

Clinton Nalder

10 April 2013

**City of Greater Geraldton**

I am pleased to have the opportunity to make this public submission in response to the City of Greater Geraldton's Draft: **Draft Creative Community Plan**.

I have worked within the Creative Industries for over a 20 year period. Having worked on Community Art Projects at all levels of Government. Further more I have been working as a professional artist/ arts worker in New Media at international level, having exhibited in over ten countries and major European Cultural Festivals.

In this submission I have responded to some matters in which I have some expertise and/or interest and highlight areas of ambition covered by this draft which could be expanded with modest investment of funds.

I would like to commend the City of Greater Geraldton for taking this initiative.

Overall the document covers very important ground and its Themes and Initiatives should be applauded, however I see no reference to any of the Goals from the Australian Governments: Creative Australia, National Cultural Policy, especially in regards to Regional Development, community-based arts and cultural programs.

**Theme 1 Welcome:**

I endorses all the recommended initiatives.

**Additional Initiatives:**

- Implementation of Evaluation guidelines to most community events similar to: **Evaluating Community Arts and Community Well Being** prepared by Arts Victoria, Darebin City Council, City of Whittlesea and VicHealth. This will ensure resources are directed and applied in the most effected way for the community.

**Theme 2 City of Art:**

I endorses most of the recommended initiatives.

**Ref: Initiatives 2.4**

Increase percentage of Art to 1% inline with other Australian Local Governments.

**Additional Initiatives:**

- Provide support for the professional development of individual cultural workers through seminars, workshops, conferences and exchanges. (high)
- Introduce an annual Creative Fellowship recognising leading emerging artists. (med)
- City to adopt guidelines from NAVA(National Association for the Visual Arts)and Arts Law Centre of Australia. In relation to Copyright and Moral Rights when dealing with artists and content providers. (high)

**Theme 3 Place and Identity:**

I endorses all the recommended initiatives.

**Additional Initiative:**

- Provide additional access to City of Greater Geraldton Art Collection by digitising the collection.

**Theme 4 Cultural Tourism:**

I endorses all the recommended initiatives.

**Theme 5 Youth:**

Theme to be expanded to: **Children and Youth**

**Additional Initiative:**

- To establish a Children's Art Centre to present exhibitions and interactive projects designed for children. (med)
- Support a Children's Film Festival (such as Little Big Shorts.) (high)
- Develop community pathways that will provide children and young people to plan, manage and deliver their own cultural activities and events. (med)

**Theme 6 Yamaji Culture:**

Expand to include all Aboriginal and Torres Strait Islanders.

**Theme 7 Rural Communities:**

I endorse all the recommended initiatives.

**Theme 8 Digital Connection:**

I endorse most the recommended initiatives.

**Additional Initiative:**

- City to implement an E-waste recycling program. E-waste is a growing global problem and highly toxic to the environment. (high)
- Keeping pace with creative technologies is expensive and time consuming for low income artists. City to provide a cutting edge digital hub for digital content makers, film makers, artists. (high)

I would be keen to discuss further any of my recommendations towards the Draft Creative Community Plan.

Regards,

Clinton Nalder.





City of  
Greater Geraldton  
a vibrant future



Our Ref: D-13-29450  
Your Ref: Chris Budhan  
File Ref:  
Enquiries: 9965 6665

24 April 2013

Clinton Nadler

Dear Mr Nadler

#### **SUBMISSION ON THE CREATIVE COMMUNITY PLAN**

Thank you for your submission on the Creative Community Plan. We are grateful to you for taking the time to thoroughly review the Plan and provide valuable commentary. Your submission, along with this response, will be considered by Council at the Ordinary Meeting of Council on 28 May 2013.

Following are our statements addressing the points raised in your submission.

***Statement: I see no reference to any of the Goals from the Australian Governments: Creative Australia, National Cultural Policy, especially in regards to Regional Development, community-based arts and cultural programs.***

Response: Unfortunately, the Creative Community Plan was developed prior to the launch of the National Cultural Policy (13 March 2013). However, there do not appear to be any significant discrepancies between the Creative Community Plan and National Cultural Policy. During the Plan's next review, we will consider its alignment with the Policy and add references accordingly.

***Statement: Implementation of Evaluation guidelines to most community events similar to: Evaluating Community Arts and Community Well Being prepared by Arts Victoria, Darebin City Council, City of Whittlesea and VicHealth.***

Response: Agreed. We will add an initiative pertaining to the development of an evaluation framework.

***Statement: Increase percentage of Art to 1% inline with other Australian Local Governments.***

Response: The City's former Public Art Policy allocated an amount equivalent to 1% of major capital works projects to public art. However, as this amount varied significant from year to year, it was determined that allocating an amount equivalent to 0.5% of major capital works projects plus 0.5% of rate revenue would allow for greater



PO Box 101 Geraldton WA 6531  
Geraldton Civic Centre T 08 9956 6600 F 08 9956 6674  
Mullewa Office T 08 9961 1007 F 08 9961 1206  
E [council@cgg.wa.gov.au](mailto:council@cgg.wa.gov.au) W [www.cgg.wa.gov.au](http://www.cgg.wa.gov.au)  
ABN 55 907 677 173



consistency of public art funding. This is reflected in the Art Development Fund Policy, which was adopted by Council on 18 December 2012. Please find attached a copy of the Policy and the related minutes for your reference.

***Statement: Provide support for the professional development of individual cultural workers through seminars, workshops, conferences and exchanges. (high)***

Response: While there are several initiatives in the Plan that support professional development, we will update Initiative 2.12 to more closely capture your recommendation.

***Statement: Introduce an annual Creative Fellowship recognising leading emerging artists. (med)***

Response: We will update Initiative 7.7 ("Foster an artist in residence program") to more closely capture your recommendation.

***Statement: City to adopt guidelines from NAVA(National Association for the Visual Arts) and Arts Law Centre of Australia. In relation to Copyright and Moral Rights when dealing with artists and content providers. (high)***

Response: While we value this recommendation, we consider it to be a policy issue rather than strategic planning issue. We will consider it as part of our review of relevant Council and operational policies. It should be noted that elements of those guidelines are covered within specific program guidelines (i.e. for the Central Greenough Artist in Residence Program and Mid West Art Prize).

***Statement: Provide additional access to City of Greater Geraldton Art Collection by digitising the collection.***

Response: We will update Initiative 8.7 ("..more access to arts events via new media") to include arts as well as arts events.

***Statement: To establish a Children's Art Centre to present exhibitions and interactive projects designed for children. (med)***

Response: We believe that this is addressed by Initiative 5.7 ("Develop a youth art studio and exhibition space, and opportunities for youth arts presentation").

***Statement: Support a Children's Film Festival (such as Little Big Shorts.) (high)***

Response: While we value this recommendation, an initiative pertaining to the development of an event would perhaps be too specific for this high-level Plan. It should be noted that this Plan recommends the development of an Events Strategy, which may in turn recommend the development of specific events and festivals. We will consider your recommended Children's Film Festival in the development of Queens Park Theatre's 2013-14 program.

***Statement: Develop community pathways that will provide children and young people to plan, manage and deliver their own cultural activities and events. (med)***



City of  
**Greater Geraldton**  
a vibrant future



Response: We support this recommendation and will add an initiative accordingly.

***Statement: Expand to include all Aboriginal and Torres Strait Islanders.***

Response: The community consultation undertaken for this Plan supports a specific Yamaji focus in local Aboriginal cultural presentation. The Yamaji people are the traditional owners of the Murchison and Gascoyne regions.

***Statement: City to implement an E-waste recycling program. E-waste is a growing global problem and highly toxic to the environment. (high)***

Response: While we value this recommendation, we consider it beyond the scope of this particular Plan. We will refer it to the IT and Waste Management departments for their consideration.

***Statement: Keeping pace with creative technologies is expensive and time consuming for low income artists. City to provide a cutting edge digital hub for digital content makers, film makers, artists. (high)***

Response: We support this recommendation and will add an initiative pertaining to the support of artists in keeping pace with technology.

Please don't hesitate to contact me if you have any further comments or questions on 9965 6665 or [chrisbu@cgg.wa.gov.au](mailto:chrisbu@cgg.wa.gov.au).

Yours sincerely

Dr. Chris Budhan  
MANAGER ARTS, CULTURE & EVENTS

