote community artists and art centres Kimberley Arts Network Broome Circle ANKA AACHWA 	✓	✓	✓	
1.4 Advocate for a digital platform for remote communities art sales	<ul style="list-style-type: none"> Develop opportunities for remote community artists to generate income Develop opportunities for the public to purchase artworks from the shire's remote communities 	<ul style="list-style-type: none"> Build sector sustainability 	<ul style="list-style-type: none"> A thriving and resilient creative economy A connected arts and culture sector Broome's unique culture and stories are shared and treasured Innovative arts and culture are a valued export 	<ul style="list-style-type: none"> AACHWA Broome Visitor's Centre Kimberley Arts Network ANKA 		✓	✓	

Action	Strategic Intent	Secondary Priority Areas	Outcomes	Potential Partnerships	0-2	3-4	4-5+	External funding required
1.5 Facilitate the continued development of markets for remote community Aboriginal art	<ul style="list-style-type: none"> Connect remote Aboriginal artists and arts centres with opportunities for promotion in Broome town Align with State Government cultural tourism initiatives Drive income into remote communities 	<ul style="list-style-type: none"> Strengthen collaboration and advocacy 	<ul style="list-style-type: none"> Broome's unique culture and stories are shared and treasured Broome is a destination for arts and culture A thriving and resilient creative economy Innovative arts and culture are a valued export 	<ul style="list-style-type: none"> AACHWA Broome Visitor's Centre Kimberley Arts Network Tourism WA Kimberley Development Commission Australia's North West ANKA 	✓	✓	✓	
1.6 Advocate for Nyamba Buru Yawuru to build the Kimberley Centre for Art, Culture and Story	<ul style="list-style-type: none"> Support the development of a major piece of arts and cultural infrastructure in the shire Broaden access points for the development of markets and audiences 	<ul style="list-style-type: none"> Strengthen collaboration and advocacy Increase engagement and accessibility Develop creative spaces 	<ul style="list-style-type: none"> Broome is a destination for arts and culture A community engaged in local arts and culture Broome's unique culture and stories are shared and treasured A connected arts and culture sector 	<ul style="list-style-type: none"> Nyamba Buru Yawuru Kimberley Development Commission State Government 	✓	✓	✓	
1.7 Advocate for continued investment in locally-produced film, media, and associated development programs	<ul style="list-style-type: none"> Support and leverage existing success in local media sector Create jobs and expand products and audiences 	<ul style="list-style-type: none"> Strengthen collaboration and advocacy Increase engagement and accessibility Build sector sustainability Develop creative spaces 	<ul style="list-style-type: none"> Broome is a destination for arts and culture A thriving and resilient creative economy A safe and inclusive community Broome's unique culture and stories are shared and treasured Innovative arts and culture are a valued export 	<ul style="list-style-type: none"> Goolarri Media Enterprises Screenwest State Government PAKAM 	✓	✓	✓	

Priority: Strengthen collaboration and advocacy

What:

The impact of the shire's vibrant sector can be strengthened by increasing collaboration and reflecting the sector's shared vision in advocacy. This priority builds a deeper understanding of the sector's contribution to the Broome community, and the value it creates in the Shire's broader goals. This priority area includes:

- Elevating the shire's arts, culture and heritage sector's voice in State and Federal government strategy and policy
- Articulating and promoting alignment between government strategy, policy and goals and the Shire's Arts and Culture Strategy
- Identifying and facilitating opportunities for shared resources, sector collaboration and ongoing communication amongst the local arts and culture sector
- Connecting the arts and culture sector with other industries for mutual benefit
- Measuring and evaluating the impact of arts and culture on economic development, health, wellbeing and community safety

Why:

- To identify and quantify how arts, culture and heritage contribute to the Shire's community priorities to improve advocacy activity
- To develop a strong position for collective advocacy to State and Federal government, funding bodies and the private sector
- The increase opportunities for leveraging the success of Broome's renowned artist and arts organisations
- To develop mutually beneficial partnerships that will increase sector sustainability
- To create opportunities for critical conversations that will contribute to a robust, accessible and innovative arts and culture sector
- To enable the Shire to support arts, culture and heritage activities which contribute toward the community's safety, wellbeing, health, and economic development

Chukagai, Chinatown Discovery Festival 2021, photo by Abby Murray.

Action Plan: Strengthen collaboration and advocacy

Continuing Actions

The following are Actions already being completed by the Shire, and will continue as part of the implementation.

Action	Strategic Intent	Secondary Priority Areas	Outcomes	Potential Partnerships	0-2	3-4	4-5+	External funding required
2.1 Provide letters of support for local artists and arts and cultural organisations seeking external funding where the activity contributes to the Shire's vision	<ul style="list-style-type: none"> • Increase chances of external investment in sector • Increase Shire knowledge of arts and culture organisation activities • Identify opportunities for partnerships and activity alignment 	<ul style="list-style-type: none"> • Build sector sustainability 	<ul style="list-style-type: none"> • A connected arts and culture sector • A thriving and resilient creative economy 	<ul style="list-style-type: none"> • Arts and culture organisations within the shire of Broome 	✓	✓	✓	
2.2 Partner with Kimberley Development Commission to develop the Kimberley Arts and Culture Strategy	<ul style="list-style-type: none"> • Contribute toward collaborative strategic action in the Kimberley region • Ensure the shire of Broome's voice is well-represented in Kimberley strategy • Create strategically aligned opportunities for the local arts and culture sector in the wider region 	<ul style="list-style-type: none"> • Build sector sustainability 	<ul style="list-style-type: none"> • A connected arts and culture sector • A thriving and resilient creative economy 	<ul style="list-style-type: none"> • Kimberley Development Commission 	✓			

New Actions

Action	Strategic Intent	Secondary Priority Areas	Outcomes	Potential Partnerships	0-2	3-4	4-5+	External funding required
2.3 Advocate for bi-annual arts and culture sector networking and professional development evenings, hosted in different arts spaces, and Provide Shire support through Councillor and Shire staff attendance and provision of an update on the Arts and Culture Strategy implementation	<ul style="list-style-type: none"> Create opportunities for sector collaboration Create broader sector awareness of other organisation's activities Foster connectivity and shared goals Provide an opportunity for the Shire to update the sector on Strategy implementation Increased Shire awareness of arts and cultural activity and outcomes Increase the capacity of the sector to develop partnerships and attract funding 	<ul style="list-style-type: none"> Increase engagement and accessibility 	<ul style="list-style-type: none"> A connected arts and culture sector A community engaged in local arts and culture 	<ul style="list-style-type: none"> Regional Arts WA Goolarri Media Enterprises Arts, Culture and Heritage Reference Group member organisations 	✓	✓	✓	
2.4 Facilitate an ongoing Arts, Culture and Heritage Strategy group to meet throughout implementation of the Arts and Culture Strategy	<ul style="list-style-type: none"> Provide an opportunity for the Shire to update the sector on the strategy implementation progress Ensure continued alignment with and buy-in from arts and culture sector throughout Strategy implementation Build long-term mutually beneficial relationships between sector and Shire 	<ul style="list-style-type: none"> Increase engagement and accessibility 	<ul style="list-style-type: none"> A connected arts and culture sector A community engaged in local arts and culture 	<ul style="list-style-type: none"> Arts, Culture and Heritage Reference Group member organisations Individual artists and artworkers Local arts and culture organisations 	✓	✓	✓	

Action	Strategic Intent	Secondary Priority Areas	Outcomes	Potential Partnerships	0-2	3-4	4-5+	External funding required
2.5 Advocate for the State and Federal Government to provide increased organisational arts investment in the Kimberley region through targeted meetings, formal advocacy letters, and participation in wider coordinated advocacy activities.	<ul style="list-style-type: none"> Advocate for increased regional WA -specific organisational funding delivered through the peak body for regional arts in WA Increase likelihood of organisational investment for Broome's established and renowned arts and culture organisations 	<ul style="list-style-type: none"> Build sector sustainability Celebrate cultural diversity 	<ul style="list-style-type: none"> A thriving and resilient creative economy Broome is a destination for arts and culture Broome's unique culture and stories are shared and treasured 	<ul style="list-style-type: none"> State Government Regional Arts WA Kimberley Development Commission 	✓	✓	✓	
2.6 Advocate for the State and Federal Government to increase support for the Regional Arts Network Hub through coordinated advocacy activity with relevant partners.	<ul style="list-style-type: none"> Advocate for increased funding to allow increased paid Network roles, development of and participation in State-wide strategic projects, and ongoing iterations of the Creative Leadership program Enable better dissemination of human resources across Broome and remote communities Enable links between the Network Hub Coordinator and the delivery of this Strategy and Action Plan 	<ul style="list-style-type: none"> Build sector sustainability 	<ul style="list-style-type: none"> A thriving and resilient creative economy Broome's unique culture and stories are shared and treasured A connected arts and culture sector 	<ul style="list-style-type: none"> Regional Arts WA Goolarri Media Enterprises Kimberley Development Commission 	✓	✓	✓	

Action	Strategic Intent	Secondary Priority Areas	Outcomes	Potential Partnerships	0-2	3-4	4-5+	External funding required
2.7 Provide an annual status report to Council on the progress of the Arts and Culture Strategy	<ul style="list-style-type: none"> Enable a formal check-in point for the community and Council on the progress of the implementation of the Action Plan 	<ul style="list-style-type: none"> Increase engagement and accessibility 	<ul style="list-style-type: none"> A connected arts and culture sector 	<ul style="list-style-type: none"> Arts, Culture and Heritage Reference Group 	✓	✓	✓	
2.8 Provide a review of the Arts and Culture Strategy at 5 years of implementation	<ul style="list-style-type: none"> Measure impact of Strategy implementation against desired outcomes Provide a summary of achievements and learnings to Council and stakeholders Ensure focus and accountability on the delivery and implementation of the Arts and Culture Strategy Establish a starting point for further Strategy development 	<ul style="list-style-type: none"> Increase engagement and accessibility Build sector sustainability 	<ul style="list-style-type: none"> A connected arts and culture sector 	<ul style="list-style-type: none"> Arts, Culture and Heritage Reference Group 			✓	
2.9 Advocate for private sector philanthropic support for local arts and culture organisations through investigation of philanthropic giving models, targeted meetings, and acting as a connector between private sector and local arts organisations.	<ul style="list-style-type: none"> Long-term advocacy and relationship-building to increase chances of private sector philanthropy in the Broome arts and culture sector Communicate and promote the community and economic benefits of investing in arts and culture 	<ul style="list-style-type: none"> Build sector sustainability 	<ul style="list-style-type: none"> A thriving and resilient creative economy Broome is a destination for arts and culture Broome's unique culture and stories are shared and treasured A safe and inclusive community Innovative arts and culture are a valued export 	<ul style="list-style-type: none"> Private sector major contributors 		✓	✓	

Action	Strategic Intent	Secondary Priority Areas	Outcomes	Potential Partnerships	0-2	3-4	4-5+	External funding required
2.10 Advocate for the Kimberley's arts and culture needs to be appropriately included in State and Federal government policy and programs, including through input into the Kimberley Arts and Culture Strategy, participation in region-wide advocacy activities, and building advocacy relationships with neighbouring Local Government Authorities.	<ul style="list-style-type: none"> Contribute a key voice to Kimberley region advocacy with a clear strategic intent Develop ongoing strategic relationships with Kimberley region LGAs and bodies Increase awareness and understanding of Kimberley region needs at State and Federal government level 	<ul style="list-style-type: none"> Build sector sustainability Celebrate cultural diversity 	<ul style="list-style-type: none"> A connected arts and culture sector A thriving and resilient creative economy Broome's unique culture and stories are treasured and shared Broome is a destination for arts and culture Innovative arts and culture are a valued export 	<ul style="list-style-type: none"> Kimberley Development Commission Kimberley LGAs State Government Federal Government Nyamba Buru Yawuru Creative Australia 	✓	✓	✓	
2.11 Advocate for the Centre for Arts and Entertainment Workplaces to develop best practice standards for paying artists and Partner with the Regional Arts Hub Coordinator and the Broome Chamber of Commerce and Industry to encourage all Broome businesses to adhere to the standards	<ul style="list-style-type: none"> Provide businesses with easy to implement best practice guidelines and standards Demonstrate a leadership role in setting a standard of arts and culture sector engagement Ensure business and arts partnerships are contributing towards a healthy sector Support the development of sustainable careers in the arts 	<ul style="list-style-type: none"> Build sector sustainability 	<ul style="list-style-type: none"> A thriving and resilient creative economy Broome is a destination for arts and culture A welcoming place to live, work and play A safe and inclusive community 	<ul style="list-style-type: none"> Regional Arts WA Centre for Arts and Entertainment Workplaces Broome Chamber of Commerce and Industry 		✓	✓	

Action	Strategic Intent	Secondary Priority Areas	Outcomes	Potential Partnerships	0-2	3-4	4-5+	External funding required
2.12 Partner with the Kimberley Development Commission, Tourism WA, Australia's North West and neighbouring LGAs to raise the national and international profile of Kimberley arts and culture	<ul style="list-style-type: none"> Ensure ongoing strategic alignment with key Kimberley region partners and bodies Increase capacity and reach of shire arts and culture promotion through partnerships Leverage local arts and culture offering for greater tourism and economic benefit Develop markets for local and remote art 	<ul style="list-style-type: none"> Build sector sustainability Celebrate cultural diversity 	<ul style="list-style-type: none"> Broome is a destination for arts and culture Innovative arts and culture are a valued export A connected arts and culture sector Broome's unique culture and stories are shared and treasured 	<ul style="list-style-type: none"> Kimberley Development Commission Tourism WA Kimberley LGAs Australia's North West Nyamba Buru Yawuru KALACC State Government 		✓	✓	
2.13 Advocate for shared arts and culture impact measurement tools across regional WA	<ul style="list-style-type: none"> Collection of impact data that can be used by the Shire to determine future investment, and to seek external investment Development of tool to accurately assess the effectiveness of Strategy actions against their desired outcomes Enable region-wide collation of qualitative and quantitative data 	<ul style="list-style-type: none"> Strengthen collaboration and advocacy Build sector sustainability 	<ul style="list-style-type: none"> A community engaged in local arts and culture A safe and inclusive community A connected arts and culture sector 	<ul style="list-style-type: none"> Regional Arts WA Kimberley Development Commission 	✓			

Action	Strategic Intent	Secondary Priority Areas	Outcomes	Potential Partnerships	0-2	3-4	4-5+	External funding required
2.14 Partner with Regional Arts WA to deliver a report on the social, economic, health and wellbeing outcomes of the shire's arts and culture sector	<ul style="list-style-type: none"> Obtain clearly articulated data and reporting on the benefits and impact of the local arts and culture sector Utilise data and reporting to determine future Shire investment and Arts and Culture Strategy Utilise data and reporting to seek further investment in local arts and culture sector 	<ul style="list-style-type: none"> Strengthen collaboration and advocacy Build sector sustainability 	<ul style="list-style-type: none"> A thriving and resilient creative economy 	<ul style="list-style-type: none"> Regional Arts WA Culture Counts Kimberley Development Commission 			✓	✓



Illuminated puppets light up Town Beach, Theatre Kimberley's *The Shorebird Quest* 2019 production.



Jake Silvestro from Flying Fruit Fly Circus encourages young Beagle Bay participants, Dragonfly Outreach Project 2022, photo by Meredith Bell .

Priority: Increase engagement and accessibility

What

The Shire has a key role to play increasing the community's engagement with arts and culture, including participants, audiences, creatives, businesses, and strategic partners. Increasing accessibility sit alongside this, ensuring the opportunities for engagement with arts and culture are welcoming and appropriate. This priority area includes:

- Audience and market development
- Providing a diverse range of entry points to appreciating and participating in creativity and supporting activities which appeal to a broad audience
- Promoting the activities, successes and benefits of the local arts and culture sector
- Increasing accessibility in terms of physical accessibility. Distance/location, cost, appeal and understanding
- Developing and encouraging youth participation and creative pathways

Why:

- To develop a broad appreciation and understanding of arts and culture within the shire, and new and increased markets
- To maximise community engagement with arts and culture to develop a strong local audience for events, exhibitions and performances
- To increase engagement between the shire's remote communities and the Broome townsite
- To create opportunities for artistic and cultural exchange
- To ensure the rich multicultural history and contemporary community of the shire is reflected in arts practitioners and audiences
- To increase youth engagement in arts and culture and provide diversionary activities for young people



Broome Air Raid Memorial event.

Action Plan: Increase engagement and accessibility

Continuing Actions

The following are Actions already being completed by the Shire, and will continue as part of the implementation.

Action	Strategic Intent	Secondary Priority Areas	Outcomes	Potential Partnerships	0-2	3-4	4-5+	External funding required
3.1 Provide a review and management plan for the Shire's art collection (fine and public)	<ul style="list-style-type: none"> Determine a plan for maximising the community and tourism benefit of a key Shire asset Conserve and protect the collection from environmental damage 	<ul style="list-style-type: none"> Build sector sustainability 	<ul style="list-style-type: none"> A community engaged in local arts and culture Broome's unique culture and stories are shared and treasured Broome is a destination for arts and culture 		✓			
3.2 Provide promotion of the activities and successes of the arts and culture sector through the Shire's social media and website	<ul style="list-style-type: none"> Increase community awareness of the local arts and culture prestige and offer Engage a broad audience with opportunities to experience local arts and culture Develop an ongoing partnership between the Shire and local arts and culture organisations 	<ul style="list-style-type: none"> Strengthen collaboration and advocacy Celebrate cultural diversity 	<ul style="list-style-type: none"> A connected arts and culture sector Innovative arts and culture are a valued export A community engaged with local arts and culture Broome is a destination for arts and culture 	<ul style="list-style-type: none"> Arts and culture organisations within the shire of Broome 	✓	✓	✓	

Action	Strategic Intent	Secondary Priority Areas	Outcomes	Potential Partnerships	0-2	3-4	4-5+	External funding required
3.3 Fund locally-produced arts and culture events through the Shire's Community Development Fund (CDF) and investigate the introduction of an arts and culture projects stream to the CDF	<ul style="list-style-type: none"> Assess arts and culture events with Strategy-aligned criteria Create an arts and culture category of the Shire funding programs and allocate funding fairly across categories Support local arts and culture organisations to achieve Strategy-aligned outcomes 	<ul style="list-style-type: none"> Strengthen collaboration and advocacy Celebrate cultural diversity 	<ul style="list-style-type: none"> A community engaged in local arts and culture A welcoming place to live, work and play Broome is a destination for arts and culture 	<ul style="list-style-type: none"> Local arts and culture organisations 	✓	✓	✓	
3.4 Provide and Advocate for more opportunities for under-18's musicians to perform	<ul style="list-style-type: none"> Platform local emerging musicians at existing and new Shire events Provide paid, age-appropriate opportunities for youth arts development 	<ul style="list-style-type: none"> Build sector sustainability 	<ul style="list-style-type: none"> A safe and inclusive community A welcoming place to live, work and play A thriving and resilient creative economy A community engaged in local arts and culture 	<ul style="list-style-type: none"> Broome Senior High School Youth Advisory Council St Mary's College 	✓	✓	✓	

New Actions

Action	Strategic Intent	Secondary Priority Areas	Outcomes	Potential Partnerships	0-2	3-4	4-5+	External funding required
3.5 Provide ongoing public access to the Shire's Acquisitive Art Collection through the Shire's facilities and Provide investigation of visual art exhibition space capacity in public spaces including the Library and Visitor Centre and Civic Centre' and bold Provide	<ul style="list-style-type: none"> Maximise community and tourism benefit of existing Shire asset and continuing acquisitions Provide opportunity for residents and visitors to connect with Broome's unique culture and stories Provide ongoing benefit to local artists represented in the collection 	<ul style="list-style-type: none"> Build sector sustainability Celebrate cultural diversity 	<ul style="list-style-type: none"> Broome is a destination for arts and culture A community engaged in local arts and culture Broome's unique culture and stories are shared and treasured A welcoming place to live, work and play 	<ul style="list-style-type: none"> Broome Civic Centre Broome Library Local businesses Broome Visitor's Centre 		✓		
3.6 Advocate for the Regional Arts WA Hub Coordinator to facilitate access to local arts and culture contacts through an online directory or similar	<ul style="list-style-type: none"> Provide easy point of connection between community, visitors and sector Promote the diversity and scope of the shire's arts and cultural offering 	<ul style="list-style-type: none"> Build sector sustainability 	<ul style="list-style-type: none"> A welcoming place to live, work and play A safe and inclusive community A community engaged in local arts and culture 	<ul style="list-style-type: none"> Regional Arts WA Broome Visitor's Centre 	✓			
3.7 Partner with Regional Arts Hub Coordinator to provide an online network hub for Broome artists and organisations	<ul style="list-style-type: none"> Enable peer-learning and network development Improve access to capacity-building and networking and promote commissioning opportunities and funding sources Increase State Government investment in local arts and culture sector' 	<ul style="list-style-type: none"> Build sector sustainability 	<ul style="list-style-type: none"> A thriving and resilient creative economy A connected arts and culture sector 	<ul style="list-style-type: none"> Regional Arts WA 		✓		

Action	Strategic Intent	Secondary Priority Areas	Outcomes	Potential Partnerships	0-2	3-4	4-5+	External funding required
3.8 Advocate for the Regional Arts Hub Coordinator to provide targeted fundraising information to remote communities and to actively encourage partnerships between communities to improve access to funding	<ul style="list-style-type: none"> Ensure that remote artists and arts workers have equal access to funding opportunities Support remote arts workers to develop fundraising skills Increase state government investment in remote artists 	<ul style="list-style-type: none"> Build sector sustainability 	<ul style="list-style-type: none"> A thriving and resilient creative economy Broome's unique culture and stories are shared and treasured 	<ul style="list-style-type: none"> Regional Arts WA 	✓	✓	✓	
3.9 Facilitate the development of a social media series celebrating Broome's history and significant sites	<ul style="list-style-type: none"> Increase community knowledge and appreciation of the shire's history Explore and promote the shire's unique stories Drive an increase in tourism and cultural tourism expenditure 	<ul style="list-style-type: none"> Strengthen collaboration and advocacy Celebrate cultural diversity 	<ul style="list-style-type: none"> Broome's unique culture and stories are shared and treasured A community engaged in local arts and culture 	<ul style="list-style-type: none"> Broome Historical Society Broome Visitor's Centre Australia's North West Nyamba Buru Yawuru 	✓			
3.10 Facilitate ongoing promotion of the local arts and culture offering at the Visitor's Centre	<ul style="list-style-type: none"> Create opportunities for visitors to connect with local arts and culture Create opportunities for local artists and organisations to generate income 	<ul style="list-style-type: none"> Build sector sustainability 	<ul style="list-style-type: none"> Broome is a destination for arts and culture A thriving and resilient creative economy A welcoming place to live, work and play A community engaged in local arts and culture Broome's unique culture and stories are shared and treasured Innovative arts and culture are a valued export 	<ul style="list-style-type: none"> Broome Visitor's Centre Local arts and culture organisations 	✓	✓	✓	

Action	Strategic Intent	Secondary Priority Areas	Outcomes	Potential Partnerships	0-2	3-4	4-5+	External funding required
3.11 Advocate for improved access to musical instruments for children and young people in the shire	<ul style="list-style-type: none"> • Increase sector accessibility in a demonstrated area of community interest • Provide an ongoing opportunity for diversionary activities • Support local music organisations to develop and platform local musicians 	<ul style="list-style-type: none"> • Strengthen collaboration and advocacy • Build sector sustainability • Develop creative spaces 	<ul style="list-style-type: none"> • A safe and inclusive community • A connected arts and culture sector • A thriving and resilient creative economy • Broome's unique culture and stories are shared and treasured 	<ul style="list-style-type: none"> • Regional Arts WA 			✓	
3.12 Partner with nationally-renowned arts and culture organisations and producers to make Broome the celebrated location of show premieres, exhibitions and book launches	<ul style="list-style-type: none"> • Maximise local community benefit of Broome being home to renowned arts and culture organisations • Retain significant arts and culture organisations in the shire • Attract visitors to Broome 	<ul style="list-style-type: none"> • Strengthen collaboration and advocacy • Build sector sustainability • Celebrate cultural diversity 	<ul style="list-style-type: none"> • A thriving and resilient creative economy • Broome is a destination for arts and culture • Innovative arts and culture are a valued export • A community engaged in local arts and culture • A welcoming place to live, work and play 	<ul style="list-style-type: none"> • Marrugeku • Magabala Books • YUCK Circus • Goolarri Media Enterprises • Theatre Kimberley 		✓	✓	
3.13 Partner with arts organisations providing youth programs to seek funding for subsidised program participants and Advocate for the introduction of a KidSport-like program for arts activities	<ul style="list-style-type: none"> • Increase youth accessibility to established, successful arts programs • Provide long-term, meaningful diversionary and development activities for young people 	<ul style="list-style-type: none"> • Increase engagement and accessibility 	<ul style="list-style-type: none"> • A safe and inclusive community • A community engaged in local arts and culture 	<ul style="list-style-type: none"> • Theatre Kimberley • Department of Local Government, Sport and Cultural Industries 		✓	✓	✓

Action	Strategic Intent	Secondary Priority Areas	Outcomes	Potential Partnerships	0-2	3-4	4-5+	External funding required
3.14 Facilitate ongoing partnerships between schools and arts and heritage organisations to improve cultural and creative education	<ul style="list-style-type: none"> • Increase youth knowledge and appreciation of the shire's history in a creative, engaging way • Explore and promote the shire's unique stories • Foster ongoing relationships between schools and heritage organisations • Develop creative career pathways 	<ul style="list-style-type: none"> • Increase engagement and accessibility • Build sector sustainability • Celebrate cultural diversity 	<ul style="list-style-type: none"> • Broome's unique culture and stories are shared and treasured • A community engaged in local arts and culture 	<ul style="list-style-type: none"> • Broome Senior High School • St Mary's College • Arts, Culture and Heritage Reference Group • Department of Education and Alternative Learning Environments • Goolarri Media Enterprises • Broome Historical Society 	✓	✓	✓	✓
3.15 Facilitate ongoing partnerships between high schools and arts organisations to allow external use of school arts spaces, local artist school workshops, and a program of arts career talks for students	<ul style="list-style-type: none"> • Facilitate youth understanding of arts and culture sector careers as a viable option • Demonstrate a range of sector career paths and roles • Create ongoing partnerships between local schools and sector organisations • Facilitate solutions to arts infrastructure needs 	<ul style="list-style-type: none"> • Strengthen collaboration and advocacy • Increase engagement and accessibility • Build sector sustainability • Develop creative spaces 	<ul style="list-style-type: none"> • A connected arts and culture sector • A safe and inclusive community • A community engaged in local arts and culture • A thriving and resilient creative economy 	<ul style="list-style-type: none"> • Broome Senior High School • St Mary's College • Local arts and culture organisations 	✓	✓	✓	

Action	Strategic Intent	Secondary Priority Areas	Outcomes	Potential Partnerships	0-2	3-4	4-5+	External funding required
3.16 Facilitate connections between visiting artists/artworkers and local schools to value-add artist visits and engage students with the arts and culture sector	<ul style="list-style-type: none"> Create value-add opportunities for the local sector and young people Facilitate youth understanding of arts and culture sector careers as a viable option 	<ul style="list-style-type: none"> Increase engagement and accessibility Build sector sustainability 	<ul style="list-style-type: none"> A safe and inclusive community A thriving and resilient creative economy A welcoming place to live, work and play 	<ul style="list-style-type: none"> Broome Senior High School St Mary's College Broome Primary School Broome North Primary School 		✓	✓	
3.17 Provide arts school holiday workshops for teenagers, partnering with local arts organisations and artists to deliver a variety of workshops	<ul style="list-style-type: none"> Increase sector accessibility for local young people Provide opportunities for diversionary activities during key time periods Connect young people with local arts organisations, creating opportunities for further engagement and participation 	<ul style="list-style-type: none"> Increase engagement and accessibility 	<ul style="list-style-type: none"> A safe and inclusive community A welcoming place to live, work and play A connected arts sector A community engaged in local arts and culture 	<ul style="list-style-type: none"> Local arts and culture organisations 	✓	✓	✓	
3.18 Provide access to creative resources and arts activities within the Broome Library	<ul style="list-style-type: none"> Provide a key access point into arts and culture for the broad local community Engage existing library user with arts and culture Utilise an existing Shire asset to achieve Strategy goals 	<ul style="list-style-type: none"> Increase engagement and accessibility 	<ul style="list-style-type: none"> A safe and inclusive community A welcoming place to live, work and play A community engaged in local arts and culture 	<ul style="list-style-type: none"> Broome Library 	✓	✓	✓	

Priority: Build sector sustainability

What:

Resilient, supported artists and arts and cultural organisations are recognised as vital to the sustainability and vibrance of the shire's sector. A priority focus on developing and exploring creative ways to build financial sustainability and support the sector through capacity-building and career development is required to meet this goal. This priority area includes:

- Supporting activities which contribute to the ongoing financial health and stability of artists and arts and cultural organisations
- Exploring creative and alternative sources of arts and cultural income, including through private sector government funding and earned revenue
- Building and supporting the sustainability of staff and volunteer resources
- Advocating for and developing the connections between tourism and the local sector
- Increasing the visibility and viability of arts and cultural careers
- Creating and supporting arts and cultural career pathways and development

Why:

- To contribute towards income generation for artists and arts and culture organisations
- To develop longstanding connections between the arts and culture and private sector contributing toward sustainability
- To create a local arts and culture sector of supported organisations, staff and volunteers
- To increase and maintain the health and wellbeing of arts and culture sector workers and reduce burn-out
- To increase and support the longevity of arts and cultural organisations, programs and events
- To increase the amount of sustainable arts and cultural careers in the shire
- To make the shire a place where artists and artworkers can live a full career of growth and development
- To diversify income sources and improve the sustainability and resilience of the sector

Action Plan: Build sector sustainability

Continuing Actions

The following are Actions already being completed by the Shire, and will continue as part of the implementation.

Action	Strategic Intent	Secondary Priority Areas	Outcomes	Potential Partnerships	0-2	3-4	4-5+	External funding required
4.1 Fund an acquisitional art prize as part of Shinju Matsuri	<ul style="list-style-type: none"> Continue a longstanding contribution toward the local visual arts sector Continue to build a locally-relevant Shire Acquisitive Art Collection Provide an opportunity for income generation and promotion for local artists 	<ul style="list-style-type: none"> Increase engagement and accessibility 	<ul style="list-style-type: none"> A thriving and resilient creative economy A welcoming place to live, work and play A community engaged in local arts and culture Broome is a destination for arts and culture Innovative arts and culture are a valued export 	<ul style="list-style-type: none"> Shinju Matsuri 	✓	✓	✓	
4.2 Advocate for the Department of Local Government, Sport and Cultural Industries to provide a dedicated staff position for Kimberley arts and culture	<ul style="list-style-type: none"> Increase the staff resourcing of the arts and culture sector in the region Strengthen an avenue for State Government support and funding for arts and culture in the region 	<ul style="list-style-type: none"> Increase engagement and accessibility 	<ul style="list-style-type: none"> Broome is a destination for arts and culture A welcoming place to live, work and play A community engaged in local arts and culture 	<ul style="list-style-type: none"> Kimberley Development Commission Regional Arts WA 	✓			

New Actions

Action	Strategic Intent	Secondary Priority Areas	Outcomes	Potential Partnerships	0-2	3-4	4-5+	External funding required
4.3 Provide a 50% discount on indoor Shire venues and facilities, and ticketed events at Shire reserves, and Provide a 100% discount for non-ticketed, not-for-profit arts and cultural activity held on Shire outdoor reserves	<ul style="list-style-type: none"> • Increase economic viability of arts and cultural events • Foster partnerships between the Shire and sector organisations • Improve access to activities that align with the Arts and Culture Strategy 	<ul style="list-style-type: none"> • Strengthen collaboration and advocacy • Increase engagement and accessibility 	<ul style="list-style-type: none"> • A welcoming place to live, work and play • A safe and inclusive community • A community engaged in local arts and culture 	<ul style="list-style-type: none"> • Arts and culture organisations within the shire of Broome • Broome Recreation and Aquatic Centre, Broome Library, Broome Civic Centre 	✓	✓	✓	
4.4 Provide an updated programming strategy for the Broome Civic Centre	<ul style="list-style-type: none"> • Review programming strategy to allow greater opportunity to present locally-relevant content • Create further opportunities for local audiences to experience local arts and culture • Create opportunities for the Broome Civic Centre to contribute to and align with the Strategy priorities 	<ul style="list-style-type: none"> • Strengthen collaboration and advocacy • Increase engagement and accessibility • Develop creative spaces 	<ul style="list-style-type: none"> • A community engaged in local arts and culture • A safe and inclusive community • Broome is a destination for arts and culture 	<ul style="list-style-type: none"> • Broome Civic Centre • Local arts and culture organisations 	✓			
4.5 Facilitate ongoing partnerships and connections between tourism operators/bodies, including cruise ship operators, in the Kimberley and local arts organisations and artists through targeted introductions and networking events	<ul style="list-style-type: none"> • Create long-term, mutually beneficial partnerships providing tourism operators with unique arts and cultural offerings, and an ongoing source of income for local artists • Establish a precedent for cruise ship interaction with local arts and culture at outset 	<ul style="list-style-type: none"> • Strengthen collaboration and advocacy • Celebrate cultural diversity 	<ul style="list-style-type: none"> • Broome is a destination for arts and culture • A thriving and resilient creative economy • Broome's unique culture and stories are shared and treasured 	<ul style="list-style-type: none"> • Cruise Broome • Private sector tourism companies • Broome Chamber of Commerce • Australia's North West • Tourism WA • Broome Historical Society 	✓	✓	✓	

Action	Strategic Intent	Secondary Priority Areas	Outcomes	Potential Partnerships	0-2	3-4	4-5+	External funding required
4.6 Provide professional development opportunities for local artists alongside Shire public art commission opportunities	<ul style="list-style-type: none"> • Increase capacity of local artists to apply for and deliver public artworks • Commission public artworks made by local artists and which are deeply connected to place and community • Deliver skills development that contributes to artist income generation and sustainability 	<ul style="list-style-type: none"> • Increase engagement and accessibility 	<ul style="list-style-type: none"> • A thriving and resilient creative economy • A community engaged in local arts and culture • Broome's unique culture and stories are shared and treasured • Innovative arts and culture are a valued export 	<ul style="list-style-type: none"> • State Government • Regional Arts WA • Kimberley Arts Network 		✓	✓	✓
4.7 Facilitate film production in the shire by becoming a Screenwest Film Friendly WA shire	<ul style="list-style-type: none"> • Attract film productions to the shire for economic, promotional and local sector benefits • Develop an ongoing relationship with Screenwest • Attract further external film production to the shire, bringing economic and tourism benefits 	<ul style="list-style-type: none"> • Develop creative spaces • Increase engagement and accessibility 	<ul style="list-style-type: none"> • Broome is a destination for arts and culture • A welcoming place to live, work and play • A thriving and resilient creative economy • A safe and inclusive community • Innovative arts and culture are a valued export 	<ul style="list-style-type: none"> • Screenwest • Goolarri Media Enterprises • Nyamba Buru Yawuru • Kimberley Development Commission 		✓		
4.8 Provide filming locations of movies and TV shows at Broome Visitor's Centre	<ul style="list-style-type: none"> • Facilitate ongoing legacy of popular movies and TV shows filmed in the shire, to generate tourism 	<ul style="list-style-type: none"> • Build sector sustainability 	<ul style="list-style-type: none"> • Broome is a destination for arts and culture • A welcoming place to live, work and play • Innovative arts and culture are a valued export 	<ul style="list-style-type: none"> • Broome Visitor's Centre • Screenwest • Broome Historical Society 		✓		

Action	Strategic Intent	Secondary Priority Areas	Outcomes	Potential Partnerships	0-2	3-4	4-5+	External funding required
4.9 Provide an investigation into the feasibility and potential models and processes for a Shire Arts Funding Program	<ul style="list-style-type: none"> Create the potential for a viable long-term funding program that would significantly impact sector sustainability Review current Shire arts and cultural investment to align with Strategy 	<ul style="list-style-type: none"> Strengthen collaboration and advocacy 	<ul style="list-style-type: none"> A thriving creative economy A connected arts and culture sector A welcoming place to live, work and play Broome's unique culture and stories are shared and treasured Broome is a destination for arts and culture 	<ul style="list-style-type: none"> Regional Arts WA Relevant WA LGAs 		✓		
4.10 Advocate for the Regional Arts Hub Coordinator to partner with local arts organisations to deliver an annual Arts Showcase	<ul style="list-style-type: none"> Create a relied-upon opportunity for private sector engagement of local artists and arts organisations Provide an easy solution for tourism operators seeking entertainment options that supports the local sector Provide a platform for local arts and culture for sustainable economic benefit Showcase is scalable over years 	<ul style="list-style-type: none"> Strengthen collaboration and advocacy 	<ul style="list-style-type: none"> Broome is a destination for arts and culture A thriving and resilient creative economy A welcoming place to live, work and play Broome's unique culture and stories are shared and treasured Innovative arts and culture are a valued export 	<ul style="list-style-type: none"> Broome Chamber of Commerce Local businesses Tourism operators Local arts and culture organisations Regional Arts WA 			✓	✓

Action	Strategic Intent	Secondary Priority Areas	Outcomes	Potential Partnerships	0-2	3-4	4-5+	External funding required
4.11 Advocate for and seek major tourism private sector funding for Broome arts organisations	<ul style="list-style-type: none"> Investigate a potential source of external investment to address arts organisational funding needs Utilise sector economic measurement data to build a case for tourism sector investment in local arts and culture 	<ul style="list-style-type: none"> Strengthen collaboration and advocacy 	<ul style="list-style-type: none"> A thriving and resilient creative economy Broome is a destination for arts and culture Broome's unique culture and stories are shared and treasured Innovative arts and culture are a valued export 	<ul style="list-style-type: none"> Broome Chamber of Commerce Australia's North West 		✓	✓	
4.12 Partner with arts organisations from WA and interstate to provide local arts organisations with access to programs for technical and production skills development, and actively seek funding for its delivery	<ul style="list-style-type: none"> Create opportunities for technical and production career pathways within the shire Up-skill local community members to fill a skills gap in the arts and culture sector 	<ul style="list-style-type: none"> Increase engagement and accessibility Strengthen collaboration and advocacy Build sector sustainability 	<ul style="list-style-type: none"> A thriving and resilient creative economy A welcoming place to live, work and play A safe and inclusive community A community engaged in local arts and culture Innovative arts and culture are a valued export 	<ul style="list-style-type: none"> Goolarri Media Enterprises Theatre Kimberley Performing arts companies from Perth and interstate 		✓	✓	✓
4.13 Provide investigation into introducing bookable access to shared Shire-owned resources such as elevated work platform	<ul style="list-style-type: none"> Provide a budget efficiency for artists and arts and culture organisations Increase viability of arts and culture events Increase accessibility to arts and culture opportunities 	<ul style="list-style-type: none"> Strengthen collaboration and advocacy Increase engagement and accessibility 	<ul style="list-style-type: none"> A connected arts and culture sector A thriving and resilient creative economy 	<ul style="list-style-type: none"> Local arts and culture activities Broome Recreation and Aquatic Centre 	✓			

Action	Strategic Intent	Secondary Priority Areas	Outcomes	Potential Partnerships	0-2	3-4	4-5+	External funding required
4.14 Provide an investigation into models for increased capacity in local arts officer resources, either through an increase to the Regional Arts Hub Coordinator program or by seeking funding for increased Shire arts officer resources	<ul style="list-style-type: none"> Review internal resourcing required to implement the Arts and Culture Strategy Identify opportunities for other Shire staff roles to assist with implementing relevant actions 	<ul style="list-style-type: none"> Strengthen collaboration and advocacy 	<ul style="list-style-type: none"> A connected arts and culture sector A welcoming place to live, work and play A community engaged in local arts and culture 				✓	✓
4.15 Partner with funding bodies and industry experts to deliver an arts business professional development program for artists and artworkers including those within remote communities	<ul style="list-style-type: none"> Build the capacity of remote community artists and art centres to generate income and build entrepreneurship and business skills Create opportunities for visitors to connect with remote community stories, culture and artwork Build artist career sustainability by supporting the development of fundraising and revenue-generation skills 	<ul style="list-style-type: none"> Increase engagement and accessibility Develop creative spaces 	<ul style="list-style-type: none"> A thriving and resilient creative economy Broome's unique culture and stories are shared and treasured Broome is a destination for arts and culture Innovative arts and culture are a valued export 	<ul style="list-style-type: none"> AACHWA Regional Arts WA Kimberley Arts Network 		✓	✓	



Stories of Strength, Chinatown Discovery Festival 2021, photo by Abby Murray.

Priority: Develop creative spaces

What:

The presentation of locally-created, nationally and internationally renowned performances in Broome can be supported to reach its full potential through a strategic focus on creative spaces. The Shire recognises that a staged approach to long-term solutions is required. This priority area includes:

- Developing a pathway toward fit-for-purpose performance spaces with specifications for theatre, dance and circus
- Advocating for external investment in arts and culture infrastructure
- Identifying and researching the arts and culture infrastructure needs of the community
- Developing opportunities for visual arts exhibition space, multi-artform rehearsal spaces, and arts workshops spaces
- Developing a pathway for a permanent visual arts exhibition space
- Improving current arts infrastructure to meet the needs of the local arts and culture sector
- Identifying opportunities for space-sharing and use of existing infrastructure assets within the shire
- Developing opportunities for spaces to facilitate artist exchange and residencies

Why:

- To create significant benefit to the community through access to high-quality arts and cultural experiences
- To enable the local community to experience the full benefits of their home-grown artists
- To contribute toward the shire's growing tourism industry by broadening the scope of arts performances staged in the shire
- To grow Broome as a recognised destination for arts and culture, increasing tourism and income for local artists and organisations
- To increase and protect the physical and mental safety of local artists
- To contribute towards arts and culture sector sustainability through allowing space for growth and greater income generation
- To provide pathways for young people to explore all possible arts and culture careers

Photo provided by Gwen Knox.

Action Plan: Develop creative spaces

Continuing Actions

The following are Actions already being completed by the Shire, and will continue as part of the implementation.

Action	Strategic Intent	Secondary Priority Areas	Outcomes	Potential Partnerships	0-2	3-4	4-5+	External funding required
5.1 Provide in-kind hire of rehearsal and activity space at Broome Recreation and Aquatic Centre to arts and cultural activities servicing 'juniors' and investigate the extension of this provision to not-for-profit arts activities for young people at the Broome Civic Centre	<ul style="list-style-type: none"> Contribute toward the ongoing financial feasibility of arts and cultural activity in the shire Utilise a Shire-owned asset to provide space for diversionary youth arts activity 	<ul style="list-style-type: none"> Increase engagement and accessibility Build sector sustainability 	<ul style="list-style-type: none"> A safe and inclusive community A thriving and resilient creative economy A welcoming place to live, work and play 	<ul style="list-style-type: none"> Theatre Kimberley Broome Recreation and Aquatic Centre Broome Civic Centre 	✓	✓	✓	
5.2 Provide arts and culture organisations with equitable access to opportunities to apply for available peppercorn/subsidised rent opportunities within Shire buildings	<ul style="list-style-type: none"> Investigate Shire-led solutions to a key arts infrastructure need Create ongoing partnerships with arts and culture organisations for mutual benefits Support the sustainability of key organisations for long-term community impacts Ensure established and equitable process for rental agreements 	<ul style="list-style-type: none"> Strengthen collaboration and advocacy Build sector sustainability 	<ul style="list-style-type: none"> A thriving and resilient creative economy Broome is a destination for arts and culture A community engaged in local arts and culture A safe and inclusive community A welcoming place to live, work and play 	<ul style="list-style-type: none"> Local arts and culture organisations 	✓	✓	✓	

Action	Strategic Intent	Secondary Priority Areas	Outcomes	Potential Partnerships	0-2	3-4	4-5+	External funding required
5.3 Facilitate and promote use of the community storage shed at the Broome Recreation and Aquatic Centre by arts and culture organisations	<ul style="list-style-type: none"> Provide a budget efficiency for the local arts and culture sector Provide a short-term solution to an arts infrastructure need 	<ul style="list-style-type: none"> Strengthen collaboration and advocacy 	<ul style="list-style-type: none"> A connected arts and culture sector A thriving and resilient creative economy 		✓	✓	✓	
5.4 Provide peppercorn rent to Broome Historical Society for the Broome Museum building	<ul style="list-style-type: none"> Contribute toward the ongoing financial feasibility of a key piece of cultural infrastructure and tourist attraction Support a key source of promoting and exploring the region's unique culture and history 	<ul style="list-style-type: none"> Build sector sustainability Strengthen collaboration and advocacy Increase engagement and accessibility 	<ul style="list-style-type: none"> Broome's unique culture and stories are shared and treasured Broome is a destination for arts and culture A thriving and resilient creative economy A community engaged in local arts and culture 	<ul style="list-style-type: none"> Broome Historical Society 	✓			
5.5 Provide peppercorn rent to Kimberley Arts Network for the KAN shed	<ul style="list-style-type: none"> Continue support of a key source of arts workshops accessible to the community Activate an under-used space for community benefit 	<ul style="list-style-type: none"> Build sector sustainability Celebrate cultural diversity Increase engagement and accessibility 	<ul style="list-style-type: none"> Broome's unique culture and stories are shared and treasured Broome is a destination for arts and culture A thriving and resilient creative economy A community engaged in local arts and culture 	<ul style="list-style-type: none"> Kimberley Arts Network 	✓	✓		

Action	Strategic Intent	Secondary Priority Areas	Outcomes	Potential Partnerships	0-2	3-4	4-5+	External funding required
5.6 Provide public artworks in key Shire-led infrastructure projects	<ul style="list-style-type: none"> Utilise the Shire's Provision of Public Art policy to ensure high-quality, locally relevant public artworks are provided with new infrastructure projects Contribute to public amenity, streetscapes and Broome's visual identity Provide opportunities for public art interpretation of the shire's culture, history and stories 	<ul style="list-style-type: none"> Increase engagement and accessibility Develop creative spaces 	<ul style="list-style-type: none"> Broome is a destination for arts and culture A welcoming place to live, work and play Broome's unique culture and stories are shared and treasured A community engaged in local arts and culture 	<ul style="list-style-type: none"> Local visual artists Nyamba Buru Yawuru 	✓	✓	✓	✓
5.7 Fund a feasibility study and Masterplan to upgrade and redevelop the Broome Museum and adjacent lands	<ul style="list-style-type: none"> Develop a long-term strategic approach to development of the Broome Museum area and immediate surrounds Identify opportunities for collaboration, value-adding and tourism development 	<ul style="list-style-type: none"> Increase engagement and accessibility Celebrate cultural diversity Build sector sustainability 	<ul style="list-style-type: none"> A community engaged in local arts and culture Broome is a destination for arts and culture 	<ul style="list-style-type: none"> Broome Historical Society 	✓			

New Actions

Action	Strategic Intent	Secondary Priority Areas	Outcomes	Potential Partnerships	0-2	3-4	4-5+	External funding required
5.8 Partner with Nyamba Buru Yawuru to determine whether the Kimberley Centre for Art, Culture and Story can contribute to the arts infrastructure needs of the wider Broome sector and Facilitate consultation between Nyamba Buru Yawuru and the wider arts and culture sector	<ul style="list-style-type: none"> Determine whether the infrastructure needs identified in the Strategy consultation can be partially met by a current planned infrastructure project Determine whether feasibility and scoping of an additional long-term infrastructure project is required Begin a process of ongoing sector communication throughout a major arts infrastructure project 	<ul style="list-style-type: none"> Strengthen collaboration and advocacy Increase engagement and accessibility 	<ul style="list-style-type: none"> Broome is a destination for arts and culture A community engaged in local arts and culture Broome's unique culture and stories are shared and treasured A connected arts and culture sector 	<ul style="list-style-type: none"> Nyamba Buru Yawuru Arts, Culture and Heritage Reference Group Kimberley Development Commission State Government 	✓	✓		
5.9 Advocate for the provision of new and improved arts workshop and gallery spaces within remote communities and Partner with Nyamba Buru Yawuru to ensure the Kimberley Centre for Art, Culture and Story meets the needs of remote artists and facilitates visitors to connect with remote community art and culture, purchase their artworks and book on-country experiences.	<ul style="list-style-type: none"> Develop opportunities for people living within remote communities to engage with the arts Drive visitors to remote communities to purchase artworks Encourage a 'hub and spoke' model for the Kimberley Centre for Art, Culture and Story which connects the centre to remote community arts centres 	<ul style="list-style-type: none"> Build sector sustainability Increase engagement and accessibility 	<ul style="list-style-type: none"> Broome's unique culture and stories are shared and treasured Broome is a destination for arts and culture 	<ul style="list-style-type: none"> Nyamba Buru Yawuru Department of Communities Local arts and culture organisations 		✓	✓	

Action	Strategic Intent	Secondary Priority Areas	Outcomes	Potential Partnerships	0-2	3-4	4-5+	External funding required
5.10 Partner with Nyamba Buru Yawuru to determine feasibility of artist studios space for remote community creative exchange in the Kimberley Centre for Art, Culture and Story	<ul style="list-style-type: none"> Facilitate the potential for ongoing remote community artist-in-residencies in a planned major infrastructure project Create opportunities for creative connection between Broome townsite and remote communities 	<ul style="list-style-type: none"> Strengthen collaboration and advocacy Increase engagement and accessibility 	<ul style="list-style-type: none"> Broome is a destination for arts and culture A community engaged in local arts and culture Broome's unique culture and stories are shared and treasured A connected arts and culture sector 	<ul style="list-style-type: none"> Nyamba Buru Yawuru Bidyadanga Community Arts Centre Kimberley Arts Network Broome Circle Kimberley Development Commission AACHWA ANKA 	✓	✓		
5.11 Provide investigation into the feasibility of short/medium term infrastructure improvements including raked seating and aerial-compliant rigging points in the Broome Civic Centre and seek funding if viable	<ul style="list-style-type: none"> Provide a partial solution to established arts performance infrastructure needs Enhance audience experience in Broome Civic Centre Increase arts organisation usage of Broome Civic Centre 	<ul style="list-style-type: none"> Increase engagement and accessibility 	<ul style="list-style-type: none"> A community engaged in local arts and culture A safe and inclusive community A thriving and resilient creative economy Broome's unique culture and stories are shared and treasured 		✓			✓

Action	Strategic Intent	Secondary Priority Areas	Outcomes	Potential Partnerships	0-2	3-4	4-5+	External funding required
5.12 Fund a feasibility study for purpose-built cultural infrastructure including performance, exhibition, rehearsal, studio and meeting space	<ul style="list-style-type: none"> Clearly define and determine the shire's arts infrastructure needs and create a business case for the viability of a custom-built arts centre Create a long-term, staged approach to significant new arts infrastructure to ensure required building usage and economic viability Provide scoping for a permanent home for the Shire's Fine Art Collection with public access Create capacity to respond to opportunities for hosting large-scale touring exhibitions and performances, including through the Federal Government's National Collecting Institutions Touring and Outreach Program 	<ul style="list-style-type: none"> Increase engagement and accessibility Build sector sustainability Celebrate cultural diversity 	<ul style="list-style-type: none"> Broome is a destination for arts and culture A thriving and resilient creative economy A safe and inclusive community Broome's unique culture and stories are shared and treasured A community engaged in local arts and culture Innovative arts and culture are a valued export 	<ul style="list-style-type: none"> Local arts and culture organisations State Government 		✓		✓

Action	Strategic Intent	Secondary Priority Areas	Outcomes	Potential Partnerships	0-2	3-4	4-5+	External funding required
5.13 Advocate to private building owners for artists and arts organisations to use empty spaces	<ul style="list-style-type: none"> Provide temporary solutions to arts infrastructure needs Activate underutilised spaces and create vibrancy in key precincts Create opportunities for residents and visitors to connect with local artists and organisations Facilitate mutually beneficial partnerships between building owners and the arts and culture sector 	<ul style="list-style-type: none"> Build sector sustainability 	<ul style="list-style-type: none"> A safe and inclusive community A welcoming place to live, work and play A community engaged in local arts and culture A thriving and resilient creative economy Broome is a destination for arts and culture 	<ul style="list-style-type: none"> Private building owners Local arts and culture organisations 		✓	✓	
5.14 Advocate for public art along the Broome-Cape Leveque Road and Partner with remote Aboriginal communities to seek funding for and deliver locally-made public artworks within communities	<ul style="list-style-type: none"> Identify public art opportunities which align with the vision of the Strategy Create a long-term curatorial vision and plan for future infrastructure projects Identify opportunities for public artworks in the Dampier Peninsula 	<ul style="list-style-type: none"> Strengthen collaboration and advocacy Increase engagement and accessibility Develop creative spaces 	<ul style="list-style-type: none"> A welcoming place to live, work and play A safe and inclusive community Broome is a destination for arts and culture Broome's unique culture and stories are shared and treasured A community engaged in local arts and culture 	<ul style="list-style-type: none"> Department of Communities Main Roads Western Australia 		✓		✓
5.15 Partner with the Chamber of Commerce to deliver the Chinatown Place Management Plan and trial a program with businesses open in the evenings and entertainment by local artists	<ul style="list-style-type: none"> Create an opportunity for local arts and culture to contribute to increased economic activity Engage residents and visitors with locally-produced arts and culture 	<ul style="list-style-type: none"> Strengthen collaboration and advocacy Increase engagement and accessibility Build sector sustainability Celebrate cultural diversity 	<ul style="list-style-type: none"> Broome is a destination for arts and culture A thriving and resilient creative economy A welcoming place to live, work and play A safe and inclusive community A community engaged in local arts and culture 	<ul style="list-style-type: none"> Broome Chamber of Commerce Broome Chinese Community Inc Local arts and culture organisations 	✓			✓

Action	Strategic Intent	Secondary Priority Areas	Outcomes	Potential Partnerships	0-2	3-4	4-5+	External funding required
5.17 Provide a listing of the cultural infrastructure in the shire of Broome with specifications and contact details	<ul style="list-style-type: none"> • Provide community with details of available cultural infrastructure • Increase awareness of available cultural infrastructure and possibilities for use • Identify gaps and opportunities in the shire's cultural infrastructure 	<ul style="list-style-type: none"> • Increase engagement and accessibility 	<ul style="list-style-type: none"> • Broome is a destination for arts and cul-ture • A welcom-ing place to live, work and play • A communi-ty engaged in local arts and culture 	<ul style="list-style-type: none"> • Broome Civic Centre 	✓			
5.18 Provide a review of the Provision of Public Art policy with the intent to improve public art outcomes in the shire	<ul style="list-style-type: none"> • Review impact of the policy and identify opportunities to strengthen outcomes • Align policy with goals of the Arts and Culture Strategy 	<ul style="list-style-type: none"> • Build sector sustainability • Increase engagement and accessibility 	<ul style="list-style-type: none"> • A community engaged in local arts and culture • Broome is a destination for arts and culture • A thriving and resilient creative economy 	<ul style="list-style-type: none"> • Kimberley Arts Network 	✓	✓		
5.19 Provide an investigation into advocating for Broome to become a UNESCO heritage-listed location	<ul style="list-style-type: none"> • Determine pathway for potential major tourism drawcard and profile-raising in Broome • Protect the cultural and physical heritage of the shire • Connect Broome with international partners 	<ul style="list-style-type: none"> • Celebrate cultural diversity 	<ul style="list-style-type: none"> • Broome is a destination for arts and culture • A welcoming place to live, work and place • Broome's unique culture and stories are shared and treasured 	<ul style="list-style-type: none"> • Broome Historical Society 		✓	✓	



Tim Darby Pindan Carving, Chinatown Discovery Festival 2021, photo by Abby Murray.



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