



Esperance Community Arts 2012 Annual Report

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Esperance Community Arts 2012

Executive

Chairperson: Thuriyya Ibrahim

Vice Chairperson: Ross Beckett

Treasurer: Frank D'Emden

Secretary: Kath Bowering

Executive Officer: Jane Mulcock

Shire Representative: Jayne Arnold

Shire of Esperance Art Collection Curator: Marcia Leonard

Committee/Representatives

Individual:	Frank D'Emden
Individual:	Helen Cox
Individual:	Kath Bowering
Bay of Isles Community Outreach:	Stacey Thomas
Cannery Arts Centre:	Marcia Leonard
Esperance Drummers Group:	Judy Massam/Meredith Waters
Esperance Music Festival:	Jennifer Ford
Esperance Photographers Club:	Doug Murray
Esperance Theatre Guild:	Caitlyn Edwards
Festival of the Wind:	Jamila Savoy-Soubotian
Friends Esperance Civic Centre:	Ross Beckett
Nulsen Community Progress Association:	Sonny Graham
Recherche Writers:	Thuriyya Ibrahim

Gallery & Project Volunteers: Jo Young, Ann Howard, Carole King, Clare Bairstow, Monika Thomas, Kylie Bishop, Anne Henderson, Kathy Stevens, Flora Yetman, David Ford.

Work Placement Student: Hosanna Butt, Wongutha CAPS.

From the Chair

2012 has been a very positive year with change strategies implemented five years ago continuing to help ECA realize a vision for the arts where working with and building community partnerships has enabled individuals and community groups to connect with the arts in ways that better meet their own needs. ECA has worked to create improved diversity in arts practice to enable people to engage in "Pathways to the Arts," and remains committed to refining this model for arts development in the region. This is a model where the local community is more self sufficient in developing their own art practice; and better able to utilise local arts practitioners to achieve this development rather than looking to outside expertise. ECA considers this an important consideration for a community in a rural and remote location that includes a number of satellite farming communities such as Condingup, Cascades, Scaddan, Grass Patch and Salmon Gums.

Executive Officer Jane Mulcock joined ECA at the 2012 AGM and although new to the role has worked hard to support key objectives for ECA; further developed key projects; and has successfully established a network of contacts and partners in the region during this time. Jane brings with her a background and interest in the arts that has enhanced key projects and partnerships including a strong focus on ensuring the arts are accessible to all; that indigenous people have access to the arts; and that local artists have opportunities to participate in community projects such as the Waterfront Project and the Port Access Project.

Key Projects and Partnerships

During 2012 ECA reviewed the Business Plan using the Balanced Scorecard model and has developed 12 key objectives around the 4 key strategic themes of financial management; membership/community support; processes and future growth. This plan will guide the strategic direction of ECA for the period 2013 -2015.

With the selection of Esperance as a "Supertown," and big community infrastructure projects such as Port Access Corridor and the Shire's Waterfront and Town Centre Revitalisation Projects making Esperance an even more attractive place for growth and investment; the need for growth emerged as the priority strategy during the 2013-2015 business planning cycle.

The Committee determined that for ECA to position the arts to take advantage of this projected growth the organization needed to grow or risk failing to provide for an increase in the need for arts based activities and arts development now and into the future. This includes providing better value to members and key stakeholders to support growth and to better collaborate with partners in a way that allows ECA to build the capacity it needs now and into the future.

Financial management was also identified as a priority with the current financial position unsustainable unless new or improved sources of income are identified, as ECA is currently operating on a minimal budget. The committee has started work on identifying ways to increase the revenue base to ensure both financial sustainability and future growth to enable ECA to take advantage of the funding opportunities that are available for arts development.

Further developing community partnerships to enable capacity building for the arts and to take advantage of new opportunities were identified as important ways for ECA to improve services delivered to the community. EO Jane Mulcock ensured that access to the ECA gallery space was a priority during 2012 and I congratulate Jane and those ECA volunteers for enabling individual artists and community groups to display their work to locals and visitors to the region during this time. This small gallery space is now seen as an

additional arts space that compliments the larger art space available at the Cannery Arts Centre.

Membership has increased during 2012 and brings with it a broader community representation. Representatives from the Senior Citizens Centre, Nyungar community and Escare will be joining the Committee at the AGM and will further enhance the way that ECA works on building the arts community and promoting health and wellbeing through arts involvement in this region.

While process improvement is more difficult with the EO position already stretched, it has been recognised that priority areas of focus are for improved communication; the better use of technology; and getting more out of social media as a community engagement tool.

Work has commenced on the development of a marketing plan that will be finalised over the coming months. EO Jane Mulcock prioritised and worked on the development of social media during 2012 that has extended community engagement with the arts and supported audience development. Recent changes to the "Art About Esperance" column in the *Esperance Express* have been positive and it is expected that more arts groups will take advantage of this opportunity to promote arts activities to a broader audience. An important way to support the growth that ECA needs to build capacity to meet future regional community arts based needs.

The Organisation

Executive Officer Jane Mulcock was appointed to this role prior to the 2012 AGM taking over from former EO Amber Perryman who moved to Ravensthorpe at the end of 2011. While this transition has been at times challenging, it has also enabled Jane to create different opportunities for the arts and continued to build on the work that has been achieved. The EO contract has been extended for a further two years ensuring the stability needed to further support the development of the "Pathways to the Arts" model of community arts development in this region.

ECA continues to offer support and information to key stakeholders and to represent and act in the best interests of the arts community to ensure the arts remains accessible to all.

Some of the highlights of the year have been the review of the ECA Business Plan; partnering with Festival of the Wind in their very successful 2012 Festival; the establishment of the small gallery space as a place where individuals and groups can promote their work to the community; changes to the website and the use of social media with the ECA Facebook page now regularly reaching over 1,000 people; working through community partners on arts based activities so they reflect community need; representing the arts on some large community infrastructure projects; and continually improving the way that ECA supports members and engages and supports the individuals and community groups who make up the arts community in this region.

I would like to thank retiring Vice Chairperson Ross Beckett for his support of ECA over a number of years and look forward to a continued relationship through the Civic Centre and Tourism; and retiring long serving committee member Jen Ford who has been Chairperson, Vice Chairperson and on the SEAC committee since its inception. A great loss to the ECA Committee but I am pleased to report still having an active role in the arts and on other community groups.

ECA continues to receive broad based support and while we are losing some experienced people from the committee this year I am pleased to welcome new representatives and member groups in 2013. This will ensure that ECA continues its journey "Pathways to the Art" and provides even more opportunities for arts development in this region.

Financial Management

Financial management of the organisation has been challenged in 2012 with current expenditure although minimal is not sustainable. ECA continues to receive operational funding from Country Arts WA and CDF funding from the Shire of Esperance. Sponsorship funding also continues to be received from Healthways through Act, Belong, Commit and this long standing and important partnership has made possible much of the arts based activities programs that run during the year. This year ECA has welcomed Horizon Power as sponsors and this has been very timely in ensuring that ECA is able to meet its financial obligations. My thanks again to Ross Beckett for his role in arranging this sponsorship. ECA acknowledges and thanks CAWA, the Shire of Esperance; Healthway; and new sponsors Horizon Power for their continued support of the arts in this region. I would also like to acknowledge Manager of Culture for the Shire Jayne Arnold who joined the ECA committee in 2013 as an ex-officio. Jayne has been able to share her expertise and knowledge to further enhance the work of the ECA committee.

The Future

Esperance Community Arts has continued to build its capacity in 2012 and is now in a position to extend its capacity and to seek opportunities for growth. With regional growth there is a clearly demonstrated need to ensure that opportunities for people to engage with and to benefit from the arts can keep pace. The focus for ECA in 2013 is to work on ways in which members and the broader community can contribute to and be a part of "Pathways to the Arts" so that everyone can benefit.

This will not be achieved by doing things in the old ways; a point that was clearly identified in the Business Plan review. To achieve this growth will take some effort and greater support from funding partners and through sponsorship; but it is achievable. The arts has and continues to be an important part of what makes Esperance such a good place to live and ECA needs to continue its work in ensuring that the arts receives the support it needs to provide for the many individuals, community groups and the community who engage with the arts in so many ways.

In Closing

I would like to take this opportunity to thank our major funding bodies Country Arts WA; the Shire of Esperance, Healthway and Horizon Power for their ongoing support; the Department of Culture and the Arts, and the Regional Arts Fund for their generous funding and support; and the many individuals and community groups that make our programme possible.

The ECA Committee continues to be a great support in the development of ECA and I would like to thank Vice Chair Ross Beckett, Treasurer Frank D'Emden; Secretary Kath Bowering, and all members of the committee for their ongoing support and commitment. EO Jane Mulcock has worked tirelessly throughout the year and I thank Jane very much for her support and for the new opportunities that Jane has bought to this role.

Thuriyya Ibrahim
Chairperson 2012

From the Executive Officer

2012 was a busy year with a strong emphasis on building operational capacity. I took on the position of EO in March with some trepidation given that I had not worked in this type of role previously, but have enjoyed my first 12 months at ECA immensely.

ECA has continued to work steadily on implementing our Pathways to the Arts framework and principles through projects with our member groups and with other community groups throughout 2012. We have successfully developed some new partnerships and extended many existing ones.

Development of the ECA gallery and shop have provided a focus during 2012 with wonderful results in the form of 11 diverse exhibitions by individual artists and community groups. We have also provided a work placement for a student from Wongutha CAPS which has led to our agreement to host an Aboriginal School-Based Traineeship in 2013 in partnership with Skill Hire and Goldfields Institute of Technology.

It has been a great pleasure to work with all the volunteers who have generously offered their time to ECA in 2012 as gallery sitters, project managers, administrative assistants and creative advisors.

Sincere thanks to Thuriyya Ibrahim as my line manager for constant engagement, practical assistance and valuable mentoring during my first year in this position. Many thanks also to each of the ECA committee members for guidance, support and encouragement as I have navigated the new challenges of community arts. It has been a very rewarding experience for me and I look forward to the year ahead.

Jane Mulcock

2012 projects

Operational Projects

- *Development of 2013 - 2015 business plan:* The committee undertook a formal business plan review and worked towards a new strategic plan.
- *Development of a volunteer program:* The EO worked closely with the Volunteer Resource Centre to find ways of building a sustainable volunteer program. The formal involvement of volunteers should add to a sense of community ownership of the organisation whilst also increasing its capacity to grow and providing practical support for the EO.
- *Revision and updating of insurance policies:* The EO, in discussion with the Committee, initiated a review of insurance needs.
- *Event promotion and online presence:* A substantial part of ECA's work in 2012 involved the promotion of local arts events. One of our strategic areas of focus was the consolidation and upgrading of the ECA website to enhance our ability to represent and promote member groups and local artists, to streamline our marketing strategies and to build our audience. Improved use of online communication strategies, including social media, supports our Pathways to the Arts program and has allowed us to engage with a wider community and extend our profile in the community.
- *Management of ECA building:* Gallery, shop, office and storeroom spaces were reorganised to support additional usage and to improve safety.
- *Identification of new funding sources:* A major fundraising raffle was run and a donation box was installed in the gallery. Sponsorship opportunities were also explored, resulting in a new sponsorship agreement with Horizon Power.

Pathways to the Arts Projects

- *Esperance Community Arts Gallery:* Local artists were invited to place work for sale in the ECA gift shop and a gallery program that emphasis's community access was developed. Both have proved popular and have helped to build ECA's profile. We hosted 11 exhibitions in 2012. Seven local artists exhibited work and there were 5 group exhibitions involving between 13 and 25 artists each (About 'Eden...?' partnership with BOICO, Breast Cancer Support Network Bra Art fundraising exhibition, Recherche Writers exhibition, Seniors Week exhibition involving over 10 different groups, and the Esperance Photographers Club Lake Monji Community Photography Competition and Exhibition).
- *Gift Shop:* The number of local artists represented grew from 7 to 20 and sales also increased substantially. Discussions began to identify strategies to improve our marketing of local art and steps were taken towards development of policies to support equitable and sustainable use of the gallery and gift shop.

- *Healthway Projects:*

2011-2012 Program

Kids Fun Day Out - ECA ran a paint / dance activity.

Film-making workshops - Local Film maker, Serena Shaddick ran a successful series of after-school workshops for teenage participants from ECA's building.

Visual storytelling workshops - these culminated in two very successful exhibitions in the ECA Gallery, both curated and mentored by local artist Monika Thomas.

Marimba workshops - a series of school and community workshops facilitated by local music teacher Kathy Stevens, ran over a week with a Marimba player from Perth.

2012 -2013 Program

Several Healthway projects were cancelled in 2012 due to an inability to put program variations in place. This is always a difficulty with project concepts in the transition to a new EO and also part of the learning for the 2013 program.

Healthway projects are an important part of ECA's work with the community and resulted in the following project for 2012.

Lake Monji Fun Day - The Esperance Photography Club ran community photography walks at the Lake Monji Fun Day in September, followed by a photography competition and an exhibition of all submissions at the Esperance Community Arts Gallery. A local artist also ran a very successful children's bag painting activity and another local artist voluntarily created a poster for the event.

Act Belong Commit Theatrical Production Workshops - The Esperance Theatre Guild ran a series of 4 community workshops on costuming and theatrical production in September, November and December with a visiting presenter, engaging 32 participants in total.

- *Agricultural Show:* ECA organised a two-day display to promote local arts groups at the Agricultural Show in October in partnership with the Esperance Photographers Club, UKEsperance, Recherche Writers and The Cannery Arts Centre.
- *Nulsen Grandparents Day:* ECA partnered with the Nulsen Community Progress Association to run a community banner painting workshop at their Grandparents Day celebration in October.
- *Shiver Project:* Esperance Community Arts partnered with Ausdance, the Esperance Civic Centre and local artists in September and October to run a 'lost' poster community engagement project to assist with the promotion of 'Shiver', a contemporary dance tour that was performed at the Civic Centre.
- *Regional Arts Fund Artist Mentorships:* ECA assisted with administrative support to ensure the completion of the mentorships of local artists Cindy Poole and Dewi Hyde.
- *Shire of Esperance Projects:* ECA collected and collated input from the arts community to feed into the Shire's draft Cultural Plan. ECA also continued to work with the Shire of Esperance Art Collection Advisory Committee to provide input into the Shire's Draft public art policy and to manage the Shire's Art Collection. A substantial part of the collection, curated by Marcia Leonard, was exhibited at the Cannery Arts Centre in June 2012.
- *Community Reference Groups & Community Consultation:* ECA represented the interests of community arts groups on the Waterfront CRG, the Port Access Corridor CRG and the Supertown CRG in 2012 to ensure involvement of local artists and community groups in the design and creation of Public Artworks. Current economic

development in the region has created a focus on the role of public art and the involvement of local artists in the production of that artwork. ECA has had a liaison role in these reference groups between the Shire and the Arts Community.

- *Community Arts Resource*: ECA also continued to provide a point of contact and support for individuals and community groups interested in developing community arts projects.

Developing New Partnerships

Throughout 2012 ECA explored strategies and partnerships to continuing building on our membership and broadening our relevance to community groups that use arts programs to engage older members of the community, people living with a disability and socially and economically disadvantaged individuals.

Building relationships with the Esperance Aboriginal community through development of partnerships with Skill Hire, Escare, and Centrecare was an area of focus for ECA in 2012. The EO was also invited to join the Aboriginal Health Reference Group to promote opportunities to integrate arts projects into community health and wellbeing projects, and we ran a stall at the local NAIDOC celebration in collaboration with the Cannery Arts Centre, where we distributed material about contemporary Indigenous arts initiatives and funding opportunities.

In addition, ECA hosted a work placement student as part of the Workplace Learning Program run by Wongutha Christian Aboriginal Parent-Directed School in terms 3 and 4 of 2012. This successful placement led to plans to host the same student on a year-long Aboriginal School-Based Traineeship in partnership with Skillhire, Goldfields Institute of Technology and Wongutha CAPS in 2013.

ECA initiated conversations with the Disability Services Commission who work with ESCARE on a project titled "One & All", designed to develop opportunities for people with disabilities to connect with local groups and to participate in mainstream recreational activities; and with Esperance Home Care staff on use of art to engage people who are frail aged, including people living with dementia. We also worked with Esperance Home Care, Seniors Recreation Council, Senior Citizens, Country Women's Association of WA and other arts groups outside of member groups to organize an exhibition of local art and craft work for Seniors Week. Partnerships with these organisations promise new opportunities to incorporate and support arts programs that are inclusive and participatory for all people no matter what their age or ability.

The Esperance Breast Cancer Support Group held its annual fundraising exhibition at the ECA Gallery and the Seniors Theatre Group participated in the Healthway Act-Belong-Commit Theatrical Production workshops.

ECA also worked with Tourism Esperance in 2012 to contribute an Art Tour as part of a strategy to promote the work of local artists to tourists from visiting cruise ships. We also established a working relationship the Goldfields Esperance Development Corporation.

Strengthening Existing Partnerships

Building on Healthway funded projects initiated in 2011, two new community groups joined the ECA committee at the 2012 AGM in April - Nulsen Community Progress Association and Bay Of Isles Community Outreach (BOICO). The representatives of these organisations have brought new perspectives to ECA that have helped us to extend the accessibility and inclusivity of our activities.

Following in the wake of two very successful exhibitions in May and June arising from the Healthway visual storytelling workshops, ECA continued to work with BOICO to identify and facilitate opportunities for artists living with mental illness. This included a volunteer placement and assistance with exhibition planning for 2013. We also worked with Nulsen Community Progress Association to facilitate a community banner painting activity as part of the group's celebration of Grandparents Day.

ECA worked on one or more projects with 9 of its 10 member groups during 2012: The Esperance Photographers Club (Monji Day Exhibition, Agricultural Show), The Cannery Arts Centre (NAIDOC event, Artist Residency, RAF conference attendance, Agricultural Show), The Theatre Guild (Healthway Theatrical Production workshops), The Drumming Group (performances at exhibition openings), Recherche Writers (exhibition, Agricultural Show), Festival of the Wind (planning of Healthway Street Performance Workshop for 2013) and the Friends of the Civic Centre (*Shiver* project) plus the projects with BOICO and NCPA described above.

We continued to build our working relationships with the Shire of Esperance, the health promotion team of the WA Community Health Service and the Gum Tree Christian Church. ECA also provided support for the Rev on the Road touring film festival, which included a series of film workshops, a film competition and screenings in Esperance. The EO also met with the festival coordinator to discuss involvement in the activities planned for Esperance in 2013.

DADAA's Emergence program began operations in Esperance in 2012, engaging 5 local artists plus BOICO staff and clients. While there was an expectation from ECA for an ongoing role as a partner in this project, to date this has been limited to several informal meetings between the EO, David Doyle and Chris Williams. In addition, DADAA facilitated the EO's attendance at the International Arts and Health Conference in Fremantle in November by providing free registration. It is hoped there will be more opportunities to partner with this project in 2013.

Finally, the employment of a Youth Arts Officer at the Cannery Arts Centre in 2012 opened up new possibilities for community arts collaborations between ECA and The Cannery that specifically target the needs of youth.

Key Highlights in 2012

- Review of the ECA Business Plan with achievable strategic outcomes identified and a commitment by the committee to provide the EO with a clear strategic intent.
- Emergence of the 'Pathways to the Arts' framework as a strong strategic focus for ECA.
- Development of new community partnerships to increase accessibility of the arts to new groups.
- Partnership with Wongutha CAPS to provide a successful work placement for an Aboriginal student, leading to the opportunity to host an Aboriginal school-based traineeship for 2013.
- Collaboration between ECA and the Cannery Arts Centre to provide feedback to the Shire of Esperance on its draft Cultural Plan. This partnership with the Shire is critical for ensuring the arts is integrated into the broader community strategic outcomes determined by the Council's community planning process.

- Development of the ECA gallery as a community resource. Successful exhibitions and consistent hours (including market days) have increased community engagement with the arts, created an additional meeting place for the arts community and increased ECA's profile as a source of information about arts projects and events. The ECA gallery now provides a small, informal and affordable exhibition space for individuals and groups wanting to stage exhibitions that cannot be accommodated by the Cliffs Gallery at the Cannery Arts Centre. This alternative space has encouraged people to exhibit who would not normally do so. The shop associated with the gallery also provides locals and visitors with an opportunity to purchase local artworks. Visitor numbers and sales have steadily increased over the past 6 months.
- Update of ECA website and increased use of the ECA Facebook page as important communication and marketing tools within and beyond the arts community. The number of people accessing these sites increased steadily over 2012 until we were reaching up to 400 people on weekly basis.
- Establishment of new Sponsorship agreement with Horizon Power, facilitated by committee member Ross Beckett, for \$5000 annual sponsorship for three years (conditional on meeting sponsor requirements).
- All partnerships have led to positive outcomes and are likely to be ongoing. Joint projects with the Esperance Photographers Club have been especially successful in 2012. This partnership has had strong mutual benefits and has been based on clear principles of co-operation, respect and two-way support.

Key Challenges in 2012

- The Healthway sponsorship that provided our project funding was unexpectedly halved after a three month delay on the processing of our request for variations arising from unavoidable changes in the availability of project presenters and failure to secure supporting funds due to an unsuccessful application to CANWA for Catalyst funding. There is now a better understanding of the variation process by ECA that should result in no variations for the 2013 program.
- Acquittals for core grants were delayed due to administrative difficulties associated with a new EO taking over the role. This resulted in delays with invoicing for core funding and created cashflow problems in the second half of the year. A number of administrative strategies were put in place to avoid this happening in the future including new filing systems and clarification and revision of budget and cashflow reporting processes.
- EO workload in 2012 is not sustainable. Clarification of priority areas in the business plan review will assist the EO with key projects and responsibilities and allow the committee to pursue growth strategies for the future.

Areas for Development in 2013

- There is considerable community interest in arts-related activities from a variety of sectors, but ECA cannot fully support or develop this without additional employees. Involvement of volunteers and provision of work placements and traineeships greatly enriches the organisation and ultimately extends capacity, but in the short term requires considerable additional time investment.

- There appears to be scope to extend the value and impact of ECA by increasing our focus on community engagement. Evidence from around the world has shown that the arts can become a powerful vehicle for community development when projects are accessible and inclusive. However, sustainable community engagement does take time. ECA will adjust future applications for project funding to accurately represent the costs of project management so that we can employ others to assist in these roles, thereby freeing the EO to focus on the bigger picture of network and partnership building.
- The development of a stronger partnership with the Shire of Esperance could be beneficial for ECA program delivery by allowing us to work in with other community development projects.

Plans for 2013 (see attached program)

Improving capacity, streamlining operational processes and increasing funding are our key priorities for 2013. Our arts program for 2013 is primarily, but not exclusively, focused around our goal to run a large community arts celebration of the new Esperance Waterfront Development in May 2014. The process of applying for project funding and engaging in community consultation in preparation for this event will allow us to develop wider community partnerships and to build our profile as the peak arts body in the region. One of the key partnerships for us to develop in this context is with the Shire of Esperance. We will also continue to work with our member groups and expand these partnerships, especially with Esperance Nyungar Aboriginal Corporation, Escare and the Senior Citizen's Centre. Opportunities may also exist to further develop our partnership with DAADA and the Emergence Project.

ECA will focus on building our community profile; extending membership; and broadening ECA activities to focus on increasing general participation in *community arts* whilst continuing to meet the needs of the *arts community*. By acknowledging that the latter is the primary purpose of our individual member groups, we expand our capacity to be involved in community development at a more strategic level.

ECA's 'Pathways to the Arts' document provides the guide for this strategic shift. This framework emphasizes development of new partnerships across community sectors that may not otherwise be associated with the arts. The AGM in April 2013 will provide an opportunity for us formalise and implement the changes needed to support and build this capacity.

ECA has previously identified four priority areas: Children and Young people; Indigenous Arts and Culture; Health and Wellbeing; and Technology. Since the Cannery Arts Centre has recently acquired funding to employ a Youth Arts Officer, ECA is now directing all queries, programs and activities associated with children and young people to the Cannery. This frees up the Executive Officer's capacity to focus on further developing the other three priority areas, especially Indigenous Arts and Culture and Health and Wellbeing.

Measure against Key Performance Indicators as per Esperance Community Arts Strategic Plan 2010-2012

Outcomes	Key Activities	Measure of ECA performance
Celebration of diverse achievements, expertise, passion and commitment of Esperance's artists, managers, leaders and volunteers	<p>1.1 Increase publication and marketing of art stories</p> <p>1.2 Ensure a good relationship with all media outlets is maintained and developed</p> <p>1.3 Engage the community in an arts program</p> <p>1.4 Secure funding to support arts development</p> <p>1.5 Implement professional development to support the local arts community</p> <p>1.6 Assist in the promotion of local events</p> <p>1.7 Continue to work with established events in the community creating opportunities for innovation and change</p>	<p>1.1/1.2 Good relationships maintained with Esp Express, Kal Miner, ABC and Radiowest. Media releases prepared and circulated when possible.</p> <p>1.3 There has been consistent community engagement in the ECA arts program.</p> <p>1.4 Healthway funding successfully obtained for 2012/2013. Shire CDF funding successfully obtained for 2012/2013</p> <p>1.5 ECA Auspiced RAF mentorships for Cindy Poole and Dewi Hyde,</p> <p>1.6 EO widely distributes information on all local arts and cultural events. Updated website and facebook page (Approximately 200 followers). Email network and weekly newspaper advertisements also provided.</p> <p>1.7 During 2012 involved with, Discover Lake Monji Day, Kids Fun Day Out festival and Festival of the Wind planning (who now have Flickerfest as part of their ongoing program)</p>
Community understanding of the role the arts plays in driving development including social wellbeing and inclusion	<p>2.1 Promote art stories widely both locally and regionally</p> <p>2.2 Deliver accessible and diverse annual program of events that responds to community needs</p> <p>2.3 Address health and community issues alongside other community organizations, providing drive and direction when needed</p> <p>2.4 Support community initiatives in</p>	<p>2.1 Local stories feature well in Esperance Express, Kalgoorlie Miner and on ABC and other local radio. ECA on Facebook has over 200 followers. and our new website has had many hits since October 2012.</p> <p>2.2 ECA's 2012 program was made up of a number of projects that were proposed by other community partners and individuals. ECA played a key development and implementation role</p> <p>2.3 ECA's 2012 Healthway Program focused on projects that build social and cultural inclusion and wellbeing. ECA have been key enablers and facilitators preparing Esperance</p>

	<p>building social and cultural inclusion and wellbeing</p> <p>2.5 Continue to work with local government in the development of a cultural plan</p> <p>2.6 Facilitate consultation between stakeholders creating a brand for Esperance as 'Arts on the Edge'</p> <p>2.7 Attend professional development opportunities in other regions to build organizational capacity and knowledge of best practice</p> <p>2.8 Engage with regional audiences through innovation of annual events</p>	<p>community for the DADAA project</p> <p>2.4 ECA's 2012 Healthway Program focused on projects that build social and cultural inclusion and wellbeing and the Pathways to the Arts resource prepares the ground. Offered support for Emergence program. Developed Gallery program to support social and cultural inclusion.</p> <p>2.5 ECA collected and complied feedback on draft cultural plan in 2012</p> <p>2.6 This strategy no longer applicable.</p> <p>2.7 EO visited DADAA office and Freight Gallery, Perth</p> <p>2.8 Flickerfest and Revelation Film Festival took place in Esperance in 2012.</p>
<p>The pursuance of long-term dynamic partnerships between arts organizations and across sectors including community, corporate and government</p>	<p>3.1 Increase engagement opportunities with businesses</p> <p>3.2 Create internal and external sponsorship opportunities both in the arts and non-arts sector.</p> <p>3.3 Engage with ABAF Arts Connecting Communities program.</p> <p>3.4 Provide services of connecting individuals, business, organizations and groups with the wider arts community</p> <p>3.5 Increase creative industry partnerships</p> <p>3.6 Build and sustain inter-regional partnerships through networking</p> <p>3.7 Build and sustain priority area partnerships</p> <p>3.8 Use Pathways to the Arts Document to record, develop and track partnership potential</p>	<p>3.1 Pathways to the Arts Resource addresses potential partnership opportunities with business. ECA has role on SuperTowns reference group.</p> <p>3.2 Pathways to the Arts outlines sponsorship opportunities</p> <p>3.3 Still To be addressed.</p> <p>3.4 Website upgrade implemented in 2012</p> <p>3.5 Pathways to the Arts Resource - to be addressed</p> <p>3.6 EO attended International Arts, Health and Wellbeing conference.</p> <p>3.7 New Partnerships have been devedeedeveloped through and throughout 2012.</p> <p>3.8 the Pathways to the Arts document will assist potential partners to understand the process of partnering with ECA</p>

	3.9 Undertake an assets and facilities audit including open spaces and develop a cultural assets and facilities management plan	3.9 Addressed partially. Inventory of community arts resources exists in Pathways to the Arts. The remainder will need to be discussed with the Shire
Working with respect for our natural environment and enhancing our built environment	<p>4.1 Ensure public art projects are continually developed successfully with ECA support and expertise</p> <p>4.2 Continue to play a key role in the implementation of the Lake Monjigup Master Plan</p> <p>4.3 Assist existing organizations with arts infrastructure maintenance and future development opportunities including funding support and knowledge</p> <p>4.4 Sustain the relationship with the Shire of Esperance in maintaining and developing the Shire of Esperance Art Collection</p>	<p>4.1 ECA advocated for public art projects and involvement of local artists on community reference groups for Port Access Corridor, Waterfront Development and Supertown projects.</p> <p>4.2 EO attended Lake Monji meetings and assisted with Lake Monji day events in 2012. The Master Plan does not have tacit Shire Approval so this is an ongoing process.</p> <p>4.3 ECA provides support and advice when required.</p> <p>4.4 Ongoing. Exhibition of SEAC held at Cannery in 2012. Curator not active in second half of 2012.</p>
Broadening the reach of arts and cultural engagement across the communities of the Shire of Esperance by identifying communities and engaging with them in order to understand how their needs can be met	<p>5.1 Engage community interest, feedback and ideas through public forums and workshops throughout the year</p> <p>5.2 Collect and collate relevant data for analysis and distribution of Esperance audience development</p> <p>5.3 Collect and collate relevant partnership data in order to further develop and engage partners</p> <p>5.4 Develop ECA website as interactive and relevant to engage with outlying communities and priority target groups</p> <p>5.5 Provide opportunities for presentation of arts activities in outlying areas</p>	<p>5.1 Online community survey to be developed. Feedback sought on website and Facebook.</p> <p>5.2 Evaluation tool included in Pathways to the Arts will assist with this. To be further developed.</p> <p>5.3 To be addressed</p> <p>5.4 Websites consolidated and updated to better promote member groups and arts community with contributions by key project deliverers, calendar and connection with Place Stories website, links to Facebook.</p> <p>5.5 Still to be Addressed</p>
Supporting the development of professional arts practice including vocational pathways, new art forms and arts practice, new professional practitioners and young and emerging artists and support for Indigenous artists	<p>6.1 Use Pathways to the Arts to engage other arts organizations in best practice</p> <p>6.2 Employ a youth arts officer to engage youth in program development and implementation in partnership with other key organizations</p>	<p>6.1 Pathways to the Arts document and resource tools provided a framework for ECA activities in 2012.</p> <p>6.2. Cannery successfully sought funding for a Youth Arts Officer in 2012.</p> <p>6.3 To be addressed. Relationship</p>

	<p>6.3 Employ an indigenous arts development officer in partnership with the Shire of Esperance, and other key stakeholders developing an indigenous steering committee</p> <p>6.4 Develop artist network meetings for professional development opportunities, innovation and best practice.</p> <p>6.5 Emerging artist mentorship program – 12 months</p>	<p>building with Indigenous groups and individuals in 2012 is a starting point</p> <p>6.4 Many artists are busy, already have informal networks through involvement with Cannery . No program or capacity in 2012.</p> <p>6.5 Completed in 2010, but no program or capacity in 2012.</p>
<p>Sustaining and developing professionalism in arts management and governance</p>	<p>7.1 Sustain and increase connectivity with Esperance arts organizations through professional development seminars brought to Esperance</p> <p>7.2 Support arts management and governance training in partnership with the volunteer centre and local government</p> <p>7.3 ECA to continue to support the Art Awards</p>	<p>7.1 Training for arts tutors and workshop volunteers planned for 2013 partnership with Volunteer Resource Centre. DADAA provided training to participating artists in 2012.</p> <p>7.2 Considerable work has been done in conjunction with the Shire of Esperance to improve arts management and governance in the region. ECA has also identified the need to develop a range of policies and procedures relating to best practice in governance issues which have been collated and compiled during 2011 by committee. No additional capacity in 2012.</p> <p>7.3 The Art Awards did not take place in 2012 but were scheduled, in principle, for 2013.</p>