

Shire of Morawa Arts and Culture Plan

September 2022



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the art and science of place

The Shire of Morawa acknowledges the traditional custodians, the Yamatji people, and recognises the contribution of Yamatji elders past, present and future, in working together for the future of Morawa.

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1. Introduction

The Shire of Morawa (the Shire) is known as a quiet and friendly agricultural district in the Mid-West region of Western Australia, three and half hours' drive from Perth. The Shire has a local population of 750 people, with 71% of the population living in the town centre of Morawa. The Shire has an ageing population, slightly in decline over the years and has a higher proportion of Aboriginal population in comparison to other neighbouring local governments (16.5%)¹.

The Shire's main attraction for visitors are the flourishing wildflowers that carpet majority of the Mid-West region between the months of June – September². Morawa is promoted as part of the Wildflower Country's Wildflower Way driving trail, which goes from Dalwallinu to Geraldton, with over 21 stops. In addition to wildflowers, the Shire is also home to a swathe of attractions, ranging from heritage architecture, historic Canna, natural wonders like Bilya Rock and Koolanooka Springs, a museum, local walk trails, the Biennial Art show and the Speedway. Recent visitors have described Morawa as a 'quiet, friendly, historic' town and vouch that their best assets are the wildflowers and heritage architecture³.

As indicated in the Shire's Strategic Community Plan 2022-2032, embracing social and cultural diversity in Morawa is one of the seven key aspirations of the community, and is seen as closely connected to community inclusion, engagement, socialisation and belonging. This is fertile ground for arts and cultural development, with treasured local arts and culture offerings such as the Morawa Art Show and Exhibition and the Old Police Station Museum, and strong Yamaji culture already present. To support and enhance the existing arts and cultural sector in Morawa, a strategic action plan with a long-term vision is required.

To develop a robust and succinct 'action plan', **element** has been engaged by the Shire of Morawa to undertake a combination of desktop research, community engagement and stakeholder engagement. This plan has been developed in conjunction with the *Shire of Morawa Tourism Plan*, as they are interrelated topics. As such, this plan should be considered alongside the Shire of Morawa Tourism Plan (2022).

This Arts and Culture Plan will act as a useable 'action plan' for the Shire of Morawa to support the development of a sustainable and supported arts and cultural sector in the area and help the Shire to prioritise future projects and resources, aligning with key aspirations from their Strategic Community Plan.

¹ ABS (2016). Community Census Profiles: Shire of Morawa, Shire of Mingenew, Shire of Perenjori.

² Wildflower Country (2019). Western Australia's Wildflower Country 2019-2020. Edition 2.

³ Shire of Morawa (2019). Visitor Perception Survey



2. Context Analysis

2.1 Strategic Direction

There is a suite of strategies at state government, regional, local government and peak body level that have informed the development of the action plan. The strategic documents reviewed to inform the plan are:

- Shire of Morawa Strategic Community Plan 2018-2022
- Shire of Morawa Strategic Community Plan 2022 - 2032
- Shire of Morawa Cultural Precinct Masterplan 2019
- Department of Local Government, Sport and Cultural Industries WA Cultural Infrastructure Framework 2020 – 2030+
- Wildflower Country Tourism Strategic Plan 2012-2017
- Jina: Western Australian Aboriginal Tourism Action Plan 2021-2025
- Draft Local Planning Strategy (2021)

2.1.1 Strategic Community Plan 2022 - 2032

The Strategic Community Plan (SCP) was reviewed concurrently with the development of this Arts and Culture Plan, including the community engagement process. Significantly, three key aspirations in the SCP are strongly aligned to arts and cultural development-- 'create a sense of place for visitors', 'take pride in an aesthetically appealing townsite', and 'embrace cultural and social diversity'. Strategies under these aspirations include the development and implementation of this Arts and Culture Plan, and utilising public art.

The Plan on a Page



Create a sense of place for visitors

- Factor the visitor experience into planning and design decisions
- Develop and Implement a Tourism Plan
- Embrace a commitment to excellent service
- Ensure the townsite and its services are accessible to all

Activate a vibrant small business sector

- Incentivise and Support small business
- Encourage variety and competition
- Maintain strong support systems and services

Take pride in our community and an aesthetically appealing townsite

- Develop and implement a townsite greening plan
- Enhance the appearance of homes, gardens, businesses, public buildings, and open spaces
- Utilise public art
- Celebrate our wins

Embrace cultural and social diversity

- Develop and implement an art and culture plan
- Champion inclusion and engagement
- Promote positive aging in place across the community
- Invest in socialisation and belonging

Cement strong foundations for growth and prosperity

- Safe and suitable road and other transport networks
- Ready to go commercial and industrial facilities
- Enhance partnerships and alliances

Occupy a Safe and Healthy living space

- Build safer neighbourhoods
- Everyone will have access to fit for purpose housing
- Increase active living
- Enhance health service provisions

Be future focussed in all we do

- Ensure the shire and its assets are well resourced and sustainable
- Embrace recycling and renewable energy
- Foster belief and passion in young residents
- Invest in opportunities that are designed to benefit future generations

2.1.2 Strategic Community Plan 2018-2022

Arts and culture has been on the community's agenda for some time, noting various strategies in the previous Strategic Community Plan that are relevant to arts and culture and as such have been noted below for contextual purposes.

No.	Strategy
Outcome 1.2	Maximise business, industry and investment opportunities
Outcome 1.6	The main street is the civic and retail heart connecting the town
Outcome 1.7	Attractive and well-maintained buildings and streetscapes
Outcome 3.1	Services and facilities that meet the needs of the community
Outcome 3.2	Respect our cultural, Indigenous and heritage assets
Outcome 3.4	A wide range of regional events
Outcome 3.5	Improved and well-maintained community, recreational and civic infrastructure
Outcome 3.7	Support an inclusive community

2.1.4 Shire of Morawa Cultural Precinct Masterplan 2019

The Morawa Cultural Precinct Masterplan presents an opportunity to revitalise the precinct of the town surrounding two significant heritage buildings, and link the precinct to the retail centre of Morawa. The vision for the Masterplan is to create a community, arts and visitor precinct, integrated with the existing Shire heritage fabric, providing for the ongoing needs of the Shire, local residents and visitors. Key elements included in the Masterplan are:

- Proposed restoration and improvements to the former Shire Offices which would create a venue for large events such as the Morawa Art Show and Exhibition
- Creation of multiple smaller spaces within the former Shire Offices to allow for multiple different simultaneous uses

2.1.5 WA Cultural Infrastructure Framework 2020 – 2030+

The Department of Local Government, Sport and Cultural Industries' *WA Cultural Infrastructure Framework 2020 – 2030+* sets a vision for WA to be the most culturally engaged State in Australia by 2030, with cultural infrastructure that celebrates our rich cultural diversity and creative talent, the State recognised as a major hub for technical innovation and the creative industries, and WA known as one of the most artistic and inspiring places in the world. The Framework outlines key areas of opportunity for strategic investment in cultural infrastructure as:

- **Creating jobs:** growing a creative workforce is essential to diversifying WA's economy
- **Increasing regional prosperity and economic diversity:** supporting and growing creative entrepreneurial businesses that can adapt to the changing nature of work and create new job opportunities
- **Maintaining and celebrating Aboriginal art, culture and heritage:** growing Aboriginal creative industry and cultural tourism businesses; fostering cultural continuity, cultural security, cultural healing, contributing to the wellbeing of Aboriginal people; building more vibrant and inclusive communities
- **Strengthening our communities through our diversity:** where and how people express their culture is central to strengthening our identity as Western Australians. Ensuring the inclusion, participation and celebration of culturally and linguistically diverse (CaLD) creative industries and communities will lead to positive outcomes for all Western Australians
- **Attracting and retaining talent, and growing tourism:** thriving cultural spaces allow local creative industries to flourish and attract creative talent and tourists to WA
- **Future proofing culture, creativity and the economy:** within a decade Australia's 4.6 million Generation Z's will comprise 12 per cent of the workforce. They will be the first fully global generation, shaped by technology, digital hyper-connectivity and engaged through social media, expecting immediate access of, and contribution to popular culture through iconic technology.

2.1.6 Jina: Western Australian Aboriginal Tourism Action Plan 2021-2025

Tourism represents a significant opportunity for Aboriginal people to secure sustainable economic, social and job outcomes. The *Jina: Western Australian Aboriginal Tourism Action Plan 2021-2025* (Jina Plan) outlines how to seize this chance to further strengthen our Aboriginal tourism offering.

The Jina Plan identifies outcomes across the following three focus areas:

- Make Western Australia the premier Australian destination for Aboriginal tourism through promoting the State's extraordinary Aboriginal tourism experiences;
- Build capacity for Aboriginal people to participate in the tourism industry through direct employment or by fostering the growth of sustainable Aboriginal tourism businesses; and
- Facilitate the development of more authentic Aboriginal cultural tourism experiences across Western Australia to meet visitor demand.

There is a gap in this offer in the Shire currently and through consideration of the Jina Plan actions, this plan can help to realise the focus areas.

2.1.7 Draft Local Planning Strategy (2021)

Local Planning Strategy for the Shire of Morawa (hereon in referred to as the Strategy) has been prepared to set out the long-term planning directions for the Shire and to guide land use planning within the Shire over the next ten to fifteen years. This is the first time that a local planning strategy has been prepared for the Shire of Morawa.

Within the Strategy, Objective C6 most directly relates to arts and culture and has been considered in this plan: acknowledgement of cultural (including Indigenous) heritage through built form, public art and community activities.

2.1.8 Wildflower Country Tourism Strategic Plan 2012-2017

This five-year plan was developed to guide wildflower tourism initiatives in the Mid-West region known as 'Wildflower Country'. While this plan is now outdated, it still provides relevant contextual information to be considered for the Morawa Arts and Culture Plan. The plan mentions diversification of the wildflower tourism industry in the region, noting that "Apart from wildflowers, other tourism strengths for the region are:

- "Nature based" – including bushwalking, bird watching, photography, camping, windsurfing, etc.
- Culture and heritage – historic town, Aboriginal heritage sites, museums, etc.
- Festivals and events – including agricultural expos, country race days, arts and craft, individual iconic town events.
- Diverse range of industry in the area.
- A unique rural way of life.

This is something the Arts and Culture Plan can look to when providing value-add opportunities to the existing heritage, cultural, nature and community character assets in Morawa.

2.2 Arts and Culture Profile

Morawa’s significant arts and cultural event is the Morawa Arts Awards and Exhibition, a biennial event currently in its 8th year, run by the Shire of Morawa. The event brings together the regional community in support of local arts and culture, and encourages and fosters artistic merit amongst rural communities, and supports talents amongst the local Aboriginal community and youth of the region. The Art Awards feature a prize pool of \$20,000, with awards in the categories of:

- Shire of Morawa Acquisitive Award
- Mid West Indigenous Award (sponsored by Karara Mining)
- Indigenous Award
- Best Work on Canvas
- Best Work on Paper
- Best Three-Dimensional Piece
- Photography Award
- Young Artist
- Youth Artist
- People’s Choice

The **Morawa District Historical Society Inc** was formed in 1973, and continues to retain a historical record of the district through custodianship of the **Morawa Old Police Station Museum**, which houses a significant collection of windmills, as well as vintage farm machinery and equipment. The windmill collection in the Morawa Museum is world-renowned, with the Historical Society producing an internationally-distributed publication called The Windmill Journal.

Morawa has also hosted one-off arts projects in recent years which have been popular with the community and have encouraged participation in developing new artistic skills. These have included photography workshops, and a youth-driven painting project **Art on Wheels**.

2.3 Regional context

The below table shows a summary of the arts and cultural infrastructure and activities of neighbouring Mid-West shires. This is important to consider for Morawa’s strategy, as it indicates potential areas of partnership and resource-sharing, as well as opportunities to learn from the successes of approaches to Shire involvement in arts and culture.

Table 1 Comparative Local Offer

Infrastructure	Events/Initiatives	Considerations
Carnamah		
<ul style="list-style-type: none">• The Bank Gallery• Tractor Museum• The Exchange Carnamah (artist studio, book exchange, visitor info, workshop, exhibition and event space)• Macpherson Homestead (historic house and artist residency space)	<ul style="list-style-type: none">• Astro Tourism• Art and heritage trail• Creative @ Home Platform• Mobile studio• Community bush garden• Artist in Residence program based in Carnamah and extending across North Midlands area• Digital Learning Hub• Fine Arts Regional Collection	<ul style="list-style-type: none">• North Midlands Project manage significant cultural infrastructure and programming and are a Regional Arts WA 'Regional Network Hub'• Macpherson Homestead managed by Carnamah Historical Society, with some space utilised by North Midland Project's artist residency program• Some North Midlands Project initiatives are supported by Healthway via the Act Belong Commit message• Tractor Museum is run by Carnamah Historical Society and Museum• Carnamah's arts and cultural infrastructure is located close together, creating a hub and greatly contributing to the character of the town centre
Three Springs		
<ul style="list-style-type: none">• Visitor's Centre	<ul style="list-style-type: none">• Heritage trails• Astro Tourism• Wildflower Art Exhibition	<ul style="list-style-type: none">• An Arts and Photography show is run alongside the Wildflower Show, organised by a volunteer-run committee• Shire of Three Springs website notes historical photos and information for Three Springs can be found at Carnamah Historical Society and Museum

Infrastructure	Events/Initiatives	Considerations
Mingenew		
<ul style="list-style-type: none"> • Museum • Tourist centre • The Exchange and Gallery Mingenew • Book exchange • Artist studios • Art Gallery space • The Old Railway Station arts activity space 	<ul style="list-style-type: none"> • Astro Tourism • Historical walk • Mingenew Painting Group • Arts, culture and history workshop program • Annual program of exhibitions 	<ul style="list-style-type: none"> • North Midlands Project have recently established The Exchange Mingenew in partnership with the Community Resource Centre • North Midlands Project coordinates an annual program of exhibitions • Museum is managed by Mingenew Historical society, which is volunteer-run. Museum includes farming machinery and implements, and a collection of Aboriginal artefacts • The Shire of Mingenew promotes Stargazing Season and Wildflower Season on their website year-round, linked to accommodation services • The Shire of Mingenew runs one-off arts projects for community participation in arts skills (eg painting)
Mullewa		
<ul style="list-style-type: none"> • Our Lady of Mount Carmel Church & Priest House Museum • Aboriginal Art Workshop and Gallery • Men's Shed and Yamatji Sitting Circle • Helen Ansell Studio Gallery 	<ul style="list-style-type: none"> • Mullewa Arts Development Group • Mullewa Women's Indigenous Group • Arts skills workshops • Book Owls Book Club 	<ul style="list-style-type: none"> • Mullewa Women's Indigenous Group run the Art Centre (workshop and gallery) • Mullewa Arts Development Group is a NFP group and runs a range of arts skills development workshops which are ticketed, as well as the Book Club • Museum is volunteer-run

Infrastructure	Events/Initiatives	Considerations
Perenjori		
<ul style="list-style-type: none"> • Art Gallery • Workshop space • Arts and Craft building • Perenjori Visitor's Centre and Museum 	<ul style="list-style-type: none"> • Arts and Craft Group • The Exchange Hub 	<ul style="list-style-type: none"> • North Midlands Project partner with the Community Resource Centre to deliver programming • Pioneer Museum is included in the Visitor's Centre and open during peak season
Yalgoo		
<ul style="list-style-type: none"> • Yalgoo Arts and Cultural Centre • Exhibition space • Workshop space 	<ul style="list-style-type: none"> • Yalgoo Arts Program • Program of arts workshops by visiting and local artists delivered by the Shire • Yagu Artist's Group 	<ul style="list-style-type: none"> • Shire employs an Art Centre Coordinator • Arts and Cultural Centre open Thursday – Saturday • Local artist works available for purchase at Arts and Cultural centre • Yagu Artist's Group connected to MEEDAC
Morawa		
<ul style="list-style-type: none"> • Old Police Station Museum 	<ul style="list-style-type: none"> • Morawa Art Awards and Exhibition • Art skills workshops • Morawa District Historical Society Inc 	<ul style="list-style-type: none"> • Museum is run in partnership with the Morawa District Historical Society Inc • Shire has supported young people to apply for YCulture arts funding • North Midlands Project runs workshops in Morawa District High School associated with their artist residencies



3. Community and Stakeholder Engagement

Engagement with the community and key stakeholders was conducted in March and April 2022 for input on the draft Tourism Plan and Arts and Culture Plan. Consultation was undertaken with the Aboriginal Community (Midwest Employment and Economic Development Aboriginal Corporation), local businesses, volunteer organisations in Morawa, Shire staff (administration and operations), Shire Councillors, Tourism WA, Mid West Development Commission, North Midlands Project, Euphorium Creative, and Department of Local Government, Sport, and Cultural Industries.

The engagement approach was structured by understanding the existing offer in Morawa, barriers and opportunities, potential partnership/funding opportunities and priority areas for the action plan.

A summary of the priorities from community and stakeholders are presented in the table below:

Table 3 Action Plan Priority Areas

Community priorities	Stakeholder priorities
<ul style="list-style-type: none"> • Increased arts and cultural infrastructure/spaces in Morawa • Increased support and leadership in the arts and culture sector • Leveraging existing community events and tourist attractions to create arts and cultural activities • Developing opportunities for local artists to sell and display their works to visitors • Greater opportunities for local community to access arts and culture skills development • Greater promotion of existing Morawa arts outputs (eg talented local artists) 	<ul style="list-style-type: none"> • Increased arts and cultural infrastructure/spaces in Morawa • Developing opportunities for Aboriginal arts and culture to align with Tourism WA's Jina Plan • Partnering with neighbouring local governments • Developing long-term arts and cultural growth for Morawa • Increasing Morawa's access to existing arts and cultural activities and programs in nearby areas • Greater access to arts and cultural funding opportunities (eg grants) • Long-term partnerships between arts and cultural organisations and the Shire of Morawa • Ensure Tourism, Arts and Culture plans are unique to the Morawa area • Ensure that the Shire's arts and cultural development actions reflect and support community-driven activities
<p>Funding / partnership opportunities The following have been identified as potential sources of funding and future partnerships, and will be further investigated and development throughout the Plan's implementation.</p> <ul style="list-style-type: none"> • MEEDAC — alignment with existing and planned Aboriginal arts and cultural projects/activities to enhance reach and community outcomes, partnership on new projects/initiatives • Morawa Community Resource Centre — partnership on arts and cultural projects that have alignment with the CRC's access to networks and resources (eg training resources, promotion of projects through CRC network) • Regional Arts WA — arts project grants and special initiative grants available for application, development support and resources via the Regional Network/Hubs initiative • Circuitwest — partnership to provide high-quality arts performances at an existing venue/community space in Morawa, including tour coordination services and access to regional network of performance hosts • North Midlands Project — long-term partnership to establish a community-led arts and cultural hub in Morawa, ongoing opportunities to partner with existing North Midlands hubs and share resources • Department of Local Government, Sport and Cultural Industries — arts project grants available for application through Culture and the Arts • Partnerships with neighbouring Local Governments — including sharing of resources such as visiting artists or skills development professionals, development of joint arts and cultural projects, partnering to seek funding • Department of Biodiversity, Conservation and Attraction — leverage natural tourist attraction development and trail development to provide arts and culture elements • Lotterywest and Healthway — arts and culture grants available for projects or initiatives with strong community involvement and benefit, and health outcomes 	

Opportunities

- Empty shop-fronts and un-used buildings in the town centre which have the potential to be used as arts and cultural spaces
- Strong local Aboriginal culture and arts—links between this and the wider community and tourists to be developed
- Existing community-led arts and cultural initiatives in the Mid-West region with models that could be applied to Morawa
- Value-adding arts and cultural activities to existing popular community and tourist events (eg Wildflower season, Speedway)
- Value-adding public art to planned development in Morawa (eg mountain biking trails)
- Driving trails with an arts and cultural focus
- Large and small events for local community and tourists
- Expression and exploration of Morawa's strong agricultural identity through arts and culture
- Opportunities to link in with existing tour services and tourism services within the Mid-West region
- Increased public art in the town centre to enhance streetscape and develop a stronger sense of place
- Use of existing Morawa assets (walking trails, churches, windmills) for arts and cultural activity

Challenges

- Community acknowledged the challenge of ongoing resourcing, including fatigue of their own volunteer base. They'd like to encourage newer and younger casual volunteers.
- Community and stakeholders highlighted lost knowledge and momentum on various arts and cultural initiatives as a challenge to building ongoing support
- Greater promotion of Morawa's arts and culture assets and attractions is needed to develop greater knowledge of these outside of the Mid-West region
- Lack of dedicated arts space within the town centre—for gallery or workshops
- Limited opportunities for local private industry and philanthropic funding in the arts and culture sector



4. Goals for Arts and Culture

Considering the existing strategic context in the arts and cultural space, the local comparative offer, and community and stakeholder feedback, the Action Plan has been developed to address three key areas of development for arts and culture in the Shire of Morawa:

1

GROW: capacity-building and development for the local arts and culture sector

2

CELEBRATE: increasing access to arts and cultural activity for the wider regional community

3

ATTRACT: arts and cultural tourism and attracting visitors to the area



5. Action Plan

These three overarching goals aim to address the areas of needs and desired outcomes across the local arts and cultural sector, the wider regional public and their access to arts and cultural experiences, and the alignment with the Shire's Tourism Plan.

Actions from the Shire's Tourism Plan which have arts outcomes have been included in the below Action Plan, highlighted in green.

The following Action Plan lists have taken into consideration stakeholder engagement, Strategic Community Plan outcomes, guiding strategy, community priorities and relevant arts and culture trends. It is organised into three guiding goal areas of this Plan to support achieving them. The actions listed have indicative timeframes included, recognising that funding availability, staff resourcing, and other factors may alter the roll-out of the actions.

Indicative costing has been added as a guide only, recognising that more accurate pricing of actions will be needed prior to implementation.

\$ = under 10k | \$\$ = under 50k | \$\$\$ = under 100k | \$\$\$\$ = under 300k



Action Plan: Grow

GROW: Actions focused on capacity-building and development for the local arts and culture sector

Action	Desired Outcomes	Indicative Cost	Potential Funding / partnership opportunities	Indicative timing			Strategic links	Priority
				0-2	3-5	6-9		
Facilitate annual meet-ups for arts, culture, heritage and events community	<ul style="list-style-type: none"> Identify opportunities to share resources and collaborate on projects/initiatives Increase cohesiveness and sense of community in local arts and cultural sector Ensure community ownership of implementation of Arts and Culture Plan 	\$	Morawa District Historical Society MEEDAC Morawa Community Resource Centre Morawa Visitor's Centre Individual artists	●			• Cultural Precinct Masterplan 2018	Community Stakeholder Strategic
Morawa Arts and Culture Plan to be presented to all Shire staff at in-person session and regular updates provided	<ul style="list-style-type: none"> Identify opportunities for internal Shire value-adding and in-kind contributions to arts and cultural projects/initiatives Increase understanding of direction and value of Morawa arts and culture within the Shire Mitigate risk of loss of organisational knowledge 	\$	Shire internal departments	●			• Draft Local Planning Strategy objective C6	Community Stakeholder
Shire staff provide support to local organisations or individuals to submit grant applications for arts and cultural projects	<ul style="list-style-type: none"> Mitigate the risk of arts and culture community volunteer burn-out Increase arts and culture grant funding investment in Morawa Identify opportunities for Shire and community collaboration and value-adding 	\$	Morawa District Historical Society MEEDAC Morawa Community Resource Centre Morawa Visitor's Centre Individual artists	●			• Draft Local Planning Strategy objective C6	Community Stakeholder Strategic
Support existing arts groups to deliver open community participation days	<ul style="list-style-type: none"> Increase general community access to arts and cultural activity Help to ensure ongoing sustainability of existing groups Identify areas of arts and cultural interest in the general Morawa community Increase existing groups' sense of being valued 	\$	Morawa District Historical Society Community Resource Centre	●			• Draft Local Planning Strategy objective C6	Community Stakeholder

Action	Desired Outcomes	Indicative Cost	Potential Funding / partnership opportunities	Indicative timing			Strategic links	Priority
				0-2	3-5	6-9		
Investigate partnerships with local schools to deliver arts workshops for young people (local and visiting artists)	<ul style="list-style-type: none"> • Increase access to arts and cultural activity for local young people • Expose local young people to new arts and cultural activities • Provide opportunities for local artists 	\$\$	Morawa District High School West Australian College of Agriculture	●			• Draft Local Planning Strategy objective C6	Community Stakeholder
Explore opportunities for Community Development staff to attend regional arts and culture forums	<ul style="list-style-type: none"> • Provide opportunities for Shire staff to access arts and cultural professional development • Build Shire connections and relationships in regional arts sector • Identify opportunities for collaboration, partnership and leveraging 	\$	Circuitwest Regional Arts WA DLGSC	●			• MWDC Tourism Plan	Stakeholder
Deliver artist professional development workshop series in lead up to Morawa Art Prize	<ul style="list-style-type: none"> • Provide access to professional development for local artists • Expose local young people to new arts and cultural activities • Value-add to existing popular arts event 	\$\$	Regional Arts WA DLGSC Local artists Tourism WA		●		• Strategic	Community Stakeholder Strategic
Provide opportunity for local artists to sell their artworks at the Visitor Centre	<ul style="list-style-type: none"> • Provide source of income for local artists • Increase profile of local artists • Provide opportunity for visitors and tourists to engage with local arts and culture 	\$	Morawa Visitor's Centre Local artists MEEDAC	●			<ul style="list-style-type: none"> • Draft Local Planning Strategy objective C6 • Jina Plan (Tourism WA) 	Community Stakeholder
Support local young people to apply for Drug Aware YCulture funding and deliver arts projects	<ul style="list-style-type: none"> • Increase access to arts and cultural activity for local young people • Increase arts and culture grant funding investment in Morawa • Build project management and self-determination skills in local young people • Provide local young people with points of access to the Shire and community organisations 	\$	Regional Arts WA Healthway Local young people	●			• Draft Local Planning Strategy objective C6	Community Stakeholder

Action	Desired Outcomes	Indicative Cost	Potential Funding / partnership opportunities	Indicative timing			Strategic links	Priority
				0-2	3-5	6-9		
Develop register of arts resources in Morawa that could be shared across groups and individual artists	<ul style="list-style-type: none"> Identify opportunities to share resources and collaborate on projects/initiatives Increase cohesiveness and sense of community in local arts and cultural sector Increase access to resources across local arts and culture sector Create resource efficiencies in local arts and culture sector 	\$	Morawa District Historical Society MEEDAC Morawa Community Resource Centre Morawa Visitor's Centre Individual artists		●		<ul style="list-style-type: none"> Morawa Cultural Precinct Masterplan 2018 WA Cultural Infrastructure Framework 2020 - 2030+ 	Community Stakeholder Strategic
Complete feasibility study for arts centre/gallery and workshop space in Morawa	<ul style="list-style-type: none"> Determine the community needs for arts and cultural space Determine the resources required to set up, maintain and manage an arts and culture workshop and exhibition space in old Shire chambers Ensure Cultural Precinct Masterplan actions align with the needs of the local arts community and operation models are sustainable and ingrained in the community Determine appropriate management model and partnerships for the ongoing operation of the space 	\$\$	Lotterywest North Midlands Project		●		<ul style="list-style-type: none"> Draft Local Planning Strategy objective C6 Morawa Cultural Precinct Masterplan 2018 WA Cultural Infrastructure Framework 2020 – 2030+ 	Community Stakeholder Strategic
Develop internal Shire arts and cultural process documents, asset map (including organisations and artists)	<ul style="list-style-type: none"> Shire processes align with goals in Arts and Culture Plan Shire processes are clear and streamlined for community groups Increase understanding of direction and value of Morawa arts and culture within the Shire Mitigate risk of loss of organisational knowledge 	\$	Morawa District Historical Society MEEDAC Morawa Community Resource Centre Morawa Visitor's Centre Individual artists		●		<ul style="list-style-type: none"> Draft Local Planning Strategy objective C6 Morawa Cultural Precinct Masterplan 2018 WA Cultural Infrastructure Framework 2020 – 2030+ 	Community Stakeholder

Action	Desired Outcomes	Indicative Cost	Potential Funding / partnership opportunities	Indicative timing			Strategic links	Priority
				0-2	3-5	6-9		
Develop Artist in Residence program in partnership with local school	<ul style="list-style-type: none"> • Increase access to arts and cultural activity for local young people • Expose local young people to new arts and cultural activities • Increase artistic expression of local character and history 	\$\$	Morawa District High School Morawa Youth Centre			●	• Draft Local Planning Strategy objective C6	Community Stakeholder
Conduct social impact evaluation on arts and cultural development completed in Morawa	<ul style="list-style-type: none"> • Quantify community benefit of arts and cultural activity in Morawa • Provide strong evidence base to attract further external investment in Morawa's arts and culture sector 	\$\$	Regional Arts WA North Midlands Project			●	<ul style="list-style-type: none"> • Draft Local Planning Strategy objective C6 • WA Cultural Infrastructure Framework 2020 – 2030+ 	Community Stakeholder Strategic



Action Plan: Celebrate

CELEBRATE: Actions focused on increasing access to arts and cultural activity for the wider regional community

Action	Desired Outcomes	Indicative Cost	Potential Funding / partnership opportunities	Indicative timing			Strategic links	Priority
				0-2	3-5	6-9		
Deliver photography workshops culminating in Speedway photography competition and display at event	<ul style="list-style-type: none"> • Provide locally-relevant arts skills development opportunity for local community • Engage Speedway attendees in the arts • Build on youth participation in Art on Wheels project 	\$\$	Morawa Speedway Morawa Burnout Group Regional Arts WA DLGSC Healthway	●				Community Stakeholder
Investigate potential partnership with Circuitwest to host travelling performances at Morawa Town Hall	<ul style="list-style-type: none"> • Provide local and surrounding communities with opportunity to attend high-quality performances • Develop the performing arts audience in Morawa and the Mid-West region • Provide an opportunity for local community to attend aligned arts workshops • Provide an opportunity for the community to come together and develop connections 	\$\$	Circuitwest	●			• WA Cultural Infrastructure Framework 2020 – 2030+	Community Strategic
Support community groups to develop local history-based podcast content	<ul style="list-style-type: none"> • Increase community and visitor awareness of Morawa's local history and stories • Contribute to local community's sense of place and identity • Express Morawa's unique character 	\$	Storytowns Community Resource Centre Morawa District Historical Society	●			• MWDC Tourism Plan	
Instigate neighbouring Shire arts and cultural staff group with regular meetings to discuss potential project and initiative collaborations and strategy	<ul style="list-style-type: none"> • Identify opportunities to share resources and collaborate on projects/initiatives • Increase cohesiveness and sense of community in regional arts and cultural sector • Create arts and culture budget efficiencies through sharing of external artists/skills development providers • Provide Shire arts and cultural staff member with additional support and information resources • Increase arts and culture grant funding investment in region through collaborative applications 	\$	Shire of Yalgoo City of Greater Geraldton Shire of Perenjori Shire of Mingenew Shire of Three Springs		●		• MWDC Tourism Plan	Community Stakeholder Strategic

Action	Desired Outcomes	Indicative Cost	Potential Funding / partnership opportunities	Indicative timing			Strategic links	Priority
				0-2	3-5	6-9		
Inclusion of Morawa's public artworks and arts and cultural organisations on existing Art Trails in neighbouring areas	<ul style="list-style-type: none"> Promote Morawa's arts and cultural offerings to a wider regional and tourist audience Create arts and culture budget efficiencies through sharing of technology Provide avenue for greater engagement with Morawa's arts and cultural offerings Increase cohesiveness and sense of community in regional arts and cultural sector 	\$	City of Greater Geraldton MWDC DBCA		●		<ul style="list-style-type: none"> MWDC Tourism Plan WA Cultural Infrastructure Framework 2020 – 2030+ 	Community Stakeholder Strategic
Support and advocate for the development of Aboriginal astronomy night tours to align with other Astro-tourism offerings	<ul style="list-style-type: none"> Attract increased visitors to Morawa Provide opportunities for local Aboriginal cultural leaders Increase local and regional knowledge of and respect for Aboriginal culture 	\$	MEEDAC Tourism WA Private sector		●		<ul style="list-style-type: none"> Jina Plan (Tourism WA) MWDC Tourism Plan WA Cultural Infrastructure Framework 2020 – 2030+ 	Community Stakeholder Strategic
Deliver documentary-making workshops with high school students with a focus on sports in Morawa	<ul style="list-style-type: none"> Provide locally-relevant arts skills development opportunity for local youth community Engage local sports community in the arts Showcase and explore a significant element of community culture and character Introduce arts and cultural career paths to local young people Development ongoing arts partnership between the Shire and Morawa District High School 	\$\$	Regional Arts WA Healthway Lotterywest Morawa Sports Clubs Morawa District High School		●			Community Stakeholder
Investigate potential of hosting Art on the Move exhibitions in Morawa	<ul style="list-style-type: none"> Potential to provide access to world-class travelling fine arts exhibitions for local community Potential to develop ongoing partnership with key WA arts organisation Attract visitors from wider Mid-West region 	\$	Art on the Move Regional Arts WA DLGSC North Midlands Project			●	<ul style="list-style-type: none"> Jina Plan (Tourism WA) MWDC Tourism Plan 	Community Stakeholder Strategic

Action	Desired Outcomes	Indicative Cost	Potential Funding / partnership opportunities	Indicative timing			Strategic links	Priority
				0-2	3-5	6-9		
Online interactive mapping of Morawa's arts and cultural attractions	<ul style="list-style-type: none"> Promote Morawa's arts and cultural offerings to a wider regional and tourist audience Provide avenue for greater engagement with Morawa's arts and cultural offerings Mitigate risk of loss of organisational knowledge Increase existing arts and culture groups' sense of being valued 	\$\$	Lotterywest DLGSC Market Creations			●	<ul style="list-style-type: none"> MWDC Tourism Plan WA Cultural Infrastructure Framework 2020 – 2030+ 	Community Stakeholder Strategic
Significant Town Centre artwork commissioned with local artist involvement	<ul style="list-style-type: none"> Contribute to local community's sense of place and identity Express Morawa's unique character Create point of interest and attractor for visitors and tourists Provide professional or skills development opportunity for local artists 	\$\$\$\$	Regional Arts WA DLGSC MEEDAC		●		<ul style="list-style-type: none"> Jina Plan (Tourism WA) MWDC Tourism Plan 	Community Stakeholder Strategic
Explore Arts and Culture displays in Morawa Town Centre (sculptural, integrated, events, signage)	<ul style="list-style-type: none"> Create point of interest and attractor for visitors and tourists Contribute to Morawa's Cultural Precinct Provide opportunities for local artists Enhance public use of the park area Contribute to local community's sense of place and identity Express Morawa's unique character 	\$\$\$\$	Regional Arts WA DLGSC Local artists Lotterywest			●	<ul style="list-style-type: none"> Draft Local Planning Strategy objective C6 Morawa Cultural Precinct Masterplan 2018 	Community Stakeholder



Action Plan: Attract

ATTRACT: Actions focused on arts and cultural tourism and attracting visitors to the area

Action	Desired Outcomes	Indicative Cost	Potential Funding / partnership opportunities	Indicative timing			Strategic links	Priority
				0-2	3-5	6-9		
Improve informational signage by incorporating Aboriginal art and wording	<ul style="list-style-type: none"> • Provide opportunities for local Aboriginal cultural leaders • Increase local and regional knowledge of and respect for Aboriginal culture • Provide point of interest for visitors and tourists • Enhance town centre streetscapes • Contribute to local community's sense of place and identity • Express Morawa's unique character 	\$\$\$	Lotterywest Healthway MEEDAC	●			<ul style="list-style-type: none"> • Draft Local Planning Strategy objective C6 • Jina Plan (Tourism WA) • MWDC Tourism Strategy 	Community Stakeholder Strategic
Deliver photography workshops in the lead up to Wildflower season, culminating in photography exhibition on display during peak season	<ul style="list-style-type: none"> • Create value-add opportunity for arts and culture, aligned with existing popular tourist attraction • Provide further point of interest for Wildflower Season visitors and tourists • Promote local artists to wider audience • Provide locally-relevant skills development opportunity for local community 	\$\$	Regional Arts WA DLGSC Morawa Visitor Centre	●			<ul style="list-style-type: none"> • MWDC Tourism Strategy • Wildflower Country Tourism Strategic Plan 	Community Stakeholder Strategic
Implement key components of Cultural Precinct Masterplan	<ul style="list-style-type: none"> • Build on work completed for Morawa Cultural Precinct Masterplan • Respond to community request for permanent gallery/ cultural space • Potential to increase Morawa's arts and cultural capacity with key infrastructure • Potential to host ongoing calendar of local and touring exhibitions, showcase local artist's work, and program complementary workshops 	\$\$\$	Lotterywest		●		<ul style="list-style-type: none"> • Draft Local Planning Strategy objective C6 • Morawa Cultural Precinct Masterplan 2018 • WA Cultural Infrastructure Framework 2020 – 2030+ 	Community Stakeholder Strategic
Investigate feasibility of the Shire's fine arts collection being displayed in a permanent exhibition space	<ul style="list-style-type: none"> • Potential to provide community and visitors with greater access to the Shire's fine arts collection • Potential to showcase the Morawa Arts Prize acquisitive artworks • Potential to promote local artists to a wider audience • Contribute to local community's sense of place and identity • Express Morawa's unique character 	\$\$	DLGSC Morawa Visitor's Centre		●		<ul style="list-style-type: none"> • Draft Local Planning Strategy objective C6 • Morawa Cultural Precinct Masterplan 2018 • WA Cultural Infrastructure Framework 2020 – 2030+ 	Community Stakeholder

Action	Desired Outcomes	Indicative Cost	Potential Funding / partnership opportunities	Indicative timing			Strategic links	Priority
				0-2	3-5	6-9		
Create or support Aboriginal tours and trails	<ul style="list-style-type: none"> Consider how the current wildflower trail might be improved with Aboriginal tours or information. Consider creating a separate trail. 	\$\$	MEEDAC DLGSC Tourism WA		●		<ul style="list-style-type: none"> Jina Plan (Tourism WA) MWDC Tourism Strategy Draft Local Planning Strategy objective C6 WA Cultural Infrastructure Framework 2020 – 2030+ 	Community Stakeholder Strategic
Commission small-medium scale public artworks for placement along established walking trail in town centre	<ul style="list-style-type: none"> Create point of interest and attractor for visitors and tourists Enhance existing local and tourist attraction Contribute to Morawa's Cultural Precinct Provide opportunities for local artists Contribute to local community's sense of place and identity Express Morawa's unique character 	\$\$\$	Regional Arts WA DLGSC MEEDAC			●	<ul style="list-style-type: none"> Draft Local Planning Strategy objective C6 Morawa Cultural Precinct Masterplan 2018 	Community Stakeholder Strategic
Provide opportunities for local artworks to be displayed and sold, and touring art exhibitions hosted	<ul style="list-style-type: none"> Increase Morawa's arts and cultural capacity with key permanent or temporary infrastructure Host ongoing calendar of local and touring exhibitions, showcase local artist's work, and program complementary workshops Promote local artists to wider audience and provide them with opportunities Provide significant point of interest for visitors and tourists 	\$\$\$	Lotterywest Local artists Art on the Move DLGSC			●	<ul style="list-style-type: none"> Draft Local Planning Strategy objective C6 Jina Plan (Tourism WA) Morawa Cultural Precinct Masterplan WA Cultural Infrastructure Framework 2020 – 2030+ 	Community Stakeholder

Action	Desired Outcomes	Indicative Cost	Potential Funding / partnership opportunities	Indicative timing			Strategic links	Priority
				0-2	3-5	6-9		
Engage artists to deliver Augmented Reality responses to local history in town centre	<ul style="list-style-type: none"> Engage local community, visitors and tourists with Morawa's history in an artistic and interesting way Create opportunity for ongoing artistic interpretation of Morawa's history that can be refreshed Contribute to local community's sense of place and identity Express Morawa's unique character 	\$\$	Morawa District Historical Society Regional Arts WA DLGSC			●	<ul style="list-style-type: none"> Morawa Cultural Precinct Masterplan WA Cultural Infrastructure Framework 2020 – 2030+ 	Community Stakeholder
Add to Widimia Trail with interpretive signage, native planting or artwork.	<ul style="list-style-type: none"> Help to make Widimia Trail interesting outside of wildflower season Offer additional attractions and promote local information to tourists, enriching their experience. Native planting to include bush tucker or medicinal planting, with explanatory signage throughout the trail. Interpretive signage to include local stories or information on local flora/fauna. Consider using QR codes to link to Shire website. 	\$\$	MEEDAC Local artists		●		<ul style="list-style-type: none"> Draft Local Planning Strategy objective C6 Jina Plan (Tourism WA) WA Cultural Infrastructure Framework 2020 – 2030+ 	Community Stakeholder Strategic



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