

Cultural Centre Community Usage Policy

23 April 2014

This policy was adopted by Council to set governing principles in place that align the strategic direction of the organisation with community values and aspirations.

The Cultural Centre Community Usage Policy relates to the Welcoming and Inclusive Communities stream of the Corporate Plan 2013-17.

Objectives

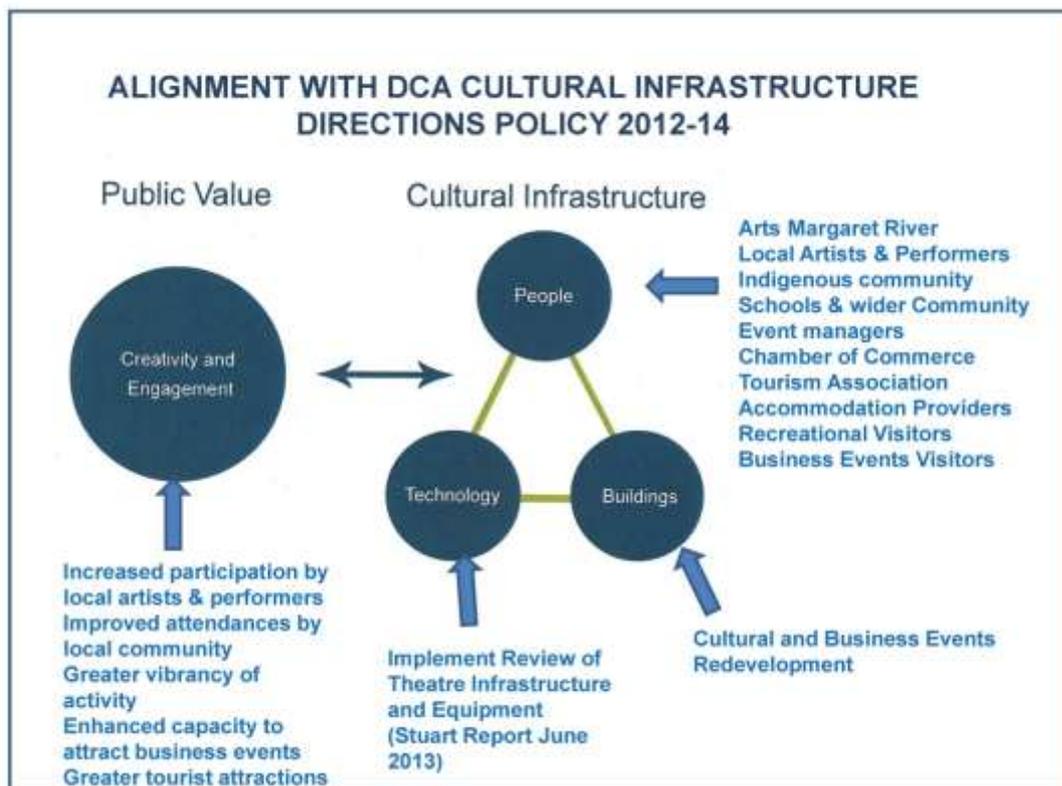
The Shire's vision is for the Margaret River Cultural Centre to become a vibrant hub of community, cultural and business events activity which is a major contributor to the quality of community life in the Shire and to the Shire's economy.

The Shire recognises the critical importance of the full activation of the Cultural Centre venue in contributing to the quality of community life in the Shire. The objectives of the Shire's community usage policy in maximising community access to the Cultural Centre are as follows:

1. Foster active participation in community activities and community cultural development;
2. Foster a sense of community belonging and identity through cultural activities, community events, festivals and celebrations;
3. Strengthen community groups and networks and build community capacity and community resilience through active participation and involvement in Centre management and in community events and activities;
4. Promote community volunteerism and use of the centre as a venue for non-profit groups and organisations to meet and conduct activities through the facility's community management committee;
5. Promote equity and access to all community members inclusive of those with disabilities and from culturally and linguistically diverse cultures as well as young people, seniors and families through inclusive activities and events;
6. Promote lifelong learning by using the Cultural Centre as a venue for educational activities, conferences, seminars, presentations, community forums, Town meetings, and
7. Enhance the community's emergency and disaster management capabilities by the provision of a central emergency evacuation centre.

Alignment to State Cultural Infrastructure Policy

The Department of Culture and the Arts (DCA) Infrastructure Directions Policy 2012-14 emphasises the importance of community engagement and the linkage between people, buildings and technology in creating public value in terms of creativity and engagement. It is not just about buildings but their relationship with and usage by people. The following diagram clearly shows how the Shire of Augusta Margaret River intends to foster the strong engagement of the local community aided by up to date technology in a fully refurbished contemporary facility. The result will be the creation of public value through creativity and engagement, increased participation by local artists and performers, increased attendance by the local community and a greater vibrancy of activity.



Strategy

Maximising community usage of the Cultural Centre for community development and community cultural development activities will be achieved by ensuring that:

1. Community access is a strong component of any annual program of activities under the license agreement for the management of the Centre with Arts Margaret River Inc and community usage is measured as annual key performance indicator under the license agreement;
2. Hire charges for community access are on a subsidized at or below cost recovery basis which fosters hiring by community non-profit groups, schools, community theatre, performing and visual arts groups and service clubs and local organisations;
3. Annual Shire community grants funding have a component of community cultural development and assistance for local groups to organise community events;

4. Access and equity to the Cultural Centre is fostered and promoted to People with Disabilities and other under-represented groups in the community;
5. The history and heritage of Aboriginal people is acknowledged, recognised and celebrated whenever possible and appropriate in Cultural Centre activities;
6. Professional and technical assistance is available to community hirers as required by their particular needs, and
7. Information about the availability of the Centre for community usage is widely distributed and made available to the local community and the diverse groups operating within the Shire.

Application

Responsibility for the implementation of this policy is enacted through the CEO through the Director Corporate and Community Services. The policy is to be reviewed every three years.

Approved by Council	Date: 23 April 2014	Decision No: OM2014/62
Last Reviewed	New policy	