

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 and Community Learning Services:** High quality Public Library Services and Community Learning 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.

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 from the temporary Central Library Service in Mandarin Centre to the new Civic Place Library.

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 in Mandarin Centre and develop implementation program for RFID installations required in the new Civic Place Library.

Complete the relocation to the new Northbridge Library site and introduce the additional library services and community learning programs to the Northbridge community.

Open two new branch libraries/community facilities (Castle Cove Library and West Chatswood Library) to expand our Library and Community Learning Services network to meet the local community need.

Facilitate Branch Library development planning at Artarmon and Naremburn sites.

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


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

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 community learning opportunities in the new branches.

Principal Activity 4: ARTS AND CULTURAL DEVELOPMENT

Council Service 4.1: Library Services		EFT 38.9
Responsibility:	Library Services Manager	
Major Strategy Focus:		
Planned Outcome:	High quality Public Library and Community Learning 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 2009/2014

STRATEGIES	TARGETS July 2009 to June 2010	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 2009/10 - 2013/12.4(WCS 1.2.5)	Financial Plan Strategy 2008/2009 undertaken. Collection growth & appropriate staff required to provide adequate resources in new Civic Place library.	Library at The Concourse planning continues including the contract with Techlogic for the AMHS and regular project meetings.
2. 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 on target. Sustainability collection established at West Chatswood.
High Quality facilities	Provision of temporary Library accommodation. (PIP \$590,000)	
Maintain Central and Branch libraries opening hours and monitor future need.	Opening hours maintained within budget allocated.	West Chatswood – the 6th branch library opened on 26 June 2010, opening 19 hrs per week.
Maintain excellence in customer service at library service points.	Appropriate information skills development and customer service development programs attended by staff.	Weekly in-house training sessions for staff 'Short and Snappy'. Encouraging more staff to attend 'Making Connections' course arranged by the State Library of NSW.

Principal Activity 4: ARTS AND CULTURAL DEVELOPMENT

STRATEGIES	TARGETS July 2009 to June 2010	PROGRESS
3. To provide programs which facilitate education and the library experiences of our communities.		
Provide targeted programs.	Conduct appropriate library programs.	All programs well received as per feedback and attendance. Examples are: Baby Bounce, School Holiday Activities etc.
4. To utilise technology to maximise access to resources and library services for remote and in-library clients.		
<p>Shorelink and WCLS technology planning designed to meet current and future client and system needs. (WCS 1.2.5)</p> <p>Develop and upgrade BIMS (bilingual English/Chinese) database.</p>	<p>Introduction of new, upgraded and accessible technologies. RFID technology implementation continuation. (PIP \$66,000) Tech Logic technology implementation in the new Civic Place Library. Enhance Library e-newsletter.</p> <p>Introduce BIMS on web. Conduct BIMS training for customers.</p>	<p>A secure barcode reader return chute introduced at West Chatswood. An RFID self check facility implemented at West Chatswood with over 50% loans by this service. RFID tagging at the Mandarin Centre Library nearing completion.</p> <p>Preparations for iBIMS implementation.</p>
5. To provide high quality outreach services.		
<p>Provide home library service to housebound community members and frail community members in institutions.</p> <p>Provide multicultural programs to the wider community.</p>	<p>Frail service delivery and service extended to CALD clients increased. Introduce Audio Companion to housebound community members.</p> <p>Organise Carnivale program for Central and Branch Libraries.</p>	<p>Audio Companion well used among housebound and visually impaired members.</p> <p>Carnivale 2010 program 'Norwegian Viking Journey at Chatswood Library' planning in progress.</p>

Principal Activity 4: ARTS AND CULTURAL DEVELOPMENT

STRATEGIES	TARGETS July 2009 to June 2010	PROGRESS
<p>Provide community learning programs to the wider community</p>	<p>Organise Chinese New Year Celebration program for the Council, Central and Branch Libraries.</p> <p>Conduct 4 term and 4 school holiday programs at Willoughby Park Centre (WPC) and other facilities.</p>	<p>2010 Chinese New Year celebrations – very successful.</p> <p>Term 2 2010 - 37 Classes; 426 enrolments</p> <p>School holiday April - 80 Classes; 323 enrolments</p> <p>Enrolments down due to WPC renovations.</p> <p>Castle Cove enrolments commenced Term 1 2010</p> <p>Northbridge enrolments commenced Term 2 2010</p>
<p>6. 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 and update existing programs.</p> <p>Coordinate and organise different displays with WCC, government and community organisations.</p> <p>Organise Australian Library and Information Week activities.</p>	<p>Library web-pages updated to include new Northbridge and West Chatswood branch.</p> <p>Updated location maps for all branches.</p> <p>4 Talks@Willoughby.</p> <p>Chinese New Year Display in Council Foyer in February 2010.</p> <p>Updated Library brochures in Chinese, Japanese and Korean.</p> <p>ALIW Display in Council Foyer 'Libraries, Your Passport to Discovery'.</p>
<p>7. To provide local history information and service to the community.</p>		

Principal Activity 4: ARTS AND CULTURAL DEVELOPMENT

STRATEGIES	TARGETS July 2009 to June 2010	PROGRESS
<p>Extend and develop access to local history resources. (WCS 1.1.17)</p>	<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>Professional consultation, review and reservation of Local History collection in preparation for the new Civic Place Library.</p>	<p>Assistance in the Heritage display in the Council Foyer.</p> <p>Original cataloguing of LS Collection progressing.</p> <p>Gore Hill Cemetery Index and Image Library improved.</p> <p>In May 2010 submitted application for heritage grant to National Library of Australia.</p>
<p>8. Ensure move to new Northbridge Library and new services implemented smoothly and meet community expectation.</p>		
<p>Implement extended hours and services and monitor future need.</p>	<p>Conduct a launch event.</p> <p>Extended hours meet community need, within budget.</p> <p>Conduct community learning programs as appropriate.</p>	<p>Successful opening with a community open day event.</p> <p>Extend Library hours from 7.5 hrs to 16 hrs per week.</p> <p>Book clubs established.</p>
<p>9. Ensure smooth launch of the new branch libraries at Castle Cove and West Chatswood and meet community expectation.</p>		
<p>Work with various Council Departments, including WPC staff, Property and Events plus community groups for the establishment of the Castle Cove Library/community facility. (WCS 1.2.5)</p> <p>Work with various Council Departments, including WPC staff, Property and Events plus community groups for the establishment of the West Chatswood Library.</p>	<p>Develop launch strategy for new service.</p> <p>Provide adequate library collection.</p> <p>(PIP \$70,000) - Stock</p> <p>Conduct community learning programs as appropriate.</p> <p>Develop launch strategy for new service.</p> <p>Provide adequate library collection.</p> <p>Conduct community learning programs as appropriate.</p>	<p>Regular Story times for preschoolers on Tuesdays extremely popular.</p> <p>Northbridge and West Chatswood opening huge success.</p> <p>Activities organised for the Community Open Day.</p> <p>Introduced various library services:</p> <p>eg Book clubs, Storytime for pre-schoolers, School Holiday programs, self-check machine, Talks@Willoughby.</p>
<p>10. Ensure planning for new libraries at Artarmon and Naremburn meet community need.</p>		
<p>Provide expert advice to project architects and planners on the respective branch library needs. (WCS 1.2.5)</p>	<p>Work with architects and Council Property staff on library layouts.</p> <p>Provide collection technology, furniture requirements to planning process.</p>	<p>Working with Property Staff for relocation and planning fit-out for Artarmon branch in early 2011.</p>


Principal Activity 4: ARTS AND CULTURAL DEVELOPMENT

PRINCIPAL ACTIVITY 4		ARTS & CULTURAL DEVELOPMENT				
Council Service 4.1		Library Services				
	Original Budget 2009/2010 \$000's	Current Budget 2009/2010 \$000's	Actual June 2010 \$000's	Variation June 2010 \$000's	Revised Budget 2009/2010 \$000's	
RECURRENT EXPENDITURE						
Community Services Administration	52.4	51.6	56.2	6.2	57.9	
Library Services Administration	3,801.7	3,805.4	3,799.7	(14.8)	3,790.6	
TOTAL	3,854.1	3,857.0	3,855.9	(8.6)	3,848.5	
RECURRENT INCOME						
Community Services Administration	(1.3)	(1.3)	(9.5)	(8.0)	(9.3)	
Library Services Administration	(278.3)	(278.3)	(301.9)	(11.0)	(289.3)	
TOTAL	(279.6)	(279.6)	(311.3)	(19.0)	(298.6)	
RECURRENT NET COST	3,574.4	3,577.4	3,544.6	(27.6)	3,549.9	
PRIORITY / IMPROVEMENT EXPENDITURE						
Community Services Administration	0.0	0.0	0.0	0.0	0.0	
Library Services Administration	726.0	861.0	863.9	2.0	863.0	
TOTAL	726.0	861.0	863.9	2.0	863.0	
PRIORITY / IMPROVEMENT INCOME						
Community Services Administration	0.0	0.0	0.0	0.0	0.0	
Library Services Administration	0.0	(135.0)	(133.9)	(1.9)	(136.9)	
TOTAL	0.0	(135.0)	(133.9)	(1.9)	(136.9)	
PRIORITY / IMPROVEMENT NET COST	726.0	726.0	730.0	0.1	726.1	
TOTAL NET COST	4,300.4	4,303.4	4,274.6	(27.5)	4,276.0	

Principal Activity 4: ARTS AND CULTURAL DEVELOPMENT

Mgt Plan No.	Project I.D.	Carry over from 08/09	Org Budget 2009/10	Curr Budget 2009/10	Actual Jun 2010	Var Jun 2010	Rev Budget 2009/10	Carry over 2010/11	Status / Comments
	<i>Library Services</i>								
4.1	232001767 - RFID - Security Tagging and Self Check Out System for New Libr	0.0	66.0	66.0	66.7		66.0		Project progressing each year.
4.1	232001862 - Library Sorting System - 3200_5502	135.0	0.0	135.0	132.0		135.0		Deposit paid.
4.1	232001922 - Bookstock Increase for New Library - Castle Cove - 3200_5501	0.0	70.0	70.0	70.0		70.0		Items purchased.
4.1	332001679 - Library Relocation && Temporary Accommodation - 3200_5158	0.0	590.0	590.0	593.1		590.0		Completed.
4.1	332001684 - Sustainability Street Community Library - 3200_6255	0.0	0.0	0.0	2.0	2.0	2.0		Completed, funded by govt. grant.
4.1	TOTAL PRIORITY IMPROVEMENT EXPENDITURE	135.0	726.0	861.0	863.9	2.0	863.0		

Principal Activity 4: ARTS AND CULTURAL DEVELOPMENT

Council Service 4.2:	Cultural Services	EFT 13.8
Responsibility:	Community Services Director	
Major Strategy Focus:		
Planned Outcome:	Integrate and implement the Cultural Policy through sustainable Cultural Community Development principles and practice.	

OBJECTIVES 2009/2014

STRATEGIES	TARGETS July 2009 to June 2010	PROGRESS
1. POLICY & PLANNING: Deliver relevant procedures and plans.		
Review and update Cultural Policy.	Review and update Cultural Policy and Plan to integrate into City Strategic Plan.	Key values of the Cultural Policy integrated into revised City Strategy.
Implement Willoughby Collection Policy.	Ensure quality control of the collection.	As items received they are catalogued and displayed appropriately. New additional from Eunice Bates and Panni Roseneath.
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 2009 Sculpture Prize</p> <p>Curate displays and specific Willoughby exhibitions in the Foyer Exhibition Space and Incinerator Art Space.</p> <p>Conduct Willoughby Artist Weekend</p> <p>Conduct Public Art Projects</p> <p>Progress Civic Place Public Art and Heritage Strategy projects.</p>	<p>Sculpture Prize conducted at Incinerator.</p> <p>Incinerator program developed for 2010.</p> <p>Conducted staff photographic exhibition.</p> <p>Conducted</p> <p>Mall Public Art selected.</p> <p>Facing Australia project planned and commencing in September.</p>
Deliver diverse Performing Arts program and events	<p>Assess Cultural Grants as part of Community Grants Scheme</p> <p>Conduct WSOC subscription series.</p> <p>Facilitate Zenith membership program.</p> <p>Promote and conduct Mall Music Program.</p>	<p>Grants assessed and allocated.</p> <p>2010 series underway.</p> <p>Developing database of patrons. Launched Zenith 2010 program guide.</p> <p>Melody Markets successfully conducted until closure for Mall upgrade in July.</p>

Principal Activity 4: ARTS AND CULTURAL DEVELOPMENT

STRATEGIES	TARGETS July 2009 to June 2010	PROGRESS
<p>Promote and hold events that provide opportunities for people of different backgrounds. (WCS 1.1.5)</p>	<p>Conduct Council events in Event Calendar.</p> <p>Continue Flag replacement program in Victoria Avenue (PIP \$5,000)</p> <p>Install Christmas decorations</p>	<p>Conducted: Harmony Day, Guringai Festival, Heritage Festival, Australia Day and Chinese New Year.</p> <p>New flags purchased</p> <p>Banner competition highly successful and displayed during Christmas 2009.</p>
<p>3. FACILITIES: To effectively manage our cultural facilities to meet the needs of the community.</p>		
<p>Ongoing development of Cultural Facilities Business Plan for Civic Place</p>	<p>Plan under constant review for Civic Place Business Plan</p>	<p>Business Plan presented to Council.</p>
<p>Arrange and coordinate bookings for optimum use of venues.</p>	<p>Implement relevant recommendations of Zenith Operational Review.</p> <p>Review management and bookings of unmanned facilities.</p> <p>Establish artist studio spaces in Incinerator. (PIP \$7,500)</p>	<p>Ongoing training being conducted. Volunteer program commenced.</p> <p>Usage stabilised of unmanned facilities.</p> <p>Will be established in 2010 when building completed.</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 Indigenous programming with Aboriginal Heritage Office etc.</p> <p>Implement actions from Global Friendship Committee e.g. 20th Anniversary of Suginami agreement</p>	<p>Sponsorship received for Spring Festival.</p> <p>\$222,294.</p> <p>Complete - Guringai Festival held.</p> <p>Complete - Mayor visited Suginami with members of Global Friendship Committee.</p>

Principal Activity 4: ARTS AND CULTURAL DEVELOPMENT

PRINCIPAL ACTIVITY 4		ARTS & CULTURAL DEVELOPMENT			
Council Service 4.2		Cultural Services			
	Original Budget 2009/2010 \$000's	Current Budget 2009/2010 \$000's	Actual June 2010 \$000's	Variation June 2010 \$000's	Revised Budget 2009/2010 \$000's
RECURRENT EXPENDITURE					
Community Services Administration	157.1	154.9	168.7	18.7	173.6
Cultural Services Administration	398.7	401.3	408.3	(8.0)	393.3
Cultural Services Special Projects	270.7	270.7	258.9	0.0	270.7
Incinerator Facility	87.4	87.4	9.7	(73.6)	13.7
Willoughby Park Centre	475.6	475.6	406.0	(50.0)	425.6
Chatswood Mall	376.9	473.6	508.9	34.8	508.4
Zenith Theatre & Convention Centre	736.8	736.8	1,089.2	349.0	1,085.8
Civic Centre	0.0	0.0	0.0	0.0	0.0
Civic Place (The Concourse)	0.0	40.0	71.1	31.1	71.1
Willoughby Symphony Orchestra & Choir	262.4	282.0	313.1	5.3	287.3
Unmanned Facilities	11.8	14.4	17.1	0.0	14.4
TOTAL	2,777.2	2,936.6	3,251.0	307.3	3,243.8
RECURRENT INCOME					
Community Services Administration	(3.9)	(3.9)	(28.4)	(24.0)	(27.9)
Cultural Services Administration	(39.9)	(42.6)	(58.2)	0.0	(42.6)
Cultural Services Special Projects	(19.9)	(19.9)	(9.3)	0.0	(19.9)
Incinerator Facility	(3.4)	(3.4)	0.0	0.0	(3.4)
Willoughby Park Centre	(246.4)	(246.4)	(223.1)	10.0	(236.4)
Chatswood Mall	(85.0)	(203.0)	(232.6)	(28.8)	(231.8)
Zenith Theatre & Convention Centre	(505.9)	(505.9)	(832.3)	(322.0)	(827.9)
Civic Centre	0.0	0.0	0.0	0.0	0.0
Civic Place (The Concourse)	0.0	0.0	0.0	0.0	0.0
Willoughby Symphony Orchestra & Choir	(75.3)	(75.3)	(101.1)	0.0	(75.3)
Unmanned Facilities	(12.5)	(15.7)	(20.9)	0.0	(15.7)
TOTAL	(992.1)	(1,116.0)	(1,506.0)	(364.8)	(1,480.8)
RECURRENT NET COST	1,785.1	1,820.6	1,744.9	(57.5)	1,763.1

Principal Activity 4: ARTS AND CULTURAL DEVELOPMENT

PRINCIPAL ACTIVITY 4		ARTS & CULTURAL DEVELOPMENT			
Council Service 4.2		Cultural Services			
	Original Budget 2009/2010 \$000's	Current Budget 2009/2010 \$000's	Actual June 2010 \$000's	Variation June 2010 \$000's	Revised Budget 2009/2010 \$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	2.4	(2.6)	2.4
Cultural Services Special Projects	0.0	0.0	0.0	0.0	0.0
Incinerator Facility	7.5	7.5	1.2	(6.3)	1.2
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
Civic Place (The Concourse)	0.0	19.4	18.5	(0.9)	18.5
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	12.5	31.9	22.0	(9.8)	22.1
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
Civic Place (The Concourse)	0.0	(12.0)	0.0	0.9	(11.1)
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	(12.0)	0.0	0.9	(11.1)
PRIORITY / IMPROVEMENT NET COST	12.5	19.9	22.0	(8.9)	11.0
TOTAL NET COST	1,797.6	1,840.5	1,766.9	(66.4)	1,774.1

Principal Activity 4: ARTS AND CULTURAL DEVELOPMENT

Mgt Plan No.	Project I.D.	Carry over from 08/09	Org Budget 2009/10	Curr Budget 2009/10	Actual Jun 2010	Var Jun 2010	Rev Budget 2009/10	Carr yover 2010/ 11	Status / Comments
	<i>Event Management</i>								
4.2	335011852 - Flags for Victoria Ave. - 3501_6252	0.0	5.0	5.0	2.4	(2.6)	2.4	Y	Flag purchased. Accounts to be finalised.
	<i>Incinerator Facility</i>								
4.2	235051923 - Incinerator Start up equipment - 3505_5502	0.0	7.5	7.5	1.2	(6.3)	1.2	Y	Building not available until Jan 2011.
	<i>Civic Place (The Concourse)</i>								
4.2	335551940 - Civic Place (The Concourse) - EOI for Venue Managem	0.0	0.0	19.4	18.5	(0.9)	18.5		Work brought forward and to be continue in 2010/11.
4.2	TOTAL PRIORITY IMPROVEMENT EXPENDITURE	0.0	12.5	31.9	22.0	(9.8)	22.1		