



2014 Annual Report



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Arts North West Board



Executive

Chair

Rob Hurcum, Tamworth

Vice President

Sandy McNaughton,

Independent art representative

Secretary and Public Officer

Chris Newbigin,

Independent art representative

Treasurer

Anna Watt, Glen Innes

Board Members

Herman Beyersdorf, Armidale

David Cushway, Armidale (until April 2014)

Alan Davison, Armidale

Tania Hartigan, Quirindi

Penny Jobling, Narrabri

Kent Mayo, Uralla

Bruce Mercer, Tamworth (until March 2014)

Sue Price, Moree

Rebecca Ryan, Gunnedah

Scott Schmutter, Walcha

Andrew Sharp, Barraba

Gary Verri, Tenterfield

Rob Hurcum

Chair

I have much pleasure in submitting my president's report for the eighteen month period to the end of December 2014. During this period Arts North West has undertaken a host of activities and continues to provide advice and assistance to councils, arts and cultural organisations and artists across the Region.

Below is a brief summary of some of the activities and programs that have been undertaken by the ANW team during 2013 – 2014:

- Ongoing funding was secured through the Office for the Arts for an Aboriginal Arts Officer (AAO) position. The AAO undertook professional development with the Museum of Contemporary Art and has been instrumental in the delivery of a large number of projects.
- Delivery of the Regional Arts Funded Art Relay - Pass it On! Aboriginal mentoring program for visual artists including a regional touring exhibition of participant works (April to August 2014).
- Successful application for Regional Arts Funding for Art Relay - STAGED! Aboriginal performing artist mentoring program, managed by the AAO (2014/15).
- Ongoing management of Country Art Escapes Regional Arts Trail which was awarded a Creative Partnerships Australia Good Partnership (Nov 2013).
- Development and launch of the Country Art Escapes phone app.
- Presentation of Film Location Scouting workshops with Screen NSW and the launch of the Location Scouting Brochure (Feb 2014).
- Partnership with the Creative Industry and Innovation Centre to present professional development sessions CIIC Biztro Sessions (Tamworth Oct 2014).
- Partnership with Beyond Empathy and Armidale Dumaresq Council to present the Festival of the Brave (Armidale, December 2014).
- Jane Kreis, (Regional Arts Development Officer), Elizabeth Rogers (CEO of RANSW), and Stephen Wray (Assistant Director, Regional and Community Participation, Access and Participation Branch, Ministry for the Arts, Attorney-General's Department) undertook a week long regional tour following the Kamilaroi Highway route. (December 2014).
- Initiated an annual partnership and sponsorship agreement for arts and cultural programs with the University of New England.
- Managed the performing arts touring network and associated tours through the Arts North West ON TOUR program.
- Received Regional Arts Funding to auspice and manage the Eudaimonia program for the Arts North West ON TOUR network to roll out in 2015.
- Administered the annual Country Arts Support Program (CASP) grant round.

- Submitted a successful application to Arts NSW Regional Partnerships for the Heading West (arts and disabilities) project - funding to roll out in 2015.
- Delivered four regional Arts North West professional development workshops (2013 focus on funding and 2014 focus on effective and affordable promotion) across the region.
- Continued the ongoing management of Film NENW and Reel Scout locations database in partnership with Screen NSW.
- Developed a Public Art Policy and Guidelines for Local Government Areas which has been adopted by some of the region's LGAs. This project has been included in the recently launched 'All Culture is Local' CAMRA Toolkit.
- The RADO gave presentations on our services and roles to LGAs across the region.
- All staff underwent staff reviews.
- The Arts North West website was redeveloped.
- Arts North West was rebranded with the introduction of a new logo.
- The Arts North West office computer system has been updated to accommodate the need for better database collection and networking.
- Staff attended relevant conferences and undertook professional development.

Arts North West recognises and appreciates the support and assistance from Arts NSW, Regional Arts NSW, participating Councils, regional government and non-government organisations, arts and cultural organisations.

An organisation such as ours cannot exist effectively without a deeply committed and dedicated staff. I sincerely thank our Executive Officer/Regional Arts Development Officer, Jane Kreis and our office staff Nicci Parry-Jones, John Hamilton, Cherene Spendelove, Lorraine Riggs and Stephanie Brummell for the professional and cheerful manner with which they delivered our programs throughout the year. Communications Officer, Cherene Spendelove, left the organisation in November after 16 years with Arts North West. I wish to express my sincere thanks to Cherene for her outstanding commitment to Arts North West and wish her all the best in her new position. I extend a very warm welcome to Stephanie Brummell our new Communications Officer and trust she enjoys her time with the organisation.

Finally I wish to acknowledge the dedication and commitment made by our outgoing Regional Arts Development Officer, Jane Kreis, who is relocating with her family to Grafton. I would also like to thank Jane's family, as the work that Jane has done would not have been possible without their full support.

Jane has worked tirelessly to increase the profile of Arts North West. She has handled all situations with professionalism, tact and good humour and has always strived for the best outcomes. Arts North West is a better organisation for having had Jane as it's RADO for the last five years. The Board, Staff and Arts Community of the region sincerely thank Jane and wish her all the best in her future endeavours.

Jane Kreis

RADO



This Annual Report represents the 18 months during which Arts North West made the transition from a July to June Financial Year to a January to December Financial Year in order to better work with our NSW Government funding agency Arts NSW. During this time, Arts North West also updated its reporting and communication with our local government funding partners to better integrate with their Integrated Planning.

Previous years have seen us move the publication of our Annual Report to the online sphere as a way to reduce costs and work with the busy lives and regional spread of the New England North West.

There are over 10,000 core arts and cultural stakeholders in our region who access our services and programs. Arts North West is a busy agency that assists individuals, groups, businesses, and organisations to develop and sustain creative opportunities. These opportunities not only change lives; they educate, build careers, provide income, create wellbeing and respect, generate much-needed connections, and are significant in growing and advancing our region.

Some may feel that it is not possible for creative development to have such a large contribution to our society. However time and time again formal research is proving that this is not only a reality but that the arts and cultural sector actually provides more than it is comfortable taking credit for. At Arts North West we know that this is true because we see the real examples of it every day.

This is my last annual report for Arts North West after five years as Regional Arts Development Officer and Executive Officer. I am very, very proud of everything my board and staff have done to support regional arts during that time. I am proud too to have been chosen by them to lead our organisation in its mission to generate creative opportunities.

I love this job. I love that just when we seem to be running in circles trying to get funding or arguing for regional resources or recognition for the work that is done in the name of arts in our communities, I get a call or meet someone who is so thankful to have been in touch with us. They are thankful because we respond quickly, we respond with knowledge, experience, empathy, and commitment to not leaving that person without options or opportunities.

And we can do that because we understand what it is to work, live, and breathe the arts. What's more, we understand what it is to do that in the New England North West. We know the climate, the geography, the history, the people, and the ups and the downs in-between.

The Executive and Regional Development role flits daily between grass-roots support and high-level strategic planning, between creative programming and financial management.



Creative Partnerships Awards Night 2013, Sydney.
Jane Kreis (right at rear) with Loretta Weatherall
and Kym Rae from the Gomeroi gaaynggal Centre

photographer unknown

Being an independent, not-for-profit association allows Arts North West to react quickly.

Being small means that we have big jobs and big responsibilities. Nearly all of our core funding goes to provide support services for the community and we rely heavily on stakeholder word of mouth to spread the word about those services. As a member of that community I need you to do one thing: tell people that they have an arts board that they can contact for any arts and cultural advice or support. As the peak agency for arts in the region we can assist in so many ways. But we can only assist if we know what people need. We can only promote arts and culture if people let us know what they do and who they are.

I hope that I leave the New England North West's arts and culture a little richer and a little better supported than when I took on the role in 2010. If I have done so then that can only be due to having the privilege to be in regular communication with and being inspired by the arts and culture that occurs every day across our region. This report is a glimpse into this world and it is a wonderful place.

EMPOWER

Objective 1: To provide arts and cultural advice, empower communities to thrive and prosper, and to enrich their cultural capacity

Annual workshop program

- Arts North West provides an annual series of four workshops around the region responding to hot topics and providing solutions to key questions from our stakeholders.

Grant writing and funding workshop program 2013

"Thanks very much again for the workshop today, I found it very informative. I was surprised at how accessible all of this funding seems. As a goal-oriented and diligent artist, I feel that I am as eligible as anybody else to receive some of this wonderful help, not least because my projects tend to be community oriented." Danny, Tamworth.

Effective and Affordable Promotion Workshops 2014

- with limited time and resources how can our region's artists and organisations create and maintain promotion that is both low to no-cost and increase their audiences, profile, sales, and visitation?

"Good information, especially electronic media to an inept computer user!" Erik, Manilla.

"Information was excellent and I was able to identify a real weakness I have with promotion - I do not track events effectively, so I'm not building on what has been achieved." Belinda, Quirindi.

"Refreshing ideas and ideas on other available resources." Suresh, Armidale.



David Sharpe presenting the CIIC Biztro workshops, Weswal Gallery, Tamworth



Arts North West participated in the NERAM Art/Science Debate, Adam Marshall, MP as MC

Arts North West Advocacy and Support 2013-14

- Arts North West partnered with the Creative Industry and Innovation Centre to present the one-on-one Biztro Session and forum
- We provided advice and assistance to the Local Government Authorities in our region including the development of Public Art Policy and Guidelines which has been adopted by some of the region's LGAs. This project has been included in the recently launched 'All Culture is Local' CAMRA Toolkit/handbook.
- During 2013 the RADO gave presentations on our services and roles to LGAs across the region.

Aboriginal Cultural Program

o Arts North West's Aboriginal Cultural Program is supported by a dedicated Aboriginal Arts Officer's position held by Lorraine Riggs. Since 2012 this role has offered both one-on-one advice and support as well as a range of projects and programs which include:



Lorraine Riggs, ANW Aboriginal Arts Officer at the Art Relay - Pass It On! touring exhibition, Tamworth (art work by Megan Porter)

background photo: The Art Shack, Wallabadah



Jane Kreis, RADO discussing the CAMRA Tool Kit with Jonathon Larson

photo credit: David Doyle Photography

- o Art Relay - Pass It On! Visual Arts Mentoring and Touring Exhibition to Armidale, Tamworth, Moree and Gunnedah
- o Art Relay - Staged: Regional Performing Arts Mentoring and Performances and as part of the Aboriginal Cultural Showcase
- o Provide advice and assistance to the school holiday arts program, Tamworth
- o Partnership with Beyond Empathy and Armidale Dumaresq Council to present the Festival of the Brave: Aboriginal Arts Market and Festival, Armidale
- o Song to Sing: Studio Sessions and Performances with Black Arm Band with intensive mentoring, Tamworth
- o Professional development support and coordination of Art Relay: Staged performances for Festival of the Brave: Aboriginal Arts Market and Festival, Armidale
- o Coordination of Tamworth Aboriginal Cultural Showcase, Tamworth
- o On the working party for Lighting the Fire, interactive art workshops and youth leadership program, NSW Aboriginal land council and UNE, Armidale
- o Living Culture, festival of art workshops in 21 schools in the North West culminating in an exhibition, Ray Walsh House, NAIDOC week 2013 for Tamworth Regional Gallery
- o Black Arts Market Regional Coordination, Sydney



Australian Government
Indigenous Culture Support



Australian Government
Regional Arts Fund



REGIONAL
ARTS NSW

2013 - 2014 Projects and Programs

Arts North West

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Auntie Pearl Slater and Megan Naden at the Living Culture Exhibition opening, Ray Walsh House, Tamworth, 2013

photo credit: Lorraine Riggs



Lorraine Riggs, Aboriginal Arts Officer with an Elder at the Regional Arts Australia Conference, Kalgoorlie, 2014



Living Culture Project Tamworth Public School

photo credit: Lorraine Riggs



Buddy Knox - Art Relay STAGED, 2014

photo credit: Lorraine Riggs



— Rainbow serpent, 2013



Cinderella at the Disco - Jally Entertainment performing in Arts North West ON TOUR venues in 2013

photo courtesy of Jally Productions



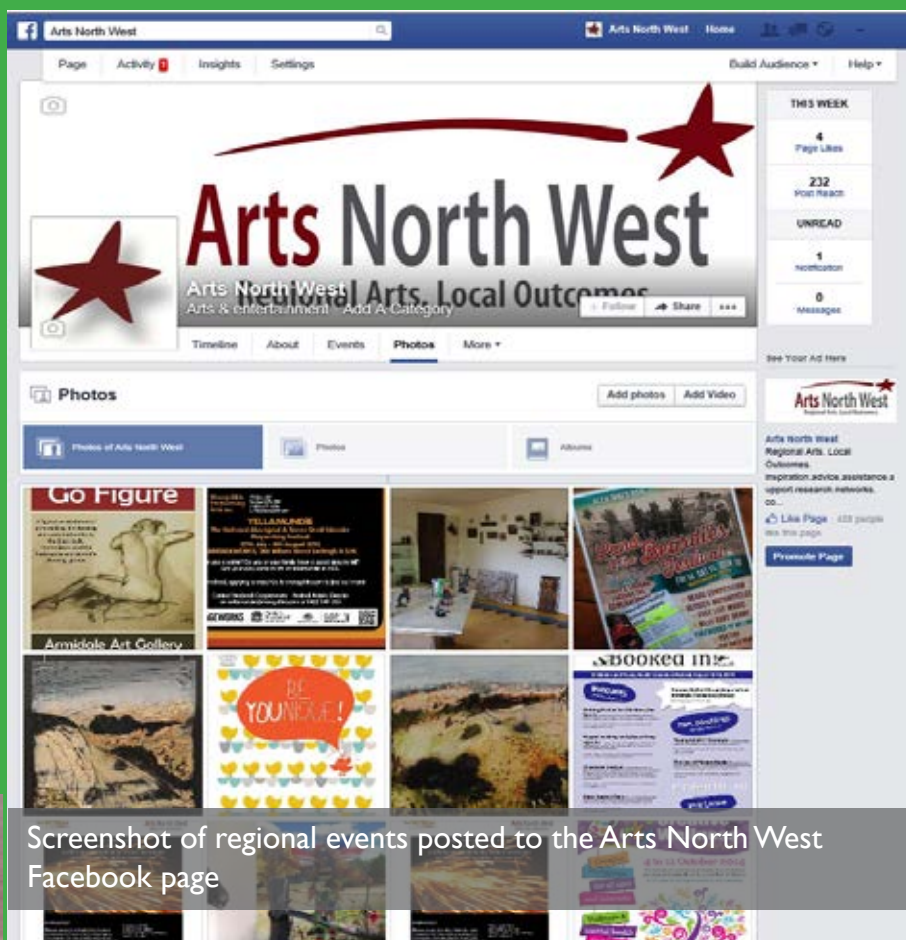
A THINGAMABOBBIISH THEATRE-CIRCUS COMEDY

Squaring the Wheel - Jens Alheimer performing in Arts North West ON TOUR venues in 2014

COMMUNICATE

Objective 2: facilitate, deliver and promote communication of arts and cultural activities across the region

- Arts North West constantly review its methods of communication to ensure it is accessible to all of our stakeholders
- Arts North West Connect saw the compilation and migration of our extensive database to a new system to better serve the needs of our stakeholders
- delivery of a monthly e-bulletin
- quarterly e-news Country Art Escapes



Screenshot of regional events posted to the Arts North West Facebook page

5000 Origami Butterflies installed in Armidale for 2013 International Day of Disability by artist Genevieve Tavenor

photo credit: David Doyle Photography

- regular media releases
- regular information distributed through online portals and social networking platforms
- updates, news and media releases on Facebook and the Arts North West website
- attendance and representation at regional and state meetings of arts and cultural organisations to keep abreast of the latest news, developments and events

FACILITATE

Objective 3: attract, auspice, administer arts and cultural grants that enable communities to meet their aspirations and progress the mission of Arts North West

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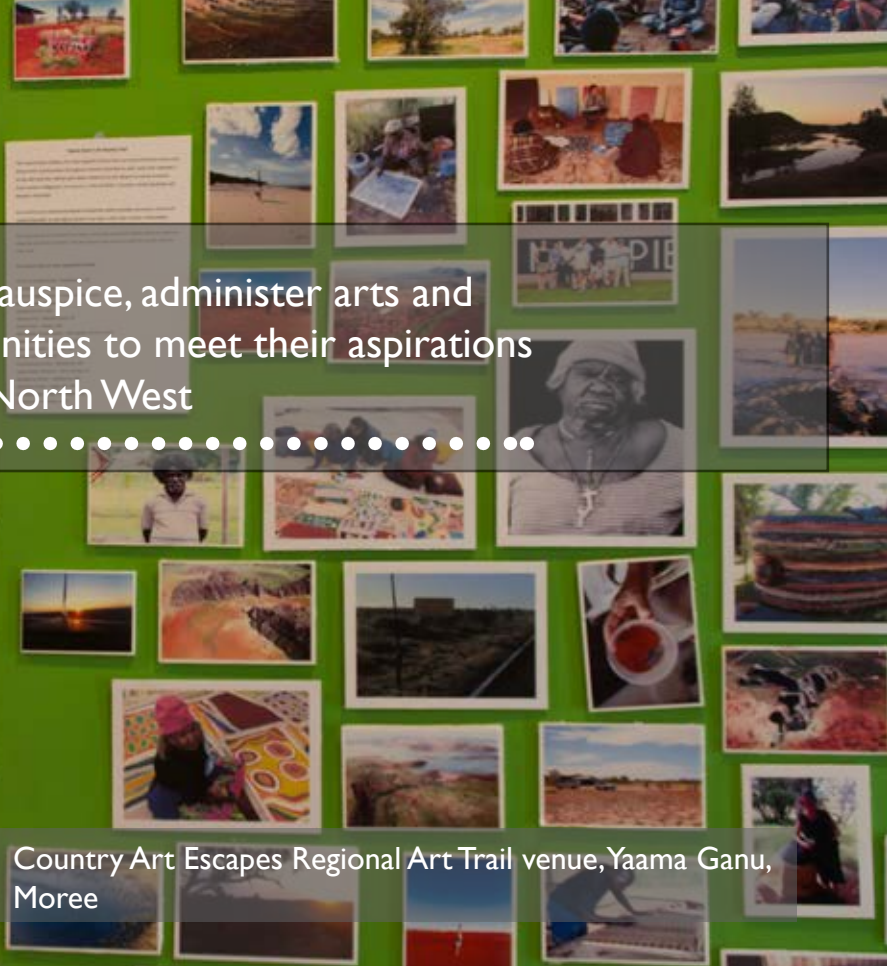
- Arts North West acts as the regional assessment panel for the annual Country Arts Support Program and administers the program on behalf of Regional Arts NSW, in 2013 distributing funds of \$17,496 to 8 projects and \$20,066 to 11 projects in 2014 across the New England North West

- 2013 Projects:**

- Breeza Artist Camp; The Marriage of Figaro 2013 - Opera Project; Crossing the Divide goes artistic; Circus Skills Workshops; Stories from the Shed and On the Road; Ben Quilty Artist-in-Residence; Gwydir Women of Mettle

- 2014 Projects:**

- Boggabri Art & Craft Exhibition; Unhelica -beautiful and black; Woodfired Raku Kiln Workshop; It's Not Graffiti! Turning Traffic Signal Boxes into Works of Art; Strumming at the Shed; Music in the Paddock; iNoshFest; Festival & 20th Birthday Celebration of the Sub-Branch Children's Book Council; interFACE: a digital engagement museum project; Frost Over Barraba Arts Festival; Oracles of the Bush - Children and Youth in Oracles



Country Art Escapes Regional Art Trail venue, Yaama Ganu, Moree



CASP funded Children's Painting Workshop, Boggabri as part of the 2014 Boggabri Art and Craft Exhibition

photo credit: Jacqui McInerney



CASP funded Raku Kiln Building Workshops, Glen Innes Pottery Club, Glen Innes

eleven

PROGRAM

Objective 4: To facilitate, deliver and promote arts and cultural projects across the region

Arts North West ON TOUR

- o is a centrally coordinated network of performing arts venues in the New England North West who, with limited resources, share the common mission of providing quality live performance opportunities to their communities. Arts North West provides the network with touring information, coordination and liaison with touring companies. During 2013-14 negotiation of touring fees provided the network with a saving of at least \$21,000
- o ON TOUR Network members are: TAS Hoskins Theatre, Armidale; The Playhouse Hotel, Barraba; Roxy Theatre, Bingara, Chapel Theatre, Glen Innes; Civic Centre, Gunnedah, Moree Arts Council, Moree; Crossing Theatre, Narrabri; Capitol Theatre, Tamworth, School of Arts, Tenterfield and the Royal Theatre, Quirindi
- o Some of the live theatre presented across the region over this reporting period include:

- o Cinderella at the Disco and Goldilocks Rocks, Jally Entertainment
- o Galapagos Duck, Australian jazz
- o I Heart Bunnings, Harley Breen
- o Squaring the Wheel, Jens Altheimer
- o Highway of Lost Hearts, Mary Ann Butler



Film NENW

- o In partnership with Screen NSW, Arts North West established and now maintains the international Reel-Scout database from the film page of our website. This database contains images that scouts and producers use to identify film locations and has led to four film projects in our region.
- o Location, Location was a 2 day workshop, networking event and printed and online guide designed to encourage easier film location opportunities for filmmakers, production houses, and local government film representatives.



Michael Veitch in Flak, toured to Arts North West ON TOUR venues in 2014

photo courtesy of Ellis Productions



Launch of Location Scout Guide with Chris Frend, Gunnedah Tourism and Matt Carroll from Screen NSW (at left), NERAM, Armidale

Country Art Escapes



o An Arts North West cultural tourism initiative has since 2012 featured an online and interactive arts trail of our region's studios, galleries, cafes, museums, cultural centres and much more. Visitors to our online site can design their own trail depending on how and where they are travelling and their interests. Over the past 18 months Country Art Escapes has:

- o Grown member subscriptions by 10%
- o Developed the Country Art Escapes phone app for iPhone
- o Produced and distributed a Country Art Escapes promotional video and brochures across the region
- o Visited new and existing members as well as each of the Visitor Information Centres in the region to capture new images and distribute promotional packs
- o Incorporated the trail in the Inland NSW plan

Enable Arts

- o This is a coordinated network established by Arts North West for arts and disability stakeholders in the New England North West NSW
- o Launch of Enable Arts branding
- o Enable Arts Regional Exhibition Glen Innes Art Gallery
- o Online resource sharing portal established on the Arts North West website
- o Successful application to Arts NSW for Regional Partnership funding to employ an arts and disability officer, partnering with Arts Northern Rivers and Accessible Arts NSW to manage program across the region commencing in 2015



Art work by artist, Aaron Brady from Moree, at the Enable Art exhibition



The Write Road

o This Arts North West workshop series with author Stephanie Dale hit the road in 2014 offering 'Songs for the Soul', 'Anthologies' and 'Publishing, Pitching, Promotion' workshops. Reaching nearly 100 people from Boggabri to Tenterfield, participants were delighted Arts North West had thought to deliver these writing workshops in their communities. At least two new writing support groups were formed as a result of these workshops.

"I didn't think (what we achieved) was possible in such a short space of time. A fabulous initiative." Robbie, Bingara

"A sensitive and insightful workshop, thank you." Tracey, Boggabri

"I know I can do it now. Amazing seminar. I loved it." Noelene, Gunnedah

GOVERN

Objective 5: To provide sound governance



Annual Arts North West Board dinner,
November 2014, The Playhouse Hotel, Barraba



Arts North West Board meeting, February 2014,
McCrossin's Mill, Uralla (Kent Mayo explaining the
pistol that shot Thunderbolt, the bushranger)

- During 2013-14 Arts North West Board members have engaged in events and activities including attending exhibitions, meetings and workshops and individually advocated for arts and culture in the region.

- Arts North West Regional Arts Board meets 4-5 times each year (previous meetings documented in the 2012-13 Annual Reporting period).

- 23 September 2013, Narrabri

- 22 November 2013, Tamworth

- 23 November 2013, AGM, Tamworth

- 10 February 2014, Uralla

- 5 May 2014, Tenterfield

- 4 August 2014, Armidale

- 22 November 2014 Board meeting with a board governance training session, Barraba



Some members of the 2014 Arts North West Board with RADO, Jane Kreis (at left)

JULY 2013-DECEMBER 2014

Arts North West 18 month Financial Statements

- Arts North West receives negotiated triennial funding from Arts NSW to support the operational program, and twelve of the New England North West NSW region's local government authorities contribute to the annual program. Further income is generated from the administration of projects delivered by Arts North West and in partnership with local and regional partner organisations.
- For a full record of the Arts North West 2013-14 Financial Statements please go to the Arts North West website www.artsnw.com.au



Arts North West, Effective Promotion Workshop, Armidale Art Gallery, Armidale

Arts North West gratefully acknowledges our funding partners

Armidaale
Dumaresq Council



Trade & Investment
Arts NSW



Australian Government
Indigenous Culture Support



Australian Government
Regional Arts Fund



REGIONAL
ARTS NSW

Arts North West acknowledges our peak regional arts bodies



Arts North West Staff

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Dr Jane Kreis

Regional Arts Development Officer/Executive Officer

Nicci Parry-Jones

Special Projects and Office Manager

John Hamilton

Finance Officer

Lorrayne Riggs

Aboriginal Arts Officer

Cherene Spendelove

Communications Officer (until November 2014)

Stephanie Brummell

Communications Officer (current)

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Country
Art Escapes



Arts North West
Regional Arts. Local Outcomes.