

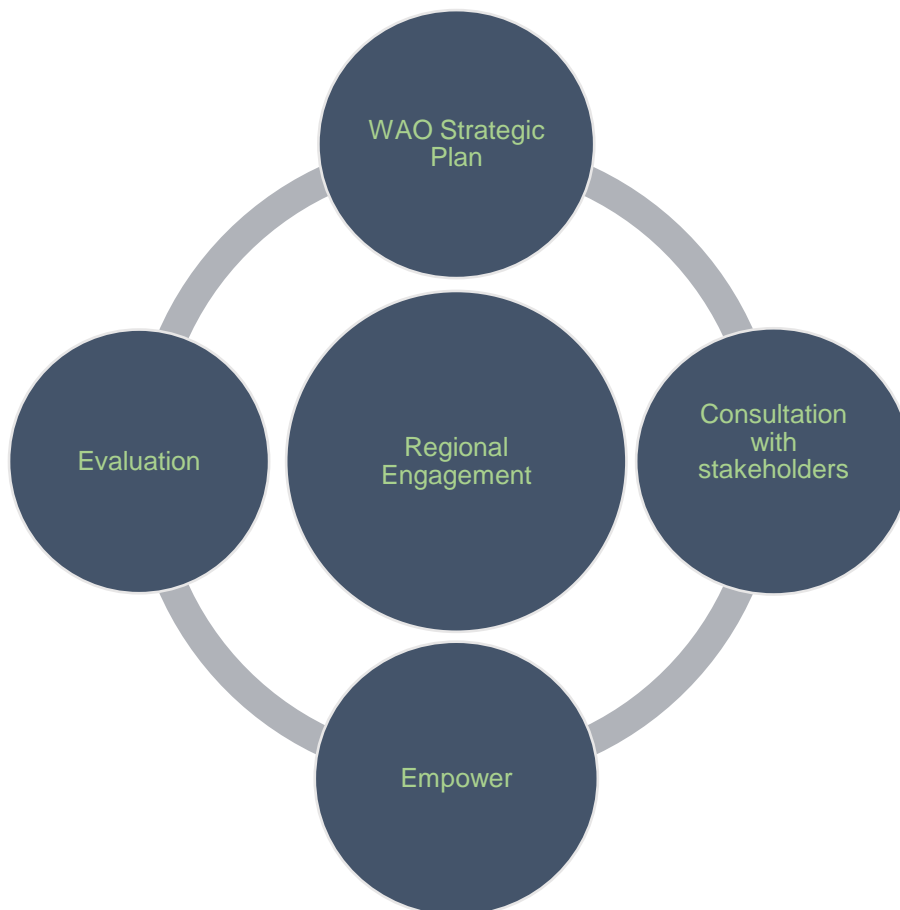
## **Regional Engagement Plan 2024 – 2026**

Community engagement is a key component of WAO’s 2024 - 2026 regional strategy to ensure that initiatives in each region are meaningful, relevant and sustainable.

The strategy aims to engage adults, families, children and young people in communities across Western Australia

By engaging and inspiring the community through a purpose-driven arts program, WAO will broaden the reach of the arts around the state.

The four principles of the Plan are alignment with the company’s strategic plan, consultation, empowerment and evaluation:



## **1. WAO Strategic Plan**

The Regional Engagement Plan aligns with WAO's strategic plan which includes:

1. Commission, develop and present new Australian works, including work by Western Australian creatives that reflect contemporary Australia and/or Western Australian stories
2. Build capacity in the Western Australian sector; collaborate with Partnership Organisations and those outside the Framework, with reference to developing regional access and audiences; and demonstrate leadership on sector specific concerns
3. Develop pathways for Western Australian singers and opportunities for artists through mainstage, education, and community programs
4. Improve access and participation in the arts through programs to engage new audiences, including touring and presenting work to deliver outcomes for regional WA and Perth outer-metropolitan areas.

## **2. Consultation**

WAO will consult with key local stakeholders including venues, shires, councils and government, schools, Elders to ensure alignment with what that community wants and will:

1. Nurture existing relationships with regional communities and create new ones.
2. Identify community stakeholders to be engaged and find the most appropriate way to communicate
3. Empower cultural safety in the delivery of Noongar language work in communities especially where Noongar is not the traditional language.

## **3. Empowerment**

WAO aims to empower regional communities

1. WAO works with the [Telethon Kids Institute](#) to enhance the delivery of appropriate social and emotional well-being frameworks in those communities where we are engaging a local youth chorus
2. Engagement of local regional choral directors and pianists to work with WAO and the local youth chorus
3. Provide professional development opportunities

## **4. Evaluation**

WAO will measure the regional program impact and community engagement through [Culture Counts](#), a global platform used to evaluate the cultural, social and economic impact of a wide range of arts and cultural activities.