

Great Southern Region

ARTS, CULTURE AND HERITAGE STRATEGY

MARCH 2022


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

 GREAT SOUTHERN
Development Commission

 A+
CITY OF
Albany

We acknowledge the Traditional Custodians the Menang,
Bibulman, Ganeang and Goreng people of the Noongar nation.

We acknowledge and respect their Elders past, present
and emerging, their connection to country, enduring culture
and ongoing contribution to the life of the region.



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Foreword



Hon Alannah MacTiernan
MLC

Minister for Regional Development;
Agriculture and Food; Hydrogen
Industry



Hon David Alan Templeman
MLA

Minister for Culture and the Arts

The arts, culture and heritage sectors play an important role in creating vibrant, diverse and interesting communities for residents and visitors. Culture represents our being – who we are and the way we do things. Arts represents the expression of our being – how we express our culture through language and literature, art and music, dance and drama. Heritage is the history of our being – what connects the past with the present and the future.

Together, arts, culture and heritage contribute to a sense of identity both for individuals and the community. However, as well as enriching the experiences of our daily life, the sectors play an important role in our economic development through employment, entertainment and tourism.

Responding to the need for clear direction across these sectors, this regional strategy provides a vision and direction for connecting people and places while maximising investment in the arts, culture and heritage amenities, programs and services. The strategy focuses on the future priorities and directions that will grow the regions arts, culture and heritage sectors and make the Great Southern a preferred place to live, work, visit and invest.



Executive summary

The Great Southern Arts, Culture and Heritage Strategy (the Strategy) is an inaugural Strategy, funded by the Departments of Local Government, Sport and Cultural Industries, and Primary Industries and Regional Development, via leveraged Creative and Cultural Planning funding. It was developed in conjunction with the City of Albany, Great Southern Development Commission, and regional shires.

Spanning almost 40,000 square kilometres, the region is home to 11 Local Government Authorities (LGA) with a total population of approximately 60,000. From the City of Albany – home to 62 percent of the regional population and the centre point for medical, education and commercial services – to larger towns such as Denmark, Katanning, Mt Barker and Kojonup, and its smaller agricultural and/or coastal communities – Broomehill-Tambellup, Cranbrook, Bremer Bay and Gnowangerup – each has a rich heritage and unique way of life.

The region is known for its creative communities, spectacular environment, diversified economy and growing reputation as a place of unique cultural and heritage experiences, particularly in connection with destinations such as the National ANZAC Centre, attractions including the Porongurups and Stirling Ranges, and assets such as the Museum of the Great Southern, Kodja Place and Marribank Mission. Parts of the region, including the Shires of Denmark, Plantagenet and Cranbrook, are increasingly recognised for wine and local produce as well as their creative attributes.

With an ongoing connection to country spanning more than 50,000 years, the traditional custodians, the Menang, Bibulman, Ganeang and Goreng dialectal groups, have a deep ancestral knowledge of the region's natural environment and cultural heritage, expressed through generations of storytelling and lived experience.

Cultural Identity, experience, capacity

The Great Southern is a burgeoning creative hotspot that has fostered some of Australia's greatest talent – artists, musicians, performers, film makers, authors and historians. A strong foundation is needed to continue to build capacity – through funding, infrastructure, programs, networks and strategic communications – so that local ideas, content and talent can flourish.

The Strategy sets the ambition for the region to become a networked, resilient and enterprising cultural hub and centres on three inter-connected 'lenses':

- 1. Cultural Identity** – defining the region's qualities, characteristics and narratives and how these are expressed through arts, culture and heritage
- 2. Experience** – broadening and deepening cultural experiences within the region and ensuring they are delivered equitably
- 3. Capacity and investment** – the infrastructure, resources and skills needed to stimulate cultural and creative communities and economies and build capacity.

Consultation undertaken with Traditional Custodians has highlighted that deeper engagement is required. As such, the Strategy recommends that a comprehensive, ongoing engagement and cultural mapping process is undertaken to further inform issues and opportunities identified to date.

Stakeholder and community engagement

Recognising the depth and diversity of regional stakeholders across arts, culture and heritage (ACH), as well as business, tourism and other related sectors, a three-phase engagement strategy targeted a broad cross section of community and industry, to build ownership and equity at local and regional levels.

- **Phase 1 – Broad community and stakeholder engagement (May – June 2021).** This phase was supported by comprehensive brand, marketing and promotional activity to drive awareness and participation in a broad survey and series of Think Tank workshops across the region.
- **Phase 2 – Targeted stakeholder and industry engagement (July – September 2021).** Informed by findings from Phase 1, Phase 2 engagement included virtual 'round tables' with representatives from Government, peak bodies, venues and attractions, arts, heritage, business and tourism stakeholders.
- **Phase 3 – Draft Strategy Framework (October 2021).** A draft Strategy Framework was published along with a feedback survey which was distributed to more than 300 stakeholders. This was designed to understand whether it appropriately captured and responded to issues raised during Phases 1 and 2.

VISION 2026

“Arts, culture and heritage thrives in the Great Southern.

As an incubator and catalyst for creative skills and networks, talent and ambition, knowledge and inclusion, it embodies deep history, diversity and shared experience. Inherently connected to its spectacular environment and distinctive landscapes, it is highly valued by locals and sought-after by visitors, making a vital contribution to everyday life.”

Regional Priorities

Cultural Identity – *Strengthening and evolving the Great Southern’s unique qualities, characteristics and shared values.*

The region is known for its post-settlement history, particularly the ANZAC story, early colonial life and industry establishment. While this should continue to be strengthened, there is a powerful opportunity to uniquely position it around the depth and diversity of its cultural heritage, natural environment and creative communities. Working in partnership with Traditional Custodians is a key priority to strengthen cultural identity, awareness and understanding across regional communities and support will be required to establish a region-wide framework and engagement approach to represent its diversity, identify opportunities and ensure appropriate cultural authority. Albany’s 2026 Bicentenary represents a once in a generation opportunity to position the region as an arts, culture and heritage destination and further catalyst for cultural tourism.

Experience – *Delivering engaging, accessible and diverse activities, programs, content and product for all ages and abilities.*

Key opportunities to enhance ACH experiences across the Great Southern centre on evolving to a ‘multi-sector’, ‘multi-purpose’ approach to leverage existing programs, events and infrastructure. Related industries and sectors should be explored to facilitate integrated ACH experiences and infrastructure, for example investment in outdoor trails and recreation facilities could also feature outdoor performance areas, public art, heritage interpretation and self-guided or ticketed tours. A more strategic approach to year-round regional events, festivals and programs, together

with a more centralised approach to promotion for ACH across the region is needed. There is an opportunity to better connect the region and catalyse economic development by locating a cultural anchor attraction in the Upper Great Southern. Diversifying and developing new audiences through improved digital connectivity is also a priority.

Capacity and Investment – *A strong, sustainable foundation to develop and network organisations, practitioners, programs and infrastructure.*

Building skills and capacity and access to ongoing, sustainable resourcing and funding are critical to develop the region’s ACH potential and, ultimately, its future positioning as a cultural tourism destination. Dedicated resourcing, focussed on sector development, is recommended to both prioritise and progress strategic projects and support grass roots initiatives. Many stakeholders – practitioners, cultural groups, events organisers and community organisations – have basic needs around improving cross-region networks and communications, sharing resources and knowledge, developing their practice and improving business acumen. A focus on building ACH capacity amongst young people, Traditional Custodians and multicultural groups is needed as are additional secondary and tertiary education pathways. For oversight of Strategy delivery, a Steering Committee and supporting Reference Groups should be established and LGA’s should prepare local-level arts, culture and heritage strategies and masterplans to ensure key initiatives are delivered at a local level. The Steering Committee will be tasked with prioritising and progressing the strategic recommendations identified in the Strategy, including funding and resourcing as required.

Introduction and context

Arts, culture and heritage are at the centre of our collective wellbeing – challenging us and inspiring opportunities to create, connect, learn, reflect and discover common ground.

In Western Australia, our unique lifestyle, climate and natural recreation assets, as well as being one of Australia’s most culturally diverse states, shapes our strong appetite for cultural, creative and recreational pursuits. Arts, Culture and Heritage (ACH) makes a vital contribution to the liveability of our cities, towns and regions by fostering community creativity, innovation and inclusiveness. It also diversifies local economies and business and supports employment.

A clear vision, robust planning and strong partnerships between government, industry, business and community are needed for sustainable growth and to position regions as investment ready, vibrant places – to live, create, work and connect. Realising potential in ACH requires a strong foundation and focus on capacity building – through funding, infrastructure, programs, networks and communications – so local ideas, content and talent can flourish for generations to come.

The Great Southern Arts, Culture and Heritage Strategy (the Strategy) is an inaugural Strategy being funded by Departments of Local Government, Sport and Cultural Industries and Primary Industries and Regional development – in conjunction with the City of Albany, Great Southern Development Commission, and regional shires. It recognises the Great Southern’s inherent strengths and attributes and aims to enhance the visibility and value of arts, culture and heritage – better networking the region, celebrating cultural identity, strengthening creative communities, enhancing liveability and supporting investment attraction.



Bella Kelly Mural by Anat Ronen, Mount Barker



BEIIA KEIYY

ARTIST | STORY TELLER
ELDER | MOTHER
ABORIGINAL | ORIGINAL
1915-1994

The Great Southern Region

From rugged coastlines to sweeping ranges and the agricultural hinterland, the Great Southern's diverse communities are at the heart of its identity.

Known for their creativity, authenticity and 'down to earth' values, each is inter-connected through a rich tapestry of cultural, built and environmental heritage.

With an enduring connection to country spanning more than 50,000 years, the traditional custodians, the Menang, Bibulman Ganeang and Goreng dialectal groups, have a deep ancestral knowledge of its natural environment and cultural heritage, expressed through generations of storytelling and lived experience. Rituals of fire, smoke, fishing and yarning, the abundant coastline and the inland rivers, swamps and vegetation that fed and nourished body and spirit have been passed down through generations of storytelling, each cherished to this day.

Today, the Great Southern is known for its spectacular environment and distinctive landscapes, diversified economy, and growing reputation as a creative and cultural heritage destination. It features internationally recognised destinations such as the National ANZAC Centre, natural phenomena such as the Porongurups, Elephant Rocks, Valley of the Giants and Bremer Bay as well as significant heritage rich local attractions such as Kodja Place, the Marribank Mission, Museum of the Great Southern and the Old Mill in Katanning. Denmark and Mount Barker, amongst other towns are internationally recognised for wine and local produce which together with the region's vast array of natural and built heritage and other attractions makes for a compelling tourism proposition.

The Great Southern's diversity – geography, population, infrastructure and capacity – is significant.

Spanning almost 40,000 square kilometres, it is home to 11 LGAs with a total population of approximately 60,000. From the City of Albany – home to 62% of the regional population and the centre point for medical, education and commercial services – to larger towns such as Denmark, Katanning, Mount Barker and Kojonup, and its smaller agricultural and/or coastal communities – Broomehill-Tambellup, Cranbrook, Bremer Bay and Gnowangerup – each has a rich heritage and unique way of life.

As Western Australia's second largest agricultural producer (60% of the regional economy), primary production is the economic focus, with other activity including forestry, tourism, fresh produce and beverages including wine, with Riesling a specialty. The Albany Port was the first in the state, known as the best natural port in the southern hemisphere with export activity focussed on grain and timber products. The region is also committed to renewables with a goal to recycle 100% of wastewater by 2040.

Public and private sector investment is bringing about significant transformation, cementing Great Southern as a region sought after by residents, workers, creative practitioners and visitors for its unique destinations, experiences and deep heritage.

The celebration of Western Australia's bicentenary in 2026, through Albany 2026 – Discover Kinjarling, presents a catalyst opportunity for the region to raise awareness, share stories and acknowledge diversity.

The Great Southern is a burgeoning creative hotspot, increasingly known as a region that has grown some of Australia's greatest talent – artists, musicians, performers, film makers, authors, and historians.

As a place of breathtaking natural beauty and biodiversity, Great Southern is also home to the oldest colonial settlement in Western Australia and boasts some of the State's most treasured intact heritage buildings.



GREAT SOUTHERN ARTS, CULTURE AND HERITAGE AT A GLANCE



GROWING
FILM & TV INDUSTRY

20 MUSEUMS



23+ ART CENTRES
& GALLERIES



40+
CULTURAL,
COMMUNITY
EVENTS EACH YEAR

11 MONUMENTS
& MEMORIALS



30+
VISUAL ARTS AND
WRITING GROUPS



65+
COMMUNITY, CULTURAL
AND HISTORIAL GROUPS

20+
PERFORMING ARTS GROUPS
AND THEATRE COMPANIES



29
BUILDINGS
OF HERITAGE
SIGNIFICANCE



50+
SMALL BATCH
WINERIES
& PRODUCERS

20+
HERITAGE
TRAILS &
WALKS

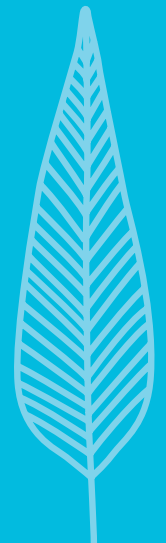


7 HISTORICAL &
GENEALOGY SOCIETIES

RICH ABORIGINAL
CULTURAL
HERITAGE



60+
NATURAL HERITAGE
ATTRACTIONS &
CONSERVATION AREAS



The transformative potential of arts, culture and heritage

The impact of ACH on our everyday lives and overall wellbeing can't be underestimated. It shapes our community identity, sense of belonging and shared values, and builds collective capacity and resilience.

In the 2018-19 world before COVID-19, WA's creative industries contributed an estimated \$3.3 billion in Industry Value Add (IVA) to the State economy, and an estimated \$175.9 million in service exports.¹ The sector contributed \$111.7 billion to Australian GDP in 2016-17 and in 2017-18 more than 82 percent of Australians attended at least one cultural venue or event.² Many studies have demonstrated how investing in cultural and creative activity builds relationships and inclusivity, makes cities and regions more liveable, and helps to overcome loneliness and isolation.³ Participating in creative and cultural activities can have a positive influence on every aspect of our lives, particularly in challenging times.

For many towns, cities and regions, investment in ACH experiences, infrastructure and capacity is not prioritised because benefits can be difficult to measure. It is not featured extensively in government policy frameworks, planning practice and decision making, yet its social, economic and environmental impact and reach is considerable, particularly when integrated with related industries such as education, recreation, public health, tourism, urban development and the natural environment.

It is also a unifying pathway to foster deeper community understanding, healing and reconciliation.

Increasing engagement in culture and creativity has also been found to promote community cohesion and social inclusion; reduce at risk youth's interaction with the justice system; improve the wellbeing of Aboriginal people; attract tourists and retain talent; and grow automation-resistant jobs in regional cities.⁵

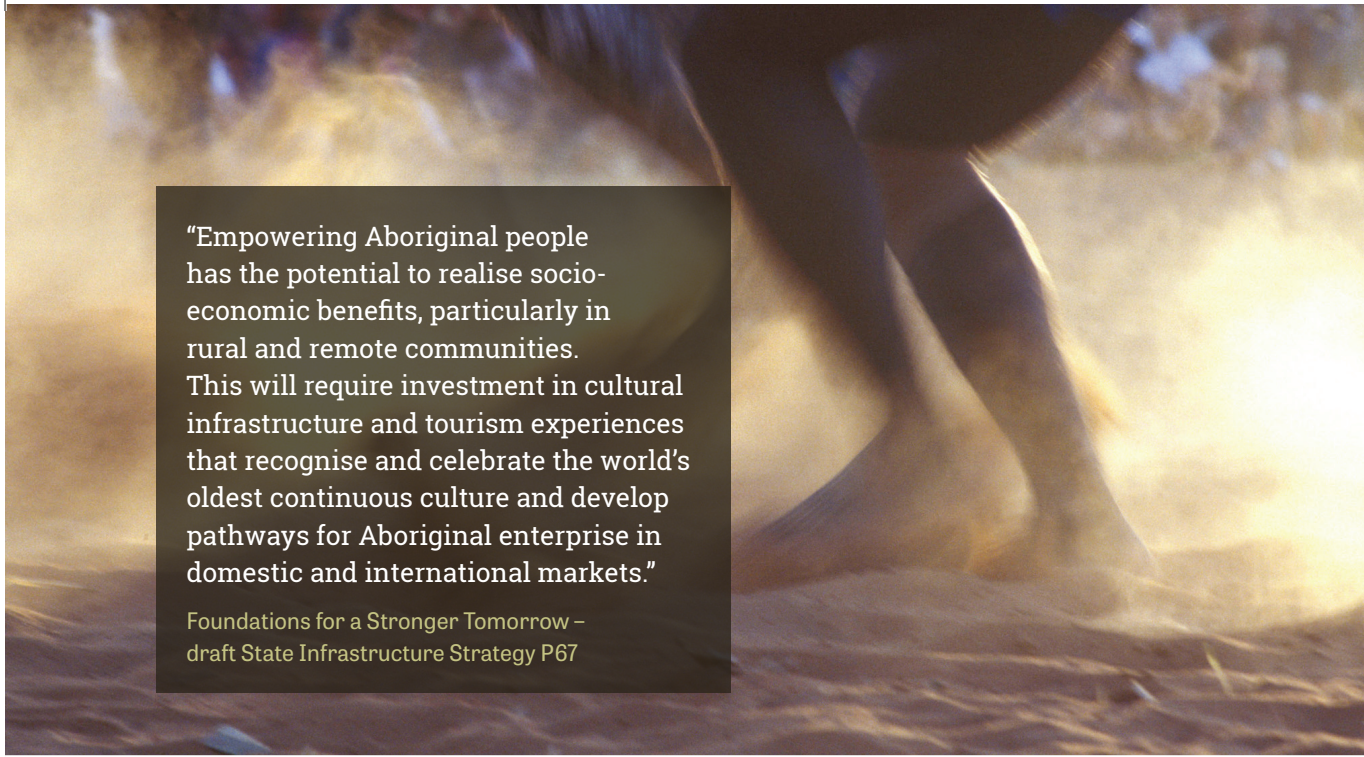
Great Southern communities and visitors are seeking opportunities to learn and participate in Aboriginal cultural heritage, support enterprise, deepen understanding and improve awareness. There is a significant opportunity to share and celebrate this unique culture through greater investment in building community capacity, product and experiences across the region.

For this Strategy, we have taken a broad definition of culture - including but not limited to, galleries, libraries, archives and museums, music, screen, radio, digital arts, performance, writing and literature, visual art, festivals, craft, heritage, live art and the many aspects of participation and practice.

Strong and sustainable Aboriginal culture, manifested through heritage, history, language, cultural practices and community connections is integral to the spiritual and physical wellbeing of Aboriginal people. Aboriginal culture is also a fundamental part of celebrating the wider WA community and its identity. It is integral to the wellbeing of all Western Australians and differentiates us from any other part of the world.⁴

Kwongkan Middars - Albany Town Hall





“Empowering Aboriginal people has the potential to realise socio-economic benefits, particularly in rural and remote communities. This will require investment in cultural infrastructure and tourism experiences that recognise and celebrate the world’s oldest continuous culture and develop pathways for Aboriginal enterprise in domestic and international markets.”

Foundations for a Stronger Tomorrow – draft State Infrastructure Strategy P67



Albany Town Hall, Albany

Trends and influences

We live in times of significant change. Great Southern communities are proud of their down to earth values, creativity and resilience, which positions them to respond to change and adapt to evolving contexts, such as the COVID-19 pandemic. Some of the trends and influences that have shaped Strategy development include:



The experience economy

Increasingly, consumption of creative experiences has become an important component of economic life; the nexus between audiences' desire to actively engage in novel and immersive activities, and the creative drive of artists, producers and performers to respond.⁷

Great Southern Treasures, Bloom Festival



Getting the show back on the road

In context of the COVID-19 pandemic, few sectors have been impacted more than arts and culture, and its impact will be felt for some time.

From venues to producers and practitioners, supply chains have been significantly affected and the sector has had to innovate at a rapid pace, accelerating digitisation to create and broadcast content.⁶ Associated tourism impacts have compounded challenges. COVID-related contingency planning will continue to be a priority for the immediate future.

Country, culture and community

Communities across the Great Southern and the State recognise and are seeking greater connection to place; both natural and built. The scope of the region's environment and setting – from coast to agricultural hinterland – is intrinsically connected to identity and sense of belonging. Appetite for a deeper understanding and participation in Aboriginal culture and heritage is further driving this.



Digital products, services, experiences

Cultural digitisation is changing how artists, curators, librarians and archivists work, while digitally savvy people use their mobile devices to access a range of cultural and educational experiences to learn about their heritage.⁸ COVID-19 has accelerated digital transformations in the sector, but for regional communities challenges including quality of digital infrastructure, digital literacy and investment limit content creation and audience engagement potential.

Creative communities and economies

Incorporating creative practitioners and processes into shaping and delivering urban planning, architecture and design outcomes can stimulate local economies, increase innovation, cultural diversity and civic engagement.¹⁰

Artists and cultural practitioners are poised to benefit from the rise of the 'creator economy' and the potential to monetise their work through user-pays digital connection and subscription; building capacity and breaking down geographic and traditional distribution channels.¹¹



Youth Challenge Park, Albany

Premier Mill Hotel, Katanning



VESPAs and the flight to local

During 2020, net migration away from Australia's capital cities increased from 19,000 to 43,000, a cohort demographer Bernard Salt has termed VESPAs – Virus Escapees Seeking Provincial Australia.⁹

This cohort seeks amenity and community, ready to actively participate in local life. Lifestyle drivers include ability to access and participate in arts and cultural activities.

Methodology

The Strategy sets the ambition for the region to become a networked, resilient and enterprising cultural hub, together with the framework to realise its potential in context of its depth and diversity in arts, culture and heritage and its people, products, programs and places. It centres on three important and inter-connected 'lenses':



CULTURAL IDENTITY

Defining the region's qualities, characteristics and narratives and considering how these are expressed through arts, culture and heritage.

The Strategy establishes the foundation to unify the sector through a shared narrative that enables stronger competitive positioning as a culture and heritage destination that is valued, shared, celebrated and promoted.

Considerations

- Regional qualities, characteristic, narratives and themes
- Audience and stakeholder engagement
- Visibility and value of arts, culture, heritage within the region
- Aboriginal cultural heritage
- Multicultural communities
- Regional branding - the resident, business and tourism proposition



EXPERIENCE

Broadening and deepening the cultural experiences within the region, and ensuring they are delivered equitably - for all people of all ages and interests.

The Strategy identifies coordination and delivery of new and existing region-wide attractions, programs and experiences to engage new audiences and attract visitors.

Considerations

- Visitor / audience profile
- Depth and diversity of cultural activities and uses
- Events and attractions
- Artistic and cultural development - product and programs
- Public art
- Multi-sector, multi-use attractions
- Networking experiences across the region



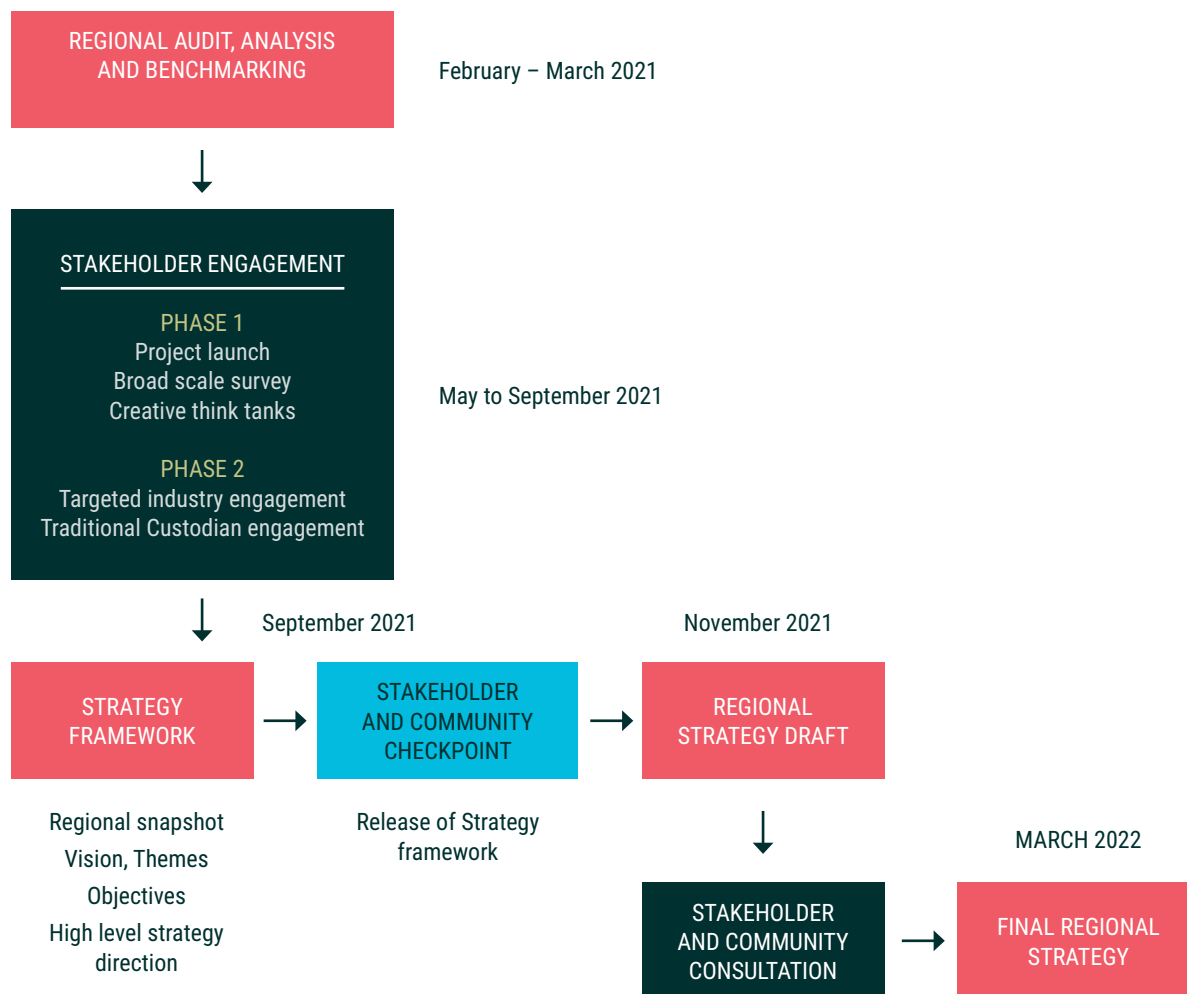
INVESTMENT & CAPACITY

Defining the infrastructure, resources and skills needed to stimulate cultural and creative communities and economies and build capacity.

Considerations

- Cultural and heritage infrastructure
- Cultural hubs and spaces
- Skills and capacity
- Educational and vocational training
- Networks, resources and skills share
- Partnerships
- Grants and sustainable funding

The Strategy was developed in 2021 over a 9-month period and included a regional arts, culture and heritage audit, stakeholder engagement, development of a vision framework and best practice research.



Wilson Inlet - Ocean Beach, Denmark



Mural by Brenton See, Katanning



SECTION 1

Stakeholder and community engagement

Stakeholder and community engagement

Recognising the depth and diversity of regional stakeholders across ACH, as well as business, tourism and other related sectors, engagement targeted a broad cross section of community and industry – aiming to build ownership and equity at both regional and local levels.

Working to an approved Stakeholder Engagement and Communications Plan, the two-phase engagement strategy centred on a campaign style approach and online tools to maximise access, complemented by in-person think tank workshops and targeted stakeholder and industry roundtables informed by the three lenses – Cultural Identity, Experience and Investment and Capacity.

Phase 1: Broad community and stakeholder engagement (May – June 2021)

The 'GS Creative Exchange' brand identity was used to position the project, raise awareness and visually unify engagement activities across the region.

It was supported by regional promotion including radio advertising, media relations, social media, Steering Committee member database distribution and direct promotion via banners, posters and postcards within each regional Shire. During this phase, Shires and project partners also promoted the project to community and interest representatives (youth, seniors, CALD and others) through existing meetings and touchpoints. A broad survey and series of Think Tank workshops were conducted.

Phase 2: Targeted stakeholder and industry engagement (July and September 2021)

Informed by the findings from Phase 1, Phase 2 engagement consisted of virtual 'round tables' held with representatives from Federal, State and Local government, peak industry bodies, venues and attractions, event organisers, performing arts, business and tourism stakeholders, and natural, built and cultural heritage stakeholders.

Phase 2 included engagement with Traditional Custodians which was undertaken by the GSDC.



ENGAGEMENT METHOD AND REACH



1000 Online

- 834 views
- 642 unique visitors



> 80 think tank pax

88 people attended one of 5 creative think tanks held in Katanning, Denmark, Albany, Mount Barker and Jerramungup.



> 60 industry stakeholders

14 virtual round tables held with representatives from Federal, State and Local government, peak industry bodies, venues and attractions, event organisers, performing arts, business and tourism stakeholders, and natural, built and cultural heritage stakeholders.



176 survey

- Majority 45-64
- 76% female
- 41% work in the sector organisation or group
- 1 in 5 belong to sector organisation or group



~200 people

Registered for the project database – to be kept up to date as the project evolves.

Engagement with Traditional Custodians

Preliminary consultation undertaken with representatives from the region's Aboriginal Progress Associations, Heritage Reference Groups, businesses and corporations has highlighted that deeper engagement is required. As such, the Strategy recommends that a comprehensive, ongoing engagement and cultural mapping process is undertaken to further inform issues and opportunities identified to date, which include:

- The importance of ongoing, culturally appropriate engagement with Elders, a supporting engagement strategy and formation of an Aboriginal Advisory Group
- A regional cultural mapping project, informed by region-wide consultation and engagement to document stories and cultural heritage sites that shape cultural identity – for example, wildflower sites, bush tucker
- Extending initiatives that have started in Albany, such as the restoring Menang Noongar place names project, to the region's smaller towns and communities (in their local context)
- A cultural centre to showcase cultural activities, products and performance
- A focus on youth engagement including outreach / incursions at schools
- Practical support for Aboriginal cultural businesses (including start-ups)
 - Business and marketing support to develop new audiences and showcase cultural products and services
 - Opportunities to develop cultural tourism product, for example bush camps.

ENGAGEMENT FINDINGS

CULTURAL IDENTITY

Cultural identity was described as

- A diverse region of deep history and heritage
- Down to earth, community values
- Climate and the natural environment
- Creative, diverse local community
- Aboriginal cultural heritage
- Rich multicultural layers
- A region transforming over time.

Unique attractions that reflect cultural identity include

- Natural attractions – such Stirling Ranges, Porongurups, Coastline
- Cultural facilities – National ANZAC Centre, Kodja Place
- Programming initiatives – Southern Art and Craft Trail, Silo Trail, Denmark art markets
- Creative communities and artisans – world-renowned artists, people and their stories.



77%

OF PEOPLE AGREED ARTS, CULTURE AND HERITAGE ARE IMPORTANT ECONOMIC DRIVERS



90%
**OF PEOPLE AGREED IT IS
AN IMPORTANT ASPECT
OF COMMUNITY LIFE IN
THE GREAT SOUTHERN**

Harmony Festival, Katanning

"The Great Southern's cultural identity is one that appreciates the rich and diverse history of the region, from its Traditional Custodians to its colonial past. The region's creative sector is huge with such a valued input into the vibrancy of the region's lifestyle."

- survey respondent

Today the region is best known for its natural environment, food and wine and post settlement history and heritage. There are key opportunities to raise awareness of the region's Aboriginal and multicultural heritage, local creative industries, performing and visual arts and music, film and broadcasting.

"Many artists in the region feel like they belong to a community, whether they write, perform, paint, sculpt, or photograph. There is a common endeavor and shared experiences that enhance the sense of community."

- survey respondent

Opportunities

- A rich, diverse range of natural and built heritage attractions
- Recognition and deeper understanding of Aboriginal cultural heritage, identity and narratives
- Leveraging the depth and range of talent in the region and its role as a lifestyle destination of choice for practitioners and industries
- Developing a narrative for ACH to broaden reach and appeal

Challenges

- Lack of clear, contemporary ACH vision and cohesive storytelling
- Inconsistent approach to Aboriginal cultural heritage, which is underrepresented
- Perception that current ACH offer appeals to a narrow audience (over 55s, arts enthusiasts)
- Brand awareness, marketing and promotion is disparate
- Balancing growth aspirations with status quo
- Region's diversity – geography, economies and communities

ENGAGEMENT FINDINGS

EXPERIENCE

- On average, people are engaging in ACH experiences monthly, for happiness and wellbeing and community connectedness.
- Barriers to engaging more frequently include lack of information, short notice for upcoming events, inconvenient timing and price point.
- Major experience gaps in the region are:
 - Aboriginal cultural heritage
 - Youth focused activities
 - Contemporary experiences.

EQUITY AND ACCESSIBILITY OF ARTS, CULTURE AND HERITAGE IN THE UPPER GREAT SOUTHERN WERE CONSIDERED POOR

Most memorable experiences in the region



National Anzac Centre, Albany

“Visiting the restored Premier Mill hotel and learning about the Carrolup Child artists”
- survey respondent

ATTRACTIONS

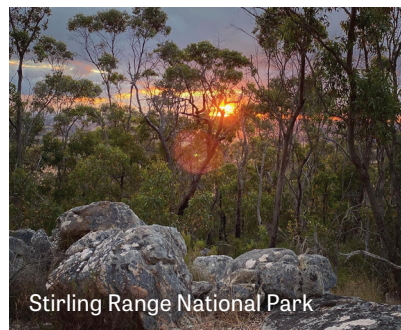
- Premier Mill Hotel
- National ANZAC Centre
- Museum of the Great Southern



Walking Trails, Albany

GUIDED TOURS

- Strawberry Hill
- Whale watching
- Kodja Place



Stirling Range National Park

NATURAL EXPERIENCES

- Porongurups
- Stirling Ranges
- Fish Traps, Oyster Harbour
- Billbulmun Track

“Nut High Tea at the Sandalwood factory encompassed cultural indigenous experience and understanding, local production, as well as creating art through food with sandalwood nut. It was the whole story from start to finish in an engaging experience.”

- survey respondent



Rainbow Coast Big Band, Albany

LIVE MUSIC EVENTS AND PERFORMANCES

- Concerts at Albany Town Hall
- Local performances by artists and groups
- WA Opera at the Valley of Giants
- WA Opera at the Historic Whaling Station



EVENTS / FESTIVALS

- Denmark Festival of Voice
- Australia Day at Eyres Park
- Vancouver Arts Festival
- Mountains and Murals, Mount Barker
- Harmony Day, Katanning
- Porongurup Wine Festival
- Field of Lights, Albany
- Bloom Festival
- Southern Art and Craft Trail
- Taste Great Southern
- Maritime Festival



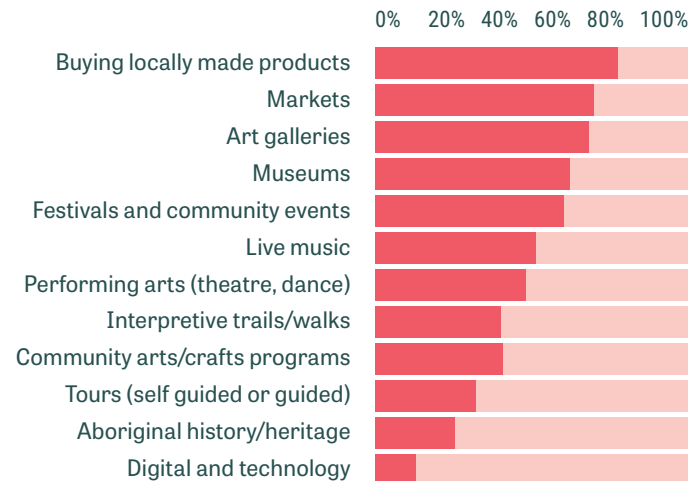
MARKETS

- Denmark Arts Markets
- Craft, farmers, night markets
- Artisan and Designer Gift Fair

“Denmark Festival of Voice - a remarkable calendar of socially and culturally diverse performances, workshops, and diverse celebrations of the human ‘voice’. “

- survey respondent

In the last 12 months, people actively engaged with



48%

OF PEOPLE AGREED THERE ARE ENOUGH OPPORTUNITIES TO PARTICIPATE IN ACH ACTIVITIES IN THE REGION

Opportunities

- Leveraging cultural heritage to position the region as a renowned cultural tourism destination
- A strategic and coordinated approach to regional special events
- Establishing a cultural anchor / attraction in Upper Great Southern
- Leverage the new performing arts centre to be built at Albany Senior High School
- Leveraging investment in trails and recreation infrastructure, to deliver cultural infrastructure
- Sustained investment and promotion of internationally significant attractions i.e National ANZAC Centre
- Albany Bicentenary as a catalyst to raise awareness and showcase the region

Challenges

- Fragmentation and inconsistency of experiences at regional and sub-regional level
- Lack of ‘bookable’ experiences and accommodation to support growth
- Gap in experiences that involve or engage young people, Aboriginal and multicultural communities
- Affordability, program scheduling and cohesive marketing
- Overcoming conservative values (in some communities)

ENGAGEMENT FINDINGS

CAPACITY AND INVESTMENT

Top five priorities to build capacity over the next five years were:

1. Affordable access to creative infrastructure (spaces, tools)
2. Strengthening volunteerism
3. Sustainable funding arrangements
4. Improving business and commercial opportunities for creatives
5. Improving education and vocational training opportunities

STRENGTHENING COMMUNITY AND SECTOR CAPACITY IN THE REGION IS KEY AND WHERE THE GREATEST FOCUS IS NEEDED



Web series - Homespun, Kojonup
Image credit: Astrid Volzke

“Funding and support tends to go towards more traditional arts, culture and heritage and innovations aren’t always well received by some of the community”
- survey respondent





“There is lack of support from local Shires with facilities available to exhibit or create. Sports are considered more important and funded more than arts.”

- survey respondent




“Not having an Aboriginal Arts Development Centre diminishes the art products that could go into retail cultural tourism and this also effects Menang Peoples’ ability to feed into the economy as well as affecting their wellbeing and contribution.”

- survey respondent

Southern Edge Arts, Albany Town Hall



Mountains and Murals,
Mount Barker



Artist Maxine Holman, Albany

Opportunities

- Multipurpose uses of existing infrastructure and venues, supporting multi-sector outcomes
- Leveraging and strengthening emerging industries, such as film and television
- Leveraging the Regional Arts Network model
- Creative, committed and passionate practitioners and local communities with enthusiasm to work collaboratively to strengthen ACH across the region
- Diversifying funding sources and ‘package’ cultural infrastructure with business, recreation and tourism
- Engaging youth in future ACH product and audience development

Challenges

- ACH benefits and contribution are not quantified, with limited policy commitments
- Lack of sustainable, recurrent funding leads to short, project-based outcomes and ‘project poverty’ cycle
- Region-wide networking, collaborative marketing and professional development is limited
- Valuable, yet declining, heritage assets require capital investment
- Finite resources – reliant on a fatigued volunteer base
- Limited regional ACH government resourcing
- Gaps in education and vocational pathways
- Access to affordable creative infrastructure and spaces
- Lack of diversity in venue scale and function
- Difficulty engaging young people, multicultural and ‘at risk’ groups

VISION 2026

Arts, culture and heritage thrives in the Great Southern.

As an incubator and catalyst for creative skills and networks, talent and ambition, knowledge and inclusion; it embodies deep history, diversity and shared experience.

Intrinsically connected to its spectacular environment and distinctive landscapes, it is highly valued by locals and sought-after by visitors – making a vital contribution to everyday life.

ENABLING OUR VISION



Strengthening networks



Diversified partnerships



Catalyst anchors and attractions



Sustainable governance, resourcing and funding



Coordinated programming



A fresh narrative

Regional priorities

CULTURAL IDENTITY

- Connecting the region's spectacular natural environment with ACH
- Raising the profile and demonstrating the value of ACH across key audiences
- Embedding Aboriginal cultural heritage and identity as a foundation for the region
- Conserving and celebrating shared significant cultural heritage
- Highlighting the region's diverse multicultural communities through program, content and product development

CAPACITY AND INVESTMENT

- Networking the region – skills, resources, systems
- Strategic investment to support emerging industries
- Strengthening cross-sector partnerships
- Funding certainty for industry and practitioners
- Strengthening education and vocational training pathways
- Effective governance to support strategy implementation

EXPERIENCE

- A strategic, coordinated approach to events and festivals
- Creating 'joined up' experiences and promoting these to locals and inbound visitors
- A regionally-significant cultural attraction in Upper Great Southern
- Continue to strengthen the region's standing in post-settlement cultural heritage, including the ANZAC Story
- Multipurpose, multi-sector attractions and infrastructure

Future state

Desired outcomes of implementing the regional strategy

WITHIN 2 YEARS

1. Dedicated investment is established to connect and promote the region's cultural and creative assets
2. Evidence-based research is in place to inform future decision making and investment in hard and soft infrastructure and resources
3. Dedicated, regional resourcing to support ACH industry development is in place
4. Seed funding is available to test new ideas and collaborations
5. Coordinated, region-wide programs and experiences are established, engaging new local audiences and attracting visitors to the region
6. Increased cross-government, corporate and business sector partnerships and collaboration are evident
7. Wider recognition of the region's role and capability in film, television and emerging industries
8. Increased secondary and tertiary education options are available in arts and creative industries across the region
9. Cultural infrastructure is embedded into other infrastructure projects – trails, streetscapes, public spaces, recreation.

WITHIN 5 YEARS

1. Regional organisations are well networked and drive cross promotion, project development, shared resources and professional development
2. Albany's Bicentenary 2026 planned and delivered, reflecting the region's talent, diversity and future ambition
3. An Aboriginal Cultural Centre is delivered, supported by Aboriginal Cultural Heritage programs, activities and enterprise
4. Increased use, patronage and promotion of state and LGA owned and community-run facilities, venues and spaces
5. Programs targeted at intergenerational creative and cultural development and expression are established
 - Multicultural
 - Multi-sector
 - All ages and abilities
6. There is wide recognition of the region's role and capability in film, television and emerging industries
7. Sustainable funding is in place for established organisations that support and develop creative practice
8. A regional framework to guide Aboriginal cultural engagement is established
9. Sustainable funding is in place for established organisations that support and develop creative practice.

WITHIN 10 YEARS

1. The Great Southern is a widely recognised cultural tourism destination, known for its diverse cultural heritage, creativity, environment and lifestyle
2. Aboriginal Cultural Heritage is embedded as a foundation across ACH planning and delivery
3. Emerging leaders in ACH are playing a leadership role in nurturing the next generation of talent and entrepreneurship
4. Industry leading education programs, events and activities that encourage visitation and support local economies are underway
5. Delivery of a cultural anchor / attraction in the Upper Great Southern
6. The capacity, capability and sustainability of emerging artists and practitioners is improved
7. Advocacy for an arts curriculum and resourcing across the region's secondary schools / colleges is evident





SECTION 2

Arts, Culture and Heritage Strategies

The initiatives, programs and infrastructure identified in the following strategies are subject to funding and other commitments. Where specific events, sites and locations are referenced, these represent key opportunities but are not exhaustive and others may arise during the life of the Strategy.

STRATEGIES

Cultural identity

Strengthening and evolving the Great Southern's unique qualities, characteristics and shared values

The region is known for its post-settlement history, particularly the ANZAC story, early colonial life and industry establishment. While this should continue to be strengthened, there is a powerful opportunity to uniquely position it around the depth and diversity of its cultural heritage, natural environment and creative communities. This should be enabled through a new, contemporary narrative that also articulates the role and contribution that ACH brings to the region's economy and liveability.

Working in partnership with Traditional Custodians is a key priority to strengthen cultural identity, supported by a region-wide framework and engagement approach to represent its diversity, identify opportunities and ensure appropriate cultural authority. Existing initiatives such as Albany's restoring Menang Noongar place names project could be extended across the region; the Great Southern Noongar Story project should be strongly supported. Raising understanding and recognition of Murrumbidgee Mission, the Carrolup Artists and Carrolup Story will bring with it unparalleled opportunities for healing, reconciliation, community and enterprise development.

Albany's 2026 Bicentenary represents a once in a generation opportunity to position the region as an arts, culture and heritage destination and further catalyst for cultural tourism.



Great Southern Festival Launch, Albany



Kodja Place, Kojonup



Brig Amity - Western Australian Museum, Albany

CULTURAL CASE STUDY



A brand and product framework for cultural tourism

Daylesford Macedon Tourism

www.dmr tourism.com.au

As one of the fastest-growing and highest yielding tourism regions in Australia, the Daylesford Macedon Ranges region destination positioning is centred on four brand pillars that provide structure and intent to its destination offer.

- 1. Indulge: Food and Drink** – showcasing extraordinary, award-winning produce available at local restaurants and farmer's markets
- 2. Refresh: Escape and rejuvenate** – as a centre of wellness, therapy and nature-based activities
- 3. Learn: History and culture** – Aboriginal cultural heritage and its mid-1800s 'gold rush' era that yielded charming villages, well preserved today
- 4. Make: Art and artisanal** – home to artists and creative practitioners and offering classes, workshops, galleries and installations as well as special events such as book fairs and writers festivals.

Pillars are expressed through brand attributes, product, events and partnerships and the region's narrative, targeted at key audiences.

A full copy of the brand framework can be viewed [here](#).



Image credit: <https://www.visitmelbourne.com/regions/Daylesford-and-the-Macedon-Ranges/Things-to-do/Nature-and-wildlife/National-parks-and-reserves/VV-Hanging-Rock>

Regional priorities	Strategic Recommendations	Stakeholders	Recommended Timing						
			1	2	3	4	5	5+	
<p>Connecting the region's spectacular natural environment with arts, culture and heritage.</p> <p>Raising the profile and demonstrating the value of the ACH offering across key audiences.</p>	<p>1. Position the region as WA's accessible, multi-dimensional, creative and cultural heritage hub through a new narrative and, in time, a strategic place / destination brand to support cultural tourism:</p> <p>1.1. Develop a new narrative that positions the region's diverse ACH identity as engaging and inspiring, accessible and inclusive for people of all ages and interests</p> <p>1.2. Elevate the role and significance of ACH as vital contributor to the region's liveability, economy and collective wellbeing</p> <p>1.3. Implement a strategic communications plan to achieve the above.</p>	<p>State Government</p> <p>Local Government</p> <p>Industry stakeholders</p>		✓					→
<p>Embedding Aboriginal cultural heritage and identity as a foundation for the region.</p>	<p>2. In partnership with stakeholders, establish a culturally appropriate region-wide framework, including an Aboriginal Advisory Group, to engage with Traditional Custodians to:</p> <ul style="list-style-type: none"> • Ensure appropriate cultural authority • Represent the region's diversity • Identify and agree regional cultural heritage narratives • Inform and guide arts, culture and heritage projects • Support collaboration and creative expression across communities • Develop associated product, programs, experiences, enterprise. 	<p>State Government</p> <p>Aboriginal stakeholders</p> <p>Traditional Custodians and Aboriginal stakeholders</p> <p>Local Government</p>	✓						→
	<p>3. Support the Great Southern Noongar Story Project to capture and share stories and knowledge of Noongar Elders and emerging leaders.</p>	<p>State Government</p> <p>Aboriginal stakeholders</p> <p>Traditional Custodians and Aboriginal stakeholders</p>	✓						
	<p>4. Work with regional Aboriginal Corporations and stakeholders to scope and fund opportunities for associated interpretation and storytelling.</p>	<p>State Government</p> <p>Aboriginal stakeholders</p> <p>Traditional Custodians and Aboriginal stakeholders</p>	✓						→
	<p>5..Using the City of Albany's Menang Noongar place names project as a guideline approach, complete a dual naming and interpretation project across the Great Southern Region, in conjunction with regional Aboriginal Corporations and stakeholders.</p>	<p>State Government</p> <p>Local Government</p> <p>Traditional Custodians and Aboriginal stakeholders</p>	✓						→

Regional priorities	Strategic Recommendations	Stakeholders	Recommended Timing					
			1	2	3	4	5	5+
Embedding Aboriginal cultural heritage and identity as a foundation for the region.	<p>6. Working with regional Aboriginal Corporations and stakeholders, raise community awareness and understanding of Marribank Mission, the Carrolup Artists and Carrolup Story and associated narratives:</p> <p>6.1. Explore partnerships with Curtin University's John Curtin Gallery and relevant regional LGA's (Kojonup, Katanning, Broomehill-Tambellup) to explore opportunities for touring exhibitions and programs related to the Herbert Mayer Collection of Carrolup Artwork (the Collection)</p> <p>6.2. Scope, fund and deliver a 'fit-for-purpose' exhibition space to exhibit work from the Collection, and other visual artwork</p> <p>6.3. Work with regional stakeholders to deliver the Marribank revitalisation.</p>	<p>State Government</p> <p>Local Government</p> <p>Traditional Custodians and Aboriginal stakeholders</p> <p>Funding partners</p>			✓	→		
Conserving and celebrating shared significant cultural heritage.	<p>7. Through a regional cultural mapping project, identify and document places and objects of Aboriginal Cultural Heritage significance across the region and:</p> <p>7.1. Develop Cultural Heritage Management Plans where required</p> <p>7.2. Identify infrastructure requirements to enhance public access, where appropriate</p> <p>7.3. Network and promote connected places, attractions and experiences, where appropriate – for example wildflower and bush tucker sites.</p>	<p>State Government</p> <p>Aboriginal stakeholders</p> <p>Local Government</p> <p>Traditional Custodians and Aboriginal stakeholders</p> <p>Funding partners</p>		✓	→			
Highlighting the region's diverse multicultural communities through program, content and product development.	<p>8. Position ACH at the centre of the Albany Bicentenary 2026 identity and programming and leverage the milestone to showcase the region's Aboriginal Cultural Heritage and its overall cultural depth and diversity.</p>	<p>Local Government</p> <p>State Government</p> <p>Traditional Custodians and Aboriginal stakeholders</p> <p>Events and tourism industry stakeholders</p> <p>Arts, culture, heritage stakeholders</p> <p>Funding partners</p>	✓	→				
	<p>9. Continue to deliver ACH events and programs that elevate profile, awareness and understanding of the region's multicultural communities.</p>	<p>Local Government</p> <p>State Government</p> <p>Multicultural groups and stakeholders</p>	✓	→				

STRATEGIES

Experience

Delivering engaging, accessible and diverse activities, programs, content and product for all ages and abilities

Key opportunities to enhance ACH experiences across the Great Southern centre on evolving to a multi-sector, multipurpose approach to leverage existing programs, events and infrastructure. Related industries and sectors should be explored to facilitate integrated ACH experiences and infrastructure, for example investment in outdoor trails and recreation facilities could also feature outdoor performance areas, public art, heritage interpretation and self-guided or ticketed tours.

New cultural infrastructure should be designed as multifunctional, vs single purpose, and be suitable for a variety of uses, integrated with the public realm, to enable multiple ACH sectors and practitioners to utilise and benefit from the investment. A more strategic approach to year-round regional events, festivals and programs, together with a more centralised approach to promotion for ACH across the region is needed; along with a sustainable, recurrent funding base. This will continue to position the region as an attractive destination for cultural tourism. There is an opportunity to better connect the region and catalyse economic development by locating a cultural anchor attraction in the Upper Great Southern. Diversifying and developing new audiences through improved digital connectivity is also a priority.



Taste Great Southern Festival



Museum of the Great Southern, Albany



Harmony Festival, Katanning

Framework for Great Southern ACH festivals and events



Supporting a strategic, coordinated approach to Great Southern events and festivals:

1. A region-wide events framework to define events by objective, scale / reach, impact / benefit
2. Events prospectus to encourage / incentivise events to the region
3. A shared network of events suppliers, compliance requirements (including insurance), logistics and inbound talent
4. Bi-annual round table networking forum (virtual or in-person) for event organisers to share feedback, information and forward plan scheduling.

EXPERIENCE CASE STUDY



Networking cultural heritage identity, places and experiences

Tohu Whenua – New Zealand

www.tohuwhenua.nz

Launched in 2016, Tohu Whenua is a nationwide network of sites that connects New Zealanders with their heritage and the defining stories of Aotearoa, New Zealand. It has been launched in three regions – Northland, Otago and West Coast, with more to come. Sites chosen form a network of the country's best heritage experiences and the program works closely with local communities to identify places. These are assessed against key criteria and approved by a dedicated Governance Group comprising partnership agencies such as Heritage New Zealand Pouhere Taonga, Department of Conservation Te Papa Atawhai and Manatū Taonga Ministry for Culture and Heritage. A Steering Group and program manager oversee operations.



Kororipo Heritage Park - where Māori and Europeans lived side by side and the location for some of the most important early meetings between the two cultures.

Image credit: <https://tohuwhenua.nz/te-tai-tokerau-northland/kororipo-heritage-park>

A signature winter festival for Great Southern

The opportunity for people to reconnect the natural world and with each other is central to the significance of festivals – at any time of the year. However, in winter, these signature events bring additional economic benefit – supporting visitor engagement, industry capacity and spend in the colder, darker 'off peak' season. From Sydney's Vivid festival and Tasmania's Dark Mofo, to emerging regional experiences such as Apollo Bay and Low Light, winter festivals have become significant drawcards for locals and visitors as a compelling vehicle for creative expression, storytelling and discovery.

LOW LIGHT QUEENSCLIFF

Host to music, film screenings, art installations, spoken word and literary readings and culinary experiences, Low Light is a multi-dimensional, multi-destination festival uniting the coastal towns of Queenscliff and Point Lonsdale.

Offsetting the low season and the region's bracing seaside cold, the town's public spaces, galleries, cafes, bars and restaurants play host to Fringe Festival style program which unites arts, culture and heritage with food and beverage offerings – from degustation menus, to wine tastings and whiskey education. It also includes the Bellarine Lighthouse Film Festival & the QMF Winter Concert Series. Targeting locals and tourists, it can be enjoyed as a day trip or as a full weekend away.



Regional priorities	Strategic Recommendations	Stakeholders	Timing					
			1	2	3	4	5	5+
A strategic, coordinated approach to events and festivals.	10. Develop a regional ACH Programming and Events Strategy in collaboration with State Government, LGAs and event stakeholders, to consider:	State Government Local Government Events and tourism industry stakeholders Arts, culture, heritage stakeholders			✓	→		
	10.1 Funding, operational sustainability and growth of established regional festivals and events including Taste Great Southern, Denmark Festival of the Voice, Katanning Harmony Festival, Bloom Festival, Great Southern Arts and Crafts Trail							
	10.2 Support for community-driven festivals and events with potential for regional or sub-regional impact, audience development and participation, for example; Albany Maritime Festival, Denmark Film Festival, CinefestOz, Porongurup Festival							
	10.3 Opportunities to engage youth in concept development, planning and delivery of new ACH events and programming							
	10.4 A region-wide events framework to define events by objective, scale / reach, impact / benefit							
	10.5 An events prospectus for industry.							
	11. Scope and deliver an additional signature arts, culture and heritage event for the region, to occur in the winter or shoulder seasons and support inbound visitation. Potential positioning around cultural heritage diversity.	State Government Local Government Events and tourism industry stakeholders Arts, culture, heritage stakeholders			✓	→		
	12. Through the LGAs establish a shared network of events suppliers, compliance requirements (including insurance), logistics and inbound talent; cross-promote, cross-program and extend regional touring circuits where practical.	Local Government Events and industry stakeholders		✓	→			
	13. Establishing a bi-annual round table networking forum (virtual or in-person) for event organisers to share feedback, information and forward plan scheduling.	Local Government State Government		✓	→			

Regional priorities	Strategic Recommendations	Stakeholders	Recommended Timing					
			1	2	3	4	5	5+
Creating 'joined up' experiences and promote these to locals and inbound visitors.	<p>14. Leveraging the Great Southern Cultural map and database, develop or re-instate connected cultural experiences and market these to local and inbound audiences, for example:</p> <ul style="list-style-type: none"> • A "Small Museums Trail" across the Upper and Lower Great Southern • Regional Public Art Trail • Connecting cultural precincts, art collections, outdoor performance spaces, public art, within each town / LGA • Supplement the above with trails, food, wine, produce and accommodation experiences • Identify a mix of self-guided and ticketed experiences. 	<p>State Government Local Government Arts, culture, heritage stakeholders</p>			✓	→		
	<p>15. Strengthen the role of the Albany Entertainment Centre as a hub and catalyst for regional programming and touring:</p> <p>15.1. Capacity building and network development for smaller performing arts organisations / centres</p> <p>15.2. Collaborative programming with regional museums, art galleries and other performing arts venues</p> <p>15.3. Ensuring programming and curation strengthens cultural identity, local talent and youth engagement</p> <p>15.4. Identification of cost-effective or subsidised accommodation options, to increase tour frequency for state-funded companies.</p>	<p>State Government Arts, culture, heritage stakeholders Events and industry stakeholders</p>		✓	→			
	<p>16. Develop a Great Southern Cultural Tourism Strategy with a focus on product development, attractions and experiences, access, visitor servicing and strategic events programming as part of future Tourism Destination Management Planning for the region.</p> <ul style="list-style-type: none"> • Highlight opportunity for Aboriginal cultural product and experiences; incorporate learnings from the Kambarang Tour pilot in the Upper Great Southern. 	<p>State Government Local Government Traditional Custodians and Aboriginal stakeholders Tourism industry stakeholders</p>			✓	→		

Regional priorities	Strategic Recommendations	Stakeholders	Recommended Timing					
			1	2	3	4	5	5+
A regionally significant cultural attraction in Upper Great Southern.	<p>17. Establish a cultural anchor / attraction in the upper Great Southern to showcase the sub region, improve connectivity with the lower Great Southern and catalyse economic development. Opportunities include:</p> <ul style="list-style-type: none"> • Kodja Place: Progress / revisit masterplan with the view to strengthening the appeal of the existing precinct and establishing a multipurpose space capable of displaying visual arts and other exhibitions • Marribank Mission precinct revitalisation: feasibility and funding analysis for precinct and cultural tourism development in conjunction with regional stakeholders • A regional Museum in Katanning. 	<p>Federal Government State Government Local Government Traditional Custodians and Aboriginal stakeholders Industry stakeholders Funding partners</p>			✓	→		
Continue to strengthen the region's standing in post-settlement cultural heritage, including the ANZAC Story.	<p>18. Strengthen the region's standing as a place to learn and experience diverse, post-settlement cultural experiences:</p> <p>18.1. Continue to invest in and leverage the impact / reach of Albany's National ANZAC Centre and associated programs</p> <p>18.2. Resource the Museum of the Great Southern to perform regional outreach services to local museums, including programming and curation / collection advisory</p> <p>18.3. Package and promote built heritage experiences across the region – to include Strawberry Hill / Barmup, publicly accessible museums, Town Halls, monuments and homesteads</p> <p>18.4. Strengthen awareness and understanding of agricultural life, industry development and technology; past, present and future - people, places, lifestyles.</p>	<p>State Government Local Government Arts, culture, heritage stakeholders</p>	✓	→				

Regional priorities	Strategic Recommendations	Stakeholders	Recommended Timing					
			1	2	3	4	5	5+
Multi-purpose, multi-sector attractions and infrastructure.	<p>19. Through Albany Bicentenary planning, progress the planning for an Aboriginal Cultural Centre:</p> <ul style="list-style-type: none"> • Accessible and designed as a multipurpose facility that compliments broader cultural precincts and masterplanning processes • Integrate public art, indoor / outdoor venues, spaces and facilities with the ability to support Aboriginal Cultural content and programming from multiple arts sectors. 	Local Government State Government Federal Government Funding partners	✓	→				
	<p>20. Ensure any new regional ACH infrastructure is designed to accommodate different ACH sectors and support multi-purpose / multi-functional uses and contribute to surrounding context and public realm:</p> <ul style="list-style-type: none"> • Indoor / outdoor spaces, meeting and break out spaces • Complementary programming, for example live performance alongside visual arts exhibitions • Scalable spaces to support live music – including intimate / small scale venues for artists who are starting out • Access to affordable working spaces for creative practitioners, including artists in residence. 	State Government Local Government	✓	→				
	<p>21. Leverage State Government investment in outdoor recreation infrastructure and trails to deliver ACH experiences and infrastructure that optimise use and attract new audiences. For example:</p> <ul style="list-style-type: none"> • Outdoor amphitheatres and multi-purpose spaces • Interpretation and wayfinding, public art • Guided tours and experiences. 	State Government Local Government Outdoors Great Southern	✓	→				
	<p>22. Optimise existing, and guide future investment in public art by developing a regional public art blueprint to provide direction on:</p> <ul style="list-style-type: none"> • Development of a self-guided, regional public art trail for large scale, notable works • Theming and narratives – to reflect cultural identity • Site selection – to contribute to local sense of place, and regional public art trail outcome • Artist procurement and selection – to ensure representation of local and national / international talent • Investment guidance – as a prospectus to attract funding • Collection governance and management. 	State Government Local Government Arts, culture, heritage stakeholders		✓	→			

Regional priorities	Strategic Recommendations	Stakeholders	Recommended Timing					
			1	2	3	4	5	5+
Multi-purpose, multi-sector attractions and infrastructure.	<p>23. Prioritise investment in assets that are either under-utilised or at capacity, to achieve a multi-use, multi-sector approach that stimulates creative and economic growth. Priorities include:</p> <ul style="list-style-type: none"> • Katanning Museum – Facilities upgrade to enable exhibition of a variety of visual art and other mediums • Kojonup Town Hall – Facilities upgrades and expansion to enhance capacity and attract more diverse shows and performances • Kodja Place – in line with masterplan, prioritise investment in spatial and functional limitations of the building and precinct; developing digital and multimedia approaches and enhancing interpretive spaces • Vancouver Arts Centre – Albany: Facilities expansion/enhancement in line with City of Albany masterplans. Includes VAC and Princess Royal Fortress/ Mounts Precinct • Mitchell House – Mt Barker: Facilities upgrade to enable exhibition of a variety of visual art and other mediums, improve pedestrian connection to Town Centre, improve / expand practitioner spaces, network and connect with practitioner community in Porongurups and surrounds • Albany Entertainment Centre – Albany: diversify uses to include visual art exhibitions, smaller scale live music and increased collaboration with other regional performing arts organisations such as the Albany Light Opera and Theatre Company. 	<p>Local Government State Government State Government Federal Government Funding partners</p>			✓	→		
	<p>24. Improve digital infrastructure and capability to share content and access new audiences:</p> <ul style="list-style-type: none"> • Invest in infrastructure and organisation capability to broadcast and share content and improve access to programs and services, particularly in context of COVID-19 • Continue to digitise recording of collections and exhibitions, with support from LGAs and Museum of the Great Southern. 	<p>State Government Local Government Arts, culture, heritage stakeholders</p>			✓	→		

STRATEGIES

Capacity and investment

A strong, sustainable foundation to develop and network organisations, practitioners, programs and infrastructure

Building skills, capacity and access to ongoing, sustainable resourcing and funding are critical to develop the region's ACH potential and, ultimately, its future positioning as a cultural tourism destination. Dedicated resourcing is needed to both prioritise and progress strategic projects and support grass roots initiatives. Many stakeholders – practitioners, cultural groups, events organisers and community organisations – have basic needs around improving cross-region networks and communications, sharing resources and knowledge, developing their practice and improving business acumen.

A focus on building ACH capacity amongst young people, Aboriginal communities and multicultural groups is needed as are additional secondary and tertiary education pathways. An ACH investment attraction strategy is also needed, which should quantify sector impact and highlight strategic projects and programs, positioning them to attract government and private sector funding, and build a culture of regional business investment in ACH. Continued advocacy for sustained, multi-year funding from state, federal and other sources, for proven and eligible organisations and programs, is also required. For oversight of Strategy delivery, a Steering Committee and supporting Reference Groups should be established in early 2022 and LGAs should prepare local-level ACH strategies and masterplans to ensure implementation of key initiatives.



Albany Kite Fiesta, Albany



Kurrah Mia fish traps, Albany



Kurrah Mia guide, Larry Blight



George Corke - Corkescrew Gallery, Mount Barker

Regional priorities	Strategic Recommendations	Stakeholders	Recommended Timing							
			1	2	3	4	5	5+		
Networking the region – skills, resources, systems.	25. Leverage State Government regional ACH development resources through appropriate agencies to strengthen and support networks, industry development and capacity building.	State Government		✓						→
	26. Establish a region-wide LGA coordination network to improve cross-region communication, programming and resourcing. • Membership to include expertise such as community and economic development, arts, culture, heritage, youth, marketing, visitor servicing, recreation and events.	Local Government State Government		✓						→
	27. Prioritise delivery of practitioner and industry networking and skill share programs and events across the region, including: • Event organisers • Performing and visual arts companies and venues • Historical societies and museums • Arts practitioners – with the view to transitioning from hobby to enterprise • Aboriginal enterprise and businesses.	State Government Arts, culture, heritage stakeholders Local Government		✓						→
	28. Develop a regional database and skills register for ACH practitioners, stakeholders and community organisations including Aboriginal practitioners.	State Government Local Government		✓						→
	29. In alignment with the State Cultural Infrastructure Map, develop a consumer-facing, interactive Great Southern Region ACH map and database as a 'go to' resource for practitioners, creatives, consumers and other stakeholders.	State Government		✓						→
	30. Establish a regional youth network and develop a complementary regional ACH youth strategy to identify gaps, strengthen engagement and participation and guide investment in programming, education pathways, projects and resources.	State Government Local Government		✓						→
	31. Strengthen multi-sector product development, promotion and funding opportunities through industry partnerships with recreation, tourism, agriculture, food and wine sectors.	State Government Industry stakeholders				✓				→

Regional priorities	Strategic Recommendations	Stakeholders	Recommended Timing					
			1	2	3	4	5	5+
<p>Strategic investment to support emerging industries.</p> <p>Strengthening cross-sector partnerships.</p>	<p>32. Commission an ACH impact assessment to quantify ACH economic and community wellbeing impacts at LGA, regional and state level; use this to guide:</p> <ul style="list-style-type: none"> • Policy development and advocacy • Perception shift of the value / benefit of ACH within local communities • Investment in hard and soft cultural infrastructure and resources • Partnership development • Government and private sector funding and investment attraction. 	<p>State Government</p> <p>Arts, culture, heritage stakeholders</p>		✓	→			
	<p>33. Map the current level and distribution of state and LGA-funded ACH activities across the Great Southern:</p> <ul style="list-style-type: none"> • Identify gaps and opportunities to diversify funding and monitor / review annually. 	<p>State Government</p> <p>Local Government</p> <p>Arts, culture, heritage stakeholders</p>		✓	→			
	<p>34. Shift to a multi-sector approach to funding through State Government and other sources, for example:</p> <ul style="list-style-type: none"> • Opportunities to integrate cultural infrastructure such as outdoor performance spaces and public art, into trails development programs through funding submissions to DBCA and others • Explore tourism (JTSI) and other funding sources to support development of Aboriginal cultural products and experiences • Advocate the benefits of ACH partnerships to regional businesses, investors and philanthropists; create a culture of business investment in the arts. 	<p>State Government</p> <p>Arts, culture, heritage stakeholders</p> <p>Industry stakeholders</p> <p>Corporate and philanthropic stakeholders</p>			✓	→		
	<p>35. Continue to strengthen and diversify ACH through investment in emerging industries including film and television and digital technology.</p>	<p>State Government</p> <p>Local Government</p>		✓	→			
	<p>36. Develop an ACH investment attraction strategy, targeted at corporate / commercial, regional enterprise and philanthropic sectors.</p> <ul style="list-style-type: none"> • Position and advocate for ACH as a vital component of corporate social responsibility • Identify strategic regional and local area projects (infrastructure / programs), matched to potential investors / sponsors • Include investment 'tiers' to encourage participation • Develop policy and selection process in line with State Government requirements. 	<p>State Government</p> <p>Local Government</p> <p>Arts, culture, heritage stakeholders</p> <p>Events and tourism industry stakeholders</p>			✓	→		

Regional priorities	Strategic Recommendations	Stakeholders	Recommended Timing					
			1	2	3	4	5	5+
Funding certainty for industry and practitioners.	37. Stimulate and support the growth and viability of the region's Aboriginal cultural industries through targeted investment in capacity building, product and experience development, marketing, business support, supply chain definition and funding.	State Government Traditional Custodians and Aboriginal stakeholders Events and tourism industry stakeholders Arts, culture, heritage stakeholders		✓	→			
	38. Advocate to State and Federal Government for implementation of multi-year, sustained grant funding commitments at regional level, for eligible and established ACH organisations, programs and practitioners with the aim of providing certainty, operational and program efficiencies.	State Government Federal Government Local Government Arts, culture, heritage Stakeholders	✓	→				
	39. Establish an incubator fund for programs targeted at emerging and community-based organisations, Aboriginal communities, youth development, inclusive programs and multicultural communities.	State Government Local Government Traditional Custodians and Aboriginal stakeholders Arts, culture, heritage stakeholders		✓	→			
	40. Support and enable Regional Arts WA's Great Southern Hub, with the view to region-wide expansion and ongoing delivery.	State Government Local Government Arts, culture, heritage stakeholders	✓	→				
	41. Through established organisations, expand the reach of ACH programs to the Upper Great Southern, and improve access to programs for young people and multicultural communities.	Local Government Arts, culture, heritage stakeholders State Government		✓	→			

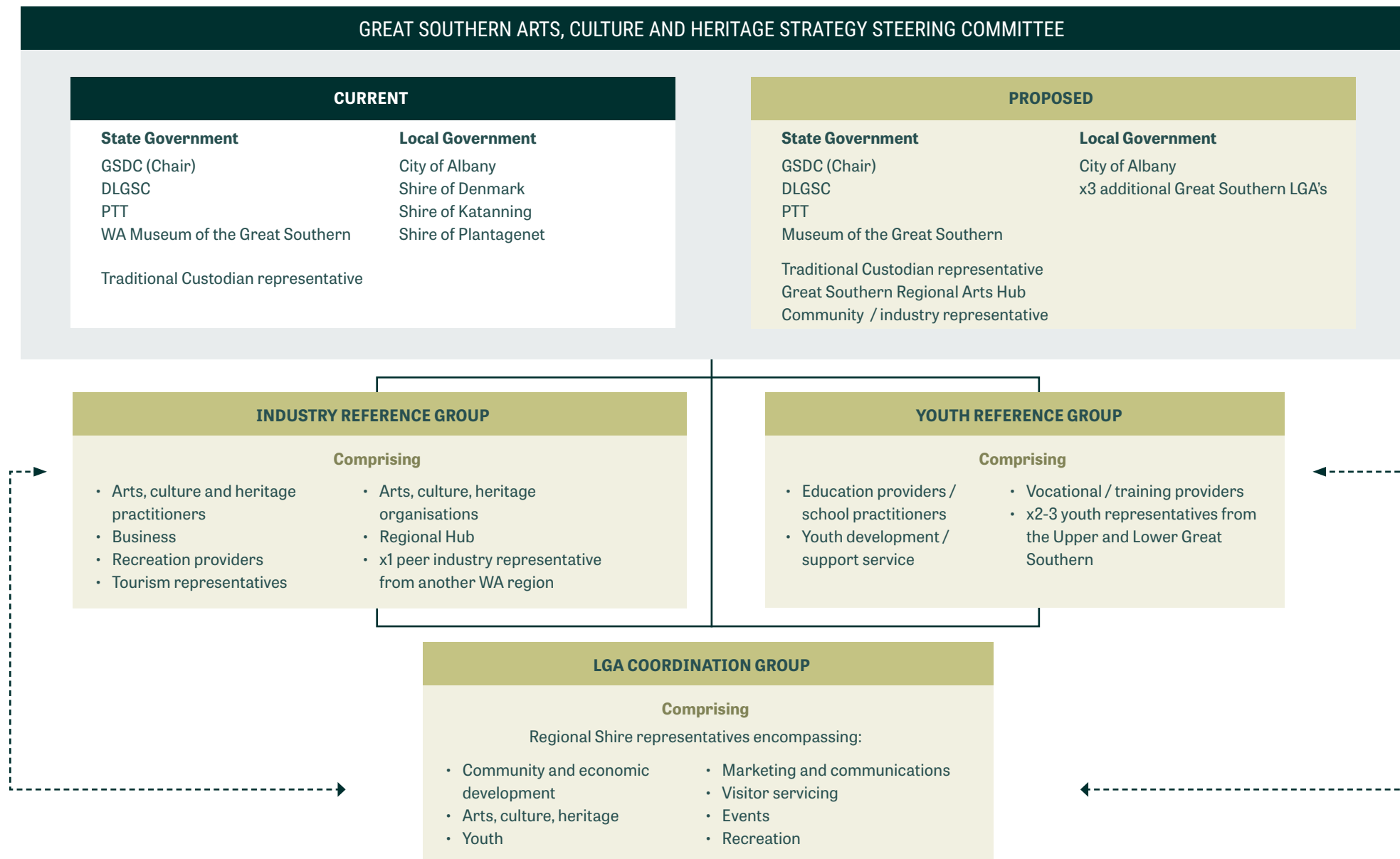
Regional priorities	Strategic Recommendations	Stakeholders	Recommended Timing						
			1	2	3	4	5	5+	
Strengthening education and vocational training pathways.	42. Strengthen partnerships / networks with Department of Education, regional colleges and secondary schools, tertiary and private sector providers: <ul style="list-style-type: none"> • Deliver primary and secondary outreach / incursions that engage young Aboriginal people • Promote and grow the Creative Industries Courses at South Regional TAFE • Ensure arts curricula and resources are available at the region's secondary schools / colleges; advocate for theatre productions, concerts and exhibitions • Strengthen partnerships to fund the extension of Albany Summer School programs (duration and reach). 	State Government Arts, culture, heritage stakeholders Local Government		✓	→				
	43. Investigate opportunities for evening and weekend use of Albany Senior High School's planned \$6.3 million Performing Arts Centre to increase access to state of the art facilities for performance practitioners and community groups.	State Government Local Government Arts, culture, heritage stakeholders		✓	→				
	44. Scope, fund and deliver a region-wide professional development program targeting diverse creative groups and practitioners to target general business needs and sector-specific technical training (sound, lighting).	State Government Arts, culture, heritage stakeholders Local Government Traditional Custodians and Aboriginal stakeholders Industry stakeholders	✓	→					
	45. Working with regional stakeholders and in consideration of existing prizes, evolve the annual Great Southern Art Award to demonstrate the value and diversity of practitioners and content across the region: <ul style="list-style-type: none"> • Investigate categories for emerging artists, youth, Aboriginal art and motion picture / film making to strengthen and showcase the region's emerging industries and practitioners. 	Local Government Arts, culture, heritage stakeholders		✓	→				

Regional priorities	Strategic Recommendations	Stakeholders	Recommended Timing					
			1	2	3	4	5	5+
Effective governance to support strategy implementation.	46. Maintain the Great Southern Arts, Culture, Heritage Strategy Project Steering Committee and formalise a governance framework to oversee implementation.	State Government Steering Committee	✓	→				
	47. Strengthen ACH policy and planning at an LGA level to support Strategy implementation: 47.1. Develop individual (or joint sub-regional) ACH strategies and supporting policies which are tailored to local content and opportunities and aligned to this Strategy to guide local-level and detailed implementation 47.2. Embed ACH planning into LGA Strategic Community Planning Frameworks 47.3. Strategic application of State Government's Percent for Art Policy, including clear process and guidelines for developers, to deliver quality, integrated and authentic public art outcomes across the region.	Local Government	✓	→				



Great Southern ACH Governance Framework

The Steering Committee will be tasked with prioritising and progressing the strategic recommendations identified in the Strategy, including funding and resourcing as required.



Great Southern Arts, Culture and Heritage Audit:

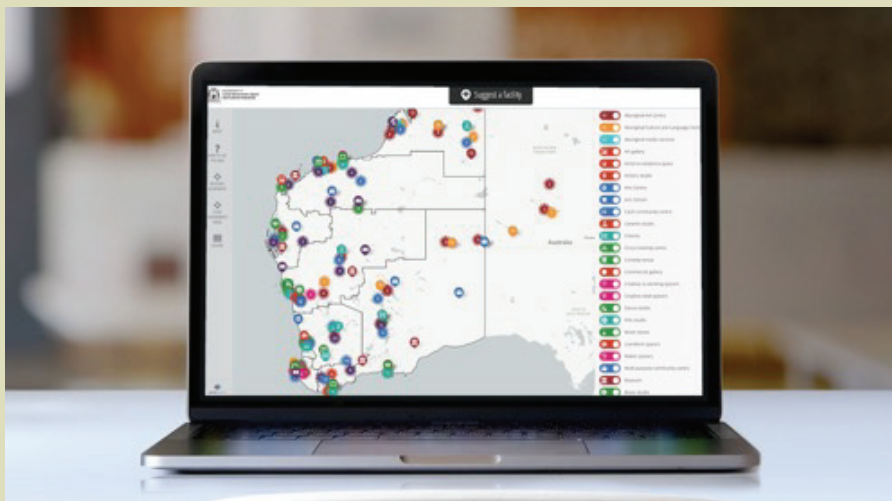
Cultural resource mapping is a process for identifying and recording a community, town, city or region's cultural assets, resources and networks – to support more effective place-based planning, management and promotion.

As a region as geographically vast and diverse as the Great Southern, resource mapping is a critical first step to establish a baseline and to strengthen existing assets, networks and skills – building capacity to grow the region's cultural and creative economy. To inform community engagement and strategy development, a comprehensive regional (desktop) audit was conducted to document the regions ACH, attractions and organisations – resulting in a centralised database of ~550 arts, culture and heritage resources, mapped by category and location. As the first of its kind for the region, it establishes a strong baseline from which to develop:

- A region-wide skills register and database for practitioners and stakeholders
- A consumer-facing, Great Southern arts, culture and heritage map and database as a 'go to' resource either as part of the WA Cultural Infrastructure Map and as a stand-alone regional asset.

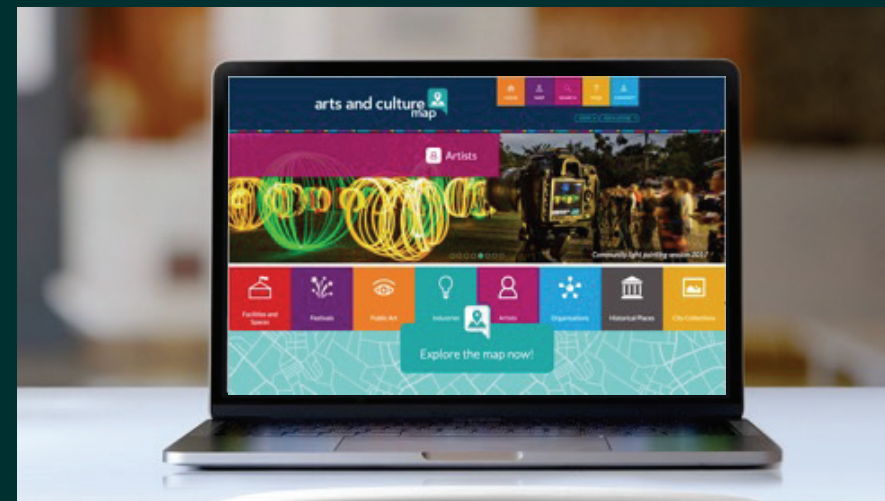
Facilities and Spaces	Art Centres
	Art Galleries
	Artist Run initiatives
	Community Centre/Hall (Multipurpose)
	Interpretive Centres
	Libraries and Archives
	Museums
	Performing Arts facilities/venues
	Public Spaces
	Theatres
Organisations	Artist in Residence workshops
	Aboriginal and/or Torres Strait Islander organisations
	Arts Ed. Elementary, secondary, tertiary and informal
	Choir/singing groups
	Community groups
	Historical and genealogical societies
	Multicultural Organisations
	Performing arts groups
	Visual arts groups
	Writing groups
	Theatre companies
Industries	Artisans and makers - visual arts, craft, writers, digital
	Creative professional services (architecture, coworking, graphic design etc)
	Dance companies
	Museums and art galleries
	Publishing industries
	Radio, print media and broadcasting
Tourism and hospitality	Hospitality venue
	Wineries and small batch producers
	Tours and trails
	Cross-regional attraction
Festivals and Events	Cultural festivals
	Artist in Residence workshops
	Regional events
	Cultural Heritage Tours
	Community events
Natural and built form heritage	Public Art tours
	Built heritage properties
	Heritage Districts
	Heritage Trails/Walks
	Monuments/Memorials
	Attraction
	Conservation Areas
National Parks and Nature Reserves	
Aboriginal cultural site	

CAPACITY CASE STUDY



Western Australian Cultural Infrastructure Map: DLGSCI

Launched in 2021 as part of the State Cultural Infrastructure Framework Toolkit, the Cultural Infrastructure Map identifies existing cultural and creative assets, spaces and organisations across the State. Residents, visitors, practitioners and stakeholders can use it to locate a cultural facility and / or identify what creative spaces exist in a specific location. User generated content will continue to populate the map, with people able to fill in any gaps as well as provide information to update facility details.



Cairns Arts and Culture Map: Cairns Regional Council

Launched in 2018, the Cairns Arts and Culture Map highlights locations of cultural, historical and creative significance. It has been developed as the Cairns' primary resource for the arts, culture and heritage communities and for people seeking to connect with professionals or explore arts assets. Shaped through community consultation, six categories were developed as a framework for which to map the region's various sectors and sub-sectors. It centres on a simple, intuitive user interface and user-generated content and is updated regularly.



Katanning Winter Wrap Up, Katanning



Castle Rock Estate, Porongurup

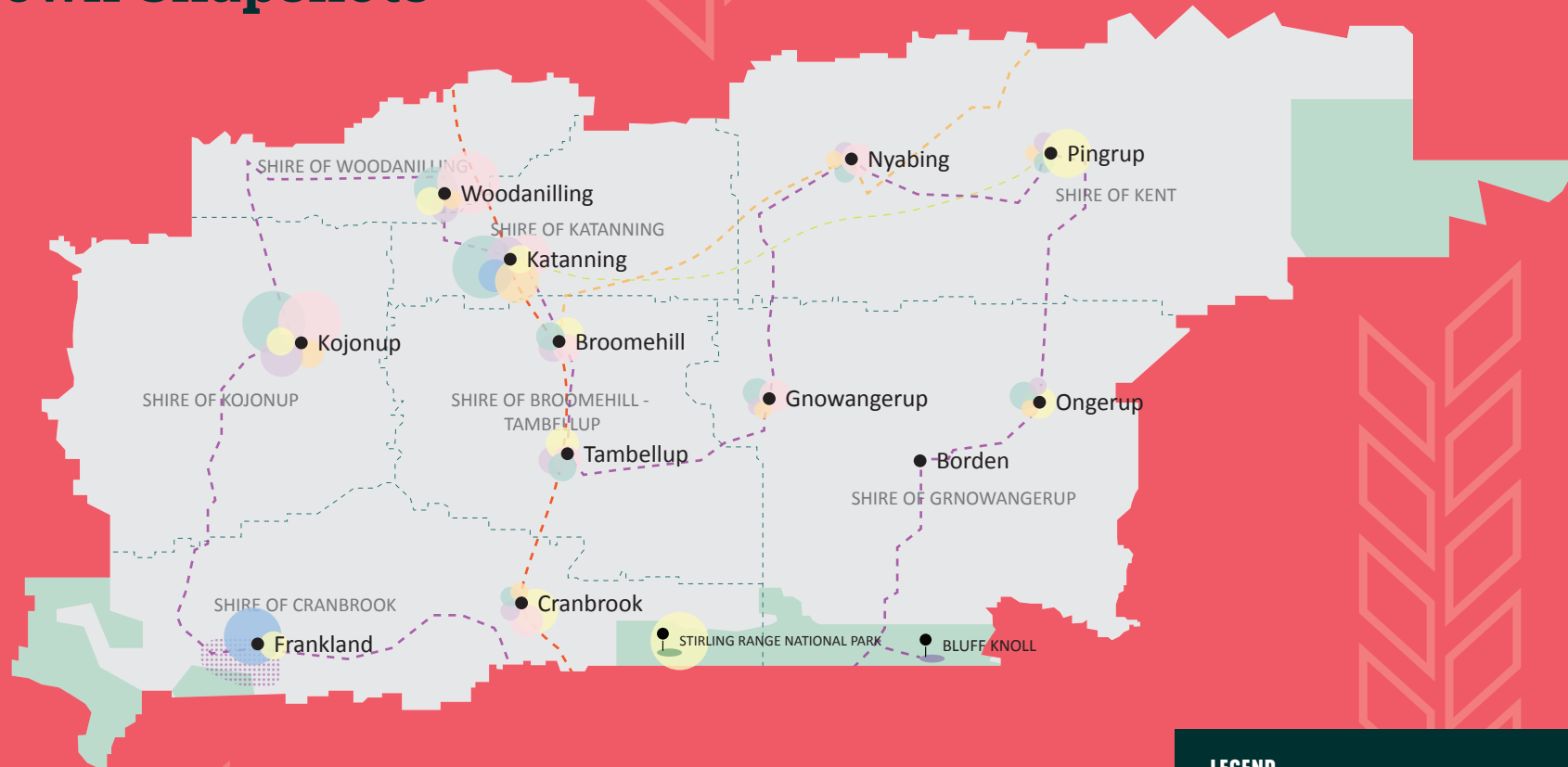


SECTION 3

Appendices



Upper Great Southern Town Snapshots



LEGEND

- Holland Track
- PUBLIC Silo Trail
- Great Southern Treasures Trail
- Great Southern Railway Albany - Beverley
- Wine Region

Shire of Woodanilling

Towns: Beaufort River, Boyerine, Cartmeticut, Glencoe, Kenmare Westwood and Woodanilling.



POPULATION
423
SIZE
1126 Km²



0
MUSEUMS & GALLERIES



0
PERFORMANCE SPACES



0
MAKER / STUDIO SPACES



1
MONUMENTS / MEMORIALS



2
LIBRARIES & CRCS

Gazetted as a townsite in 1892, Woodanilling was first explored in the early 1830's. It is named after a spring in the Boyerine Creek which was the original gathering place for the districts' new settlers – eventually being known as Round Pool. Today, Woodanilling is home to ~420 residents and is characterised by wide tree-lined streets and exquisite heritage buildings, some which are over 100 years old.

Key Landmarks: Queerearrup Lake, Martup Pool

Attractions: Kenmare Hall, Woodanilling Tavern, General Store and Post Office, Richardsons Store

Festivals and events: Bloom Festival

4 NATURAL ATTRACTIONS | **3** ABORIGINAL CULTURAL SITES | **4** HERITAGE WALKS/ TRAILS

Shire of Kojonup

Towns: Kojonup, Boscabel, Cherry Tree Pool, Jingalup, Lumeah, Muradup, Mobrur, Qualeup, Wahkinup



POPULATION
1,985
SIZE
2,931 Km²



3
MUSEUMS & GALLERIES



1
PERFORMANCE SPACES



0
MAKER / STUDIO SPACES



2
MONUMENTS / MEMORIALS



2
LIBRARIES & CRCS

Nestled in the rural heartland of the Great Southern, historic Kojonup was settled over 150 years ago. Today, the town still bears all the trademarks of a traditional country settlement, with its historic buildings and friendly, safe atmosphere. Overlooking its fresh water spring – which first attracted European settlers to the town in 1837 is the old Military Barracks. Constructed in 1845 it is one of the oldest surviving military buildings in Western Australia.

Key Landmarks: Jingalup Reserve

Attractions: Kodja Place, Military Barracks, Wool Wagon, Elverd Cottage, Old Post Office, Carrolup / Merribank Farm

Festivals and events: Kojonup Agricultural Show

3 NATURAL ATTRACTIONS | **10** ABORIGINAL CULTURAL SITES | **1** HERITAGE WALKS/ TRAILS

Shire of Cranbrook

Towns: Cranbrook, Frankland, Tenterden



POPULATION
1,089
SIZE
3390 Km²



1
MUSEUMS & GALLERIES



0
PERFORMANCE SPACES



0
MAKER / STUDIO SPACES



0
MONUMENTS / MEMORIALS



3
LIBRARIES & CRCS

Home to over 1,000 residents, the Shire of Cranbrook boasts unique economic and lifestyle opportunities including internationally famous wines and prime mixed farming prospects. Also on offer – the beauty of the Stirling Range National Park, pink salt lakes, natural ski lakes and a selection of rare and alluring native wildflowers.

Key Landmarks: Stirling Range National Park, Lake Poorareccup

Attractions: Cranbrook Museum, Bob's Lake birdie hide, Sukey Hill Lookout, 27 Mile Dam Heritage Site

Festivals and events: Bloom Festival, Cranbrook Show

13 NATURAL ATTRACTIONS | **15** ABORIGINAL CULTURAL SITES | **01** HERITAGE WALKS/ TRAILS

Shire of Broomehill-Tambellup

Towns: Broomehill, Tambellup



POPULATION
1,144
SIZE
2,609.7 Km²

2
MUSEUMS & GALLERIES



0
PERFORMANCE SPACES



0
MAKER / STUDIO SPACES



2
MONUMENTS / MEMORIALS



3
LIBRARIES & CRCS



Broomehill was established after the completion of the Great Southern Railway in 1889. Today, its attractions include the historic Holland Track, Broomehill Museum (recently re-opened), Henry Jones Building, Broomehill Post Office and Boot Rock. Tambellup townsite was declared in 1899 and today attractions include the Tambellup Heritage Trail, Corner Shop Museum, original Toolbrunup School and the Gordon River Weir and Picnic area. Cropping and grazing agriculture is the economic mainstay and the two formerly separate local government areas were amalgamated in 2008.

Key Landmarks: Holland Track, Boot Rock, Gordon River Weir

Attractions: Post Office, Henry Jones Buildings, Old Petrol Station, Broomehill Museum, Cornershop Museum, Toolbrunup School

Festivals and events: ANZAC Service, Homespun

1 NATURAL ATTRACTIONS

5 ABORIGINAL CULTURAL SITES

1 HERITAGE WALKS / TRAILS

Shire of Gnowangerup

Towns: Borden, Ongerup, Gnowangerup



POPULATION
1,215
SIZE
4,265 Km²

3
MUSEUMS & GALLERIES



0
PERFORMANCE SPACES



0
MAKER / STUDIO SPACES



1
MONUMENTS / MEMORIALS



2
LIBRARIES & CRCS



Covering ~5,000km², the Shire is a prosperous grain growing and sheep producing area – famous for its merino sheep, together with a growing tourism node on the edge of the Stirling Ranges. Key attractions include wildflower reserves, the beautiful Stirling Ranges National Park and small local museums.

Key Landmarks: Alymore mineral springs, Stirling Range National Park, Lake Cassencarry

Attractions: Historic Centre, Aboriginal Museum and Keeping Place, Yongergnow Australian Malleefowl Centre & Café

Festivals and events: Bloom Festival, Ongerup Wildflower Show

3 NATURAL ATTRACTIONS

11 ABORIGINAL CULTURAL SITES

1 HERITAGE WALKS / TRAILS

Shire of Kent

Towns: Nyabing, Pingrup



POPULATION
599
SIZE
5,264.6 Km²

The Shire is predominately an agricultural area for wheat and sheep. First established in 1923 as the Kent Road Board, the Shire is rich in local history, with many buildings, halls and school sidings preserved and intact. The Shire is also known for its natural attractions including the Gnamma Holes, and Pink Lakes.

Key Landmarks: Pink Lakes, Gnamma Holes

Attractions: Settlers Hall, Grain Silos Public Art Mural, Kwobrup Dam

Festivals and events: Pingrup Races, Annual CWA Market Day

1
MUSEUMS & GALLERIES



1
PERFORMANCE SPACES



0
MAKER / STUDIO SPACES



3
MONUMENTS / MEMORIALS



3
LIBRARIES & CRCS



7 NATURAL ATTRICTIONS

18 ABORIGINAL CULTURAL SITES

1 HERITAGE WALKS /TRAILS

Shire of Katanning

Towns: Katanning, Badgebup, Ewlyamartup, Moojebing, Murdong, Pinwernying



POPULATION
4,151
SIZE
1,518.2 Km²

With strong agricultural roots, the Shire offers a range of recreation and leisure facilities, government, health and education services, and a diverse retail and business district. It is a significant place in Noongar Dreaming through the story of Mulka and today, is home to a multi cultural community of approximately 50 different language groups. Katanning is home to the southern hemisphere's largest undercover sheep sale yards.

Key Landmarks: Lake Ewlyamartup, Twonkwillingup,

Attractions: All Ages Playground, Old Mill, Town Hall, Mosque, Kobeeyla House, Public Silo Trail, Pioneer Women's Clock, Artisans Gallery

Festivals and events: Katanning Farmers Markets, Katanning Show, Harmony Festival

3
MUSEUMS & GALLERIES



4
PERFORMANCE SPACES



3
MAKER / STUDIO SPACES



2
MONUMENTS / MEMORIALS



2
LIBRARIES & CRCS



2 NATURAL ATTRICTIONS

8 ABORIGINAL CULTURAL SITES

1 HERITAGE WALKS /TRAILS

Lower Great Southern Town Snapshots



City of Albany

Wards: Breaksea, Frederickstown, Hassell, Kalgan, Vancouver, West, Yakamia



POPULATION
36,583
SIZE
4,310.9 Km²

Albany is Western Australia's oldest settlement and has a unique and diverse heritage. The Traditional Custodians, the Menang Noongar people call it Kinjarling which means "the place of rain". Archaeological excavations have found evidence of sites dating back over 18,000 years. In 1826 Major Edmund Lockyer arrived aboard the Brig Amity, and on 27th January 1827 a ceremony celebrated the founding of the settlement. Its rich heritage includes valuable insights of the close relationship and interaction between Noongar Man Mokare and Captain Collet Barker through to recent history as an important port, the whaling industry and ANZAC departure point. Today Albany is a burgeoning cultural capital offering a range of cultural experiences, set against the rugged majesty of the south west coastline.

Key Landmarks: The Gap and Natural Bridge, Mount Manypeaks Nature Reserve, Torndirrup National Park, Two Peoples Bay Nature Reserve, Waychinicup National Park, Mount Clarence, Mount Adelaide, Bald Head, Shelley Beach, West Cape Howe

Attractions: Brig Amity Replica, Albany's Historic Whaling Station, National Anzac Centre, Strawberry Hill / Barmup, Albany Town Hall, Albany Entertainment Centre, The Earl of Spencer Tavern, The Old Gaol, The Old Post Office, Vancouver Street Café, Historic Stirling Terrace, Old Town Albany, Bibbulmun Track, Albany Wind Farm to Mutton Bird Island, Munda Biddi Trail, Point Possession Heritage Trail, Mount Clarence & Memorial, Museum of the Great Southern, Middleton Beach, Quararup, Port Theatre

Festivals and events: Albany Farmers Market, Albany Show, Albany Arts Festival, CinefestOZ Albany, Great Southern Art Award, Film Harvest Great Southern, Ocean Film Festival, Bloom Festival, Taste Great Southern, Anzac Day, the Summer Events Series (Christmas Pageant, NYE Fireworks and Australia Day Festival), Green Markets, Sustainable Living Expo, Twilight Markets, Albany Light Opera

14
MUSEUMS
& GALLERIES



5
PERFORMANCE
SPACES



8
MAKER / STUDIO
SPACES



4
MONUMENTS /
MEMORIALS



3
LIBRARIES
& CRCS



29 NATURAL
ATTRACTIONS

42 ABORIGINAL
CULTURAL SITES

5 HERITAGE WALKS
/TRAILS

Shire of Plantagenet

Localities: Mount Barker, Narrikup, Porongurup, Kendenup, Rocky Gully



POPULATION
5,079
SIZE
4,876.7 Km²

Mount Barker was explored in late 1829, several years after the Albany Penal Colony, by its surgeon Dr Thomas Braidwood Wilson and is today the major town in the Shire of Plantagenet. The area is agriculturally rich, which supports a thriving grape growing and wine industry. The ancient granite domes of Porongurup National Park are a dramatic landscape feature and rich in natural and cultural heritage value, and a significant visitor attraction – including Granite Skywalk at Castle Rock. There is a small but strong local arts and heritage scene.

Key Landmarks: Castle Rock, Granite Skywalk, Porongurup National Park, Stirling Range National Park

Attractions: Mt Barker Railway Station, St Werburghs Church, Plantagenet District Hall, Old Police Station Museum, Corkscrew Gallery, Mitchell House Arts Centre Gallery, Wild Flowers, Wineries, Plantagenet Hall, Narrikup, Porongurup, Kendenup, Centenary Park, Mt Barker Hill and Trails (in development)

Festivals and events: Kendenup Town Hall Markets, Mount Barker Grapes and Gallops, Porongurup Festival, Mountains and Murals, Art in the Park, Mt Barker Murals Trail, Plantagenet Art Prize, Art Trail, Wild Flower Photography Exhibition, Creative Doors, Sky Walks.



6
MUSEUMS
& GALLERIES



1
PERFORMANCE
SPACES



0
MAKER / STUDIO
SPACES



2
MONUMENTS /
MEMORIALS



2
LIBRARIES
& CRCS

5 NATURAL
ATTRICTIONS

17 ABORIGINAL
CULTURAL SITES

1 HERITAGE WALKS
/TRAILS

Shire of Jerramungup

Localities: Jerramungup, Bremer Bay



POPULATION
1,109
SIZE
6,508.6 Km²

Jerramungup is an Aboriginal word said to mean “place of the tall yate trees.”¹² It was established in 1953 as a war service settlement area, and gazetted in 1957. Key attractions include the Biosphere Garden, heritage trails, entertainment and sporting complex.

Bremer Bay boasts an unspoilt coastline and range of recreation pursuits – fishing, beach combing and whale watching, with the world-renowned Bremer Bay Canyon located approximately 70km offshore.

To the east, the Fitzgerald River National Park is one of the largest national parks in Australia and one of the most diverse botanical regions in the world.

Key Landmarks: Bakelup Pools, Bremer Marine Park, Fitzgerald Biosphere Garden

Attractions: Quaalup Homestead, Root Pickers Hall, Wellstead Homestead, Fitzgerald Biosphere Garden

Festivals and events: Dancing in the dirt



1
MUSEUMS
& GALLERIES



0
PERFORMANCE
SPACES



0
MAKER / STUDIO
SPACES



0
MONUMENTS /
MEMORIALS



4
LIBRARIES
& CRCS

5 NATURAL
ATTRICTIONS

47 ABORIGINAL
CULTURAL SITES

1 HERITAGE WALKS
/TRAILS

Shire of Denmark

Localities: Bow Bridge, Denmark, Hay, Hazelvale, Kentdale, Kordabup, Mount Lindesay, Mount Romance, Nornalup, Ocean Beach, Parryville, Peaceful Bay, Scotsdale, Shadforth, Tingledale, Trent, William Bay



Denmark's local economy comprises a combination of tourism, farming, fishing and the arts. A timber town from 1895, European demand and the goldrush spurred a construction boom, along with mixed farming – cattle, dairy and orchards. Post WWII it became a popular visitor destination and in the late 20th Century a place for wine growing and those seeking a country lifestyle. Today, it is known for its vibrant arts and cultural scene and creative community.

Key Landmarks: Greens Pool, Monkey Rock, Elephant Rocks, Ocean Beach, Valley of the Giants, Lights Beach, Wilson Inlet

Attractions: Heritage Rail Bridge, Valley of the Giants Treetop Walk, Old Mill, Denmark Arts, Denmark River, Mount Lindesay Trails, Scotsdale History Trails, WOW Trail (Wilderness Ocean Walk)

Festivals and events: Annual Excellence in Woodcraft Exhibition, Southern Art & Craft Trail, Brave New Works, Denmark Arts Markets, Denmark Festival of Voice, Denmark Film Festival, Denmark Village Theatre Annual Pantomime, Dreams of the bay art exhibition, Real to Reel: The Craft Film Festival, Sunday's Movies with Meaning Film Festival, Great Southern Taste, Rotating Art Exhibitions, Southern Mile Swim

POPULATION
5,845
SIZE
1,859.8 Km²

9
MUSEUMS
& GALLERIES



1
PERFORMANCE
SPACES



2
MAKER / STUDIO
SPACES



2
MONUMENTS /
MEMORIALS



2
LIBRARIES
& CRCS



13 NATURAL
ATTRACTIONS

18 ABORIGINAL
CULTURAL SITES

05 HERITAGE WALKS
/TRAILS

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Prepared by Ink Strategy