



Melville Cultural Infrastructure Strategy

Engagement Report

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**THE
FULCRUM
AGENCY**

PERTH | SYDNEY

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Project Ref:	C21014 - Melville Cultural Infrastructure Strategy		
Location:	City of Melville		
Last Saved:			
Output Date:			

DOCUMENT CONTROL			
REVISION	DATE	AUTHOR	STATUS
1.0	09.03.2022	TFA	DRAFT / FOR REVIEW

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Executive Summary

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This report underpins the many decisions that were made in developing the MCIS. We sought to expand on the engagement process that had taken place as part of Creative Melville, to include conversations with representatives from youth, Culturally and Linguistically Diverse, and First Nations communities. Through this process, and an analysis of the City's rich existing data, we developed a strategy that reflects the diversity – both in interests and geography – of Melville and provides a pathway to improve access to cultural activity.

This report is a summary of the engagements that the Fulcrum Agency, together with the City of Melville conducted for the Melville Cultural Infrastructure Strategy.

In total 24 key stakeholders from the City's and external cultural assets were engaged in face-to-face consultations, 39 stakeholders in targeted workshops and 753 in the engagement survey through Melville Talks.



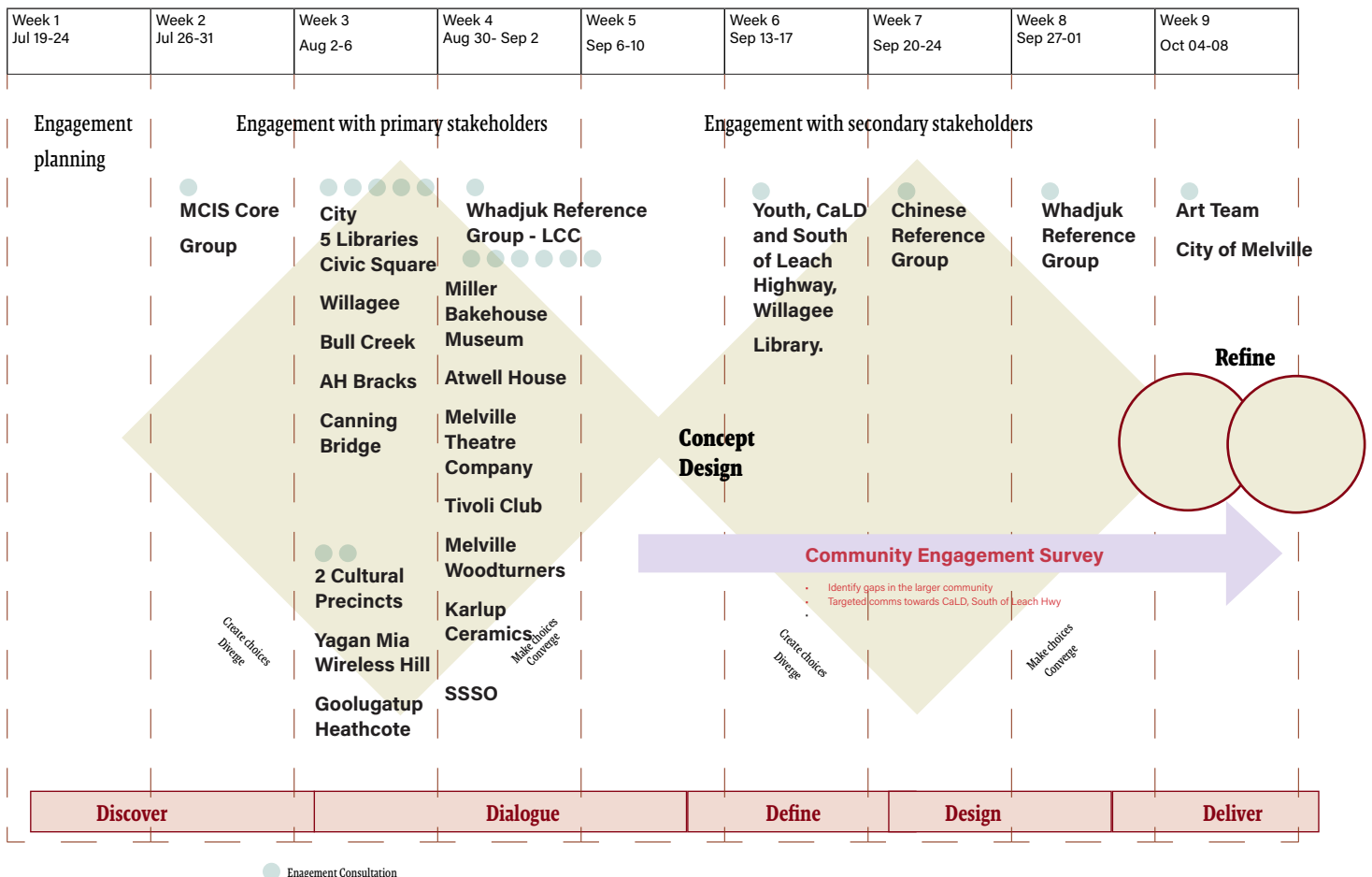
What tools were used?

The engagement plan is underpinned by the methodology outlined in Double Diamond; a design process developed by the British Design Council. The process is well known and consists of four stages: discover, define, develop and deliver.

- 1. Discover: Engagement Plan and Stakeholder Mapping**
- 2. Define: Engagement and Meetings with Primary Stakeholders**
- 3. Dialogue: Reference Groups**
- 4. Design: Survey**

A stakeholder mapping exercise was held with the CoM's Cultural Team to determine the best people to engage with. TheFulcrum.Agency further analysed potential stakeholders using a model developed by the International Association for Public Participation (IAP2).

Melville Cultural Infrastructure Strategy - Engagement Plan



Stakeholder Mapping

Stakeholder Mapping

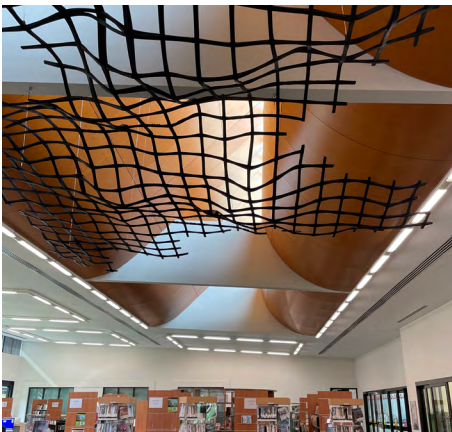
TFA developed a provisional Stakeholder Map that was then expanded by the CoM's Cultural Team. The nominated stakeholders were then mapped against the potential 'power of influence' that they could have on the project going forward. Unfortunately, the Community Feedback Panel was not available to contribute, and a more thorough engagement survey was initiated as an alternative. The Cultural Team also made a series of introductions to key stakeholders with City, which helped to initiate conversation.

Who	Power of Influence Inform/ Involve/ Consult/ Collaborate/ Empower	Goal / Why	Stage	How
Primary Stakeholders (in Cultural assets) owned and run by CoM 5 libraries, 2 cultural precincts	Consult	Inform re: current usage (audience, spatial, geographical). Provide insider perspective re: challenges and opportunities.	Discover/Define	In-person interviews, visual audits and opportunity for additional information sent from stakeholder.
Primary Stakeholders (in Cultural assets) owned by CoM, run by Community Groups	Consult	Inform re: current usage of assets (audience, spatial, geographical).	Dialogue	In-person interviews, visual audits and opportunity for additional information sent from stakeholder.
Other Cultural Groups/ Community Run and/or Community Owned Spaces	Consult	Identify gaps in existing strategies/ infrastructure. Identify new opportunities.	Dialogue	Phone interviews.
Culturally and Linguistically Diverse (CaLD) Representatives	Consult	Inform re: access to culture and identify opportunities for better engagement.	Define	Targeted workshops - Youth Workshop Willagee Library and Chinese Workshop Bull Creek Library.
Reference Groups: Whadjuk Group	Collaborate	Identify gaps in existing assets and seek input into future assets.	Dialogue and Design	Whadjuk Reference Group - Targeted workshop to inform the strategy through an Aboriginal lens.
Core Group MCIS	Collaborate	High level of input into decisions made about all cultural assets	Discover, Dialogue, Define, Design, Deliver	Fortnightly meetings to ensure input throughout the project duration.
Community Feedback Panel	Consult	Represent the community.	Define	N/A.
Community Survey via Melville Talks	Inform	Garner broad feedback from across the communities that make up the CoM.	Design	Digital survey via Melville Talks platform.
Targeted Reference Group that live South of Leach Highway	Consult	Identify gaps and inform on access to culture.	Dialogue	Targeted workshops - Youth Workshop Willagee Library and Chinese Workshop Bull Creek Library.

Participants	24
Date	29th of July - 13 September
How	Face to Face meetings

2. Engagement and Meetings

Primary Stakeholders



AH Bracks Library + Creative Space



Photo: tFA Consultation with Bull Creek Library, Charlie and Saskia, Library Team Leaders.

Engagement Process

Engagement with all primary stakeholders took place on site and in person, allowing the TFA team to also conduct a visual audit of each asset. All stakeholders were provided with backgrounding information and conversation prompts prior to each session.

Primary Stakeholders

Primary Stakeholders were identified as those people in positions of leadership at each asset. These people were able to offer a unique perspective on each venue, providing guidance on what works, what doesn't, and who are the people and communities that currently use the asset.

These conversations helped to build an understanding of the assets that currently work well, and those that need more attention. The findings were presented to the CoM Cultural Team in a 'what we heard' format, allowing them to provide input at a more holistic level.

Pending the timeframe for the construction of the new library, some short-term opportunities have been identified to make improvements to the facility. While the facility may not exist beyond this time, there are numerous 'lessons learned' which we have noted and may help inform the strategy.
(Note: The plans for the new library have been received, will be reviewed and considered in the overall strategy.)

Follow up: No.

civic square library

The management team have a clear vision for the place over the next 20 years. Their ideas have been noted, along with the obstacles they face. How this facility operates within a City-wide context is of interest, and how to fulfil the vision of it being the centre of culture to Midvale and the South of the river will be investigated.

Follow up: Yes, see audit photos only.

goolugatup heathcote



Wireless Hill Museum, Gina Capes, Creative Lead & Museums Curator and Emma Mroz, Assistant Museum Curator.



Tivoli Club, Applecross Hall, Team Leader Elaine Mersch.



Willagee Library. From Left: Library Team Leaders Akira Tamura and Jen Bawder together with tFA Will Ek Uvelius.

As part of the engagement process, targeted conversations took place with representatives from Youth, Culturally and Linguistically Diverse (CaLD), and First Nations communities. This approach was the result of discussions with the CoM's Cultural Team, research through documents such as WA Cultural Infrastructure 2030+ and an aspiration to give a voice to previously unheard members of the community.

Participants	15 (9 Whadjuk Noongar participants + Melville Cultural Team)
Date	28 September 2021
How	Presentation and open discussion facilitated by Karen Jacobs and TFA.

Whadjuk Reference Group

This session has two purposes: to provide the newly formed Whadjuk Reference Group (WRG) with an overview of the City's existing cultural assets; and, to build an understanding about important Noongar sites within the City and learn more about making cultural places more welcoming and accessible to Aboriginal users.

The session was facilitated by Karen Jacobs, who was also responsible for inviting participants. The discussion largely focused on identifying the steps necessary to create more respectful spaces with the City, and from a design perspective, key themes emerged that could inform all future built projects.

Programming and Staff

The consultation identified the importance of culturally sensitive service and programme delivery. The WRG suggested that all CoM staff undertake cultural awareness training and that services must be provided with an understanding of the unique cultural needs of First Nations people. For instance, libraries and other cultural assets must adopt a 'dwelling time' that is slower paced than the exchanges that typically take place in a shop. The WRG suggested that libraries lend out practical items such as manuals and tools.

The WRG would also like to see further engagement with national events such as NAIDOC week and Reconciliation Week, which highlight First Nations culture. They suggested that First Nations programming would bring people into libraries (and other cultural assets) and would help to change their perception as rigid spaces to more modern and inclusive spaces for everyone.

Design Elements

The WRG emphasized the importance of incorporating elements of Noongar culture in all design and built work. Colour preferences must not be presumed but rather reflect Noongar palettes including white ochre, yellow ochre, grey, green, and brown (but not black).

Established colonial buildings, such as Goolugatup Heathcote, should be made more welcoming to Aboriginal people through inclusive programming, landscape treatments and a form and interior that reflects notions of Country. Agility and flexibility must sit at the heart of any new work, reflecting the transient nature of the six Noongar seasons.

Acknowledgements of Noongar culture must not be tokenistic but make a substantial contribution to the asset and learning potential of its users. QR codes and other modern-information sharing devices would provide a means to share stories and reveal the layers of culture that exist in one place.

While the addition of First Nations authors and history into library collections is critical, the WRG emphasized the importance of acknowledging and including work from different clans, language groups and nations. Noongar knowledge sections should be highlighted as a priority.

History and truth-telling

Truth-telling and an acknowledgment of Traditional Owners are critical steps in building inclusive and contemporary cultural spaces. The narrative underpinning many assets (particularly heritage-listed buildings such as Goolugatup Heathcote) is traumatic for many Aboriginal people. To re-phase this narrative from a place of trauma to healing, there needs to be a focus on culturally sensitive activation and a change in the built form to accommodate diverse stories and truth-telling. The WRG suggested that the focus could be on transforming these spaces into places where young Noongar people can learn about and practice their culture. Dual naming of all cultural assets would be another positive step towards reconciliation and recognition of Aboriginal culture.

Communication and RAP

The WRG would like to see an Aboriginal Cultural Centre developed, providing access to culture and knowledge sharing for Indigenous and non-Indigenous community members. The development of such a centre could form a key part of future Reconciliation Action Plans.

The WRG also recommended that communication to Aboriginal people and communities could be improved, particularly in regard to cultural activities taking place in existing facilities. They would like to see Aboriginal knowledge systems incorporated into the way the City is described and activated, particularly in terms of connections to Country and recognition of the city as being part of a much bigger picture.

Design frameworks

Reconciliation starts with giving people a voice and enabling active participation. The WRG would like to see the development of frameworks and processes that ensure future generations of Aboriginal people have the opportunity to contribute to the development of the City in a way that previous generations have not. In the short-term, the WRG has suggested that all cultural assets within the City be free to First Nations people.

what we heard

KEY THEMES

Inclusive Cultural Asset Programming and staff

- Need to be culturally sensitive and have cultural awareness training
- Focus on dwell time and learning, in contrast to fast exchange like shop
- Programming around cultural events and NAIDOC week will bring community together and show interest in culture

Design Elements

- Include indigenous colours with focus on Noongar colours and not generic
- The acknowledgments should be bigger and not small and tokenistic plates, possibilities here to modernise and use QR codes.
- More space for cultural knowledge around seasons, culture and Country
- Indigenous knowledge section need to include all First People's and knowledge systems

History and Truthtelling

- Trauma in existing structures for older generations can only be changed through acknowledgment and focus on youth and activation
- To achieve an inclusive cultural space truth telling and acknowledgement of traditional owners are crucial steps to achieve this
- Rethink colonial styles, like Goolugatup, and create modern inclusive space to feel more welcoming
- Dual naming of all cultural assets would be one step in recognition and acknowledgement

Identifying The Gaps

- Evident that there's a strong need of an Aboriginal Cultural Centre that could provide access to culture, and knowledge of culture for Indigenous and non-Indigenous in City of Melville.
- The communication of the existing cultural facilities need to be more accessible and targeted to reach the Whadjuk community
- A holistic approach to the Aboriginal knowledge systems within city of Melville would provide opportunities to see it as a micro-universe and be part of the whole narrative of the city.
- Map of registered sites need to be more accessible and known in all parts of community, not just in our knowledge circles and systems

Design Frameworks

- Long-term great opportunity to develop frameworks for the future generations to have a voice and ownership of the future, something previous generations haven't had.
- The frameworks should be an ongoing process that ensures accountability for the traditional owners for the future to come.
- Practical and short terms goals and steps are to make all cultural assets and facilities free access for all First People's.



Training of non-Aboriginal people, to have respectful attitudes and make sure there is no racism in the libraries. We use libraries to borrow a book to learn about very practical things, like mechanics, how can I fix my car.

Goolugatup Heathcote is a sad place, has a traumatic history, many older people won't come here. But children might be able to reclaim it. Reiterate the narrative to be about the cultural significance and focus on that
- Gladys Yarran and Steven Jacobs

A Cultural Centre enables a lot of opportunities for employment, to be able to apply for grants, to get funding for projects etc., that is a lot harder without a dedicated site.
- Steven Jacobs

This needs to be in the strategy and recognized as something that is ongoing and not just for the next 20 years, the disruption that have been done in the last 200 years is immense but a commitment to have us being part of every process from now on, since we have been here for thousands of years, would be great and necessary.
- Karen Jacobs

Willagee is home to people from diverse cultural backgrounds, including First Nations, families, young couples, and singles. Through conversations with stakeholders and the City's Cultural Team, it was decided that Willagee Library provided an opportunity to engage with youth - a typically hard group to reach. The library staff provided introductions to groups of young people who use the library regularly, and with their assistance, we were able to gain trust and garner valuable insights.

Participants	15
Date	21 September 2021
How	Group Workshop and questionnaire

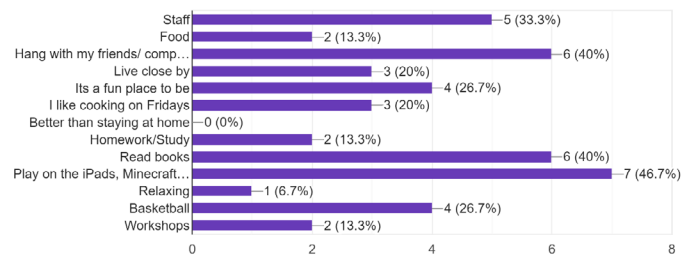
Willagee Library Youth and CaLD Reference Group

Summary of key findings:

- Little knowledge about the cultural assets existing within the City of Melville
- Love the library
- Love Jeneita! She is a Youth Engagement Officer, an Aboriginal woman, Willagee local, and is based at Willagee Library. The kids emphasized how important it is to see someone that looks like them working there!
- Less positive about the adjacent community centre and don't understand why it isn't used more
- Desire for more paintings and landscaping at the carpark between the library and community centre
- Many young people spend their afternoons in the library and/or outside area, including university students
- Location is good, near high schools and near to where most users live
- Anecdotal discussions revealed an interest in the new civic heart project, particularly given its close proximity to public transport
- Activities that give an opportunity for participation, such as mural painting, music and cooking, are highly valued and are part of what makes Willagee Library so successful.

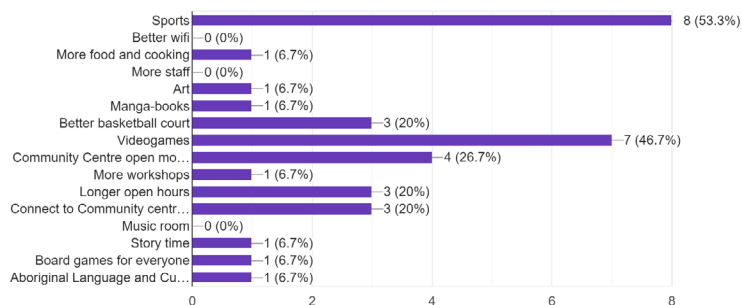
Why do you come to Willagee Library, why do you like it here?

15 responses



What are you missing, what would you like more of?

15 responses



Junior Creative ✎

Name: Cyarah Age: 11

Why do you come to Willagee Library?
What is it that you like here?

because its fun.
its better then stay
ing home all day
Some of my friends come.
and I like
Cooking on
Fridays.
the books are
ok ig:.

What are you missing? What would you like to see in the future?

a bigger Manga section.
More food: More TVs so
we can play more Games:
More Sports plays
so I dont keep kiking
balls over the fence.

Bull Creek Engagement - People of Chinese background

Following an investigation into the City's demographics, a smaller workshop took place at Bull Creek Library with people of Chinese background. Bull Creek Library holds the largest collection of publications in Languages other than English (LOTE) and is well used by the local Chinese community. This reference group has been treated as a case study or sample discussion, serving as an indicator of what the local Chinese community might tell us.

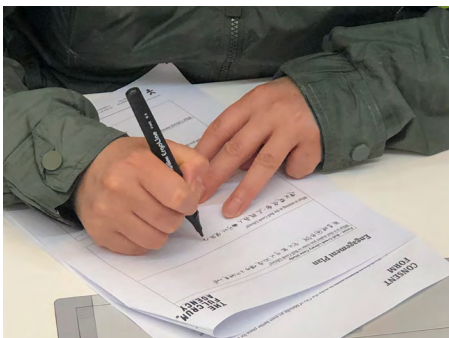
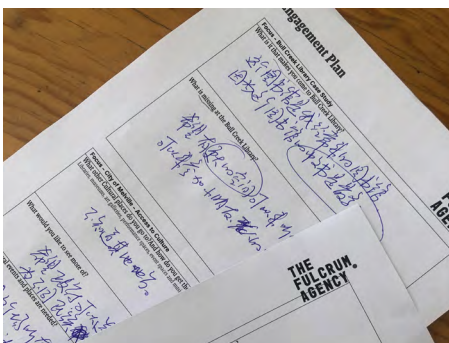
Participants	9
Date	21 September 2021
How	Group Workshop and questionnaire

Nine participants participated in the workshop and Bull Creek Library employee, Jim Ying, translated where necessary.

The workshop began with an overview of the MCIS project. The participants then completed a questionnaire that asked them to consider their thoughts about culture infrastructure and access to culture.

The questionnaire was followed by a roundtable discussion, where key themes were pulled apart and debated. The findings from the workshop are noted in the table to the right.

Weaknesses	<p>Bull Creek Library is small and in need of more space for activation and events</p> <p>Anecdotal evidence suggests that the community feels unseen by the City.</p> <p>The participants noted that they were not aware of many of the City's cultural assets and that communication could be broadened to include new channels and languages other than English.</p>
Improvements	<ul style="list-style-type: none"> Better signage and connection to shopping centre Bigger rooms for gatherings that can be used for multicultural events, culture, and celebration. Eg. spaces to celebrate Chinese New Year and other traditional celebrations, that could also be open to the broader community Use of languages other than English in the signage to make the place more welcoming to CaLD communities. Better access to the Community Hall (with the potential to extend Library offerings into the Hall) Design to reflect diverse community of users.
Strengths	<p><i>To have someone like Jim Ying at the library is a major resource and makes the community feel welcome and accepted into the space. When you see yourself reflected in the staff you are not afraid to ask for help, to enjoy the space and feel more part of the community.</i></p> <p><i>Geographically the library is in the right place, it is part of the community and in close vicinity to the shopping centre, which creates multifunctional visits.</i></p>



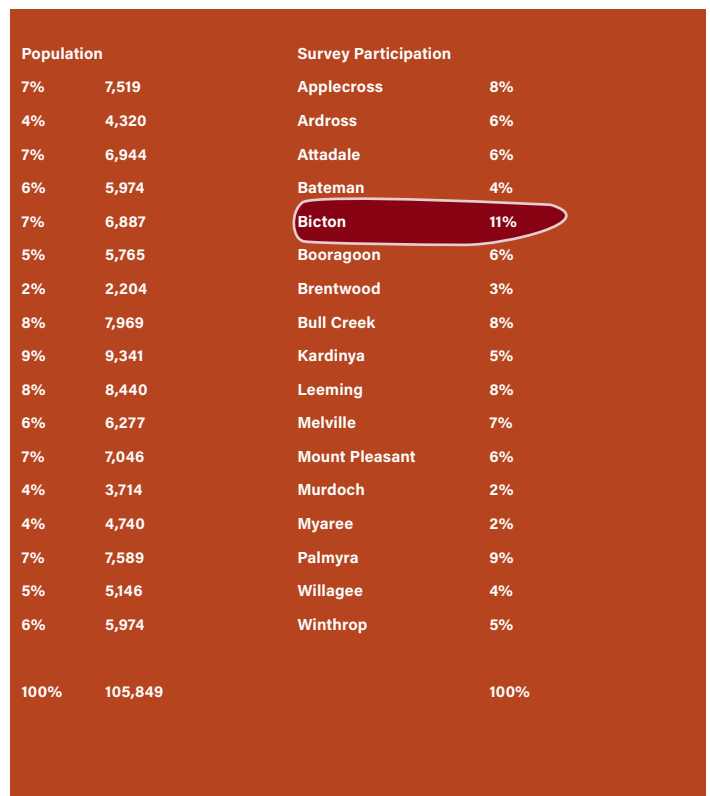
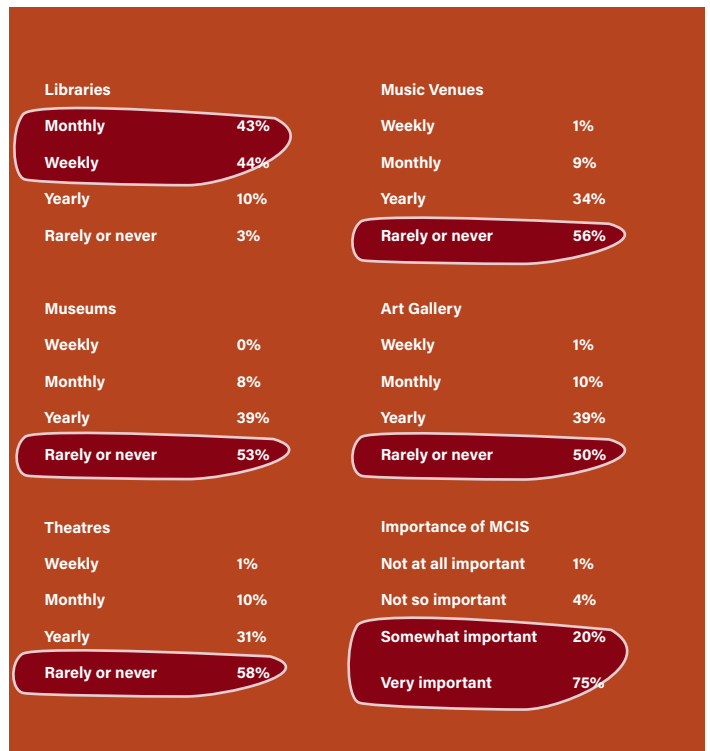
A community engagement survey was developed with the City's Cultural and Engagement Teams. The survey was conducted through the Melville Talks platform and received 753 responses. The respondents came from across Melville; however, Attadale was slightly overrepresented, and Kardinya was slightly underrepresented.

The survey was designed to capture the input of the broader Melville community, and to provide a citywide perspective on culture and cultural infrastructure. The intent was to confirm and validate the initial strategic decisions that were based on face-to-face interactions with primary stakeholders and reference groups.

Summary of key findings:

- 95% of all respondents noted cultural infrastructure is important to the City, with 75 % of overall responses noting it as very important.
- Free access, affordability and access to cultural facilities were highlighted as key indicators for good cultural infrastructure.
- The survey highlighted community demand for more free public events, cultural programming, and workshops both within cultural facilities as well as parks and outdoor venues. More festivals, music events, community art and theatre were also common responses.
- The survey confirmed that the City's libraries are the most utilised and popular cultural facilities amongst the community members who responded.
- 87% of survey participants use libraries weekly or monthly, and in the comments many residents asked for longer opening hours, larger and more agile spaces, and more opportunities for community programs.
- 50% of respondents noted that they rarely or never visit the city's museums, art galleries, music venues or theatres. Just over a third of respondents noted they visited these cultural facilities once a year.
- Other findings included a desire for greater First Nations input into art and culture and for cultural facilities that reflect the diversity of the local community. The survey highlighted that access to cultural infrastructure is highly dependent upon the suburb you live in.
- Overall, the outcomes of the survey support the themes of the MCIS, with a clear focus on enhancing local community access and ensuring a more diverse cultural offering for residents. The survey found that residents are generally happy with the City's infrastructure but highlighted the need for greater levels of inclusion, and for facilities that can function flexibly and adaptively for a range of cultural, community and creative programs.

Participants	753
Date	20 September - 10 October 2021
How	Residents were invited to answer questions on City of Melville Platform 'Melville Talks'



Survey Quotes

The survey provided additional space for the local residents to get their voices heard and help form the reasoning behind the strategy. Listed below are some, of many, amazing quotes that offer space for reflection and contemplation for the future of cultural infrastructure in the city.

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I believe the most important aim of the cultural infrastructure plan is to have cultural hubs that maximize the opportunities for people to be engaged in cultural activities as part of their everyday lives rather than forcing people to make a deliberate decision to engage in cultural activities

Interesting and convenient spaces for museums/art galleries - not the traditional dusty spaces but something fun and contemporary for all ages

Point Walter this year was a standout, because it engaged indigenous families as well as other music lovers, had fantastic music and wonderful visual presentation. Would like to see more acknowledgement of the indigenous history including all the bad stuff. I'd like to join the history group when they move from 200 years of history to 65,000+ years. Isn't the city of Melville, Yagan's country?

A museum, library, art gallery hub all in one area would be great, it isn't the infrastructure that would inspire me, more how the infrastructure is used. Art exhibitions or concerts that I would actually want to visit would make me visit, not the infrastructure itself. - Participant in Survey.

More venues closer to my home in Bull Creek; currently most CoM things are centred around the richer suburbs. True there may be more participation over there but it is worth trying

Probably more local activities within our suburb, I feel like we have to travel to enjoy activities would be great if there was something we could all walk too with the kids

Places where less tech savvy and those without good e-tech access, or economically limited can congregate and access e-culture and e-services. Probably an enhanced library service

The cafe at the Civic library is sensational. The ability to take your coffee into the library space is fantastic.

The city is so large that it's difficult for those living here to identify as a member of a local community. If there was a weekly email about all the cultural events it would help raise awareness. This could also cover how to be involved in cultural events as a local volunteer which would help develop a sense of connectedness.

Arts and culture should be more tangible than a place or thing. we could look at investing in atypical ways, such as how we encourage art and culture and intertwine it within every day life. this would be more inspiring.

A cultural hub - the Bracks Library is quite good: open, bright, welcoming. I pick up books from the Willagee Library. I know the building is old but the atmosphere is much better at the Bracks. No criticism of the staff as they do a great job.

more opportunities for early career artists to get opportunity in things like mural painting, perhaps partner them or run workshops. I am an artist and would love to do something like this, but I would not know where to start in terms of what paint to use etc, would love the opportunity to upskill

Workshops; more of them in the south east part of the City. There is plenty to do up in the riverside suburbs but Bull Creek and Leeming tend to be forgotten.

More cultural diversity and inclusion representing all cultures and religions.

A word cloud was produced using Word Frequency Query (WFQ)

It was run to identify key words that could be identified from the qualitative information based on the frequency with which they occurred.

The word cloud lists the most common words with size according to the frequency. The words First Nations, Indigenous and Aboriginal are shown in their total frequency combined as they were determined to indicate the same answers.





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