



MOUNTAINS AND MURALS ADVISORY COMMITTEE

MINUTES

SECTION 5.9(2)(a) LGA 1995

Committee Brief

The duty of the committee is to advise the Council on the creation of wall murals in Mount Barker and any associated mural festival.

A meeting of the
Mountains and Murals Advisory Committee was held in the
Committee Room, Lowood Road, Mount Barker WA 6324
4.00pm Friday 20 December 2019.

Rob Stewart
CHIEF EXECUTIVE OFFICER

Committee Members

*Cr Chris Pavlovich, Cr Marie O'Dea, Cr Len Handasyde, Mr Andrus Budrikis, Sgt David Johnson, Ms Kristy Kempton, Ms Tina Johnson and Mr Stuart Roberts.
(Resolution No. 167/19)*

TABLE OF CONTENTS

ITEM	SUBJECT	PAGE NO
1	DECLARATION OF OPENING / ANNOUNCEMENT OF VISITORS.....	1
2	RECORD OF ATTENDANCE / APOLOGIES	1
3	MOUNTAINS AND MURALS FESTIVAL REPORTS	1
3.1	SGT DAVID JOHNSON	1
3.2	MR ANDRUS BUDRIKIS	2
4	OTHER BUSINESS.....	3
4.1	PROSPECTIVE DATE FOR 2020 MOUNTAINS AND MURALS MOUNT BARKER AND ORGANISATIONAL STRUCTURE	3
4.2	SHIRE PARTICIPATION IN MANAGING EVENTS	3
4.3	MURALS TOURIST MAP.....	3
4.4	MOUNTAINS AND MURALS REPORT.....	3
5	NEXT MEETING.....	4
6	MEETING CLOSURE.....	4
	APPENDIX A: LOCAL AUTHORITIES / FESTIVALS	5
	APPENDIX B: ONLINE FEEDBACK SURVEY.....	8

Membership

Cr C Pavlovich

Cr M O'Dea

Cr L Handasyde

Mr A Budrikis

Sgt D Johnson

Ms K Kempton

Ms T Johnson

Mr S Roberts

1 DECLARATION OF OPENING / ANNOUNCEMENT OF VISITORS

4.00pm The Executive Manager of Strategic Development declared the meeting open.

2 RECORD OF ATTENDANCE / APOLOGIES

Members Present

Cr Chris Pavlovich, (Shire President) SOP
Cr Marie O'Dea, SOP
Cr Len Handasyde, SOP
Mr Andrus Budrikis, Executive Manager Strategic Development, SOP
Sgt David Johnson, WA Police
Ms Tina Johnson, Department of Justice

Apologies

Mr Stuart Roberts, Impact Services

Visitors

Superintendent Jodi Miller, Department of Justice

3 MOUNTAINS AND MURALS FESTIVAL REPORTS

3.1 SGT DAVID JOHNSON

Sgt David Johnson gave a report on the mural painting for Mountains and Murals, Mount Barker. The points made were:

- a) The depth of sign painting talent was thin. This led to the mural painting taking longer than anticipated. Some community mural painting had to be re-worked.
- b) Seven murals were painted in seven days.
- c) The providers of accommodation extended their offer for free once it became known that the mural painters would have to stay longer.
- d) There has been feedback from Perth-based sign painters that they would like to attend next year. This could lead to an additional 12 sign painters coming to Mount Barker.
- e) Jason Smith heard about the mural painting late in the week and still came down to help on the last Friday.
- f) A question was asked whether TAFE held a sign painting course. It seems the last courses held were over 30 years ago.
- g) It was confirmed that the sign painting still needs to involve the community to ensure community buy-in.
- h) It was noted that the style of the Walldog painting created a point of difference for the murals in Mount Barker and that this would enhance the tourism appeal of the murals.
- i) Sgt Johnson confirmed that the heavier steel scaffold was preferred by the mural painters as it was more stable.

-
- j) The Walldogs had suggested that improvements could be made if each mural site had a site coordinator.
 - k) Superintendent Miller suggested that she would like to see more use of the Pardelup Prison participants. They could have been utilised more on scaffold duties. She would like to see inmates being given the opportunity to learn skills such as traffic management and scaffolding. The logistics of this will need to be considered for next year.
 - l) In general it was acknowledged that more volunteers were required to run the event.
 - m) A list of sponsors of money and materials was to be collated. Cr Pavlovich confirmed he wanted to write to all who provided funds/materials thanking them for their donations. An advertisement would also be placed in the Plantagenet News thanking all donators and also thanking all volunteers in general.

3.2 MR ANDRUS BUDRIKIS

Mr Budrikis gave a report on the outcome of the Shire's involvement organising the Food & Wine Fair and the Long Table Dinner (refer to attached report).

Some issues that were highlighted from the report are:

- a) Insurance: There were separate insurances covering the Mountains and Murals Festival/Food & Wine Fair. The Shire's policy from LGIS covered the Shire's liabilities around the Food & Wine Fair and the Long Table Dinner. These events were held on Shire owned property. A separate policy was taken out by Sgt Johnson to cover the liabilities over the mural painting and artists. If events are combined in the future it will probably be necessary to take out a specific insurance policy to cover the event and all participants;
- b) Liability: Mr Budrikis raised the issue of liability for injury on the scaffold he provided at no charge. At one stage there were a number of children swinging on the scaffold;
- c) Fees and charges: The Shire only has one set fee for a stall holder. This may need to be reconsidered at the next budget;

Long Table Dinner: The dinner was a great success and was suggested by the chef Scott Brannigan as a fundraiser. Forty tickets were available and sold for the event. An auction of mural prints and a Walldog book raised \$2050.00 at the dinner. Eric Henderson and Mel Hwang provided a substantial amount of free support for the event including their time helping. Scott confirmed that it would not be any more difficult to provide a similar dinner next year for 60 people;
- d) Fund raising for next year: The Shire has already lodged a grant application (\$19,000.00) to Tourism WA Regional Events Scheme 2020-21 for the 2020 Mountains and Murals Mount Barker. These applications were due 11/12/2019; and

Mr Budrikis tabled a draft report on a survey conducted online for feedback on the festival (Appendix B.)

4 OTHER BUSINESS

4.1 PROSPECTIVE DATE FOR 2020 MOUNTAINS AND MURALS MOUNT BARKER AND ORGANISATIONAL STRUCTURE

It was proposed that the next Mountains and Murals Mount Barker be held from Thursday 26 November to Monday 30 November 2020. By starting a week earlier conflict will be avoided with the Albany Christmas Pageant. Also by starting on Thursday the murals will be more advanced for the Sunday Food & Wine Fair.

Cr Pavlovich suggested that an incorporated body should be formed to coordinate next year's Mountains and Murals Mount Barker. Membership of group/committee to be Cr C. Pavlovich, Cr L. Handasyde, Cr M. O'Dea, Sgt D. Johnson, Ms T. Johnson, Superintendent J. Miller, Ms K Kempton and Mr A. Budrikis.

Sgt Johnson confirmed that Ms Kempton would be available to take minutes for the new committee.

4.2 SHIRE PARTICIPATION IN MANAGING EVENTS

The question was raised whether the Shire should be organising such an event as the Food & Wine Fair. Mr Budrikis pointed out that he had approached Ms. Anne Young to discuss whether the Mount Barker Fair organisational group was interested in participating in organising the event. Ms Young confirmed that they were not planning to organise a fair in 2019 and later confirmed that the organisational committee had voted to disband.

(Refer to attached summary of local government activities supporting and running festivals and events, Appendix A).

4.3 MURALS TOURIST MAP

The Advisory Group recommended that a tourist map/brochure be prepared as a guide to the existing murals.

Action: Sgt Johnson and Mr Budrikis

4.4 MOUNTAINS AND MURALS REPORT

The Advisory Group asked that Mr Budrikis write a report for Council on the 2019 Mountains and Murals Festival with suggestions for the 2020 Mountains and Murals Mount Barker. Sgt Johnson will provide estimates of the media value that Mount Barker has received by the reporting on radio and television that has occurred through Police Media.

5 NEXT MEETING

Under the resolution forming the Mountains and Murals Advisory Group, the group will disband on 31 January 2020. A meeting of the proposed new committee (Item 4.1) will be held on Friday 7 February 2020 at 3:00pm.

6 MEETING CLOSURE

5.27pm The Presiding Member declared the meeting closed.

CONFIRMED: PRESIDING MEMBER _____ **DATE:** ____ / ____ / ____

APPENDIX A: LOCAL AUTHORITIES / FESTIVALSEconomic Development/ Local Government Association of South Australia: Festival and Events Guide for Local Government

Benefits of festivals for a local authority:

Economic

- Economic impact through expenditure by visitors.
- Retained expenditure where residents choose to 'holiday at home' rather than travel elsewhere.
- Employment opportunities and skills development.
- Place branding - improving the awareness and image of the host region.
- Return visitation.
- Reducing seasonality.
- Business leveraging and investment opportunities.
- Diversification of the economy.

Social

- Improving the quality of life enjoyed by host communities – providing recreation and entertainment.
- Celebration of community values, culture and history.
- Building social cohesion and community pride.

Environmental

- Education and promotion of environmental programs.

Physical

- Legacy of infrastructure and facilities.

Festivals run by local governments:

Bassendean Festival of Local Business 2019

Bassendean Business is the 'brand name' for the Town of Bassendean Economic Development Department. Their website is www.bassendeanbusiness.com.au. Bassendean Business organise this Festival alongside local business owners. The Old Perth Road Collective are a 'town team' of local business owners and residents who assist the Council with implementing community projects.

The 2019 Festival took place over a week in June, and featured the following:

- Factory tours and local business tours with info about the development of the business
- Local art exhibition
- Business support prizes - \$20,000.00 available to pitch for at a panel discussion/networking event
- Panel discussion with local artists
- Local business scavenger hunt
- Business sustainability panel discussion
- A varied afternoon event of local business stories, informational speakers and discussion groups.

The Festival feeds into the Bassendean 2017 – 2022 Strategic Community Plan, which focuses on localism, comprising the following:

- Local Purchasing: increasing the local purchasing of products and services by residents and businesses ('buy local').
- Local Procurement: increased sourcing of products and services from local businesses by council/government.
- Local Indigenous Business: fostering the awareness and growth of indigenous participation in business, including commerce, arts, culture, language and education.
- Local Entrepreneurs: increasing the level of local entrepreneurship by educating people in how they can start or participate in businesses that serve local needs.
- Local Jobs: increasing local employment by encouraging 'Employ Local' and other policies.
- Local Investment: building awareness of opportunities for businesses to access localised investment funding, including education about crowd-sourced equity funding.

The target benefits of these initiatives are to strengthen existing businesses, increase local business turnover, create local jobs, strengthen relationships between residents and local businesses, encourage the launch of new businesses and encourage the migration of businesses into Bassendean.

Bassendean's strategy utilises the Theory of Change to set goals and measure impacts.

Shire of Boddington Friday Night Festival, Boddington Rodeo

This festival, featuring motorbike stunt riders, camel rides, bouncy castles, kids' entertainment, food trucks and rodeo-style entertainment has been planned and hosted by the Shire as other groups have lacked capacity to take it on.

Waymouth Street Party, Adelaide SA

The event was initiated by Adelaide City Council (ACC) with an objective of reinvigorating and showcasing the western area of the city in association with development that was occurring at the time. The event has been supported by the ACC's City Activation program and marketed under the Splash Adelaide branding. Splash Adelaide sits under the City Activation program within the Council, and is essentially concerned with:

- Supporting and testing new ideas that bring activity and vibrancy to the city;
- Activating the city's under-used places and spaces;
- Working with the community to bring community ideas and wishes to fruition.

The objective was for the Street Party to move over time to being precinct-owned and trader led, which it eventually was after being developed by the Council over several years. This case study shows that transition of council-initiated events to community or precinct ownership is possible, but requires the event to be established and the benefits to stakeholders clearly identified before this will occur.

Mt Barker (SA) Highland Gathering

The Council of Mt Barker took the view that this event has tourism potential for the area, and provided financial support for a period of three years to establish the event. The event was supported within the context of the Council's broader strategic objective of encouraging economic development for the region through tourism.

City of Albany Economic Development

The City of Albany is involved in the planning, provision and management of community activities and events. The Council also owns and leases a number of tourist commercial accommodation facilities and attractions, and contributes to tourism-related events and initiatives on a project style basis.

The Council organises economic and community development festivals and events such as the Middleton Beach Festival, a week-long festival around Australia Day. Expressions of Interest for the 2020 Festival are still open, so the program is not yet confirmed, but the theme is around promoting local business, providing community activities, attracting tourists and sustainability.

It is a City of Albany event organised with community partners.

Shire of Katanning Harmony Festival

An annual event held every March promoting local businesses and encouraging community unity. It is run by the Shire of Katanning, which plans the event in partnership with local businesses, manages all food stall applications and promotes the festival.

Shire of Denmark Youth Week 4 Youth Music Fest

An annual event organised by the Shire of Denmark in partnership with Denmark Senior High School, Denmark CRC, Denmark Arts and Denmark Local Drug Action Group.

Shire of Dardanup Spring Out Family Festival

A free event involving lots of family entertainment activities. This appears to be planned and delivered entirely in-house by the Shire.

Laura Adams
Economic Development Officer
Shire of Plantagenet

APPENDIX B: ONLINE FEEDBACK SURVEY

This data was collected from an online survey conducted immediately after the 2019 Mountains and Murals Festival. It was promoted on social media; local residents were invited to provide their feedback through this channel. The questions were condensed to nine possibilities in order to use the survey software (Survey Monkey) for free. The statements below are copied verbatim from the survey submissions. Over 20 complete responses were received.

1. How were you involved in the Mountains and Murals 2019 Festival?

We had responses from volunteers, suppliers, artists, stall holders and local businesses, but most respondents (40%) had no direct involvement in the festival.

2. Which parts of the Festival did you attend?

85% of respondents attended the Sunday market stalls, 60% the Food and Wine Fair, over 50% engaged with the mural painting, 20% attended the Festival launch and 15% the long table dinner.

3. Overall, how would you rate the event?

From a possible 0 (poor) to 5 (excellent), 65% of respondents rated it excellent, 30% very good and 5% good.

4. What did you like or dislike about the event? Was there any information that would have been helpful to know before the event? Do you have any comments regarding the advertising of the event?

- No signage or promotion from Albany Hwy. Would have liked to see the Fair advertised on the day.
- I think brochures with a map and info should be given to businesses to hand out to customers.
- Road signage would be great, but considering the size of the task and time frame you all did a great job.
- People from Albany said they didn't know much about it. But the event was wonderful.
- A clear schedule or program of events should have been advertised. Also signage and a map of the event locations were needed, especially signs on Albany Highway.
- I think it was really awesome, so good for Mt Barker as we are lacking in this side of things, the atmosphere was so awesome. We need more of these festivals, like the old Mardi Gras.
- Loved working with the artists & learning new skills. Markets and businesses being open on the Sunday created a great atmosphere.
- Map of all participating events was required plus timetable of events. This should have been located at the M&M HQ in the window as well as other locations and as a brochure to hand out.

- Met a lot of people who said they didn't hear anything about it. They were only there because they saw the hubbub and decided to check out what it was.
- More advertising on highway of market and murals.
- Extra promotion of local artist involvement to reduce the negative comments on social media.
- Probably was abit much vacant space, could have been compressed.

5. Do you have any comments regarding the closure of the streets, parking arrangements or safety issues at the Festival?

- Closure of streets was Great idea, creating a safe space and community atmosphere. Should do this for a Mt Barker community fair.
- A lot of market stall holders were parked in IGA car park this made it hard for customers who were actually wanting to shop to find a parking space.
- great job, well done.
- More parking direction. Otherwise was great.
- I think it worked perfectly fine.
- Well organised, and clearly marked.
- Parking needs to be designated to the two locations only and advertised as such. Both groups did little to no parking and didn't raise much money.
- Fantastic idea closing the street. Did hear comment that some business would have liked more personal communication about the day. Go for it tho, was a great day. Stalls were great. Craft etc was lovely. The whole concept was fantastic. The murals are just beautiful.
- No, would love to see that section of Lowood Road closed for events more often!
- Parking was fine and easy.

6. Do you have any comments about the selection of food, wine and market stalls available at the Food and Wine Fair?

- Not enough food and drink options. Would be great to get some food trucks in.
- It was a great start and will grow so fast, brace yourself for next year :-)
- I thought the stalls had lots of choice and of good quality.
- Would have been nice to have more shops open and more stalls. How ever having street blocked off was great. We should have a more festivals like this.
- I thought there would be more. It was nice what was there though.
- Great selection of local businesses.
- There was a great variety of food stalls, some were a bit expensive for the average person.
- Seemed OK. Maybe should have done pizzas?
- Good selection of stalls but many people didn't come down to the other end eg down to the Westpac Bank.

- The stalls were great, possibly have show bags for the kids, they didn't seem to have anywhere to spend their money.
- Only issue I had was not enough stuff for kids to do so they got bored. Maybe the park could have bouncy castles reptile holding stuff like that.
- Great selection of stalls. Hopefully next year's event will be better, longer advertised so we get more stalls and people.

7. Do you have any other comments, questions, or concerns?

- I really enjoyed the atmosphere on Sunday.
- I think or should run over Saturday night as well a lot like the old Mardi gras days with entertainment etc.
- Our thanks to everyone who has given, time, money , effort , support, I would like to see us pull out of great south coast and focus on us, by us and about us.
- As a resident of Mt Barker, it not only gave back a sense of identity to the community but it allowed young people the opportunity to engage in the arts, learn from wonderful artists and exposure to something that is only assessable to bigger cities.
- This is a great community event.
- Greater selection of entertainment at the Fair. The guitarist was awesome, but some variety of performance would have been good. Maybe local jazz band/choir/classical ensemble.
- A great event that has certainly put Mt Barker on the map!
- Maybe more tables chairs for sitting and eating especially around the Shire Offices. Shire needs to look seriously at paving along the streets that has been lifted by tree roots. There were falls by the elderly attended to.
- Nil , fantastic for town of Mt Barker Well done to all involved.
- Thank you for your efforts in collaborating with Sgt Johnson and the Walldogs, local businesses and community groups to bring this excellent series of events to Mount Barker, especially with such a short amount of time to organise it. The exposure for our town has been impressive and hopefully provides a lasting legacy to our community. I'm excited to hear that a 2020 festival is being planned!
- Yes. Seriously think about how utterly ridiculous the town would look if you continuously paint mother***ng murals everywhere.

8. Would you like to be involved in the 2020 Mountains and Murals Festival? It will likely take place at the end of November 2020.

- Happy to donate accommodation and support the festival through market stalls etc. Andrus did a great job on the day, we were all hot, tired, niggly and he got on with it and it went smoothly, the bins, loos, etc were all great, power for the eftpos was a bit of a drama, but we will go square next year. Mt Barker has now changed for all time, amazing :-)

- Good luck with planning for 2020. Could a bouncy castle be set up for kids or a merry go round ride.
- No, How many murals can you paint before it looks silly? Was the end plan? All anyone knows is that you are wanting to make it annual? But are you planning on doing? Please do not paint murals everywhere? The town would honestly look ridiculous. Also if you cannot keep a similar artist/style/theme it would also look totally ridiculous and look like nobody ever had an clue about style. If its just a festival than that would be cool, but honestly it would be the dumbest thing ever of you paint the whole town in murals. Please consult the public. The town is already poorly designed enough, don't make it worse.

Laura Adams
Economic Development Officer
Shire of Plantagenet