

OUR

2017 SCOPING STUDY: PROJECT GUIDE

STORY

Aboriginal Community Consultations

OUR

for WA Day Celebrations

VOICE

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#### NOTICE ON USE OF REPORT

This report is supplied for the sole purpose of informing the reader about what is planned for the OUR STORY OUR VOICE community consultations and scoping study report.

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The personal contribution and time given by the Aboriginal People who were consulted during this project is also acknowledged and deeply appreciated.

# 1 BACKGROUND

Celebrate WA is a not-for-profit organisation responsible for promoting and organising the annual WA Day celebrations; promoting excellence and achievement by Western Australians in all fields of endeavour; and encouraging pride in all things Western Australian.

WA Day takes place on the first Monday in June and is the focal point for encouraging state-wide participation in a wide range of activities and events that showcase the Western Australian spirit and our many achievements. The emphasis for WA Day celebrations is on inclusion of all Western Australians, recognising our Aboriginal history, our early European settlers and the many people from all over the world who have made, and continue to make, Western Australia their home.

In 2013, Celebrate WA released the Aboriginal Consultation Report titled, *Our Story Our Voice: A Compact to Celebrate All Western Australians*.

The focus of this report was to work together and agree on how to acknowledge the histories, the diverse cultures and the contributions made by Aboriginal people to the state of Western Australia.

The intention of that report was to present the findings of a one day forum held in 2013 with 24 emerging and established Aboriginal leaders from across the state of Western Australia. During the forum, it was identified that the rich diversity of living Aboriginal cultures in Western Australia makes it extremely difficult to develop a road map for Aboriginal participation in WA Day celebrations within the confines of a one-day meeting and within a small and select group of leaders.

Celebrate WA acknowledged that this process was neither exhaustive nor complete in its representation of all Aboriginal peoples from across Western Australia. Delegates in the consultation were not formal representatives of their communities – rather they provided invaluable advice about WA Day and how to potentially involve communities in the discussion.

The purpose of that meeting was to begin a conversation with Aboriginal people from across WA that would provide Celebrate WA with a starting point to understand and establish how Aboriginal people might choose to participate in WA Day celebrations and to determine the next steps in enabling that to happen.

This scoping study is the first follow-up on the progress of the five key recommendations and next steps outlined in the 2013 Our Story Our Voice compact.

“ Ngullar moort warkiny or ‘our peoples/families stories’ are of equal importance of any other person or group, that has created the culturally diverse and great state of WA. The time has come to create a narrative and celebration that reflects all of our stories of kura yeye boorda or of the past, the now and the future to come.

Quote from a Participant of the 2013 workshops.

# OUR STORY OUR VOICE OVERVIEW

The Our Story Our Voice Scoping Study will involve consulting with Aboriginal people in their regions about how Aboriginal communities would like to be involved in WA Day celebrations.

To successfully achieve the outcomes required for WA Day to be inclusive and meaningful for Aboriginal people, consultation with Aboriginal communities of Western Australia will be conducted by Aboriginal consultants (male and female) with the support of Celebrate WA.

Community consultations will be done through phone call interviews, online surveys and a series of regional meetings across the state to ensure inclusivity and grassroots participation.

## THE MAIN OBJECTIVES OF THE OUR STORY OUR VOICE PROJECT ARE TO:

1

Gain a clear understanding of:

- How Aboriginal people would like to celebrate WA Day;
- How WA Day could encourage celebrations of WA spirit, belonging and culture.

2

Integrate the feedback and findings of the Scoping Study report into the planning of WA Day celebrations.

3

Continue to build engagement with Aboriginal people and communities through WA Day celebrations.

# 3 STATEMENT OF COMMITMENT

Celebrate WA has a vision for WA Day as a vibrant, annual event that celebrates and showcases the diversity of our communities across Western Australia.

## CELEBRATE WA

Celebrate WA has a vision for WA Day as a vibrant, annual event that celebrates and showcases the diversity of our communities across Western Australia. We are strongly committed to listening to Aboriginal people and their communities about how they would like to experience WA Day in their regions.

We have worked hard to ensure funding for this project over the next 2 years to enable sustainability in being able to develop, write and implement the findings of a scoping study. This was a key recommendation for Aboriginal Community Leaders who gathered in 2013 to bring a new dialogue about how Aboriginal people can be involved and contribute to WA Day celebrations across the state.

Together, with our funding partners, we created this Project Guide to outline the timeframe and method of this project so that all involved parties can see our commitment and approach to this important project.

## LOTTERYWEST

As a key supporter of the Our Story Our Voice project, Lotterywest recognises the importance and significance of having Aboriginal Australians involved in WA Day conversations and celebrations across the State.

Lotterywest is proud to be a strong supporter of community based projects in Western Australia and has committed to fund this project over the next two years as we believe it is a significant community initiative that will strengthen the social fabric of Western Australia.

## DEPARTMENT OF ABORIGINAL AFFAIRS

On behalf of Celebrate WA, as a key funding partner of the Our Story Our Voice project, the Department of Aboriginal Affairs recognises the importance and significance of having Aboriginal Australians involved in WA Day conversations and celebrations across the state.

DAA has funded the scoping study for this project as we believe it is a significant initiative that will recognise the contributions of Aboriginal people in Western Australia.

We are proud to support endeavours that are led by the Aboriginal Community as well as promoting community inclusion and celebration of Western Australian life in our towns and cities.

# 4 THE PROJECT DELIVERABLES FOR 2017

	DELIVERABLES	PROGRESS	STATUS
PHASE 1	<p>Meet with the Aboriginal Stakeholder Reference Group to:</p> <ul style="list-style-type: none"> <li>Review initial Our Story Our Voice report from 2013;</li> <li>Undertake a basic assessment of the current state; and</li> <li>Construct a recommended approach of how consultations for the Scoping Study can be undertaken.</li> </ul>	<p>A range of previous participants were contacted to be part of an Aboriginal Stakeholder Reference Group.</p> <p>A 3-hour strategy session was facilitated with this group to scope out the strengths, weaknesses, threats and opportunities to effectively restart the project and things to be mindful of when engaging with communities.</p>	Completed in Aug 2016.
PHASE 2	<p>Undertake preparation work as recommended from strategy session with Aboriginal Reference Group in August 2016.</p> <p>The consultants will seek direction from communities about how Aboriginal people would like to celebrate WA Day in a meaningful way.</p>	<p>This will be done through phone call interviews and an online survey to the Aboriginal Stakeholders involved in the 2013 workshop.</p> <p>The recommendations for Phase 3 is that consultations will be done through phone calls, online surveys and a series of regional meetings across the state to ensure inclusivity and grassroots participation.</p>	Being undertaken in March 2017.
PHASE 3	<p>Conduct consultation with Aboriginal communities across Western Australia over a period of three months.</p> <p>The consultation will include an online survey component and seek input from community members via social media platforms with an emphasis on mobile accessibility.</p> <p>The Scoping Study will include young people in the consultation process to ensure that contemporary Aboriginal voices and culture are recognised and celebrated.</p> <p>The Scoping Study will provide the Celebrate WA Board with a clear three-year road map for WA Day Festivals going forward.</p>	<p>The Scoping Study will enable deeper consultation with the Aboriginal Communities of Western Australia to ask how people want to participate in and celebrate WA Day in a meaningful way.</p> <p>The Scoping Study will address the following questions:</p> <ul style="list-style-type: none"> <li>How can Aboriginal people be 'actively' included?</li> <li>How can we interest Aboriginal communities in celebrating WA Day?</li> <li>What are the issues that could get in the way of this working; i.e. key challenges or concerns?</li> <li>What are the opportunities?</li> <li>What are some of the things that may have worked in the past?</li> <li>Are there themes that could be state-wide, or does the activity need to be local?</li> <li>What are the realistic expectations for year 1 and how could we grow the level of engagement over time?</li> <li>What reasonable support will communities need to achieve that involvement?</li> </ul>	Currently planned for May 2017.
PHASE 4	Draft Scoping Study report and obtain feedback from stakeholders.		To be undertaken in June 2017.
PHASE 5	Complete the final report of recommendations for engaging with Aboriginal communities in future WA Day events.		Due in June 2017.

# 5 THE CONSULTATION METHODOLOGY

The feedback from the initial consultations with the previous participants overwhelmingly suggested that something different and innovative needs to be done to respectfully engage with Communities.

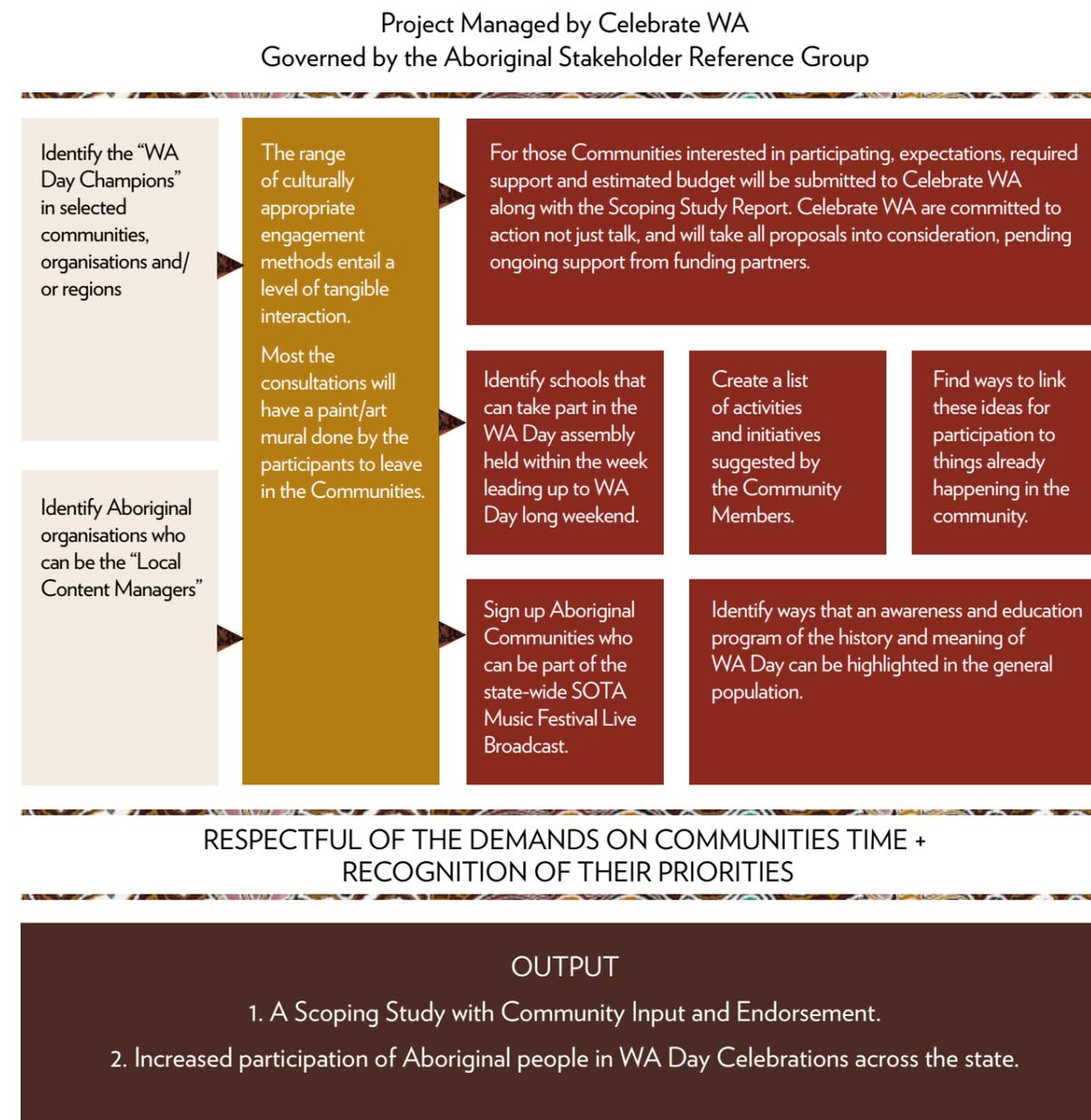
## 5.1 GUIDING PRINCIPLES

- Acknowledge the diversity of Aboriginal cultures across the state of Western Australia, in traditional and contemporary contexts and to make Aboriginal cultures highly visible;
- Provide an opportunity for Aboriginal people throughout the State to tell their stories and histories in their own voices to educate the general public and future generations of Western Australians;
- Acknowledge the role and contributions of Aboriginal people in the development of the State of Western Australia, both past and present;
- Provide an opportunity for Aboriginal people to come together from across the State to participate and to discuss how people can work together for healing and renewal;
- Engage in a cross-cultural conversation about the important contributions of Aboriginal Western Australians to the State;
- Seek a commitment for strong leadership from the State Government, Regional Development Commissions, Local Government and the corporate and philanthropic sectors to develop tangible partnership agreements with local communities to achieve the objectives of this Study;
- Consult in a culturally appropriate manner;
- Distribute this Project Guide to all participants as a way of genuine, open communication; and
- Respect the expression and wishes of Aboriginal Communities at all times.

## 5.2 CONSULTATION PLAN

Regions already indicated desire for involvement	New regions for potential involvement in 2017	Post 2017
<p>It is planned that the initial consultations will happen with the regions who are already involved in some capacity to find out their experience with WA Day celebrations and also to gain feedback on any things that need to be improved.</p> <ul style="list-style-type: none"> <li>Elizabeth Quay</li> <li>Fremantle</li> <li>Mandurah</li> <li>Bunbury</li> <li>Albany</li> <li>Kalgoorlie-Boulder</li> <li>Geraldton</li> <li>Port Hedland</li> </ul>	<p>Given there is approximately 90 Aboriginal Communities across Western Australia, in 2017 the aim is to engage with at least 15% of those Communities which is approximately 14 Communities.</p> <p>The approach to selection is to look at a large region in the Kimberley, a group of pro-active and stable organisations and to identify some Aboriginal Independent Schools that can be involved in the WA Day celebrations as part of the school curriculum.</p> <p>It is planned that these organisations will first be contacted via phone to gauge their interest before an Aboriginal Consultant will travel to their region to undertake an interactive and innovative engagement session.</p> <ul style="list-style-type: none"> <li>Broome through Yawuru Aboriginal Corporation's Youth Council</li> <li>Halls Creek School through the Aboriginal Liaison Officer</li> <li>Marble Bar School through the Community Resource Centre</li> <li>CAPS Coolgardie</li> <li>CAPS Kurrawang</li> <li>Karalundi Aboriginal Education Community</li> <li>Kulkarriya Community School</li> <li>Nyikina Mangala Community School</li> <li>Parnngurr Community School</li> <li>Purnululu School</li> <li>Rawa Community School</li> <li>Strelley Community School</li> <li>Wongutha CAPS</li> <li>Wulungarra Community School</li> <li>Yakanarra Community School</li> <li>Yiramalay/Wesley Studio School</li> <li>Yiyili Community School</li> </ul>	<p>There are over 93 Aboriginal Communities throughout Western Australia.</p> <p>We are hoping that by having at least 15% engaged in 2017 that can double by 2018 to 30%.</p> <p>Ideally by 2020, if 50% of Aboriginal Communities are involved in WA Day Celebrations it will be a significant achievement.</p>

## 5.3 CONSULTATION "GAME PLAN"



# PARAMETERS FOR WA DAY INVOLVEMENT

For Aboriginal Communities and regions who want to participate in WA Day celebrations, the level and type of involvement will be determined by the Communities and their leaders.

Each year, Celebrate WA aims to expand the WA Day celebrations further into regional Western Australia, to create opportunities for Communities to participate in the long weekend celebrations either through involvement in the WA Day Festival events held in major regional centres or by planning their own celebratory activities.

Celebrate WA is happy to work with Communities interested in celebrating WA Day, providing support where possible but the ultimate decision on the types of activities and events held during WA Day celebrations on WA Day each year is up to each Community.

The list of activities could be one of the following, or something that is suggested by the Community:

- The WA Day School Assembly with the tool kit.
- Sharing stories through local print and radio about what it means to be a Western Australian.
- Music Festival Live Broadcast.
- Coloring competition with members of Community Groups to convey key stories.
- Welcome to Country Ceremonies.
- Dancers and artists involved in the WA Day celebrations.
- Bush Food Cooking Demonstration.
- Ochre Face Painting at WA Day Celebrations.
- Keynote speech delivered at Shire Event.
- Competitions that involved a range of kid's activities on the day (eg. paper mache animal spear throwing comp).
- Volunteer policy for WA Day in organisations.
- Fundraising to hold "mini WA Awards" ceremony.

Celebrate WA will take into consideration all Community proposals for WA Day celebrations, and will aim to support the Community as required, pending ongoing support from our partners.

# CONSULTATION COMMUNICATION CHANNELS

Communicating the project's progress is a critical element to maintaining trust with Aboriginal Communities and the delegates who provide insight into the WA Day celebrations.

## PROJECT GUIDE

This project guide will be distributed to all stakeholders and any person involved in the consultations to provide reassurance that this project will go beyond simply consulting with Aboriginal people to providing opportunities for participation.

All the ideas, discussions and plans will be tabled in the Scoping Study Report so everyone has oversight of the project and how the regions align in their endeavours.

## TALKING TO THE ABORIGINAL CONSULTANTS

People involved in the consultations will be able to talk to the Aboriginal Consultants managing the project at any time to get an update on the progress.

# THE OUTCOME

## Aboriginal Participation Plan and the Three Year Road Map for WA Day Celebrations

The desired outcomes are:

- An increase in the number of Aboriginal people who participate in and attend WA Day events and celebrations.
- An increase in the general awareness and education of what WA day means and how Western Australians can be a part of it.

These outcomes will be supported by Celebrate WA pending ongoing support from our partners. It is envisaged that the relationship between Celebrate WA and the Aboriginal people and their communities will continue to flourish each year. Celebrate WA hopes that the Aboriginal Communities themselves will feel empowered to put forward their own plans for subsequent WA Day celebrations in a way that honours and respects their aspirations for the future, culture, traditions and community.

### 8.1 ABORIGINAL WA DAY PARTICIPATION PLAN

*Please note: The ideas expressed in the recommended approach are a guide only.*

The ongoing WA Day activities will be identified by Aboriginal people and their communities during the consultations.

### 8.2 THE 3 YEAR ROAD MAP

The 3 Year Road Map will be populated after the consultations and included as a key element of the Aboriginal Participation Plan for WA Days in the coming years.

## THE 3 YEAR ROAD MAP

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2017	Phase 4 Preparation	Phase 4 Consultations	Phase 4 Consultations	Consultations for a Draft Report	Scoping Report	5 June WA Day Celebrations	Adopt findings	Adopt findings	Planning for 2018	Planning for 2018	Planning for 2018	Planning for 2018
2018						3 June WA Day Celebrations						
2019						3 June WA Day Celebrations						
2020						8 June WA Day Celebrations						

