



# Strategic Plan

2015 ~ 2020

Building *connections* and supportive *networks* between creative people and their community

Improving *public place vitality*

Increasing *creative activity* and events in Albany and the Great Southern Region

Establishing a *sustainable* organisation for the benefit of the community



York Street Albany

## *Creative Albany is ~*

Creative Albany is an incorporated community association which aims to bridge the gap between creative people, the community and business. We support creative endeavours that will bring vibrancy and economic diversity to our city – Albany, Western Australia, and hence long term benefits to the community’s wellbeing and capacity.

We are interested in the Creative Economy as an important tool for community benefit, which includes the following sectors:

- Architecture
- Community Art and Public Art
- Conservation and Built Heritage
- Dance
- Design
- Film and Multimedia
- Fine Art and Craft
- Journalism, Broadcasting and Publishing
- Museums, Galleries and Libraries
- Music
- Software Development
- Theatre, Circus and Performing Arts
- Urban Design and Placemaking
- Visual Arts and Crafts
- Web and e-commerce design
- Writing

## *Our commitment ~*

***We believe creativity is a powerful life skill and that engaging in creative ventures can have both personal and community wide benefits. Creativity can help people develop new skills, expand opportunities, generate community pride, build partnerships and nurture resilience.***

***We are committed to supporting robust community capacity, innovation, vibrant public places and an engaged and proactive community, all of which support Albany’s liveability and enhance the quality of life of Albany’s residents.***



## *Our vision ~*

***That the creative community is recognised as an integral part of Albany’s prosperity and vibrancy, contributing to a highly liveable city through:***

- A community characterised by its creative energy and cultural appreciation;
- A public place network rich with vibrant, well designed and welcoming places that celebrate, conserve and enhance the unique built and natural heritage of our city and region;
- An inclusive community, with strong identity, resilience and capacity;
- An annual calendar of events that brings activity to Albany year round, and
- A city with a reputation for excellent creative partnerships and rich professional experiences for artists and creative practitioners.

## *Our role ~*

As a not-for-profit incorporated community group managed by a committee of volunteers, our roles are primarily advocacy, network building, supporting the creative community, acting as a conduit to bring funding to the city and region, promoting events and people, mentoring and researching.

We aim to be credible, collegiate and constructive in our relationships with individuals and other organisations.

Creative Albany Inc. does not own assets in the form of property or equipment, is resourced by volunteers, and is funded on a project-by-project basis.

## *Our structure ~*





## *Our achievements ~*

Creative Albany manages events and projects, and also assists community members and organisations which need the structure of an incorporated body to access funding. The following list is a summary of the key projects we have been involved in since incorporation.

### **Creative Albany Inc. and member managed events:**

- Albany Baseline Report (Socio-economic Study)
- Albany Comedy Club (Performance)
- BookMark Festivals (Writing and Reading)
- Committee for Albany Start-up (Economic Sustainability)
- Seattle community advocate Jim Diers' lecture series (Community Place Making)
- Harboursound (Music Performance)
- Town Hall Film Festivals (Film)
- Voiceprints Festival (Cultural Multi-media)

### **Auspiced events and projects:**

- At The Brink (Fine Art)
- Attendance at conferences and workshops for Creatives (Professional Development)
- Ben Reynolds Mentorship (Photography)
- Creative Exchange (A quarterly networking and creative community event partnered with the City of Albany)

- Cruise Ship Welcome Performance Series (Music and Placemaking)
- Cultural Programme Collections Workshops (Cultural)
- Jazz Masala Performance Series (Music)
- Kalgan Crossing Menang Complex Project (Indigenous Cultural Heritage)
- My War? ANZAC Centenary (Multimedia Youth Engagement Events)
- Radio Plays (Performance)

The above projects and events have brought over **\$500,000** in funding into the creative economy sector in Albany - of which approximately **\$200,000** was money sourced from outside the region. The 'multiplier effects' of the creative economy include increased activity in the restaurant, tourism and service supply sectors.

The economic impact of multiplier effects is difficult to quantify, but it is estimated that the indirect and induced sales received by other businesses flowing from \$10 of direct impact, amount to \$5. Using this calculation, Creative Albany's throughput of project funds has generated a further **\$250,000** of economic benefit to Albany and provided a wealth of experiences and benefits to local residents and visitors.



Images from Annette Carmichael's *My War?* by Michael Hemmings

## **Our Key Goals ~**

### **1. CREATIVE CONNECTIONS**

*To build connections and supportive networks between creative people and their community.*

#### **Key Strategies:**

1. Maintain a database of interested people and communicate with them regularly. Promote and share events and creative initiatives.
2. Support and run networking opportunities and events.
3. Encourage membership of Creative Albany as the pre-eminent umbrella organisation for people in creative industries.
4. Support emerging creative practitioners and entrepreneurs and provide opportunities for them to network with established creative industry practitioners.
5. Encourage and advocate to the community, private and public sectors to infuse their organisations with arts, culture and creative thinking.

### **2. ACTIVITY and ADVOCACY**

*To increase creative activity and events in Albany and the Great Southern Region.*

#### **Key Strategies:**

1. Assist artists, performers, designers and writers and other Creatives to bring events to the city, and to create new ways for the community to engage with arts and culture.
2. Stage events ourselves in line with members' interests and skills.
3. Encourage other organisations to run events, and support individuals and organisations who are taking risks and experimenting in creative ventures.
4. Facilitate increased community participation in culture, arts and heritage activities, valuing the desire to create for its own sake and as a means of expression of culture and belonging.
5. Advocate for greater use of existing community facilities to host, display and promote local creative activities (i.e. the Town Hall).
6. Establish long-term partnerships between Creative Albany, the community and other relevant organisations, and build on successful existing events and activities.
7. Act as a conduit to bring funding to Albany for the development of community arts, heritage conservation and cultural tourism.
8. Advocate for a well managed calendar of creative events.



### 3. PLACES and SPACES

*To improve community facilities and public place vitality.*

#### Key Strategies:

1. Encourage and support members to sit on relevant committees and strategic planning groups. Host presentations by specialists to bring fresh ideas to discussions and to demonstrate how other cities have used arts and culture.
2. Support initiatives to develop and enhance community facilities in Albany, including the Town Hall, exhibition spaces, the Albany Entertainment Centre waterfront precinct, the town square, quality streetscapes and cultural infrastructure.
3. Advocate for activation of the city's public places (i.e. through an event calendar, market days, public art and street festivals), and lobby for our public places to be welcoming to all members of the community.
4. Insist on high-quality public place design, which has art and innovation embedded in the design process.

### 4. THE LONG GAME

*To establish a sustainable organisation operating for the benefit of the community.*

#### Key Strategies:

1. Broaden Creative Albany's membership base and establish working groups to focus on specific goals.
2. Partner with other organisations to share resources and skills in shared interest areas.
3. Advocate for the appointment of full-time paid position in Albany of a Creative Economy Development Officer.
4. Complete a Business Plan, Marketing Plan and Financial Sustainability Strategy to secure Creative Albany's long term viability.
5. Connect with and monitor other creative economy organisations nationally and internationally to benefit from their experience and stay abreast of trends in the creative sector.



Images of King George Sound by Ben Reynolds



## *Our next 5 years ~*

### **Twelve Month Goals**

- Continue to support, promote and auspice creative people and organisations.
- Complete a Business Plan, Marketing Plan and Financial Sustainability Strategy.
- Identify and schedule an annual 'branding' event for Creative Albany, to raise our profile and attract members.
- Promote our role as an advocate for creative people in Albany, and our services.
- Raise our profile on the internet, in the media and via our email newsletter, to attract new members and broaden our skill base and capacity.
- Apply for funding to quantify the creative economy sector in Albany and the region.

### **Five Year Goals**

- Implement the recommendations of the Business Plan, Marketing Plan and Financial Sustainability Strategy
- Part-fund a Creative Economy Development Officer, to increase the capacity of the organisation, and the resources available to the creative sector and community as a whole.



How to contact us \_\_\_\_\_

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