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**CAPES REGIONAL ARTS AND CULTURAL  
FACILITIES NEEDS ASSESSMENT**

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## 1. The Brief

To undertake a needs assessment of arts and cultural facilities in the Capes Region - to include a comprehensive assessment of arts and cultural facilities and services located within the City of Busselton, and the Augusta/Margaret River Shire.

Arts and cultural facilities for the purpose of the Study refer to publicly owned art galleries, studios and art centres for the production and display of visual arts and sculpture, venues for rehearsal and performance of drama, dance and music, public libraries and museums.

The objectives are defined as being to determine;-

- The location and needs of arts and cultural facilities for current and future requirements for the next twenty years;
- The location and upgrade requirements of existing facilities and services,
- The location and requirements for new facilities deemed necessary to cater for growth and capacity which cannot be catered for by existing facilities,
- Approximate costs for the associated upgrade of existing facilities,
- Approximate costs for the development of new facilities and services,
- Approximate maintenance, depreciation and indicative ongoing operational costs associated with the aforementioned items,
- Resources and structures required to manage, promote and hire out items above,
- Identify opportunities to use different delivery methods eg new technologies and how these could engage a broader demographic,
- Highlight potential points of conflict with the development of new and existing facilities such as land requirements, residential issues, facilities within neighbouring regions,



- Potential grant and/or developer contribution funding for new and existing facilities,
- Optimal design parameters for a Busselton Performing Arts Centre,
- Provide comment on the appointed architects concept planning for the refurbished and expanded Margaret River Cultural Centre, and
- A list of prioritized works based on current needs and growth requirements.

In undertaking this work the consultant is required to undertake a document review in preparation of the assessment including arts and cultural strategies and planning and feasibility documents, in addition to any other appropriate documents that may inform recommendations.

In particular, the consultant is required to review the Dunsborough Community Planning Day South West Development Commission 22 May 2005, the South West Action Statement, The Department of Culture and the Arts Strategic Plan 2010-2014, The Shire of Busselton's Strategic Plan 2010-2020, the Shire of Busselton document - Arts, Culture, Spirit, Sense of Place, Demography and Planning 2010, Local Cultural Planning Strategy August 2011, the Shire of Busselton Cultural Plan 2005, the Old Court House and Old Police Sergeants Cottages – Interpretation and Design Plan, the Old Court House and Old Police Sergeants Cottages Conservation Plan, the Weld Theatre Conservation Plan, Department of Agriculture (ArtGeo) Conservation Plan, A Performing Arts and Creative Industries Centre for the Shire of Busselton – Pegasus Venue Management 2008, and relevant Council decisions, the Busselton Performing Arts Centre Plans, the Busselton Community Resource Centre Plans, and the Foreshore Concept Plan.

In relation to the Shire of Augusta/Margaret River the requirement is for the consultant to review the Shire of Augusta/Margaret River Strategic Plan 2011-2022, Shire of Augusta/Margaret River Five Year Cultural Plan 2006, Cultural Centre Consultants Brief (SuperTown Consultancy), Margaret River Cultural Centre Concept Plan and Business Plan, Margaret River Main Street Study - Creating a World Class Tourist Precinct 2011, Arts Margaret River Annual Report 2010, any other previous relevant Arts Margaret River studies, AMRTA Planning for an Augusta Visitors Centre – Interpretive Centre/Museum, and the Augusta Museum Study.

In addition to the above the consultant is required to visit and assess current and future capacity;-

- In Busselton, the Old Court House Complex including Acting Up, ArtGeo Gallery, the Weld Theatre, the Old Butter Factory, the Busselton Library, Georgiana Molloy Anglican School Performing Arts Venue, Cape Naturaliste Community College Performing Arts Venue,
- In Dunsborough the Naturaliste Community Centre, the Old Dunsborough Hall, Our Lady of the Cape Performance Hall, and the Dunsborough Library.
- In Margaret River, the Cultural Centre, the Library, the Old Settlement, the Education Campus and the Community Centre.
- In Augusta, the Centennial Hall, the Augusta Historical Museum, the Augusta Library, and the Lesser Hall.

In addition the consultant is required to consider other regional facilities such as the Bunbury Entertainment Centre, the new Lyric Theatre and the Stirling St Arts Centre, and in Capel the Library and Community Centre.

In addition to the above, the consultant is required to assess the future requirements and optimal design parameters for the Busselton Performing Arts Centre and the Margaret River Cultural Centre.



## **2. Methodology**

In undertaking the aforementioned work the consultant obtained required documentation, and through meetings with a wide range of stakeholders, also accessed relevant research documentation/reports which informed a range of issues relevant to this study - including demographics, demand, local priorities in relevant areas, and wider areas which informed the consideration of potential development opportunities - using statistical analytical methods to assess reports, and validate conclusions

The consultant also undertook wide ranging consultation and research in the Community across the Capes Region. There were two public meetings in Dunsborough, one in Busselton, one in Margaret River and one in Augusta. All were well attended and provided valuable input to the consultant in addressing the Terms of Reference and the Brief.

In addition the consultant prepared questionnaires which were distributed through the public meetings and also through other means across the relevant Communities. There were 236 written and oral responses to those questionnaires and these have been used by the consultant in identifying underlying community values, demand/needs for arts and cultural facilities, and priorities.

In addition there were 44 other direct meetings with key stakeholders, including with some individuals, who sought to pursue particular issues relevant to this Brief with the consultant. Again, this input has been used in terms of assessing underlying values, demand/needs and priorities for facilities relevant to this Brief.

### **Other Organisations Visited (some more than once)**

- Capel Shire Hall
- CinefestOZ
- ArtGeo
- Artists at ArtGeo
- Acting Up
- South West Development Commission
- Old Dunsborough Hall
- Naturaliste Community Centre
- City of Busselton
- Department of Culture and the Arts
- Georgiana Molloy School
- Busselton Library
- Dunsborough Library
- Chamber of Commerce - Busselton

- Jack In The Box
- Our Lady of the Cape School
- The Old Butter Factory
- Community Centre at Margaret River
- Arts Margaret River
- The Old Settlement
- The Old Butter Factory – some staff
- JAMPACT
- Individual Artists (7)
- Busselton Repertory
- Margaret River Library
- Augusta/Margaret River Chamber of Commerce
- Lesser Hall Augusta
- Centennial Hall Augusta
- Indigenous Consultation Group
- Augusta Historical Museum

### **3. Summary Recommendations**

The following are assessed as arts and cultural facilities that are needed in the Capes Region – based on comprehensive community/organisational consultations and on documentary research.

The cross – referencing is to Sections/Conclusions [ and relevant pages ] in this report that relate either to the Primary Needs Assessment Conclusions - or to supporting relevant Qualitative Conclusions.

- 1. The Cultural Centre and Event Centre refurbishment/development in Margaret River – refer Sections 7-31 [page 62], noting and agreeing with the estimated costs and operational deficits as already forecast. This includes all associated business conference facilities.**
- 2. The Old Settlement at Margaret River – refer Section 7-25[page 52], noting its suitability as a site for a museum and arts studios for practicing artists.**
- 3. The Margaret River Community Resource Centre to the extent that it has gallery spaces and spaces suitable for artists to work, including in “wet” areas – refer Sections 7-33[page 65], and 6-4[page 30].**
- 4. Public art as a matter of policy – refer Sections 7-1[page 34], 6-4[page 30], and 7-18[page 47] - particularly in Main Streets and in the Prevelly surf-side areas.**
- 5. The Centennial Hall in Augusta to be promoted as a venue – refer Section 6-4[page 30].**
- 6. The Augusta Historical Museum – refer Sections 7-32[page 64], and 6-4[page 30] – noting the potential for expansion based on earlier studies, including in conjunction with the AMRTA.**
- 7. A Performing Arts Centre in Busselton – refer Sections 7-29[page 58], 7-37[page 67], 7-14[page 44], 7-19[page 48], 7-20[page 49], and 7-16[page 45] - noting in particular design and functional proposals – the preferred management model and an estimated cost of \$20-22 million for capital, and a potential re-current operating deficit of approximately \$300,000. Also, noting the need for a further succinct study to outline and define precisely the functional and spatial aspects and their relationships and also the technical capacities of the building – as a basis for further architectural drawings.**