

PRINCIPAL ACTIVITY 4 ARTS AND CULTURAL DEVELOPMENT

Purpose Statement

To develop and deliver quality arts, cultural, library and recreational services, programs and facilities befitting Willoughby as a culturally diverse regional Centre

Principal Activity 4: ARTS AND CULTURAL DEVELOPMENT

Major Programs

- **Cultural Services:** Strives to provide the whole community with opportunities to participate and engage in a diverse and challenging range of cultural experiences.
- **Library Services:** High quality Public Library Services that are dynamic focal point for the community of Willoughby and the region through the development of current and accessible services and resources in the areas of information, recreation and education.

The Next Five Years

Cultural Services

To implement the Cultural Policy through cultural community development principles and processes.

To develop the local identity and enhance the profile of the Willoughby City.

Plan and provide for accessible community facilities of an exceptional standard.

To plan and deliver relevant programs through dynamic partnerships across Council, with community, business, Local, State & Federal government.

Library Services

Facilitate the smooth move of the Central Library Service to a new building in the Civic Place Project.

Through implementation of the Willoughby City Library Service Financial Plan, ensure the new Central Library is a regional centre of excellence.

Facilitate the smooth move of the Library to its temporary location in the Mandarin Centre and off-site storage facility in Gibbes Street.

Facilitate the trialling of extended opening hours at Northbridge Library and the move to new premises.

Facilitate the introduction of RFID technology at the Central Library.

Facilitate Branch Library development planning.

Provide a high standard of customer service for internal and external customers.


Through quality customer service, promote Willoughby City Council Library facilities as an excellent, accessible community resources.

Provide collections that anticipate and respond to the information, recreational and educational needs of our customers.

Maintain the building and infrastructure of the Libraries in a safe, clean and secure condition.

Plan for the future Central and Branch Library needs of the community of Willoughby.

Principal Activity 4: ARTS AND CULTURAL DEVELOPMENT

Council Service 4.1:	Library Services	EFT 36.05
Responsibility:	Library Services Manager	
Major Strategy Focus:		
Planned Outcome:	High quality Public Library Services that are a dynamic focal point for the region through the provision of current, appropriate and accessible services and resources in the areas of Information, Education and Recreation.	

OBJECTIVES 2007/2012

STRATEGIES	TARGETS July 2007 to June 2008	PROGRESS
1. To facilitate the move of the Central Library service to the new building so that the new facility will be a regional centre of excellence.		
Implement the Willoughby City Library Service Financial Plan 2007/8 – 2011/12. (WCS 1.2.5)	Financial Plan Strategy 2007/2008 undertaken. (PIP \$61,900)	CP collection purchases completed. Processing 07 materials completed.
2. To facilitate the move of the Central Library to temporary premises and off-site storage facility.		
Implement Relocation Project Plan. (WCS 1.2.5)	Successful move to Mandarin Centre Establishment of storage facility in Gibbes Street. (PIP \$150,000)	Completed by December 07.
3. To ensure Willoughby City Library Service resources and facilities are a high quality, responsive and accessible regional resource.		
Pro-active collection development policy responsive to user need. (WCS 1.2.5)	Cost effective management of the resource budget.	Budget spending completed for Central Library including areas identified as needing additional resources to meet community demand.
Maintain Central and Branch libraries opening hours and monitor future need.	Opening hours maintained within budget allocated.	Budget spending for Branches completed within Budget.
Maintain excellence in customer service at library service points.	Appropriate information skills development and customer service development programs attended by staff.	Skills development programs completed.
4. To provide programs which facilitate education and the library experiences of our communities.		
Provide targeted programs.	Conduct weekly story time for pre-schoolers in both Central Library and Artarmon Branch Conduct school holiday activities. Provide English conversation classes for intermediate level. Provide Internet training sessions in English and Chinese.	All storytimes at capacity. All programs at capacity at Chatswood and Branches. English classes at capacity. Regularly scheduled to meet demand.

Principal Activity 4: ARTS AND CULTURAL DEVELOPMENT

STRATEGIES	TARGETS July 2007 to June 2008	PROGRESS
<p>Involve youth in planning activities (WCS 1.4.4)</p>	<p>Conduct Reading Rulz – Summer reading program at Willoughby</p> <p>Organise regular book sales.</p> <p>Organise author talks.</p> <p>Conduct HSC Seminars and youth programs</p>	<p>“Superheroes Read” program – 240 children read 8,000 books.</p> <p>Book sales in Mall established in Flag Court.</p> <p>Author Talks attendees numbers growing.</p> <p>Four popular sessions focussing parents and English and History subject focus for students.</p>
<p>5. To utilise technology to maximise access to resources and library services for remote and in-library clients.</p>		
<p>Shorelink and WCLS technology planning designed to meet current and future client and system needs. (WCS 1.2.5)</p>	<p>Introduction of new, upgraded and accessible technologies.</p> <p>RFID implementation (PIP \$186,200)</p>	<p>RFID technology purchased; rollout commenced.</p>
<p>6. To provide high quality outreach services.</p>		
<p>Provide home library service to housebound community members and home delivery service to frail community members.</p> <p>Provide multicultural programs to the wider community.</p>	<p>Frail service delivery and service extended to NESB clients meets demand.</p> <p>Organise Carnivale program for Central and Branch Libraries.</p> <p>Organise Chinese New Year Celebration program at Central and Branch Libraries.</p>	<p>Quality service maintained.</p> <p>Chinese author talk and Year of the Mouse children’s activities and storytime held – all at capacity.</p>
<p>7. To provide community information to the region.</p>		
<p>Program of community database development, web site development, directories and displays.</p> <p>Provide and distribute Council information in our community languages (WCS 5.3.1)</p>	<p>Maintain existing programs.</p> <p>Coordinate and organise different displays with WCC, government and community organisations.</p> <p>Organise Senior Weeks celebration.</p> <p>Organise Australian Library and Information Week.</p>	<p>Library e-newsletter and Author Talk e-newsletters commenced.</p> <p>Up-to-date Council, government and community information available.</p> <p>Activities conducted 19-23 May 2008.</p>

Principal Activity 4: ARTS AND CULTURAL DEVELOPMENT

STRATEGIES	TARGETS July 2007 to June 2008	PROGRESS
8. To provide local history information and service to the community.		
Extend and develop access to local history resources. (WCS 1.1.17)	Consolidate and streamline collection management of new and existing local history resources. Civil Heritage Plaques Project Aboriginal History Project (PIP \$20,000)	Artarmon Library 50 th Anniversary celebration and display – highly successful with good community input. Completed. Manuscript being printed.
9. To facilitate the trialling of extended hours at Northbridge Library and the smooth move to new premises.		
Implement extended hours. Develop and implement relocation plan. (WCS 1.2.5)	Extended hours meet community need. New Library meets community need.	To commence December 2008. Relocation planning underway.


Principal Activity 4: ARTS AND CULTURAL DEVELOPMENT

PRINCIPAL ACTIVITY 4		ARTS & CULTURAL DEVELOPMENT			
Council Service 4.1		Library Services			
	Original Budget 2007/2008 \$000's	Current Budget 2007/2008 \$000's	Actual June 2008 \$000's	Variation June 2008 \$000's	Revised Budget 2007/2008 \$000's
RECURRENT EXPENDITURE					
Community Services Administration	47.1	47.1	43.4	0.0	47.1
Library Services Administration	3,462.4	3,462.4	3,425.2	20.0	3,482.4
TOTAL	3,509.5	3,509.5	3,468.6	20.0	3,529.5
RECURRENT INCOME					
Community Services Administration	0.0	0.0	0.0	0.0	0.0
Library Services Administration	286.3	286.3	289.7	0.0	286.3
TOTAL	286.3	286.3	289.7	0.0	286.3
RECURRENT NET COST	3,223.2	3,223.2	3,178.9	20.0	3,243.2
PRIORITY / IMPROVEMENT EXPENDITURE					
Community Services Administration	0.0	0.0	0.0	0.0	0.0
Library Services Administration	418.1	750.2	761.7	7.2	757.4
TOTAL	418.1	750.2	761.7	7.2	757.4
PRIORITY / IMPROVEMENT INCOME					
Community Services Administration	0.0	0.0	0.0	0.0	0.0
Library Services Administration	0.0	329.7	326.1	0.0	329.7
TOTAL	0.0	329.7	326.1	0.0	329.7
PRIORITY / IMPROVEMENT NET COST	418.1	420.5	435.6	7.2	427.7
TOTAL NET COST	3,641.3	3,643.7	3,614.6	27.2	3,670.9

Principal Activity 4: ARTS AND CULTURAL DEVELOPMENT

Mgt Plan No.	Project I.D.	Carry over from 06/07	Org Budget 2007/08	Curr Budget 2007/08	Actual June 2008	Var June 2008	Rev Budget 2007/08	Carryover 08/09	Status / Comments
	<i>Library Services</i>								
4.1	232001765 - Bookstock Increase for New Library - 3200_5501	0.0	58.5	58.5	58.4		58.5	N	Arrived.
4.1	232001766 - Processing Costs for Book Stock Increases for New Library - 3200_550	0.0	3.4	3.4	3.2		3.4	N	Processing completed.
4.1	232001767 - RFID - Security Tagging and Self Check Out System for New Library -	0.0	186.2	186.2	186.2		186.2	N	RFID rollover commenced.
4.1	332001575 - Aboriginal History Project - 3200_5506	2.4	20.0	42.4	48.1	0.0	42.4	N	Aboriginal History completed.
4.1	332001679 - Library Relocation && Temporary Accommodation - 3200_5158	0.0	150.0	455.0	462.2	7.2	462.2	N	Relocation complete, rental commenced Jan-08.
4.1	332001684 - Sustainability Street Community Library - 3200_6255	4.7	0.0	4.7	3.6		4.7	Y	Grant income to be expected in 08/09 year.
4.1	TOTAL PRIORITY IMPROVEMENT EXPENDITURE	7.1	418.1	750.2	761.7	7.2	757.4		

Principal Activity 4: ARTS AND CULTURAL DEVELOPMENT

Council Service 4.2:	Cultural Services	EFT 15.65
Responsibility:	Community Services Director	
Major Strategy Focus:		
Planned Outcome:	Integrate and implement the Cultural Policy through Cultural Community Development principles and practice.	

OBJECTIVES 2007/2012

STRATEGIES	TARGETS July 2007 to June 2008	PROGRESS
1. POLICY & PLANNING: Deliver relevant procedures and plans.		
a. Implement the Cultural Policy.	Achieve the actions of the cultural policy workplan.	Completed. All 2004-2008 strategies undertaken.
b. Review and update Cultural Policy.	Ensure Cultural Policy is relevant to the community.	Scope for new policy to be drafted by March 09 – underway.
c. Implement Willoughby Collection Policy.	Ensure quality control of the collection.	Policy implemented.
2. PROGRAMMING: Create and promote programs and opportunities that foster cultural and community development in our diverse communities.		
Deliver diverse visual Arts programs and events.	<p>Conduct the 2007 Art Prize.</p> <p>Develop alternate program for prize in 2008-2010 during construction of Civic Place.</p> <p>Curate displays and specific Willoughby exhibitions in the Foyer Exhibition Space.</p> <p>Conduct Willoughby Artist Weekend</p>	<p>Held 7 – 16 Sept. Increased entries (614) and visitors (2485).</p> <p>Willoughby Sculpture Prize launched June 08. sponsors secured. To be held 21-19 March 09 at Incinerator.</p> <p>4 exhibitions curated in-house.</p> <p>Held 22-23 Sept 07. 19 venues displayed 40 artists.</p>

Principal Activity 4: ARTS AND CULTURAL DEVELOPMENT

STRATEGIES	TARGETS July 2007 to June 2008	PROGRESS
<p>Deliver diverse Performing Arts programs and events</p> <p>Facilitate and promote "Neighbourhood Nexus" program. (WCS 1.1.3)</p>	<p>Conduct Public Art Projects</p>	<p>Artists selected for Gore Hill Technology Park. Park sold to new developers. Public art under re-negotiation. Chatswood Station – 2 artists selected.</p> <p>WPC pavement project in installation to be completed Aug 08.</p> <p>Zenith forecourt art installed.</p> <p>Bike locker mural completed May 08.</p>
	<p>Coordinate Civic Place Public Art and Heritage Strategy.</p>	<p>Artist selected for Atrium. Watercourt commission on hold.</p> <p>Banners restored and stored.</p> <p>Plaques etc removed and stored.</p>
	<p>Assess Cultural Grants as part of Community Grants Scheme.</p>	<p>4 grants to the value of \$6k provided.</p> <p>Spring Festival grants allocated \$8.3k.</p>
	<p>Conduct 4 term and 4 school holiday programs at Willoughby Park Centre.</p>	<p>Programs held with good attendance.</p> <p>Park Art 2007 in September successful.</p>
	<p>Extend WPC programs to other Council facilities.</p>	<p>Plans underway to extend programs when new Northbridge Library opens.</p>
	<p>Conduct WSOC Subscription Series.</p>	<p>15 concerts held in 2007. 2008 4 concerts including a free outdoor concert at Naremburn.</p>
	<p>Conduct Children's Week concert for WSOC 2007 Promote and conduct Mall Music Program</p>	<p>Not conducted – will do in 2008.</p> <p>Marketing Plan and Melody Market & Fete de la Musique programming reviewed and implemented.</p>
<p>Facilitate and promote "Neighbourhood Nexus" program. (WCS 1.1.3)</p>	<p>Implement strategy cross divisionally.</p>	<p>Developing "virtual" Nexus website.</p>

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STRATEGIES	TARGETS July 2007 to June 2008	PROGRESS
<p>Promote and hold events that provide opportunities for people of different backgrounds. (WCS 1.1.5)</p>	<ul style="list-style-type: none"> • Conduct Council events in Event Calendar. • Conduct farewell events for Civic Centre closing • Document current social use of Civic Centre and Library site. • Implement Flag replacement program Victoria Ave. <p>(PIP \$5,000)</p>	<p>Program reviewed and implemented.</p> <p>13 closing events produced. Completed.</p> <p>Flags replaced.</p>
<p>3. FACILITIES: To effectively manage our cultural facilities to meet the needs of the community.</p>		
<p>Improve upon equipment for each facility. Arrange and coordinate bookings for optimum use of venues.</p>	<p>Select appropriate equipment for 2007/2008 budget allocation.</p> <ul style="list-style-type: none"> • Zenith Theatre to cope adequately with higher usage. • Maximise use of unmanned facilities. 	<p>Equipment selected.</p> <p>Founding group contract reviewed.</p> <p>Negotiated with regular groups to use time more effectively.</p> <p>Revised hire plan.</p> <p>Developed marketing material.</p> <p>Increased hirers of unmanned facilities.</p>
<p>4. PARTNERSHIPS: Pursue and build partnerships that support our cultural programs.</p>		
<p>Encourage business partnerships and sponsorships of community programs and events. (WCS 1.1.11)</p> <p>Provide subsidies to cultural organisations.</p> <p>Research and facilitate opportunities for local, regional and community partnerships.</p> <p>Support friendship / Sister City relationships. (WCS 1.1.15)</p>	<p>Develop funding and sponsorship programs for each cultural activity.</p> <p>Identify value of subsidies given to cultural organisations.</p> <p>Maintain and develop regional based cultural programs such as Guringai Festival, Bingara Student Exchange, NSROC, SHOROC etc.</p> <p>Implement actions from Global Friendship Committee.</p>	<p>Sponsorship of Spring Festival & Art Prize 07 and Willoughby Sculpture Prize 09 achieved.</p> <p>Inkind subsidies to the value of \$150k for 2007/08 given to founding Groups and Band for use of venues.</p> <p>Partnerships maintained.</p> <p>Further developments of Bingara exchange with staff exchanges.</p> <p>Agreement with Jinniu signed Oct 2007.</p> <p>Suginami visited and also visited Bingara.</p> <p>Global Friendship framework developed and approved by Council.</p>

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Council Service 4.2		Cultural Services			
	Original Budget 2007/2008 \$000's	Current Budget 2007/2008 \$000's	Actual June 2008 \$000's	Variation June 2008 \$000's	Revised Budget 2007/2008 \$000's
RECURRENT EXPENDITURE					
Community Services Administration	150.7	148.5	142.8	0.0	148.5
Cultural Services Administration	374.4	374.4	394.9	0.0	374.4
Cultural Services Special Projects	233.3	231.3	227.2	0.0	231.3
Willoughby Park Centre	391.6	409.5	413.6	10.0	419.5
Chatswood Mall	379.4	449.4	477.0	0.0	449.4
Zenith Theatre & Convention Centre	504.1	582.0	609.8	0.0	582.0
Civic Centre	419.5	460.8	396.0	0.0	460.8
Willoughby Symphony Orchestra & Choir	338.0	321.0	317.4	0.0	321.0
Unmanned Facilities	1.0	1.0	0.0	(1.0)	0.0
TOTAL	2,792.0	2,977.8	2,978.6	9.0	2,986.8
RECURRENT INCOME					
Community Services Administration	3.6	3.6	3.0	0.0	3.6
Cultural Services Administration	37.9	37.9	52.3	0.0	37.9
Cultural Services Special Projects	27.6	30.5	31.4	0.0	30.5
Willoughby Park Centre	199.3	199.3	196.1	0.0	199.3
Chatswood Mall	165.7	235.7	278.9	15.5	251.2
Zenith Theatre & Convention Centre	362.5	362.5	421.6	0.0	362.5
Civic Centre	176.0	176.0	95.6	0.0	176.0
Willoughby Symphony Orchestra & Choir	116.5	116.5	120.1	0.0	116.5
Unmanned Facilities	1.0	1.0	13.0	12.0	13.0
TOTAL	1,089.9	1,162.8	1,212.0	27.5	1,190.3
RECURRENT NET COST	1,702.1	(1,161.8)	(1,212.0)	(28.5)	(1,190.3)
PRIORITY / IMPROVEMENT EXPENDITURE					
Community Services Administration	0.0	1.9	0.0	0.0	1.9
Cultural Services Administration	5.0	5.0	5.0	0.0	5.0
Cultural Services Special Projects	0.0	0.0	0.0	0.0	0.0
Willoughby Park Centre	0.0	0.0	0.0	0.0	0.0
Chatswood Mall	0.0	0.0	0.0	0.0	0.0
Zenith Theatre & Convention Centre	0.0	0.0	0.0	0.0	0.0
Civic Centre	0.0	0.0	0.0	0.0	0.0
Willoughby Symphony Orchestra & Choir	0.0	0.0	0.0	0.0	0.0
Unmanned Facilities	0.0	0.0	0.0	0.0	0.0
TOTAL	5.0	6.9	5.0	0.0	6.9
PRIORITY / IMPROVEMENT INCOME					
Community Services Administration	0.0	0.0	0.0	0.0	0.0
Cultural Services Administration	0.0	0.0	0.0	0.0	0.0
Cultural Services Special Projects	0.0	0.0	0.0	0.0	0.0
Willoughby Park Centre	0.0	0.0	0.0	0.0	0.0
Chatswood Mall	0.0	0.0	0.0	0.0	0.0
Zenith Theatre & Convention Centre	0.0	0.0	0.0	0.0	0.0
Civic Centre	0.0	0.0	0.0	0.0	0.0
Willoughby Symphony Orchestra & Choir	0.0	0.0	0.0	0.0	0.0
Unmanned Facilities	0.0	0.0	0.0	0.0	0.0
TOTAL	0.0	0.0	0.0	0.0	0.0
PRIORITY / IMPROVEMENT NET COST	5.0	6.9	5.0	0.0	6.9
TOTAL NET COST	1,707.1	(1,154.9)	(1,207.0)	(28.5)	(1,183.4)

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	<i>Event Management</i>								
4.2	335011768 - Flags for Victoria Ave. - 3501_5451	0.0	5.0	5.0	5.0		5.0	N	Mall decorations purchased.
4.2	TOTAL PRIORITY IMPROVEMENT EXPENDITURE	0.0	5.0	5.0	5.0	0.0	5.0		

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