

Review request

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Overview

Enter the name of the beneficiary organisation or registration number and select from the list provided. [Not sure?](#)

Country Arts (Wa) Inc

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King St Arts Centre; Lvl 1/357-365 Murray St
Perth, WA, 6000
81165913876

Applicant Details

First Name

Paul

Title

Executive Director

Telephone Number

0892006200

Mobile Phone (if available)

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Email Address (required)

pmacphail@countryartswa.asn.au

Please Re-enter the email address

pmacphail@countryartswa.asn.au

Last Name

MacPhail

Extension (if available)

Organisation web site address (if available)

www.countryartswa.asn.au

Facebook page (eg. <http://www.facebook.com/username/>) (if available)

https://www.facebook.com/CountryArtsWA/

Twitter page (eg. @username) (if available)

@CountryArtsWA

Please provide other social networking profiles the organisation uses, if applicable.

https://www.instagram.com/countryartswa/

https://au.linkedin.com/company/country-arts-wa

Organisation Profile

Which region are you located in?

Oceania

What is the primary country you operate in?

Australia

Provide a brief overview of the organisation's mission (785 character limit)

Connecting communities through the power of the regional arts sector

In what sector does your organisation operate?

Arts

Is your organisation governed by a Board of Directors?

Yes

Please attach their names and affiliations

File: Board Affiliati.docx

Size: 24 Kilobytes

Conflicts declaration: does your organisation have an affiliation to Macquarie Group? E.g. a Macquarie staff member sits on your board of directors. (200 characters)

No, there is no affiliation to Macquarie Group

Please attach your organisations current audited financial statement.

File: 2017 Financial .pdf

Size: 464 Kilobytes

Has your organisation been operating for at least 3 years?

Yes

When was your organisation founded? State the year.

1994

Was your organisation's revenue more than \$4 million (AUD) last financial year?

Yes

What was your annual revenue last financial year (translated to \$AUD)?

\$AUD 5,074,828

What is the number of paid staff in your organisation (full-time equivalents)?

15

Please attach reference letters from three independent referees (if these are available).

Reference Letter #1

File: Letter to Macqu.pdf

Size: 177 Kilobytes

Reference Letter #2

File: Country Arts _W.pdf

Size: 363 Kilobytes

Reference Letter #3

File: Chamber Arts an.pdf

Size: 1 Megabytes

Award nomination details

What is the name of your project? (130 character limit)

Culture is the Compass

What is the project? Please include key objectives (2,165 character limit)

Culture is the Compass is a collaboration between Indigenous peoples from the Kimberley in Western Australia and the islands of Vanuatu to define ways of working together and alongside non-Indigenous groups. This lighthouse project will provide governments and non-government organisations with frameworks, toolkits and a methodology to maximise sustainable community outcomes and finally address Indigenous Disadvantage in a holistic, meaningful way.

The partnership project between Kimberley Aboriginal Law and Culture Centre (KALACC), Vanuatu Kaljoral Senta (VKS), Further Arts Vanuatu, Country Arts WA (CAWA), the Australian National University (ANU) and the Cultural Development Network (CDN) has four key objectives:

- 1. increase capacity of partners to deliver co-creative cultural programs, building capacities in other organisations over time.**
- 2. revitalise and strengthen regional and international Indigenous exchange routes across Australia and the Pacific.**
- 3. revitalise and reposition cultural knowledge at the centre of indigenous policy through activation of key cultural practices within and between regions.**
- 4. scaffold and scale adoption of Indigenous co-design and co-creativity methodologies and practices across community and government sectors in Australia and beyond.**

The project will use Indigenous culture, practice and wisdom as the compass to guide delivery of four important programs. Each will model, scaffold and scale approaches to inter-cultural collaboration essential to address a range of social ills rooted in colonisation, intergenerational trauma, loss of culture, land and identity.

Supporting cultural leaders across the regions, the project will fundamentally change the landscape of how we work together, leaving lasting legacies across multiple policy and practice domains.

Regional partners currently have funding committed specifically to these programs exceeding \$2.0M. Further funding from Macquarie will elevate the existing localised programs, enabling further development of materials for communities and governments alike who seek ways of implementing strengths-based agendas.

What are the project goals and expected outcomes? (2,875 character limit)

The project is driven by three primary goals:

Goal 1. Indigenous ways of working using co-design and co-creativity frameworks that are understood and adopted across government and community sectors in Australia and the Pacific.

Goal 2. Indigenous cultural knowledge, practices and governance are reinvigorated and strengthened.

Goal 3. Collective social and emotional wellbeing is improved.

The expected outcomes of the project will be:

A. Indigenous Partner Organisations will implement four cultural programs (outlined below) by the end of five years.

1. Juluru Junba [Kimberley]: Resurgence of a traditional song and dance which historically was known to Aboriginal tribes inhabiting over one third of the Australian land mass; this program will support the intergenerational transfer of knowledge of the songs and dance as a means to bind communities, build networks and address social upheaval affecting wellbeing across the region;

2. Pearl Shell Trade Route Project [Kimberley]: traditionally Pearl Shell lay at the heart of a complex system of trade from Northern Australia to Central to Southern Australia. This current program will boldly implement a revival of these traditional trading practices across the regions, reviving social practices inherent within the production and trading of the pearl shell and rebuilding systems of governance and networks of social interaction;

3. Sawagoro: Value Chain Innovation for Peace Building [Vanuatu]: Ambae people in Penama Province have been displaced and dislocated due to volcanic activity. In this program Penama people, primarily women, will be supported to revive traditional practices (dance and weaving) as a means of re- establishing social norms for displaced persons in ways led and implemented by local people using local resources through the establishment of "island-style maker-spaces";

4. Shell Currency Revival Project [Vanuatu]: Traditional shell-based currency of exchange, or "shell money," is a practice that has declined in recent years. This program will explore and revitalize this practice through traditional protocols, ceremony and site visits; engagement and sharing among chiefs and women elders; community workshops on the traditional knowledge of shellfish and shell money, production, uses and futures.

B. A Co-Creative Community Development 'tool-kit' comprised of case studies, methodologies, master class and other training curricula will be developed, tested and disseminated.

C. A community of practice of master practitioners in Indigenous co-creativity will be formed, undertaking cultural and knowledge exchanges during and after the project; further supported to deliver training and capacity building to other practitioner and organisations across arts, culture and education sectors using toolkit materials.

What is the social need that is addressed by the project (1,500 character limit)

With language, law, culture and country inseparable in Indigenous contexts, Culture is the Compass responds to the urgent need for improved cross-cultural and inter-organisational collaboration in the development and implementation of initiatives for and with Indigenous people.

Since colonisation successive governments have struggled to address Indigenous disadvantage in Australia and the recent Closing the Gap initiative is yet another in a chain of lost opportunities. In the Pacific, even independent Indigenous nations such as Vanuatu struggle to address the complex legacies of colonisation and the current pressures of climate change of globalisation in ways that support grassroots communities on their own terms. Governments at all levels struggle to deliver better outcomes to Indigenous communities. Past practices no longer work but experience and research has identified the keys to success as: community engagement; working with strengths, culture and identity; and working holistically and collaboratively within community and across government.

This project addresses the urgent need to learn from and work with Indigenous cultural knowledge, practice and governance to address social, challenges and to redress entrenched disadvantage whilst simultaneously embracing and revitalising cultural strengths across the Australia/Pacific region.

How is the project bold and imaginative in its vision to address the social need? (1,500 character limit)

Culture is the Compass will boldly enact a comprehensive approach to modelling, scaffolding and scaling ways forward for Indigenous and non-Indigenous groups to work together, through implementing a series of programs that enact cultural value-chain innovation across Australia and the Pacific.

The project is bold in its scale, and innovative in its vision of drawing on the deep well of Indigenous cultural knowledge and practice to deliver co-creative approaches that will fundamentally change the landscape of inter-cultural collaboration in our regions and have lasting legacies across multiple policy and practice domains.

Addressing Indigenous disadvantage and cultural loss from a strengths based perspective, it will assist governments and organisations across multiple sectors and regions to better understand how to effectively engage with community; how community works holistically; and design whole of government responses in order to support significant community-led initiatives.

Through modelling and scaling approaches that support cultural leaders and elders to drive positive social change using processes of Indigenous co-creativity, this project will make explicit what organisational practices and structures support and sustain co-creativity between individuals, communities and organisations in cultural sector contexts while creating, testing and disseminating a 'toolkit' that will provide a template for future projects in Indigenous and non-Indigenous communities.

What is the reach of your project?

International

What country/countries does your project operate in?

Australia and Vanuatu

Outline achievements towards project goals and expected outcomes to date (2,875 character limit).

KALACC, Further Arts Vanuatu and the VKS are delivering all four programs independent to this application and have commenced implementation to varying degree. Funding sought from Macquarie will specifically deliver outcomes identified above whereas the existing development has focused on planning and practical implementation of the programs. Progress to date is addressed below:

- **Julurru Junba [Kimberley]:** Since 2016, KALACC has supported senior elders to revive the dance which has now been performed at three festivals and a national conference. KALACC has also accessed historical manuscripts and sound recordings from AIATSIS and the University of Melbourne. Funding has been acquired to commence revitalisation of the dance, recognising the importance of Julurru as a means of community development, community governance and bringing people together in celebration for disparate groups from across the region.
- **Pearl Shell Trade Route Project [Kimberley]:** This program is a revival of historical connectedness, recommencing elements of the trade from northern to southern Australia. KALACC commenced this project late 2017 and is consulting with partner organisations.

Sawagoro: Value Chain Innovation for Peace Building [Vanuatu]: Further Arts and VKS have collectively produced several films documenting the displacement of people from Ambae island. They are also establishing baseline data on Intangible Cultural Heritage (ICH) and kastom practices of the displaced people of Ambae. Further Arts have also implemented local supply chain innovations for the ongoing supply of locally produced and processed pandanus leaf rolls - essential materials for traditional women's practices.

- **Shell Currency Revival Project [Vanuatu]:**

Further Arts, with support of VKS has recently completed comprehensive value chain surveys of the Banks Islands in the remote north of Vanuatu specifically identifying the significant sites for the production and trade of shell money. A documentary film has been produced along with various stories recorded. An audio CD of songs, stories and dances from the region is also due for release in the new year. Additionally, the ANU, through Dr Maya Haviland, has undertaken long-term international research looking at practices of cultural co-creativity, which is currently being tested in its application to the redesign of the ANU College of Engineering and Computer Science through the Re-imagine project, and to a number of other cultural organisations and sites.

The CDN has developed and trialled a framework for planning and evaluation of cultural development projects, which feeds directly into this project. It has been trialled and adopted across local government and cultural organisations (national and state) in Australia and through the Asia-Pacific through UCLG ASPAC.

What is the total amount of funding you are requesting in \$AUD?

\$AUD 10,000,000

What is the total project budget (including Award funds requested as per previous question) per year? (1,800 character limit)

The total project budget is \$12,000,000. This includes the \$1,700,000 in funding that has previously been secured to deliver the four programs within this overarching project and a further \$300,000 secured by the ANU to work alongside the partner organisations supporting each of the programs.

How will the Award funds be used over the funding period? (1,800 character limit)

The funding will be used by the consortium partners to implement the co-designed and co-created programs while fulfilling the project objectives listed above. In order to do this a funding matrix will be applied in line with the following formula:

- 66% of funding towards delivery of four key projects
 - o Including employment of a minimum of 20 senior cultural custodians and one international exchange annually
- 17% towards documentation, evaluation and dissemination of learnings
 - o Including design, testing and production of guides, templates and toolkit
- 17% towards facilitation, project management and consortium administration
 - o Including liaison with government departments & NGOs and monitoring of Outcomes

The funding will enable a series of outputs from each of the individual projects including:

- Two important cultural practices in both the Kimberley and Vanuatu (total of 4) will be reinvigorated;
- A cohort of not less than 20 senior cultural custodians, men and women, will be employed part time to act as directors, guides and teachers for these projects;
- At least one international exchange will take place per year;
- By the end of the project, at least 10 Government departments, State and Commonwealth, will have directly participated in and contributed towards the projects
- A co-design and cultural collaboration handbook and practice guide will be jointly published
- Creative and cultural outcomes for each project including exhibitions, art works and performances, workshops and festivals.
- A set of resources (podcasts, videos, talks and print/digital resources); master classes and training curricula that has been tested with relevant partner organisations.

What are the measurable objectives over the funding period against which the success of the project will be measured to address the social need? (1,650 character limit)

Addressing social needs for improved cross-cultural and inter-organisational collaboration of initiatives relating to Indigenous people, this project will learn from and work with Indigenous cultural knowledge, practice and governance to achieve the overarching goals. Evaluation of programs will reflect CDN's schema of measurable outcomes for cultural engagement (civic, cultural, economic, environmental and social) and the Melanesian Wellbeing Indicators (Language, Traditional Wisdom, Traditional Knowledge and Traditional Production Skills). The measurable objectives as connected with project objectives are:

Objective 1:

- Co-created cultural evaluation measures developed and used by partners.
- Co-creativity toolkit tested by staff from partner organisations.
- 4 identified cultural projects successfully implemented over 5 years.
- 6 non-partner organisations engaged in design and testing of capacity building toolkit.

Objective 2:

- Cultural leaders across exchange routes engaged and respond positively to project.
- 4 international and 5 regional exchanges over 5 years.
- 20 emerging cultural custodians participate in exchange route activities over 5 years.

Objective 3:

- 20 indigenous cultural practitioners involved as master practitioners over 5 years.
- 20 emerging cultural custodians participate in cultural practices over 5 years.

Objective 4:

- Comprehensive toolkit of case studies, masterclass and training curricula developed by 4th year.
- Toolkit tested with 3 non-partner organisations by project end.
- 5 Cultural master practitioners involved in creation, testing and dissemination of toolkit.

How will the project sustain its impact beyond the funding period? (1,500 characters)

The impact of 'Culture is the Compass' will be sustained into the future in a number of ways, many of which link directly to the measurable outcomes designed to meet this pressing social need. This project will result in the implementation of four significant cultural resurgence and resilience programs, and also build the capacity of the next generation of both cultural practitioners and a range of partner organisations who are essential collaborators in supporting wellbeing and resilience of indigenous communities across.

The culturally-led innovative model will be achieved through development of scalable tools and resources to train others in cultural co-creativity for dissemination and application both within and beyond the cultural sector. It is a bold shift from focusing on a deficit model to one supporting grass roots creative and cultural practitioners with the skills and experience in designing, facilitating and guiding deep collaboration and creativity.

The project will importantly invest in a community of master practitioners in Indigenous co-creativity who will undertake cultural and knowledge exchanges both during and after the project. Support provided by the culturally-based co-creative experts will not be limited to the duration of the project, and the sharing of these skills and knowledge to other practitioner and organisations across arts, culture and education sectors using toolkit materials will be shared through the generations into the future.

Will the project be delivered in collaboration with other organisations? If so, identify the partners and their roles in delivery. (1,112 character limit)

Country Arts WA – facilitation of this project providing overall project and financial management expertise, with a proven record in the delivery of co-design and co-created initiatives.

KALACC – delivery of two of the individual projects as part of the partnership: Juluru Junba and the Pearl Shell Project.

Further Arts Vanuatu – delivery of two of the individual programs as part of the partnership with VKS – Sawagoro and the Shell Currency project.

VKS - delivery of two of the individual programs as part of the partnership with Further Arts– Sawagoro and the Shell Currency project.

Cultural Development Network – provide crucial cultural evaluation expertise, supporting all four programs in the Kimberley and Vanuatu.

Australian National University – facilitation of the translation of findings related to Indigenous co-creativity, contributing to all aspects of evaluation; and exchanges between participants through co-convening the community of practice, synthesis of models of practice, development and dissemination of 'toolkit' and case study materials.

By ticking this checkbox, I confirm that I am an authorised representative of my organisation and that my organisation agrees to be bound by the [RFA Conditions](#) as outlined.