



Esperance Community Arts

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MEDIA RELEASE

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MEGAFLORA BOOST FOR WILDFLOWER FESTIVAL

Creativity will be used as a tool to strengthen and foster a strong community with mental health and wellbeing the focus of Esperance Arts and Culture for All programme to be developed by Esperance Community Arts (ECA) over the next three years.

ECA executive officer Jane Mulcock said that the Healthway funded programme would acknowledge the importance of play and creativity in health.

Healthway sponsorship to the tune of \$147,000 will help the community arts body roll out a variety of workshops and education sessions that fulfil its stated goal of using art to help keep the Esperance community in good shape. Dr Mulcock said that the organisation was focused on community development and increasing the engagement of individuals in the arts.

“One way to do that is to remove barriers such as cost, while increasing the range of culturally safe places for people to engage in the arts and allow for creativity,” she said.

The Arts and Culture for All programme will feature free activities, such as art for mindfulness and art and soul workshops, Nyungar Cultural Education Sessions, an indigenous arts and culture holiday programme and involvement in the Esperance Wildflower Festival.

The program will target people in rural communities in and around Esperance, those disadvantaged through cultural, economic, social or educational factors.

“The series of workshops and activities, run by local artists, will cover a variety of art forms over the three year program and will create ongoing opportunities for participants to build relationships, skills and knowledge, over time in a safe, creative environment,” Dr Mulcock said.

She said the three year programme would allow Esperance Community Arts to build strong, ongoing relationships with participants.

“The arts can be used to help people achieve a more healthy and balanced lifestyle,” she said.

Dr Mulcock said that engagement in creative pursuits combined with interactions with other people helped with the wellbeing of individuals and ultimately the health of the community and region as a whole.

For more information, contact: Jane Mulcock, Esperance Community Arts Executive Officer: 9072 1158 or 0412 091 245 or email admin@esperancecommunityarts.org.au



Department of Local Government, Sport and Cultural Industries
Department of Primary Industries and Regional Development

