



Arts and Culture
Strategy
2025 – 2030



City of Kwinana kaditj kalyakool moondang-ak kaaradj
midi boodjar-ak ngala nyininy, yakka wer waabiny,
Nyoongar moort. Ngala kaditj baalap kalyakoortl nidja
boodjar wer kep kaaradjiny, baalap moorditj nidja yaakiny-
ak wer moorditj moort wer kaditj Birdiya wer yeyi.

City of Kwinana acknowledges the traditional custodians
of the land on which we live, work and play, the Nyoongar
people. We recognise their connection to the land and
local waterways, their resilience and commitment to
community and pay our respect to Elders past and
present.

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This document is available in alternative formats upon request.

Welcome

I am pleased to present the Arts and Culture Strategy, developed in partnership with the community.

This Strategy remains faithful to the Kwinana we know and love. It also creates opportunities for our culture to grow and be known for its authenticity and richness.

It describes actions that can be undertaken in the short-term and holds strongly the ideas gathered from the community to build a foundation for future growth and sustainability in Kwinana's arts and culture.

This strategy aims to deliver broad outcomes for the community such as civic pride, social capital, economic impact, pro-social behaviour, tolerance and understanding, community stewardship, communal meaning, social connection, promotion of cultural heritage, and a sense of belonging and wellbeing.

When we invest in the variety of arts and cultural opportunities that exist in Kwinana, we realise these benefits for everyone.

The information gathered throughout the engagement process will be essential as we move forward with the City Centre revitalisation, which will play a pivotal role in enhancing the vibrancy and activation of the area. This revitalisation is key to fostering a thriving arts and culture scene in Kwinana.

Thank you to everyone who shared their input. Your contribution is central to ensuring we meet the needs of our residents, now and into the future, as a creative city.

Peter Feasey
City of Kwinana Mayor





What is art and culture?

Culture is defined in various ways; as shared beliefs, customs, values, behaviours, and artifacts that a group of people use to understand their world and interact with each other; as social norms, practices, symbols, language, and institutions that define a society or community, influencing how individuals relate; or most simply, the way we do stuff around here.

In Kwinana, people say they value diversity, that connection and authenticity is important to them, and that they want to see arts and culture everywhere in their daily lives. Whether gathering informally in well-designed public spaces, walking the Loop Trail, passing a locally created mural, attending a festival, or a community musical at Koorliny Arts Centre. All of these things and many more reflect the community of Kwinana outwardly to others and back to itself – this is Kwinana’s culture.



Kwinana's Culture

The Kwinana community shared valuable insights about cultural identity, challenges, and opportunities for growth. Through a series of workshops and surveys the community said that...

- They value creative places and spaces;
- There is strong support for local creative talent;
- Young people seek more relevant cultural experiences, and places to connect;
- There are opportunities to develop Kwinana's creative infrastructure;
- They would benefit from stronger communication, collaboration and coordination;
- Local pride is deep but is somewhat unrecognised or misunderstood;
- There is cultural strength in Kwinana's public art; and,
- Aboriginal and Torres Strait Islander culture is acknowledged as core to Kwinana's identity.

Individual experiences of art and culture vary. The impact of arts and culture grows as more people participate and as it is experienced over time – indeed it is the cumulative and collective effect of many individual moments with many people, that will develop, strengthen and demonstrate the fullness of Kwinana's culture.

This Strategy aims to keep in balance the community's needs, the City's strategic objectives, and financial considerations, alongside the development of the City's arts and cultural ambitions. It acknowledges the bedrock of culture established on this country by Aboriginal and Torres Strait Islander people, who have been the proud guardians of this land for thousands of years and continue to enrich its cultural landscape today.

In 2024

12,580
attendances

to Library programs and activities



90%
of survey respondents
strongly
agreed
that arts, culture, and
heritage are important
to community life.



16,000
attendees
to the OMG Festival



7,000
attendees
over two Summer Sounds
events



Successful in
\$200,000+
in funding and sponsorship to support arts and
culture activities and programs for 2024/2025



60
in person
consultation
sessions



20,000
ATTENDEES
to Alcoa Children's Festival in 2025

Kwinana is driven by an active community

Creating the City's inaugural Arts and Culture Strategy began with connecting directly to the community at its heart. This required...

- Face to face workshops with:
 - Youth Advisory Council;
 - Perth-based artists and subsidised arts organisation;
 - Representatives of the Kwinana creative community;
 - Community interest groups and representatives; and,
 - Elected Members and City Executives.
- A community survey promoted through the City's online engagement platform, Love My Kwinana.
 - An arts-industry online survey.
 - One-on-one meetings.
 - A creative engagement activity at Alcoa Children's Festival.

We considered this information together with City Plans and Policies and an investigation of other relevant documents and information.

Q&A

We asked people...

What do you want your friends to be able to see and do in Kwinana?

What do you want the arts to do for young people in Kwinana?

What is one thing that would indicate success from the Arts and Culture Strategy.

What kind of activities do you think you could lead or collaborate on?

What works well or is good about arts and culture in Kwinana?

What's not working well about arts and culture in Kwinana?

What could be done to improve things in the arts and culture space?

What outcomes do you want the Arts and Culture Strategy to deliver?

What we heard...

Creative Places and Spaces are Valued

The community consistently identified the value of, and need for public areas and private/commercial spaces, as contributors to cultural life in Kwinana, noting the desire for a 'cultural presence' in the redevelopment of the City spaces. Frequent mention was also made of the need for more accessible and fit-for-purpose venues (a bar with good music, an urban landscape that invites casual meeting spaces, a gallery, a welcoming theatre foyer etc).

Creative Infrastructure is Seen as Wanting

Participants reported a shortage of affordable and appropriate creative spaces, from studios and rehearsal areas to flexible venues for both formal and informal cultural activity. The need for an appropriate gallery space was consistently identified.

Aboriginal and Torres Strait Islander Culture is Acknowledged as Core to Identity

There was widespread recognition of the foundational role Aboriginal and Torres Strait Islander culture plays in Kwinana, with support for greater visibility through programs, naming, and cultural leadership.

Support for Local Creative Talent

Kwinana has a strong creative community with interest in collaboration and local presentation, though many artists reported limited access to resources, visibility, and sustained opportunities. Supporting local creatives and fostering collaborations was considered key to sustainability, cultural growth, new audiences and vibrancy in the City.

Communication, Collaboration and Coordination are Limited

Many participants said they were unaware of what's available culturally in Kwinana, and described a disconnect between creatives, organisations, and Council that limits collaboration, awareness, and participation. This was reportedly an issue for local artists and consumers, as well as visiting artists and consumers. Respondents noted the need for connected resources that are complementary, can create efficiency, and provide mutually beneficial outcomes.

Young People Seek More Relevant Cultural Experiences

Young respondents highlighted a lack of spaces and events that reflect their interests—naming music, festivals, contemporary arts, and informal gathering places as priorities.

Local Pride is Deep but is Somewhat Unrecognised

Residents frequently expressed strong pride in Kwinana's character and community, alongside a shared sense that this identity is not widely understood or celebrated beyond the area. They also noted their desire to see it developed, valued, and recognised as such within and beyond the local community. Kwinana's history, heritage, and multicultural stories were noted as shaping the City's distinct cultural identity – these were considered elements to be authentically embraced.

Public Art is a Cultural Strength

The City's murals and visual artworks were regularly mentioned as valued markers of local identity, enhancing both physical spaces and community connection.

There is much that is working well in the arts and cultural space in the City of Kwinana, which also boasts valuable cultural assets.

In response to what we heard, this strategy will ensure the arts and cultural activity is more embedded in the community, more visible, better communicated, and developed in a way to return even greater benefit to the community.

In simple terms we will:

- Do more of what we currently do;
- Expand the arts and culture offer and reach to a broader community;
- Connect arts and culture activities and resources in ways that provide more than the sum of their parts; and,
- Proactively promote Kwinana's arts and culture so more people know about it, take part, and feel connected.

By doing this, the City can confidently claim its place as a progressive, liveable City — celebrated for its diverse community, natural beauty, economic opportunity and cultural richness. This Strategy aligns with the **Strategic Community Plan**, reflecting the community's call for greater vibrancy, inclusion and local pride. It also supports the **Corporate Business Plan** and **Social Strategy** by enhancing wellbeing, access and connection through cultural participation. In doing so, arts and culture are embedded across Council priorities — strengthening community, boosting resilience and shaping a thriving future for Kwinana.



I want the arts to unlock creativity in young people and allow them self-expression and community...the arts is a way to find *belonging.*

[Community member]





Vision

The Vision is designed to indicate that the **City of Kwinana, as an entity and a community, will actively shape and realise its future progressively through creativity and innovation** — not just in the artistic sense, but in how it approaches planning, problem-solving, placemaking, and community development. This is about embracing creative thinking, design, and cultural expression as tools for future growth, respecting cultural heritage and evolving into City recognised for, and proud of its cultural depth.

Where culture shapes daily life, and daily life shapes the *City's culture*.

Where *imagination* is nurtured and everyone is invited.

Kwinana is a City *proud* of its roots and creative in the way it grows.

Priority areas

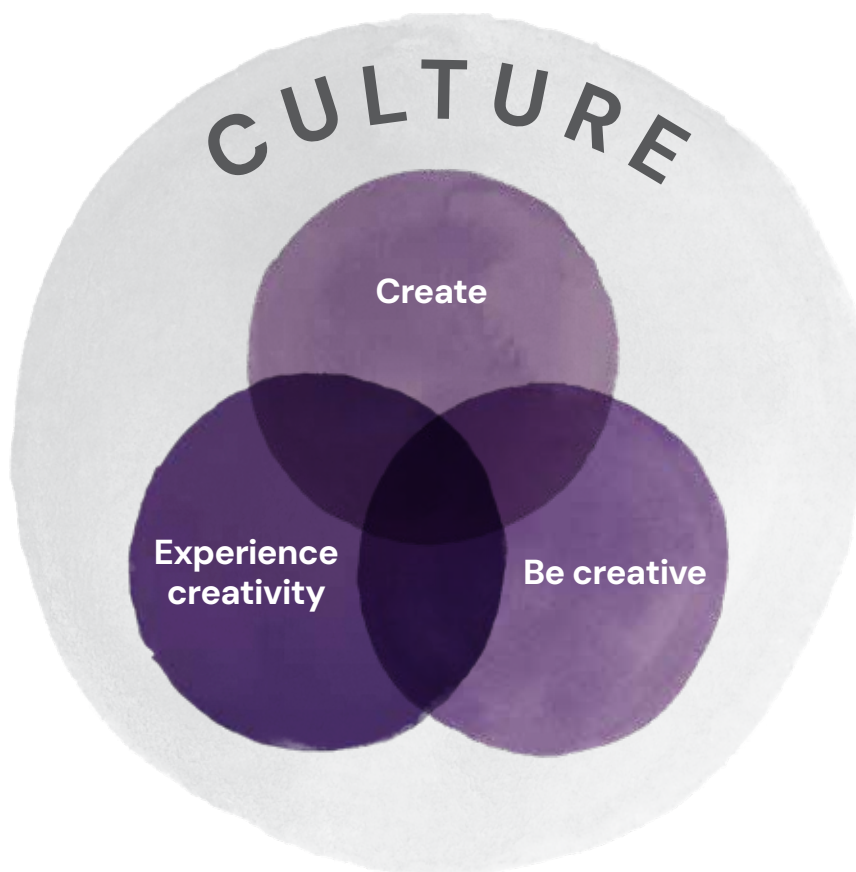
The engagement process identified three key priorities areas for the Strategy.

- The ability for people in the community to **create** art;
- The ability for people in the community to **be creative**; and,
- The ability for people in and beyond the community to **experience** our culture and **creativity**.

More simply put, these priority areas can be described as follows:

- To CREATE (I wrote a song);
- To be CREATIVE (I sang a song); and,
- To experience CREATIVITY (I listened to a song).

The Objectives associated with each of these areas underwrite perceptions of the City, its identity, and form its culture.





Objectives

What do we want to achieve?

THE OBJECTIVES DETERMINED TO BEST ACHIEVE THE VISION ARE ALIGNED WITH THE THREE PRIORITY AREAS.

VISION

Kwinana is a City proud of its roots and creative in the way it grows.

Where imagination is nurtured and everyone is invited.

Where culture shapes daily life, and daily life shapes the City's culture.

PRIORITY AREAS

CREATE

Facilities and services that enable professional creation of artistic works; Enabling local artists to pursue and/or develop their artistic practice via appropriate investment in programs that provide opportunities.

BE CREATIVE

Programs that are offered for the community to engage with, beyond passive consumption (i.e. doing the art)

EXPERIENCE CREATIVITY

Actively engage with and invite contributions from artists, arts-workers, and arts organisations (locally, nationally and internationally) that can provide the services and 'products' in which the people of Kwinana see themselves reflected, want to engage with, and feel proud of.

OBJECTIVES

- 1.1 Create new works and creative projects (tell stories) that reflect the community, including Aboriginal and Torres Strait Islander culture.
- 1.2 Develop creative capacity and growth opportunities within the City of Kwinana.
- 1.3 Recognise, value and celebrate local arts practice.
- 1.4 Build networks and connect resources.

- 2.1 Deliver arts and culture programs that invite and actively engage all people to participate in cultural activity.
- 2.2 Provide and enhance spaces and facilities that enable self-expression and where all people can safely explore their creativity.

- 3.1 Present a diverse, curated program of arts, culture and entertainment.
- 3.2 Actively promote the City's cultural opportunities amongst and beyond the Kwinana community and the creative community.
- 3.3 Create places and spaces that encourage vibrancy, communal gathering, are safe and inclusive, where people feel a sense of belonging, and see themselves reflected in their environment.
- 3.4 Celebrate, explore and generate pride the history and cultural diversity of the City.
- 3.5 Strengthen and share Kwinana's authentic identity; deepen the understanding of Kwinana's character and culture; ensure Kwinana is seen and understood for its true value.

DRIVING PRINCIPLES

INCLUSION

SUSTAINABILITY

CONFIDENCE

AUTHENTICITY



Strategic Priorities 2025 – 2030

The engagement process consulted broadly and deeply, and recognised the diverse communities within Kwinana. Collectively the community described positive and optimistic attitudes about the arts and cultural activities in the City and, on the whole, recognised the extent to which the City values arts and culture.

This foundation of positivity is a strong place from which Kwinana can deliver its arts and culture strategy.

Over the next three years, the City will focus on showcasing and strengthening its cultural assets through a phased approach that builds logically by connecting, communicating, and positioning.

Connecting: this is about responding to the need to connect existing and potentially new, artistic creators with each other – creating a core or critical mass of artistic practitioners. It is also about connecting the resources that are available through the city, and ensuring the ‘creative core’ is connected to those resources.

Communicating: once the creative core is established, creative resources are connected, and output is more secure, the second stage involves sharing information with the broader Kwinana community and cultural practitioners beyond Kwinana about the opportunities and talent that exist in Kwinana.

Positioning: this third stage is about establishing Kwinana’s position as a culturally rich and surprising City. It is important that this stage doesn’t commence prior to effective resources being in place that support solid cultural activity, so as not to undersell Kwinana’s cultural strength.

The following plan presents strategies that address objectives associated with each of the three Priority Areas.



What Part Does The City Play?

As Kwinana progresses through its strategic focus, 'Connecting, Communicating, and Positioning', the City will take on a variety of roles to support and sustain cultural growth:

- **Initiator:** kickstarting programs, projects, and infrastructure that support local creative activity.
- **Investor:** allocating funding, resources, and energy to enable cultural development.
- **Communicator:** raising awareness and promoting opportunities, stories, and successes.
- **Coordinator:** linking people, places, and programs to strengthen connections and amplify impact.
- **Manager:** strategically leading, planning, and reviewing delivery of arts and culture across the City.

These roles will vary in emphasis depending on the priority area or project, but together they reflect the City's commitment to enabling a strong, visible, and inclusive cultural sector.



Priority 1 – Create

Facilities and services that enable professional creation of artistic works; Enabling local artists to pursue and/or develop their artistic practice via appropriate investment in programs that provide opportunities.

Strategy	25/26	26/27	27/28	28/29	29/30
Objective 1.1					
Create new works and creative projects (tell stories) that reflect the community, including Aboriginal and Torres Strait Islander culture.					
1.1.1	Expand support for community-specific festivals and cultural events.				
1.1.2	Develop place-based learning and creation opportunities in neighbourhood hubs.				
Objective 1.2					
Develop creative capacity and growth opportunities within the City of Kwinana.					
1.2.1	Build capacity for local professional artists from diverse backgrounds to develop and present their work.				
1.2.2	Provide professional development for artists and arts workers through skills workshops (e.g. business, grants, marketing), industry mentoring, peer exchange, and access to accredited training.				
Objective 1.3					
Recognise, value and celebrate local arts practice.					
1.3.1	Deliver annual initiatives to recognise and celebrate local artists				
1.3.2	Promote artist stories and work through city-wide marketing and features				
Objective 1.4					
Build networks and connect resources.					
1.4.1	Facilitate opportunities to regularly receive community-initiated arts and culture ideas				
1.4.2	Strengthen collaboration between community groups, creative industries, and City departments				
1.4.3	Form partnerships across sectors to support cultural activity				

What Does This Look Like?

- Public art and performances sharing local and Aboriginal and Torres Strait Islander stories
- Grants to support new creative works
- Artmaking and learning in neighbourhood hubs
- Annual local artist recognition (e.g. art awards)
- Showcases and exhibitions for local creatives
- Local artists featured in city events and activations
- A professional network for local creatives
- A city-wide cultural events calendar
- Artist development workshops and industry mentoring
- Artist residencies and mentorships in schools and community spaces
- Community theatre productions and live performance series that celebrate local talent and cultural stories



Priority 2 - *Be Creative*

Programs that actively invite community participation, encouraging hands-on involvement in making, creating, and contributing to the arts – not just passively consuming it.

Strategy		25/26	26/27	27/28	28/29	29/30
Objective 2.1						
Deliver arts and culture programs that invite and actively engage ALL people to participate in cultural activity.						
2.1.1	Deliver inclusive, drop-in arts experiences through mobile activations in public spaces and neighbourhoods, creating welcoming, non-club environments for all.					
2.1.2	Provide youth skill development programs and internships in creative fields, including mentorship and career exposure.					
Objective 2.2						
Provide and enhance dedicated arts spaces and facilities that enable self-expression and where all people can safely explore their creativity.						
2.2.1	Create, upgrade, and activate community creative/making spaces, ensuring they reflect diverse identities and foster belonging.					
2.2.2	Support informal live performances in public spaces and create opportunities for professional performances in well-equipped venues.					



What Does This Look Like?

- Inclusive, drop-in creative spaces (non-club based)
- Mobile arts programs in neighbourhoods and public spaces
- Youth internships, mentoring, and creative skill-building
- Opportunities for spontaneous cultural experiences
- Upgraded and accessible community creative spaces
- Affordable rehearsal/making spaces through shared-use models
- Informal performances in public spaces and professional festival platforms, supported by clear policies and infrastructure
- Pop-up theatre and community performance events that encourage participation and skill development



Priority 3 – Experience Creativity

Actively engage with and invite contributions from artists, arts-workers, and arts organisations (locally, nationally and internationally) that can provide the services and ‘products’ in which the people of Kwinana see themselves reflected, want to engage with, and feel proud of.

Strategy		25/26	26/27	27/28	28/29	29/30
Objective 3.1						
Present a diverse, curated program of arts, culture and entertainment.						
3.1.1	Co-designed program plan that prioritises genuine, inclusive cultural engagement led by the community and reflective of Kwinana’s rich diversity.					
3.1.2	Ensure programming offer (across all genres) represents different cultural backgrounds, especially Aboriginal and Torres Strait Islander artists and multicultural communities.					
3.1.3	Deliver flexible, accessible arts experiences tailored to diverse community groups—offered in multiple formats, locations, languages, and times, both in-person and online.					
Objective 3.2						
Actively promote the City’s cultural opportunities amongst and beyond the Kwinana community and the creative community.						
3.2.1	Develop a dedicated marketing and communications strategy for the Arts and Culture Strategy.					
3.2.2	Strengthen the City’s digital presence in arts and culture.					
3.2.3	Develop services and partnerships to broaden cultural reach.					
Objective 3.3						
Encourage creative vibrancy, communal gathering, safety, inclusivity and a sense of belonging, in public places and spaces ensuring people see themselves reflected in their environment.						
3.3.1	Include a cultural precinct as part of city revitalisation, ensuring it reflects diverse identities and foster belonging.					
3.3.2	Leverage the Public Art Masterplan, Percent for Art and Development Contribution to Art Policies to deliver diverse, place-responsive artworks that reflect Kwinana’s people and stories.					
Objective 3.4						
Celebrate, explore and generate pride in the history and cultural diversity of the City.						
3.4.1	Investigate potential for a local Aboriginal and Torres Strait Islander cultural centre or upgrades to the Medina Aboriginal Cultural Centre.					
3.4.2	Embed and elevate Aboriginal and Torres Strait Islander culture, stories, and language throughout the City’s programs, public spaces, and cultural initiatives.					
3.2.3	Promote heritage assets and activate heritage sites for arts use.					
Objective 3.5						
Strengthen and share Kwinana’s authentic identity; deepen the understanding of Kwinana’s character and culture; ensure Kwinana is seen and understood for its true value.						
3.5.1	Actively own and celebrate Kwinana’s authentic identity through storytelling and art.					
3.5.2	Communicate messages that mitigate negative perceptions and reinforce the positive aspects of a culturally strong and aspirational community.					
3.5.3	Establish an effective impact measurement framework.					

What Does This Look Like?

- Community-led arts programs shaped through co-design and consultation
- Inclusive programming that celebrates Kwinana's cultural diversity, especially Aboriginal and Torres Strait Islander and multicultural voices
- Low-cost, accessible use of Koorliny Arts Centre for community groups and emerging creatives
- Training and support for staff to deliver culturally safe and inclusive experiences
- Targeted support for diverse artists through grants and performance opportunities
- Flexible, accessible arts events across formats, locations, and languages
- Spontaneous and free arts experiences across the city
- A city-wide calendar and dedicated marketing to grow audiences and participation
- Strong digital presence and consistent branding for arts in Kwinana
- Partnerships with regional networks and local creatives to expand reach
- Heritage storytelling through tours, talks, and activation of heritage sites
- Aboriginal and Torres Strait Islander culture embedded in signage, programming, and partnerships
- Measurable impact and regular review



How we'll know it's working

This Strategy reflects the aspirations of the Kwinana community and outlines what we collectively aim to achieve. It will be revisited regularly through dialogue, data, and community feedback, ensuring it stays relevant and responsive.

We'll know we're succeeding when:

Cultural Leadership Thrives

Local artists and organisations feel empowered, resourced, and visible. Investment in existing creatives, support for emerging talent, and encouragement of community-led initiatives create a strong cultural backbone.

Arts and Culture Are Everywhere

From murals and markets to music and festivals, creative expression is embedded in daily life. Public spaces are vibrant, inclusive, and reflective of Kwinana's unique identity.

Kwinana's Identity is Understood and Celebrated

Storytelling, visual expression, and events reflect the City's Aboriginal and Torres Strait Islander heritage, industrial past, and multicultural present — strengthening civic pride and cultural understanding.

People Feel a Sense of Belonging

Everyone, regardless of age, background, or ability, can access and participate in cultural life. Young people in particular feel excited, heard, and proud to call Kwinana home.

Networks and Communication Are Strong

Clear, consistent communication makes it easy to discover and engage with cultural opportunities. Collaboration between Council, community, and creatives is coordinated, inclusive, and strategic.

The Arts Are Sustainable and Valued

Creative infrastructure, long-term investment, and integrated planning ensure the Strategy has real impact — contributing to economic growth, social cohesion, and a lasting cultural legacy.

Assessment of these success factors will be aligned to the City's Integrated Planning and Reporting Framework.



Hot Box

*We will know this plan
has succeeded when...*

**... people see themselves in
the expression of their place.**

[Community member]



SAVE MIS





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