

Arts & Culture Strategy



2022 - 2026



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Acknowledgement to Country

We acknowledge the Traditional Owners and Custodians of the land upon which we stand, work and play.

We acknowledge the Aboriginal People as the First Nation People and their connection to the land and waters, as the land and waters are a part of them; spiritually and culturally.

We acknowledge their ancestors, the Elders past and present, who have led the way for us to follow in their footsteps.

Introduction to Armadale

The City of Armadale is 30km from the Perth city centre and has a population of over 100,000 spanning 19 suburbs. It is a rapidly growing locality with an expected population of 151,000 by 2041.

Armadale has been described as a place where the city meets the country with residents identifying the hills, green spaces and friendly people as major assets. Less physically obvious but with no less impact is the sense of pride and ownership within our diverse community. Many people who live here are committed to participating in community life, demonstrated by the presence of over 160 local groups including those focused on environment, the arts, community safety, sports, residents' associations, Aboriginal Elders and community members, universal access, events and multicultural interests. In addition, many individual volunteers contribute to local organisations in a range of roles.

The City also attracts many visitors with recorded numbers exceeding 35,000 people each year who come to Armadale to enjoy the natural attractions of the area. Retaining Armadale's unique identity and positive culture as a cohesive and diverse community is important as we welcome visitors and new residents to the City.





Message from the Mayor

“Art should comfort the disturbed and disturb the comfortable” - Banksy

Art in all its forms, can be used to tell the story of a time, a place and its people. It can be used as a tool to engage and inspire people, to transform spaces and to contribute to the social and economic wellbeing of a community. The arts can generate a feeling of pride in the community and can therefore contribute to positive opinions, attitudes and behaviour.

The City of Armadale has a key role in promoting the arts and a healthy local cultural scene, via a range of arts projects and other inclusive initiatives that contribute to a strong sense of community. A number of well-respected artists reside within our City and we are proud to work alongside these community members to create the City’s annual Arts Festival, the Minnowarra Art Award and at other arts and cultural activities held throughout the year.

This four year Arts and Culture Strategy provides a vision for the City of Armadale, with a balanced calendar of arts and cultural activities, programs and commissions across the City which are designed to attract increased visitation, bolster the local economy and celebrate our community and cultural assets.

Mayor Ruth Butterfield





What is the meaning of Art and Culture?

Art: a definition

According to the Cambridge Dictionary¹:

The making of objects, images, music, etc. that are beautiful or that express feelings.

According to the Australia Council for the Arts²:

Creativity is innate to humanity and is the wellspring of culture. We are all connected through arts and creativity. Our arts are vital expressions of human experience. They embody individual and collective stories, histories, identities and help us understand what it means to be human. They connect us to our past and imagine our future.

According to Art Radar³:

The act of creating art is essentially a form of communication, used to share stories, images and sounds between people from different cultures and times. It is often through art that social change is brought about.

According to Lumen Learning⁴:

Art is a highly diverse range of human activities engaged in creating visual, auditory, or performed artifacts—artworks—that express the author's imaginative or technical skill, and are intended to be appreciated for their beauty or emotional power.

Culture: a definition

According to the Cambridge Dictionary⁵:

The way of life, especially the general customs and beliefs, of a particular group of people at a particular time

The attitudes, behaviour, opinions, etc. of a particular group of people within society

This Strategy outlines the City's approach to arts and culture. This comprises why arts and culture are important for Armadale and what works well at the City. It also explores the following categories:

- Arts Programming
- Public Art Assets
- The City of Armadale Art Collection
- Contributing to Culture

The annual schedule at the end of the Strategy translates the City's approach into action with a range of arts initiatives.



Why are the arts and a healthy culture important for Armadale?

In a general societal sense, the arts play an important role in a community's social and economic fabric. It is a vehicle to bring people together transcending cultural backgrounds and diverse walks of life. The arts contribute to community connectedness, generate pride amongst residents, offer educational benefits, increase income and employment opportunities for local people and provide positive stories that reach well beyond the local government borders.

The arts can bring substantial new dollars into the local economy, contributing to various sectors including education, tourism, hospitality, service and professional sectors.

The arts and local culture are two positive and prominent social assets of the local community across the City of Armadale. Armadale is home to many renowned artists and a number of proactive and engaged community arts organisations. This, along with strategic recruitment of renowned artists and experts from the industry has translated into Armadale gaining a positive reputation across the wider arts industry for high calibre arts programs. Iconic public art projects and the City of Armadale Art Collection are well placed assets to document and celebrate the local culture and artists.

Community pride and friendly faces adds to the existing identity of Armadale being 'where city meets country'. It has been noted that this defines the culture of Armadale as being a close-knit, connected community with similarities to a country town. This is the epitome of the term 'culture' referred to in this Strategy – the community spirit or the social environment reflected in the attitude and actions of our residents, with the arts being a positive contributing factor.

Strategic context

The City recognises the importance of strengthening the connection, pride and culture of the community as reflected by this key outcome and objective in the City's Strategic Community Plan:

1.1 Foster and strengthen community spirit

1.1.1: Facilitate a dynamic calendar of events, festivals and cultural activities that activate suburbs, foster community connections, celebrate the diversity of the community, encourage a sense of place for residents as being part of the City of Armadale and to attract "first-time" visitors to the City in order to contribute to changing the narrative regarding Armadale

Other key outcomes in the Plan are also linked to how the arts and culture play a key role in the social and economic vibrancy of the City:

- 1.2 **Improve community wellbeing**
- 1.4 **An inclusive and engaged community**
- 2.2 **Attractive, inclusive and functional public places**
- 3.1 **Increased economic growth, job creation and retention, as well as educational opportunities**
- 3.2 **Positive image and identity for the City**
- 3.4 **Thriving tourism industry**



What works well in Armadale?

Taking a community development approach

The arts are not only about artists. In Armadale, art projects are aimed at all local residents by offering a variety of niche and accessible projects and activities for different groups to engage in.

Taking a community development approach means that art is a tool used for a deeper community benefit with a primary focus on positive, long term outcomes through creating an inclusive environment for all people to explore, learn and enjoy. This approach has resulted in the development of the ReDiscover Mural Arts Trail, the Armadale Hills Open Studio Arts Trail, Music in the Mall, and the establishment of the Armadale Arts Festival and further development of the Minnawarra Art Awards.

A community development approach is also used to encourage community connections and discussion, to educate and upskill, to promote City services or to explore ideas and assist in creating a sense of place. Examples of this include supporting local community groups with their projects, the Armadale Youth Jazz Orchestra project with Armadale Senior High School, the inclusion of the Champion Centre in the Armadale Hills Open Studio Arts Trail to showcase Aboriginal artists, and the public space activations presented as part of the annual Armadale Arts Festival.

This approach also means involving local residents in the design, planning and delivery stages of the project wherever possible. In some cases this means a working group of volunteers who liaise regularly with City staff to advise on and deliver aspects of the project. One example is the Armadale Hills Open Studio Arts Trail, where participating artists have an active role in developing and implementing the project. This maintains local relevance and commitment to the program and adds significant value to the trail and its promotion.



“The true purpose of arts education is not necessarily to create more professional dancers or artists.

It’s to create more complete human beings who are critical thinkers, who have curious minds, who can lead productive lives.”

Kelly Pollock



Celebrating local community assets

Armadale has incredible community assets including highly talented artists, community arts organisations, beautiful bushlands, proactive schools and strong sense of culture. These are showcased at every opportunity through the annual arts program. This includes the fact that an estimated 95% of contracted artists are local residents; of the works by the State's top visual artists exhibited at the Minnowarra Art Awards each year, an estimated 20% are by local artists; a Festival Artist is nominated by the community each year; the installation of the spectacular mural in the main hall of the Champion Centre and the development of innovative programs such as the Armadale Artists Bush Trail. During the COVID-19 lockdowns in 2020 Artists of Armadale and Creative Isolation were developed as online projects to provide an opportunity for the community to access and celebrate the local arts culture and to assist with much needed employment for the local arts sector.

Iconic public art can also reflect the City's assets. A public art work installed in 2019 *Link* represents the constant movement and flow of people and traffic through Armadale's major intersection and entry point. For many, this location represents heading down south on holidays or visiting Perth for supplies, acting as an important link between the country and city. Other aspects of the art work are representative of Armadale's dual identity – one representing the rural landscape and the other the urban environment.





Inviting local businesses to participate

The City actively seeks to contract local businesses for aspects of the arts programs. This includes professional artists, local arts organisations and service providers such as performer management, stage and audio. Beyond this, local businesses are also invited to participate in various ways to promote their brand where appropriate such promotional opportunities, collaborative programming and sponsorship. Examples of this is the Armadale Reptile Centre being highlighted as part of Armadale Augmented Reality, the Seven Sins restaurant featured as part of the Journey Through Jazz event, sponsorships for Minnowarra Art Awards and the Armadale Hills Open Studio Arts Trail and Katherine John Entertainment and Organic Productions contracted for Music in the Mall.

Focusing on access and inclusion

According to the Australian Bureau of Statistics, 17.7% of Australians live with disability and the National Disability Insurance Scheme (NDIS) predicts that by 2023, 1,786 people will be accessing the NDIS in Armadale⁶. Therefore strategies have been implemented to ensure arts projects and the events at which they are often showcased continue to work towards being accessible and inclusive to everyone. The City's Access and Inclusion Reference Group continue to be key advisors in this field. Examples include the upskilling of local groups and organisations to be more inclusive, accessibility noted on the Armadale Hills Open Arts Studio Trail, offering a range of options for people with disability to enjoy the performances at Carols by Candlelight, Tactile Tours being offered through the Minnowarra Art Awards, presenting Sensorium Theatre content during the Armadale Arts Festival and the Yarning Group Unsung Stories of Connection exhibition showcased alongside the Minnowarra Art Awards.





Arts Programing

Arts Programing is a broad term encompassing many different art forms and processes. One definition states it is 'programing on culture and the arts, including, but not limited to the performing arts, visual arts, literature, fine arts, craft arts, creative writing, architecture and music⁷.

Community driven initiatives

Community driven initiatives are where community groups or individual community members instigate an arts project or arts event that they want to present to the public. This happens naturally across the community with groups such as Roleystone Theatre and the Armadale Society of Artists, as this is part of business as usual for these organisations.

With some support however, many other groups or individuals are also able to present art projects to the wider community as well. Support offered varies between projects and may include practical guidance, inclusion in a larger marketing campaign, or financial assistance through a grant or City program, such as the community driven initiatives run through the Armadale Arts Festival. Examples of these include the Armadale Hills Open Arts Studio Trail, the Armadale Writers Group Anthology Launch and the Yarning Group Exhibition.

These projects are important to ensure community members are engaged with the City and empowered in their passions and skills. Having such a prevalent, skilled and dedicated cohort of groups and individuals that are willing and excited to bring these programs to the local community is a valuable community asset which leads directly to community connection, local pride and social wellbeing – and a healthy community culture.

Armadale Hills
Open studio
Arts Trail

Home About Map Artists & Studios COVID Safe FAQ Contact

Welcome to a fascinating world of creative discovery

Our artists are opening their studios to the public for an intimate view of their inspiring spaces and creative processes. On the Trail you'll discover an extraordinary range of art practices and art people nestled amongst the stunning natural beauty of the Armadale hills environment.

As you're making your way around the area, look out for the blue banners and Trail signage to help you find the studios. Make the most of your trip by pausing for refreshments at one of our local cafes!

The safety of our visitors and exhibiting artists is our top priority. Find out more about our COVID-19 safety measures here.

[See Artists & Studios](#)

SMV - The Arts Sanctuary

Linda Glover

Sue Dorey - abstract painter & bag maker



Community arts programing

Community arts programing is led by the City, with a primary focus on short, medium and long term benefits for the community through the process and underlying outcomes beyond any actual resulting artwork. It uses art to connect people and organisations, to educate residents on a variety of topics for example waste, environment cultural diversity, health and to help develop general life skills.

Social benefits are maximised in these projects with the inclusion of various City of Armadale departments and/or external community organisations. For example the collaboration between the Armadale Jazz Youth Orchestra (based at Armadale Senior High School) and the West Australian Youth Jazz Orchestra (WAYJO) resulted in increased confidence of participating students, up to 40% increased school attendance and selected students awarded WAYJO Club scholarships which also contributes to the future of the local arts industry. This project culminated in the presentation of a public concert at the Armadale District Hall.

Community arts programing usually results in a collective celebration of the project achievements which is conducive to building a proud, active, more connected and stronger community.

Aspirational programing

It is important to produce programs that appeal to different audiences within their arts journey. Aspirational programing brings arts and cultural activities into the City from further afield to inspire residents, attract tourism, contribute to the local economy, invest in the continued development of the local arts industry, and connect Armadale to the wider arts industry.

This will often include inviting and attracting renowned industry individuals and/or groups to Armadale for a program or event. Examples of this include the Il Coro event featuring the Giovanni Consort, the ReDiscover Arts Trail, Minnawarra Art Awards, Public Art and the City of Armadale Art Collection. These projects all featured highly acclaimed artists and arts professionals.

Responsive programing

Responsive programing means to respond to community needs as well as unique opportunities that arise, further contributing to the City's strategic objectives. Responsive programing only accounts for a small proportion of the City's arts programing and isn't usually included in the annual arts program due to the impromptu nature of the projects.

These projects are also usually relatively low in cost or attract external funding from Government grants or sponsorship. Some examples of this are the Artists of Armadale and Creative Isolation Projects during the 2021 COVID-19 lockdowns, Cultural Appropriation information sessions and a number of community murals.



Public Art Assets

Public art assets encompass the public art located across the City, and the City of Armadale Art Collection. Both assets provide an important role of preserving and celebrating the local history, culture and talent of the area. These assets require ongoing investment to maintain and expand, providing a tangible demonstration of the City's commitment to the arts and showcasing Armadale as a vibrant place to live and visit.

Public Art

Definition

Public Art is defined as artworks in public places or areas of private property that are open or visible to the public and designed and created by an artist. This includes any visual or multi-disciplinary art form including a range of media, from tangible sculpture to intangible/ephemeral works, painting, crafts, film and video, sound, light, or performance.

It is not limited to specific sites, and can include any location where the public can access an artwork either indoors or outdoors. This can include parks, pavements, building facades and interiors, bridges, bodies of water, natural environment and other locations.



Types of Public Art

The Australian Centre for Contemporary Art⁸ cites a range of types of public art, including:

- **Permanent:** Permanent public artworks are intended stay in position for long periods – sometimes centuries. Two common examples are statues and sculptures. Because they are intended to last, artists create these works from highly durable materials like bronze, marble, granite, steel and basalt (bluestone).
- **Temporary:** Temporary public artwork has a predetermined lifetime that can range anywhere between a few hours to several years. Examples can include installations, projections and performances created for public space. The materials and techniques artists use are diverse and can include plants, paper, chalk, video, sound and performance.
- **Integrated:** An integrated artwork is one that is incorporated into another structure – such as a building, streetscape or landscape design. Typical examples of integrated public artworks include street paving, sculptural seating, and artist-designed glazing (windows).



- **Applied:** An applied public artwork is one that is applied directly to the surface, indoors or outdoors, of another structure, and is almost always two-dimensional. Common examples of applied artwork include murals on buildings, chalk drawing on footpaths, legal 'street art', and illegal graffiti.
- **Large or small scale:** Most public artworks, new and old, tend to be large scale. This is because in most public contexts artists must account for the expansive scale of the space – open parks, tall buildings and large trees can all visually dwarf artworks placed in their vicinity. By making a work large-scale this effect can be counteracted. A useful synonym for large-scale is monumental. However, many contemporary artists are interested in exploring small-scale artwork in public space. One reason for this is that the encounter with a small-scale artwork can be an intimate experience for the viewer. By contrast, an encounter with a monumental artwork can be an overwhelming or alienating experience.



Other types of public art include:

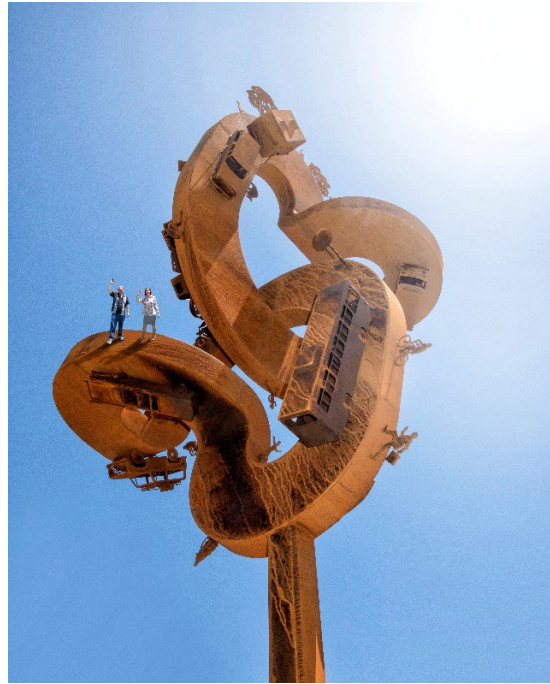
- **Ephemeral:** art that is transitory in nature, usually designed to naturally deteriorate over time or as an experience or event and lasting for only a short period, such as performance art, music, dance or exhibitions.
- **Heritage/Memorial:** Artwork designed to recognise the history or cultural heritage of a place, or to commemorate a person or past event.
- **Community Art:** Artwork that is created with the involvement of community members or groups, such as local residents or school students. Community art is usually produced through a collaboration project between a qualified artist and the community group.
- **Indigenous Art:** Cultural, heritage or contemporary artworks which are specifically commissioned to be created by indigenous artists and/or to have involvement of locally indigenous people.



Public art recent examples

Link

Along with representing the flow of people through Armadale and the dual city and country identity of Armadale, this public art work installed in 2019 incorporates finer details echoing the overall themes - a farm truck carrying goods, a dog in the ute, cars passing holiday makers towing a caravan, and a kangaroo.



The Guardian

The Guardian stands proudly at the entrance to the Armadale City Centre. Its form is suggestive of wings, with the pillars standing as Gate Keepers or Guardian Angels, to embrace and welcome travelers from the train station into the Jull St Mall. At night lights blaze from the tips of the wings, projecting into the City Centre, lighting a path forward and emphasizing the ongoing potential of the City.

The Guardian embraces residents old and new, welcomes visitors to the City, and celebrates the potential of our community.

ReDiscover Armadale Urban Art Trail

Multiple artists with international, national and/or local acclaim were contracted to provide murals for a walking trail in the City Centre. Artworks are high quality and diverse in topic and style, each being created specifically for the designated location.

This is aspirational programming with the trail being featured on the artist's social media and national media and the Streets of Perth website. They are also a regular feature in community photographs as is demonstrated through the photographic competitions coordinated by the City's Libraries or Visitor Centre.



The City's Public Art Policy

The purpose of the City of Armadale's Public Art Policy is to enact the contribution of public art in creating vibrant and attractive places and the commitment to the incorporation of stimulating and relevant public art in the City of Armadale that enriches the character and identity of local communities.

The Policy provides a framework for administering the commissioning, installation, management, maintenance and decommissioning of all permanent or temporary public art and mural art in the City of Armadale.



The City's Percent for Public Art Policy – a Local Planning Policy

The purpose of City's Percent for Public Art Policy (a Local Planning Policy) is to require eligible developments within the City of Armadale to contribute towards the provision of public art. The objectives comprise:

- To provide new public art within the City through City funded projects and private development
- To promote excellence, creativity and innovation in the delivery of public art, which enhances the public amenity of public spaces
- To provide opportunities for a wide variety of artistic outcomes, including permanent, temporary and mural artworks, that engage and interact with the community
- To enhance the local community identity and cultural tourism

The Policy has been prepared in accordance with Schedule 2, Part 2, Clause 4 of the Planning and Development (Local Planning Schemes) Regulation 2015.

The Policy details how eligible developers, dependent on the development cost, will make a monetary contribution to the City of Armadale Public Art Reserve Account or provide public art work to the same value. Any proposed public art works need to comply with the requirements cited in the Policy.



The City of Armadale Art Collection

The City of Armadale Art Collection is a professionally maintained public collection that documents and celebrates the local area, local artists and prominent West Australian artists.

The Collection is exhibited across the various City administration office buildings, with public exhibition opportunities continuing to be explored.

Artworks are contributed annually to this collection through the acquisition awards of the Minnawarra Art Awards exhibition and/or acquisitions approved by the Art Acquisition Panel. The artworks are acquired, maintained, restored and decommissioned as required, aligning with the Art Collection Policy and Management Practice, to retain the financial and cultural value of the Collection.





Contributing to culture

The City has a strong local culture and sense of community. When residents were asked in 2019 and 2021 as part of two community engagement campaigns what they love about their suburb, a total of 1640 residents from 17 of the City's 19 suburbs stated a 'sense of community' in the top three reasons. Other highly rated categories included the natural environment, facilities, services and location.

These beliefs and expressed opinions about the social and physical environment form the basis of the culture of a community. Building on what people consider to be the community's strengths further defines the City's identity and can contribute to a positive culture.

Taking a strengths based approach to building a strong community culture has focused on regularly establishing what the community aspires to and what they need, then working to address these in the context of the City's role as a local government. The arts comprise one strategy to contribute to a healthy community culture.

Therefore the actions associated with contributing to culture in this context are defined as positive initiatives, services and practices that build on the characteristics residents have identified as being key strengths of the community. A sample of these activities include:

- Celebrating and showcasing the talents of our local residents at events, including:
 - Inclusion of community driven arts projects at the Armadale Arts Festival
 - Participation by the choirs from local schools at the Carols by Candlelight event
 - Facilitation of public access to the studios of local artists at the Armadale Hills Open Arts Studio Trail
 - Exhibition of the work of Aboriginal artists at the Champion Centre as part of the Armadale Hills Open Arts Studio Trail
 - Participation by local niche groups at the Armadale Highland Gathering and the Perth Kilt Run
 - Inclusion of local schools in the LochMess Monster Upcycle Challenge presented at the Armadale Highland Gathering and the Perth Kilt Run
 - Delivery of two annual functions with a focus on thanking volunteers and celebrating the contribution they make to the community
- Delivering an annual program of events. The consistent feedback from community members is about the quality of the events and the pride they feel by being part of the Armadale community. The City's events include:
 - Australia Day
 - Movies in the Park
 - Armadale Arts Festival
 - Minnowarra Art Awards
 - NAIDOC
 - Outside the Frame
 - Highland Gathering and Perth Kilt Run
 - Carols by Candlelight
- Supporting residents via:
 - Delivery of key services for example parks, libraries, community facilities, environment services and community development projects including community safety activities
 - Provide a mechanism via the City's Multicultural Advisory Group for members of the Culturally and Linguistically Diverse Communities to share perspectives on issues with the City



- Provision of donations to support residents representing their community in sport or other endeavours
- Supporting local groups via:
 - Coordination of a Volunteer Service to attract and provide volunteers for local organisations
 - Provision of community grants to build capacity for local community projects
- Working alongside local businesses including:
 - Work to improve the City's economic environment
 - Contract local businesses (including performers) where possible

Annual schedule for the arts

Month	Category	Project	2022/23	2023/24	2024/25	2025/26
Feb-Apr	CA	Music in the Mall	X	X	X	X
May	AA	Minnawarra Art Awards	X	X	X	X
May	CA/AA	Armadale Arts Festival	X	X	X	X
May	CD	Armadale Arts Festival - Community Driven Initiatives	X	X	X	X
May	CA/AA	Festival Artist	X	X	X	X
August	CA	Outside the Frame	X	X	X	X
Sep	CD	Armadale Hills Open Studio Arts Trail	X	X	X	X
Oct	CA	LochMess Monster Upcycle Challenge	X	X	X	X
All year	CD/CA/RP	Community Group Support	X	X	X	X
All year	PA/AA	City of Armadale Art Collection	X	X	X	X
As required	PA/AA	Public Art Applications ie Percent for Art	X	X	X	X
As required	PA/AA	Project-based Public Art ie Viaduct Public Realm project, key developments across the City	X	X	X	X
Every four years	PA/AA	Public Art Commissions		X		

Table Key

CD: Community Driven Initiatives, CA: Community Arts Programing, AA: Aspirational Arts Programing, RP: Responsive Programing, PA: Public Assets



Building on the success of the existing arts assets and programming

Given there is 'always room for improvement', the City will continue to build on the strengths of the current community assets and annual arts programming with a diverse and inclusive arts program. The City will continue to deliver responsive programming to support local artists and groups with their community art projects and seek new opportunities to further develop the range and value of the arts programs offered where possible and appropriate.

The next three years will focus on further strengthening the local arts industry and supporting niche groups through City-lead and community driven programming. Aspirational programming will be a key focus through continuing to establish and maintain relationships with arts industry contacts to complement the annual arts schedule. It is anticipated that this will establish a solid foundation for a new phase of development beyond this Strategy and in line with the overall direction of the organisation.

Using the arts to transform the public realm

The arts can be a powerful tool to transform places and spaces, beyond a static public art piece to be a pivotal and intrinsic element of infrastructure in the public realm. This may include digital projections tailored to the architectural features of a building, regular activations of a space by performances and the temporary installation of kinetic art pieces.

The ultimate aim of integrating art into the urban environment is to change the narrative of Armadale in a positive way. This adds to the vibrancy of key locations in the City of Armadale and contributes to a healthy social and economic environment by bringing people together transcending cultural backgrounds and diverse walks of life.





Measuring success

In the context of the delivery of a community activity, program or event, success relates to many aspects. It is common for key project objectives to differ, so the methods of measuring success may also differ. Key community development principles will also be measured across the program where appropriate, including community connection, community pride, satisfaction, skills learnt and attendance numbers. However, it is recognised that in the arts, high participation numbers is not always an indicator of the success of a project.

Upon review of community driven projects, success will be demonstrated by the level of satisfaction of external organisers with the City's support and the number of community driven projects presented across each year.

Measuring the success of the City's contribution to a positive local culture means gauging the residents' beliefs and opinions about their community. Engaging with the community about this helps inform the City if it's on the right track and what else can be put in place.

To capture these qualitative and quantitative data sets, the City uses the following tools:

- Culture Counts surveys
- Media monitoring
- Recording event attendance
- Ongoing consultation with local community groups, organisations and schools
- Ongoing engagement with artists and arts organisations
- Engaging with the community at a suburb level via the Growing our Community campaign

Therefore the City may be confident of the success of each project if these data sets reveal:

- Consistently positive survey results and social media feedback received
- A sustained or increased reach of media campaign and number of positive news stories
- A sustained or increased number of local community groups, schools and businesses involved in the annual arts program
- An increase in the number of participants (where appropriate)
- A sustained or increased number of community driven programs
- An improvement in the opinions and beliefs of residents about the wider community





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Photo Credits

- Cover Armadale Arts Bush Trail with Elaine Clocherty, Kandice Hansen, Elise Marshall, Helena and Trudi Pollard. Photo: 7 to 1 Photography.
- P3 Artists Rohin Kickett, Matt Adnate and Bradley Kickett. Artwork: Untitled. Photo: Bewley Shaylor.
- P4 Mayor Ruth Butterfield. Photo: 7 to 1 Photography.
- P8 Armadale Youth Jazz Orchestra. Photo: 7 to 1 Photography.
- P9 Armadale Arts Bush Trail and Elaine Clocherty. Photo: 7 to 1 Photography.
- P10 Minnowarra Art Awards Tactile Tours with participants and Christen Bell. Photo: 7 to 1 Photography.
- P12 Armadale Hills Open Arts Studio Website.
- P13 Rediscover Armadale. Artwork: Rone. Photo: Bewley Shaylor.
- P14 Untitled Sculpture by Greg White and Linton Reynolds. Photo: Unknown. Untitled Sculpture by Andrew Kay. Photo: Matt Devlin.
- P15 Link by Si Hummerston. Photo: 7 to 1 Photography.
- P16 Augmented Reality. Artwork: Sharyn Egan. Photo: Unknown.
- P17 Minnowarra Art Awards including Judith Gauntlett, Christophe Canato and Tony Buti. Artwork: Fanrandole. Photo: 7 to 1 Photography.
- P20 Il Coro. Photo: 7 to 1 Photography.
- P21 LochMess Monster Upcycle Challenge. Photo: 7 to 1 Photography. Minnowarra Art Awards. Photo: 7 to 1 Photography. Armadale Writers Group Anthology Launch. Photo: 7 to 1 Photography.

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