

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 a 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 sustainable cultural community development principles and processes.

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

To 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.

Continue the implementation of RFID technology at the Central Library and develop implementation program for RFID installations required in the new Civic Place Library.

Complete the move to the new Northbridge Library premises and introduce the additional library services and community programs to the Northbridge community.

Facilitate Branch Library development planning at Artarmon, Castle Cove, Naremburn and West Chatswood locations.

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 35.80
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 2008/2013

STRATEGIES	TARGETS July 2008 to June 2009	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. Collection growth required. (PIP \$84,000)	Plan completed by 30 June 2009.
2. To ensure Willoughby City Library Service resources and facilities are a high quality, responsive and accessible regional resource.		
<p>Pro-active collection development policy responsive to user need. (WCS 1.2.5)</p> <p>Maintain Central and Branch libraries opening hours and monitor future need.</p> <p>Maintain excellence in customer service at library service points.</p>	<p>Cost effective management of the resource budget. (PIP \$576,000)</p> <p>Opening hours maintained within budget allocated.</p> <p>Appropriate information skills development and customer service development programs attended by staff.</p>	<p>Budget on resources expended within limits and in a timely manner.</p> <p>Services provided within expenditure and budget allocation.</p> <p>39 staff attended 14 courses mainly at SLNSW.</p> <p>Introduction of a weekly 'short & snappy' "in house" library training program for all staff.</p>
3. To provide programs which facilitate education and the library experiences of our communities.		
Provide targeted programs.	<p>Conduct weekly story time for pre-schoolers in both Central Library and Artarmon Branch.</p> <p>Introduce "Lapsit" - reading for babies parent program.</p>	<p>New Justice of the Peace Service Desk at Willoughby City Library introduced in July.</p> <p>Storytime - 36 sessions with 595 children at Artarmon.</p> <p>88 sessions with 2071 children at Chatswood.</p> <p>Lapsit - 20 sessions with 200 babies and 200 adults.</p>

Principal Activity 4: ARTS AND CULTURAL DEVELOPMENT

STRATEGIES	TARGETS July 2008 to June 2009	PROGRESS
	<p>Conduct school holiday activities.</p> <p>Provide English conversation classes for intermediate level.</p> <p>Provide Internet training sessions in English and Chinese.</p>	<p>19 school holiday activity sessions with 414 children and young adults attending.</p> <p>English conversation - 72 sessions with 491 students.</p> <p>10 sessions in Cantonese and Mandarin attended by 17 people.</p> <p>71 sessions of Internet tutorials for beginners and Internet for Everyday Living on offer, attended by 52 people.</p>
	<p>Conduct Reading Rulz – Summer reading program at Willoughby</p> <p>Organise regular book sales.</p> <p>Introduce Book Club program.</p> <p>Organise author talks.</p>	<p>341 children were registered participants for the Summer Reading Program and read over 10,000 books.</p> <p>Monthly book sales - 5 sales conducted on 19 Feb, 12 March, 18 April, 21 May and 18 June 2009.</p> <p>3 Books Clubs in English and 1 Book Club in Chinese are running monthly with 8-12 people in each group.</p> <p>10 Talks @ Willoughby with 422 attendees.</p>
<p>Involve youth in planning activities (WCS 1.4.4)</p>	<p>Conduct HSC Seminars and youth programs</p>	<p>HSC seminars ran from February to May 2009 including 5 seminars, 1 information session and 4 subject based sessions. 186 attendees.</p>

Principal Activity 4: ARTS AND CULTURAL DEVELOPMENT

STRATEGIES	TARGETS July 2008 to June 2009	PROGRESS
4. To utilise technology to maximise access to resources and library services for remote and in-library clients.		
Shorelink and WCLS technology planning designed to meet current and future client and system needs. (WCS 1.2.5)	<p>Introduction of new, upgraded and accessible technologies.</p> <p>RFID technology rollout continuation. (PIP \$96,000)</p> <p>Develop Book Club blog.</p> <p>Enhance Library e-newsletter.</p>	<p>Recruitment of new Shorelink Coordinator who started on 18 May.</p> <p>Contract signed with SirsiDynix for move to Managed Services in June.</p> <p>RFID is continuing rollout with smaller collections to complete.</p> <p>Enhanced e-newsletters</p>
5. To provide high quality outreach services.		
<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>HLS staff visited 1024 individual and 58 institutional customers and delivered a total of 13,523 library items from January to June.</p> <p>HLS recorded 42 loans of Audio Companion Navigators with 267 titles.</p> <p>Carnivale Celebration will commence in September with a theme of Brazilian culture.</p> <p>Chinese New Year Display in Council Foyer.</p> <p>Chinese New Year celebration at the Mall with an approximately 14,500 people participating in 10 CNY activities organised with 232 children and adults.</p>
6. To provide community information to the region.		
Program of community database development, web site development, directories and displays.	Maintain existing programs.	

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STRATEGIES	TARGETS July 2008 to June 2009	PROGRESS
Provide and distribute Council information in our community languages (WCS 5.3.1)	<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>11 displays at Chatswood Library display cabinet Library and information Week Display in Council Foyer.</p> <p>Library display in Mandarin Shopping Centre.</p> <p>Italian Morning Tea organised for Seniors Week at Willoughby Park Centre and included contributions local history photos by this community group.</p> <p>"Libraries - Your Passport to Discover" 25-31 May promotion and large display in Council foyer 12 May-3 June.</p>
7. To provide local history information and service to the community.		
Extend and develop access to local history resources. (WCS 1.1.17)	<p>Consolidate and streamline collection management of new and existing local history resources.</p> <p>Launch Gore Hill Cemetery Index on Council's website.</p>	<p>Commissioned and received report on LS collection from Preservation Australia.</p> <p>Conversion of oral history collection from cassette to CD.</p> <p>Digitisation of 7,500 historic photos to Image Bank database.</p> <p>Ongoing improvement of useability.</p>
8. Ensure move to new Northbridge Library and new services implemented smoothly and meet community expectation.		
Implement extended hours and services.	<p>Extended hours meet community need.</p> <p>New Library meets community need.</p> <p>Community programs meet community need.</p>	<p>New Library move has been delayed due to building works.</p>

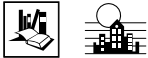
Principal Activity 4: ARTS AND CULTURAL DEVELOPMENT

PRINCIPAL ACTIVITY 4		ARTS & CULTURAL DEVELOPMENT			
Council Service 4.1		Library Services			
	Original Budget 2008/2009 \$000's	Current Budget 2008/2009 \$000's	Actual June 2009 \$000's	Variation June 2009 \$000's	Revised Budget 2008/2009 \$000's
RECURRENT EXPENDITURE					
Community Services Administration	50.3	50.3	49.2	0.0	50.3
Library Services Administration	3,498.8	3,498.8	3,568.1	(50.0)	3,448.8
TOTAL	3,549.1	3,549.1	3,617.3	(50.0)	3,499.1
RECURRENT INCOME					
Community Services Administration	(1.3)	(1.3)	(0.4)	0.0	(1.3)
Library Services Administration	(294.2)	(294.2)	(489.2)	0.0	(294.2)
TOTAL	(295.5)	(295.5)	(489.6)	0.0	(295.5)
RECURRENT NET COST	3,253.5	3,253.6	3,127.7	(50.0)	3,203.6
PRIORITY / IMPROVEMENT EXPENDITURE					
Community Services Administration	0.0	0.0	0.0	0.0	0.0
Library Services Administration	756.0	893.2	760.3	(135.0)	758.2
TOTAL	756.0	893.2	760.3	(135.0)	758.2
PRIORITY / IMPROVEMENT INCOME					
Community Services Administration	0.0	0.0	0.0	0.0	0.0
Library Services Administration	(576.0)	(713.2)	(580.2)	135.0	(578.2)
TOTAL	(576.0)	(713.2)	(580.2)	135.0	(578.2)
PRIORITY / IMPROVEMENT NET COST	180.0	180.0	180.1	0.0	180.0
TOTAL NET COST	3,433.5	3,433.6	3,307.8	(50.0)	3,383.6

Principal Activity 4: ARTS AND CULTURAL DEVELOPMENT

Mgt Plan No.	Project I.D.	Carry over from 07/08	Org Budget 2008/09	Curr Budget 2008/09	Actual June 2009	Var June 2009	Rev Budget 2008/09	Carryover 09/10	Status / Comments
	<i>Library Services</i>								
4.1	232001765 - Bookstock Increase for New Library-Chatswood - 3200_5501	0.0	84.0	84.0	84.0		84.0		Bookstock purchased.
4.1	232001767 - RFID - Security Tagging and Self Check Out System for New Library - 3200_5159	0.0	96.0	96.0	95.8		96.0		On track.
4.1	232001862 - Library Sorting System - 3200_5502	0.0	0.0	135.0	0.0	(135.0)	0.0	Y	Rescheduled for FY 09/10.
4.1	332001679 - Library Relocation && Temporary Accommodation - 3200_5158	0.0	576.0	576.0	579.0		576.0		Rent Paid.
4.1	332001684 - Sustainability Street Community Library - 3200_6255	0.0	0.0	2.2	1.4		2.2		Completed.
4.1	TOTAL PRIORITY IMPROVEMENT EXPENDITURE	0.0	756.0	893.2	760.3	(135.0)	758.2		

Principal Activity 4: ARTS AND CULTURAL DEVELOPMENT

Council Service 4.2:	Cultural Services	EFT 12.90
Responsibility:	Community Services Director	
Major Strategy Focus:		
Planned Outcome:	Integrate and implement the Cultural Policy through sustainable Cultural Community Development principles and practice.	

OBJECTIVES 2008/2013

STRATEGIES	TARGETS July 2008 to June 2009	PROGRESS
1. POLICY & PLANNING: Deliver relevant procedures and plans.		
a. Review and update Cultural Policy.	Ensure Cultural Policy is relevant to the community.	Policy reviewed for Integrated Planning
b. Implement Willoughby Collection Policy.	Ensure quality control of the collection.	Installed work of local photographer Russell Knapman. Maintenance and recording of collection ongoing.
c. Review Public Art Policy	Present reviewed policy to Council.	Policy approved by Council.
d. Develop relevant operational policies.	Zenith Concessional Hire Policy Chatswood CBD policy for Mall Operations	Dealt within Zenith review Waiting for final concept of Mall redevelopment.
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.	Conduct the 2009 Sculpture Prize Curate displays and specific Willoughby exhibitions in the Foyer Exhibition Space. Conduct Willoughby Artist Weekend	Sculpture prize now delayed to September 2009. 49 artists invited to install works. Mercy College sculpture project completed. 4 curated exhibitions by art/cultural staff. 11 Community exhibitions. 20-21 September - 18 venues, 35 artists.

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STRATEGIES	TARGETS July 2008 to June 2009	PROGRESS
	Conduct Public Art Projects	Chatswood Chase project at final design. Gore Hill in design stage. Chatswood Station works installed. Incinerator artists selected.
Deliver diverse Performing Arts programs and events	<p>Report on progress of Civic Place Public Art and Heritage Strategy.</p> <p>Assess Cultural Grants as part of Community Grants Scheme.</p> <p>Conduct 4 term and 4 school holiday programs at Willoughby Park Centre and other facilities.</p> <p>Extend WPC programs to Northbridge Library facility.</p> <p>Conduct WSOC subscription series.</p> <p>Facilitate Zenith performance series 2009</p> <p>Promote and conduct Mall Music Program</p>	<p>2 major projects in final design development stage. Banners conserved and stored. Strategy for community based projects being developed.</p> <p>Grants to the value of \$4000 awarded.</p> <p>74 courses run in April school holidays program over 9 days with 660 enrolments.</p> <p>2 new computer systems were introduced to cater for improved bookings and enrolments for courses.</p> <p>Planning underway for relevant programs once building operational.</p> <p>2009 series commenced with 5 concerts.</p> <p>Zenith deferred to 2010.</p> <p>Melody Markets promote local musicians weekly. Conducted special events including Harmony Day, refugee Week, Fete de La Musique and Works Environment Day.</p>
Facilitate and promote "Neighbourhood Nexus" program. (WCS 1.1.3)	Develop framework and identify activities for "virtual" program on Council's website.	Liaison continuing with relevant council areas to contribute to the web page.

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STRATEGIES	TARGETS July 2008 to June 2009	PROGRESS
Promote and hold events that provide opportunities for people of different backgrounds. (WCS 1.1.5)	<ul style="list-style-type: none"> Conduct Council events in Event Calendar. 	Staged Australia Day, Heritage & Guringai Festival as part of calendar of events. In addition produced and assisted in staging non calendar events for Earth Hour, Seniors Week, Dive in Movies and International Women's Day.
	<ul style="list-style-type: none"> Document development of Civic Place for Social History purposes Continue Flag replacement program Victoria Ave. <p style="text-align: center;">(PIP \$5,000)</p>	Assisted in Civic Place public consultations. Flags purchased.
3. FACILITIES: To effectively manage our cultural facilities to meet the needs of the community.		
<p>Update Cultural Facilities business Plan for Civic Place.</p> <p>Arrange and coordinate bookings for optimum use of venues.</p>	<p>Plan updated and incorporated into overall Civic Place Business Plan.</p> <ul style="list-style-type: none"> Zenith Theatre to cope adequately with higher usage. Maximise use of unmanned facilities. Establish artist studio spaces in Incinerator. 	<p>Plan presented to Civic Place Steering Committee 16 June 2009.</p> <p>Minimal access now available as time allocated primarily to founding groups.</p> <p>Usage increasing</p> <p>Building completion delayed - DA approved with studio spaces.</p>
4. PARTNERSHIPS: Pursue and build partnerships that support our cultural programs.		
<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>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>Sponsorship of Spring Festival 08 received.</p> <p>In kind subsidies to the value of \$179,430 given to founding groups for use of venues.</p> <p>Partnerships maintained and programs and events conducted.</p>

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STRATEGIES	TARGETS July 2008 to June 2009	PROGRESS
Support friendship / Sister City relationships. (WCS 1.1.15)	Implement actions from Global Friendship Committee.	Received delegation from Guadia Sanfromondi, Italy. Bingara exchange conducted September 08. Suginami student exchange August 08.

Principal Activity 4: ARTS AND CULTURAL DEVELOPMENT

PRINCIPAL ACTIVITY 4		ARTS & CULTURAL DEVELOPMENT			
Council Service 4.2		Cultural Services			
	Original Budget 2008/2009 \$000's	Current Budget 2008/2009 \$000's	Actual June 2009 \$000's	Variation June 2009 \$000's	Revised Budget 2008/2009 \$000's
RECURRENT EXPENDITURE					
Community Services Administration	150.8	150.8	147.5	0.0	150.8
Cultural Services Administration	368.7	368.9	390.4	0.0	368.9
Cultural Services Special Projects	248.3	202.7	192.3	0.0	202.7
Incinerator Facility	0.0	0.0	0.0	0.0	0.0
Willoughby Park Centre	414.4	414.4	407.4	(21.0)	393.4
Chatswood Mall	374.0	479.0	489.1	(21.0)	458.0
Zenith Theatre & Convention Centre	624.0	644.2	823.0	0.0	644.2
Civic Centre	0.0	0.0	0.0	0.0	0.0
Willoughby Symphony Orchestra & Choir	298.2	298.2	360.2	0.0	298.2
Unmanned Facilities	0.0	0.0	0.0	0.0	0.0
TOTAL	2,478.4	2,558.3	2,809.9	(42.0)	2,516.3
RECURRENT INCOME					
Community Services Administration	(3.9)	(3.9)	(1.2)	0.0	(3.9)
Cultural Services Administration	(39.0)	(39.0)	(34.6)	0.0	(39.0)
Cultural Services Special Projects	(38.4)	(16.0)	(16.2)	0.0	(16.0)
Incinerator Facility	0.0	0.0	0.0	0.0	0.0
Willoughby Park Centre	(206.7)	(206.7)	(220.5)	0.0	(206.7)
Chatswood Mall	(127.5)	(204.1)	(237.9)	0.0	(204.1)
Zenith Theatre & Convention Centre	(400.4)	(420.4)	(626.8)	0.0	(420.4)
Civic Centre	0.0	0.0	0.0	0.0	0.0
Willoughby Symphony Orchestra & Choir	(89.4)	(69.4)	(83.7)	0.0	(69.4)
Unmanned Facilities	(10.0)	(10.0)	(14.8)	0.0	(10.0)
TOTAL	(915.3)	(969.4)	(1,235.7)	0.0	(969.4)
RECURRENT NET COST	1,563.1	1,588.9	1,574.2	(42.0)	1,546.9

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PRINCIPAL ACTIVITY 4		ARTS & CULTURAL DEVELOPMENT			
Council Service 4.2		Cultural Services			
	Original Budget 2008/2009 \$000's	Current Budget 2008/2009 \$000's	Actual June 2009 \$000's	Variation June 2009 \$000's	Revised Budget 2008/2009 \$000's
PRIORITY / IMPROVEMENT EXPENDITURE					
Community Services Administration	0.0	0.0	0.0	0.0	0.0
Cultural Services Administration	5.0	5.0	0.0	0.0	5.0
Cultural Services Special Projects	0.0	0.0	0.0	0.0	0.0
Incinerator Facility	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	5.0	5.0	0.0	0.0	5.0
Unmanned Facilities	0.0	0.0	0.0	0.0	0.0
TOTAL	10.0	10.0	0.0	0.0	10.0
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
Incinerator Facility	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	10.0	10.0	0.0	0.0	10.0
TOTAL NET COST	1,573.1	1,598.9	1,574.2	(42.0)	1,556.9

Principal Activity 4: ARTS AND CULTURAL DEVELOPMENT

Mgt Plan No.	Project I.D.	Carry over from 07/08	Org Budget 2008/09	Curr Budget 2008/09	Actual June 2009	Var June 2009	Rev Budget 2008/09	Carryover 09/10	Status / Comments
	<i>Event Management</i>								
4.2	335011852 - Flags for Victoria Ave. - 3501_6252	0.0	5.0	5.0	0.0		5.0	N	Completed.
	<i>Willoughby Symphony Orchestra & Choir</i>								
4.2	335601853 - Willoughby Band - Grant for Youth Concert Band - 3560_5805	0.0	5.0	5.0	0.0		5.0	N	Grant not awarded as group has not matched dollars.
4.2	TOTAL PRIORITY IMPROVEMENT EXPENDITURE	0.0	10.0	10.0	0.0	0.0	10.0		

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