

Arts & Culture Programming Guideline

Document Owner	Executive Director Community Services
Responsible Officer	Manager Arts & Culture & Cultural Development Officer
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Purpose & Scope

This document provides a high-level guideline to guide cultural programming by the City of Albany. It outlines key principles and responsibilities that inform content development, engagement, venue use, and strategic alignment.

The guideline is intended for City of Albany staff, artists, partners, and community stakeholders involved in the planning and delivery of cultural programming.

Guideline Content

Vision

To present a multi-art form program of cultural and creative events that challenge, excite, inspire, and engage the local community and visitors to the region.

Strategic Alignment

The guideline supports key priorities in the:

- City of Albany Strategic Community Plan 2032
- Arts, Culture and Heritage Plan 2022–2027
- Creative Australia Strategy 2024–2028
- Protocols for Using First Nations Cultural and Intellectual Property in the Arts (Australia Council)
- NAVA Code of Practice for Visual Arts, Craft and Design

Core Objectives

Cultural programming will:

- Promote and reflect community identity, cultural diversity and heritage.
- Promote inclusivity and contribute to social cohesion.
- Foster innovation, experimentation and imagination.
- Support and promote professional and aspiring Great Southern artists and creatives.
- Contribute to a sustainable local cultural and creative economy.
- Promote excellence and contemporary artistic practice.
- Respond to national and global issues through local arts practice.

Programming Areas

The following activities are covered by this Guideline:

- Exhibitions:
Albany Town Hall galleries, Vancouver Arts Centre (VAC), touring and community-curated exhibitions run or hosted by the CoA.
- Programs:
Live @ the Town Hall, Artist Residencies, workshops, public art projects, Artisan Retail, City of Albany Art Collection, Art After Dark, and any other similar programs.
- Events:
Civic cultural and community events run or hosted by the CoA including but not limited to NAIDOC Week, Maritime Festival, Youth Week, and other special cultural activations.

- **Venue Hire & Bookings:**
Albany Town Hall and VAC host a wide range of cultural events, bookings and community arts activities.

Programming Principles

- 1. Content Appropriateness & Sensitivity**
 - Ensure respectful representation and avoid stereotypes.
 - Prioritise ethical considerations and have regard for cultural sensitivity.
 - Follow NAVA guideline on Freedom of Expression and risk management for controversial content.
 - Uphold curatorial care and integrity when programming provocative work.
 - Consider warning signs, contextualisation and frontline staff support when programming provocative work.
 - Implement Child Safety practices where applicable.
- 2. Digital Platform Content**
 - Align with City of Albany Communications Policy and Social Media Strategy.
 - Maintain consistent, inclusive, and brand-aligned messaging.
 - Avoid publishing graphic, distressing or offensive content without appropriate context and approvals.
 - Protect digital rights and data privacy.
- 3. Intellectual Property & First Nations Cultural Rights**
 - Comply with Australian copyright law and ICIP (Indigenous Cultural and Intellectual Property) protocols.
 - Refer to the Australia Council's ICIP Protocols and NAVA Code for permissions, attribution, and cultural consultation
 - Support First Nations-led projects and respect community authority and consent.
- 4. Engagement & Accessibility**
 - Develop and program content that is inclusive, engaging and accessible to diverse audiences.
 - Encourage participation from youth, older people, culturally and linguistically diverse communities, and people with disability.
 - Ensure clear communication and accessible formats across digital and physical spaces.
- 5. Risk, Equity & Transparency**
 - Ensure fair and transparent selection processes.
 - Apply a consistent guideline for risk and opportunity assessment across all programming.
 - Protect the City's reputation and uphold values of fairness, equity and integrity.

Legislative and Strategic Context

The Guideline supports key priorities in the:

- City of Albany Strategic Community Plan 2032
- Arts, Culture and Heritage Plan 2022–2027
- Creative Australia Strategy 2024–2028
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- NAVA Code of Practice for Visual Arts, Craft and Design

Review Position and Date

This guideline is to be reviewed bi-ennially by the Manager Arts & Culture & Cultural Development Officer.

Associated Documents

The following documents are relevant to, and should be considered, when using this Guideline:

- City of Albany Strategic Community Plan 2032
- City of Albany Arts, Culture and Heritage Plan 2022–2027
- Creative Australia Strategy 2024–28
- Protocols for Using First Nations Cultural and Intellectual Property in the Arts
- NAVA Code of Practice
- City of Albany Communications Policy & Social Media Strategy
- City of Albany Child Safe Awareness Policy
- City of Albany Access & Inclusion Plan 2023-2027

Definitions

- **ICIP:** Indigenous Cultural and Intellectual Property
- **NAVA:** National Association for the Visual Arts
- **VAC:** Vancouver Arts Centre
- **ACH:** Arts, Culture and Heritage
- **DAIP:** Disability & Inclusion Policy