

Murray Arts Program Report two thousand + twelve





A message from the Chair

From weaving workshops to points of clarification on Arts Law, from the inaugural Bright Sparks Symposium to the ever popular grant writing workshops, there has been something for everyone at Murray Arts in 2012. The organisation has continued to provide a variety of professional opportunities and business skills development workshops, with the most notable addition being the successful Bright Sparks Creative Industries Symposium, held in August.

This is my third year as Chair and the third and final year of the current business plan for Murray Arts - the Regional Arts Development Board that services the six local government areas of AlburyCity, City of Wodonga, Corowa Shire, Greater Hume Shire, Indigo Shire and Towong Shire. The past three years has seen Murray Arts emerge as one of the most respected arts organisations in the region. Murray Arts continues to forge strong partnerships with local government and other outstanding arts and cultural organisations in the Southern Riverina NSW and North East Victoria region.

The profile of Murray Arts continues to be driven by well-respected and skilled staff. In 2012 the team was joined by two new staff members. Carolyn Martin-Doyle as Projects and Communications Officer and Elise Armitage took the reigns as General Manager, replacing Karen Gardner whilst on maternity leave.

There have been a number of highlights in 2012, including the launch of Sweet Seats, Bangarra Dance Theatre and Sydney Dance Company workshops, Monkey Baa Theatre school workshops and the Journey Forward Aboriginal Art Exhibition.

Murray Arts will continue to strive forward in 2013 with the implementation of the 2013-2015 Business Plan, with many exciting and challenging initiatives ahead. Murray Arts continues to be the central point of contact for the arts with what's happening around our region, both locally and nationally. Murray Arts will continue to be the place to connect with in 2013.

Cr Fiona Schirmer

Chair, Murray Arts
Deputy Mayor, Corowa Shire Council

Strategic Objectives 2010-12

The following five key strategic priorities are identified in the Murray Arts Business Plan:

Information and Communication

Forging Strong Partnerships

Building Community Capacity

Strategic Project Delivery

A Sustainable Organisation

Facts & Figures



Information and Communication

Murray Arts provides a core advisory and information service to artists, communities and local government.

Website

The website continues to operate as a successful online resource for all the latest news and arts information around the region. 2012 saw the addition of the Bright Sparks website, which provided an overview of the creative industries professional development program. There were 3,623 visitors to the Murray Arts website, with 57% of those being new visitors.



Just a quick note to thank you for adding Arts Activated to the opportunities on your website...I really appreciate you spreading the word.

Amanda Tink Training Coordinator
Accessible Arts

Newsletter/Stop Press

The newsletter is currently delivered to 815 subscribers, 11 times throughout the year. The online newsletter has assisted staff in tracking the effectiveness of the newsletter and has helped increase traffic to the Murray Arts website, by directly linking subscribers from the newsletter to pages referenced on the website.

In addition to the newsletter, Murray Arts utilises a 'Stop Press' format for the delivery of important information about Murray Arts activities. The 'Stop Press' has

proven to be successful, particularly for the promotion of specific workshops delivered by Murray Arts. Staff noticed an immediate response from subscribers on the uptake of workshops or direct phone enquires after the release of a 'Stop Press'.

In 2012 the newsletter contained:

- 93** news items
- 75** grant opportunities
- 161** artist opportunities
- 44** positions vacant
- 165** what's on entries
- 17** quick links
- 11** feature artists



I often forward opportunities from the Newsletter and really appreciate your efforts to keep the local arts community informed.

Business Plan Survey

Social Media

Murray Arts has continued to increase its profile by maintaining an active social media presence via facebook and a linked twitter feed. This presence has proved invaluable when communicating opportunities that warrant immediate or additional promotion. Murray Arts more than doubled its 'likes' on facebook, which reached 233 by the end of 2012. On average Murray Arts posts approximately 30 news items per month on facebook and has 680 followers on twitter.

At the start of 2012 Murray Arts launched an initiative called 'Sweet Seats'. This partnership between Murray Arts and HotHouse Theatre, Wangaratta Performing Arts Centre, Albury Entertainment Centre and The Cube Wodonga, offered free

event tickets to followers who visited or posted comments on the Murray Arts facebook page. The aim of Sweet Seats was to increase awareness about Murray Arts, assist local performing arts venues and increase audience numbers through the Murray Arts facebook page.



I have just moved to the area with my family from Sydney. My daughter is 6 and would LOVE to see this amazing show. I LOVE that we can be at the show in 5 minutes rather than battling the Sydney Harbour Bridge traffic and the \$50 parking fees that go with it!

Cath Bakker Sweet Seats winner

Print/Radio/News Media

Murray Arts had a strong news media presence in 2012, with the pinnacle being a front cover photo of the General Manager to promote Bright Sparks in the Border Mail newspaper. Murray Arts features regularly in local newspaper articles and in radio news items on ABC Goulburn Murray and 2AY. Murray Arts generated successful media releases and featured in the media 59 times in 2012. Murray Arts also featured in an advertising promotion in the North East Tourist News, sponsored by AlburyCity.

Murray Arts produced printed marketing material to support the promotion of the Bright Sparks Creative Industries Symposium, which included an information flyer and program and The Journey Forward catalogue for the Aboriginal Artists Network exhibition.

Forging Strong Partnerships

Murray Arts has continued to maintain strong relationships with local government and arts organisations through the following;

Albury City Cultural Precinct Advisory Committee

The General Manager is represented on the Albury City Cultural Precinct Advisory Committee, providing input into the development of the QEII Square Cultural Precinct Master Plan, New Art Gallery and also programming activities across the Cultural Precinct facilities.

Grant Assessment Panels

The General Manager and Murray Arts staff have sat on assessment panels for AlburyCity's Community and Cultural Grants, City of Wodonga's Arts and Culture Contribution Fund and the Regional Arts Fund (Victoria).

Corowa ArtSpace Opening

Murray Arts facilitated Regional Arts NSW CEO, Elizabeth Rogers' attendance at the official opening of Corowa ArtSpace, on Friday 16 March. ArtSpace was opened jointly by Corowa Shire Mayor Fred Longmire, Elizabeth Rogers and Mary Summerfield past president Corowa Federation Arts Show committee. The event was led by Cr Fiona Schirmer, Chair of Murray Arts. Murray Arts was heavily involved in the setup of Corowa ArtSpace, providing an estimated \$10,000 of in kind consultancy support.

Albury Entertainment Centre

Murray Arts assisted Albury Entertainment Centre by administering and coordinating school bookings for workshops facilitated by the Monkey Baa Theatre group. Murray Arts produced promotional eflyers aimed at teachers and students to see the performances of Namatjira and Bare Witness.

Board Development Workshop

Murray Arts has continued to support and establish successful working partnerships with local arts organisations, creating important opportunities for networking. Murray Arts facilitated a Board Development workshop with David Fishel for staff and volunteers associated with HotHouse Theatre, Projection Dance, GIGS Gallery, Creators Artspace, Murray Conservatorium, Murray Arts, Gallery 294 Corowa, Arts Yackandandah and Billabong Arts Council.

Strategic Planning Sessions

A strategic planning workshop was developed and presented by the General Manager for Mungabareena Aboriginal Corporation Youth Art and Culture and Arts Yackandandah.

Museums 101 Workshop

Murray Arts facilitated a Museums 101 Workshop presented by Vanessa Keenan, which was tailored exclusively for cultural officers and local government workers, dealing with community run museums and galleries. 8 participants attended the workshop which introduced Council workers to the basics of community collections, support, funding and must have resources.

Cultural Development Network

Murray Arts has continued to support cultural workers from across the region by facilitating Cultural Development Network meetings. The meetings are a vital point of contact for local government workers to share resources, ideas and opportunities amongst their peers.



Building Community Capacity

Smart Arts Workshop Program

Each year Murray Arts presents a series of professional development events that are of interest to a broad audience. The 'Smart Arts' program of professional development workshops have gone from strength to strength, with over 800 people taking part in a Murray Arts activity in 2012. Murray Arts ran the following workshops as part of the Smart Arts program:

Arts Law

Delwyn Everard, from Arts Law Australia, presented a general arts law workshop and Artists in the Black workshop, aimed specifically at Aboriginal artists. Information was aimed at artists and creative industry arts workers with a case study focus on multimedia and the use of images/music. 21 people attended the general workshop on Friday 11 May and 3 Aboriginal artists attended the Artists in the Black program on Saturday 12 May.



Amy Hollingsworth Sydney Dance company Dance Director



Thanks again for all the organising , it was very, very, very worthwhile for our group they were all very positive about the day and are using and planning based on the new knowledge they have.'

Susan Brophy Albury TAFE on Arts Law workshop

Regional Arts NSW Grant Writing Workshop

Ben Sibson, the funding manager at Regional Arts NSW, presented an overview of the funding programs that Regional Arts NSW devolves from the State and Federal Government. The workshop was held in Corowa on Wednesday 30 May with 18 people in attendance.

Grant Writing Workshop Culcairn

Karen Gardner, General Manager of Murray Arts facilitated a grant writing workshop, hosted by Greater Hume Shire Council in Culcairn on August 29. The workshop presented insights, tips and pitfalls on grant writing and how to put forward the best possible application. The session also focused on Country Arts Support Program (CASP) 2013 funding. The workshop was fully booked with 30 people in attendance.

NAVA Workshops

Kim Goodwin, Projects Manager for the National Association of Visual Arts, presented two workshops in Albury on Wednesday 13 June. 20 participants attended Workshop 1; Everything an Artist should know – Early Career Development and Workshop 2; How to get that dream job - Career Marketing for Artists, was attended by 16 people.

Sydney Dance Company Masterclass

Sydney Dance Company presented a masterclass workshop for 15 drama and dance teachers on Rafael Bonachela's movement style, on Thursday 15 July. The master class featured a technical warm up, new ideas on how to generate movement from simple starting points and the opportunity to ask questions and discuss issues relevant to teaching.

Building Community Capacity

Weaving Workshop

As part of the Aboriginal Regional Arts Fund, Murray Arts organised four days of weaving workshops during The Journey Forward exhibition at the Albury Art Gallery. The workshops were facilitated by Aboriginal artist Sharon Edwards and were held from Thursday 22 November - Sunday 25 November. A total of 43 people learnt the traditional technique of basket weaving.

Regional Arts NSW Access All Areas Workshop

Anne Dunn, on behalf of Regional Arts NSW, presented the Access All Areas workshop on Wednesday 28 November to 20 participants. The workshop presented information on how arts organisations and disability services organisations can develop great arts projects for artists of all abilities. In addition Murray Arts presented a written case study on the dis/assemble dance project which was used as part of the presentation across the state.



Weaving Workshop



XSITEINC Dancers perform a routine as part of the Access All Areas workshop in Albury.



Sandie Eldridge from Monkey Baa Theatre

Photo courtesy of The Border Mail

Schools Workshops

Monkey Baa Theatre Outreach Workshops

Murray Arts coordinated five days of regional drama workshops performed by the Monkey Baa Theatre group based on their adaptation of Tim Winton's 'Bugalugs Bum Thief'. Over 400 students and 14 schools participated in the workshops, from as far away as Savernake Public School, to a combined 'performing arts' day that was organised for Table Top Public School, Mullengandra Public School and Gerogery Public School.



Thankyou!!! I think it was a very successful outcome for the workshops with an increased relationship building between arts organisations, venue arts companies and schools.'

Participating school Monkey Baa outreach program

Building Community Capacity



A Month in the Country workshop

Rory McInnes, Yackandandah Primary School

A Month in the Country Workshops

A Month in the Country Workshop program provides free workshops for local school students and community groups from professional performing artists who are in the region creating new work. A total of four workshops were held in 2012, with 66 people participating across the region including a workshop held at the Against the Grain drama camp, Greater Hume Shire. The workshops featured performing artists such as, Eloise Green 'The Curtain', David Williams 'Version 1.0', Tamara Searle and Robert Jago from NIDA. Murray Arts facilitates these workshops on behalf of HotHouse Theatre.

Australian Theatre for Young People (atyp)

Murray Arts, in conjunction with atyp facilitated the offer of a regional scholarship for a young person from the Murray Arts region, aged 15-18 years, to attend a week long school holiday workshop at Australian Theatre for Young People in Sydney. Murray Arts prepared the Expression of Interest and fielded the applicants. Alexandra Cribb, Towong Shire, was awarded the scholarship from the Murray Arts region. Murray Arts also provided funds to assist with travel for the scholarship winner.



I am very grateful to Murray Arts for selecting me for this scholarship and I thank you for the opportunity to travel to Sydney and take part in what was a very rewarding experience.'

Alexandra Cribb ATYP Scholarship recipient



Students participating in Bangarra Workshop

Marimbas

Murray Arts has four hand-made marimbas available on loan to schools throughout the year. St Monica's Primary School, Wodonga and Albury High school benefitted from use of the marimbas in 2012.

Bangarra Dance Theatre Workshop

In partnership with the regional tour 'of earth & sky', Bangarra Dance Theatre presented a series of three workshops for school students, with Aboriginal students given priority, on Tuesday 20 November 2012. 22 primary school students participated in the Yr 3-5 workshop and 52 secondary students in the Yr 7-9 and Yr 10-12 workshops.



It was so much fun. The dances were so different and it was great to see how other people dance. It looks like it would be fun to be in that group and that they enjoyed doing their performance. It was so different to other dancing.

Springdale Heights Primary school student

Building Community Capacity



Art in the Wetlands, Pods by Bronwyn Cossor

Photo: Michael Griffin

Country Arts Support Program

Murray Arts administers CASP on behalf of Regional Arts NSW. In 2012, Murray Arts distributed \$15,800 to local projects as outlined below:

- Greater Hume Shire Council
'Suade' acapella workshops
- MusicAbility
Sounding Out performance piece
- Gateway Community Health
Symphony of Life performance
- Albury Library/Museum
The Reading Pod collaborative sculptural installation
- Albury Public School
The Budding Young collaborative ceramic sculpture
- Albury Wodonga Theatre Company
Director's Workshop

Grants Advisory Service

Murray Arts has continued to provide a one on one grants advisory service including; reviewing funding applications, auspice projects on behalf of unincorporated associations or individuals free of charge and general advisory service. In 2012 Murray Arts auspiced two projects; Marlene Plunkett and Pam Griffin and the Aboriginal Co-op and Jana Castillo. Murray Arts wrote seven letters of support to funding organisations including; Festivals Australia, Marian & E. H. Flack Trust, Arts Australia and the One River Project.

Art in the Wetlands

Murray Arts provided one on one artist support and assistance in the ephemeral Art in the Wetlands: Wonga Wetlands public art project, coordinated by AlburyCity.



Linda Fish, artist for 'The Budding Young' CASP

Aboriginal Artists Network

The Aboriginal Artists Network (AAN) has continued to develop as a partnership between Murray Arts and local Aboriginal Artists. In early 2012, Murray Arts was successful in receiving a \$10,700 grant from the Arts NSW Aboriginal Regional Arts Fund to further develop and support the AAN by offering career development through the provision of a high profile exhibition opportunity at the Albury Art Gallery and artform specific workshops in weaving, printmaking and wood burning. Murray Arts also offered career support through the Artists in the Black program, facilitated by Arts Law.

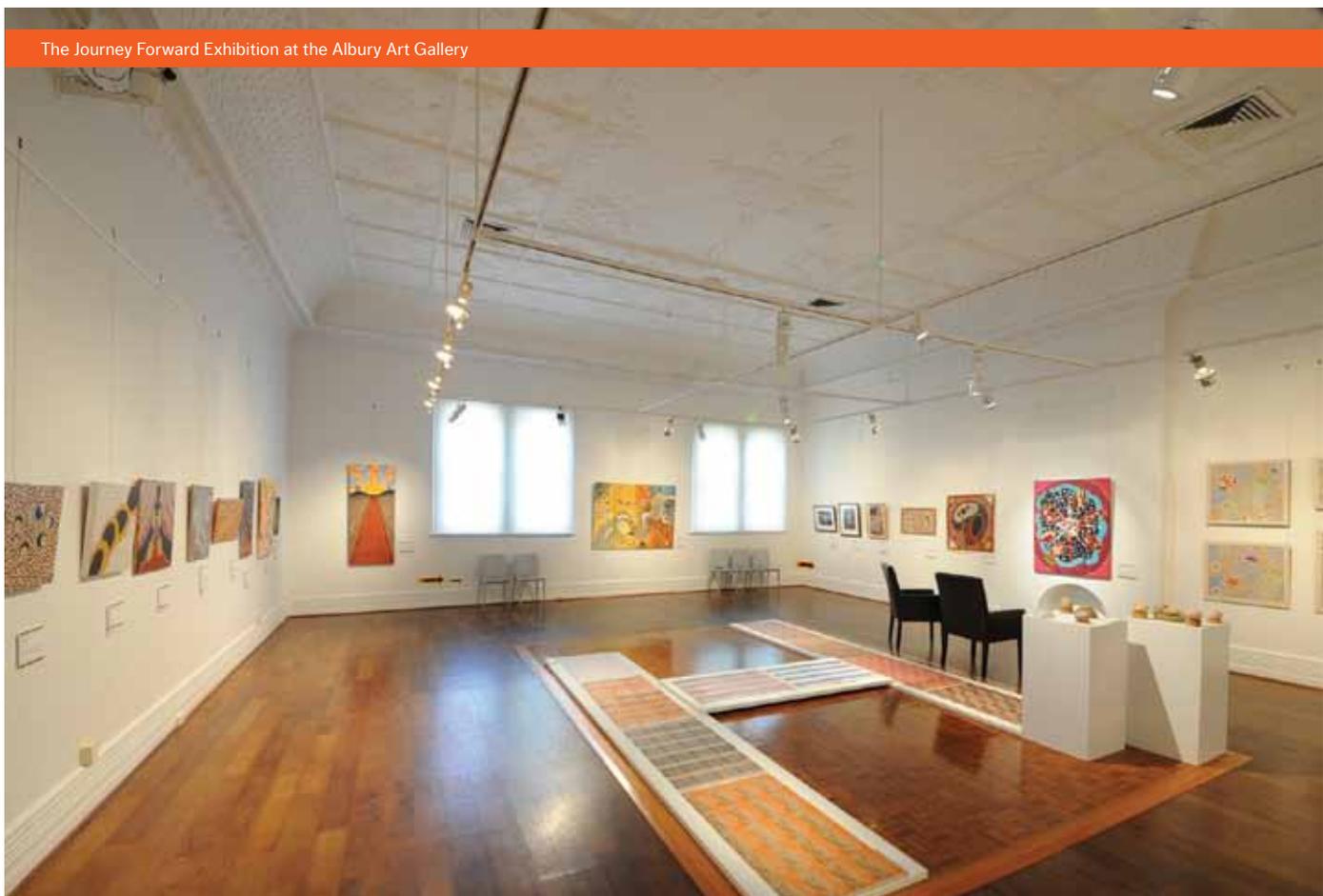
The Journey Forward Exhibition

As part of the Aboriginal Regional Arts Fund, Murray Arts, in partnership with Albury Art Gallery, organised The Journey Forward exhibition. The exhibition ran from 9 November – 9 December 2012 and was officially opened on 23 November, to coincide with Bundy Festival: Come Share with us. The Journey Forward was unique in its presentation of local Aboriginal artwork to the community and was highly successful with over 20 Aboriginal artists participating in the exhibition. An exhibition catalogue was developed and printed to showcase each individual artist, including an artist’s statement, profile picture and full colour image of one of their exhibited artworks.



A very big thank you for organising the (Journey Forward) exhibition, it was wonderful. We really value people like you...

Treahna Hamm



The Journey Forward Exhibition at the Albury Art Gallery

Strategic Project Delivery

Murray Arts has firmly established itself in the region by driving regionally significant strategic projects.

Creative Industries Development

'Biztro' Creative Industries Business Advice Sessions

Murray Arts facilitated one on one business advice sessions with David Sharpe, Creative Industries Innovation Centre, for six individuals working professionally. The sessions were one hour long and business owners in various creative industry roles were given information about issues such as; strategic planning, finances, human resources, marketing and intellectual property rights.



Keep holding conferences like this, with more one-on-one opportunities. Just as good as AGDA InDesign conference in Melbourne...

Bright Sparks participant

Bright Sparks - Bright Ideas for your Creative Business

In August 2012, Murray Arts launched 'Bright Sparks - Bright Ideas for your Creative Business', an entire day devoted to keynote speakers, panel discussions, small group workshops and one on one business advice sessions about working in the creative industries. The Bright Sparks program was put together as a way for people to receive information and ideas about running a successful creative business. Bright Sparks was the first of its kind in the Creative Industries and, as a first foray into providing inspiration from different creative industry practitioners, was a resounding success;



Congratulations on delivering a professionally presented program that has obviously put a spark into the future life of the artistic community in the region! Your program was professionally delivered and obviously ignited a spark.

Adrian Osborne Bright Sparks presenter



BE QUICK
BOOK NOW

Calling all Creatives!

BRIGHT SPARKS

→ BRIGHT IDEAS FOR YOUR CREATIVE BUSINESS

- 65 participants attended on the day. People attended from across NSW and Victoria, generating interest from both regional and metropolitan areas.
- 13 local and national presenters attended; including Actor/Scriptwriter Phil Lloyd (Review with Myles Barlow, At Home with Julia), Textile Designer Rachel Bending (Bird Textiles), Designer Rohan Nicol (Winner: Bombay Sapphire Design Award), Emma Davis (House and Universe), Steve Williams (Yili Design and Aboriginal Design Training), Tony Shannon (Creative Industries Innovation Centre) Michael Whytlaw (Advanced Design Innovations), Jo Nathan (Woolli Woolli Designs) and Adrain 'Oz' Osborne (Spatoons Caricaturist)
- Participants attended 6 workshop sessions that included; The Art of Visual Merchandising, The Pitch – Developing a Show for Television, Building your Creative Business Value Proposition, Product Pitch: Creative Ideas for Enterprise, What's App with that? Apps Workshop and Brand Me: Branding Workshop.
- 5 participants received one on one business advice sessions with Tony Shannon.



I had a ball at Bright Sparks yesterday...inspirational..well done!! Great speakers!!!

Katherine Rattray Bright Sparks participant

Cultural Tourism

Cultural Tourism, Network

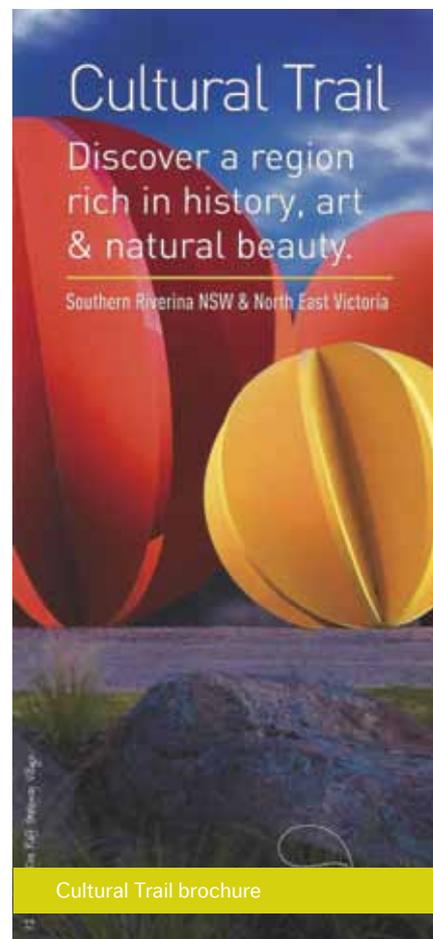
Murray Arts continues to support Cultural Tourism in the region via the Cultural Tourism Network. Murray Arts coordinates the network which is made up of representatives from each of the Murray Arts contributing Shires and Councils and spans the cultural, economic development and tourism sectors. The Network has established a shared planning calendar which is being utilised as a planning tool for member councils. Through the Network, Murray Arts has been instrumental in developing the Cultural Trail Map and an action plan to drive the Network forward. In August, Murray Arts hosted a workshop session with Sara Quon from Tourism North East and Mark Francis from Murray River Tourism Board to explore possible partnership opportunities.

Cultural Trail Brochure

The Cultural Trail Map is part of Murray Arts' facilitated Cultural Tourism Network Action Plan to increase tourism in the Southern Riverina NSW and North East Victoria area. The compact foldout brochure will guide visitors towards many of our region's most intriguing arts and cultural destinations. It features a map, eye catching images promoting the region's attractions and enticing written information. The Cultural Trail Map will be available at Visitor Information Centres around the Murray Arts region and a printable PDF version is available for free download on the Murray Arts website. Murray Arts facilitated the collation of images and information and liaised with members of the cultural tourism network to proof text, artwork and final layout. The Cultural Trail Map will be launched in February 2013.

Community Museums and Galleries Audit

Murray Arts engaged Museums Consultant Vanessa Keenan to assist in determining opportunities for Murray Arts to assist the Collections sector. The project has involved a community museums and galleries audit, Museums 101 workshop to assist local government workers in dealing with community collections and development of resources as well as outlining opportunities for strategic partnerships with key state and regional collecting institutions.



A Sustainable Organisation

Constitution

Murray Arts reviewed and updated its Constitution in line with changes to the Incorporations Act in 2012.

Professional Development

Regional Arts Development Officer

(RADO) Network Meetings

Murray Arts staff attended quarterly RADO Network meetings in Sydney. As well as valuable peer support, these meetings provide key opportunities for networking and sharing information and updates from peak state and federal arts organisations. In 2012 one day was set aside for Communications Officers to network professionally

Regional Arts Australia Conference

Murray Arts staff attended Kumuwuki, the bi-annual Regional Arts Australia Conference held in Goolwa, South Australia October 2012. The conference was an opportunity to network with arts workers from around the nation and hear about some best practice projects happening on a local, national and global stage.

Regional Cultural Network Meetings Victoria

Murray Arts staff attended Regional Cultural Network meetings, facilitated by Regional Arts Victoria.



About Murray Arts

Murray Arts is the Regional Arts Development Board in the Border and North East Region and services six local government areas across New South Wales and Victoria.

Murray Arts is one of 14 Regional Arts Boards in NSW and is also part of the Regional Arts Victoria Cultural Network. Murray Arts services the regions of AlburyCity, Greater Hume, Corowa, City of Wodonga, Indigo and Towong Shires.

Murray Arts works directly with individuals, artists, communities and local government to help them develop the arts and cultural life of their communities.

Murray Arts is a not-for-profit organisation governed by a nine member board. Murray Arts is primarily funded through the NSW State government via Arts NSW and through our local government funding partners.

Murray Arts balances regional arts development with specific project support to communities and local government.

The Murray Arts Board

CHAIR **Fiona Schirmer**
Deputy Mayor, Corowa Shire Council

VICE CHAIR **Vic Issell**
Councillor, Indigo Shire Council

Debi Gadd
Councillor, Towong Shire Council

Denise Osborne
Mayor, Greater Hume Shire Council

Patricia Gould
Councillor, AlburyCity Council

Jon Halpin
Artistic Director, HotHouse Theatre

Stephen O'Connell
Director, Murray Conservatorium

Staff

The core program of Murray Arts is delivered by three part-time staff members, working equivalent hours of 1.6 full time positions.

In 2012, Murray Arts employed a part time Marketing and Communications Officer to deliver the monthly newsletter, website updates and social media updates

General Manager/Regional Arts Development Officer – 0.6 FTE

Karen Gardner

(– September 2012)

Elise Armitage

(October 2012 – ongoing)

Finance and Administration Officer – 0.8 FTE

Vivien Naimo

Projects & Communications Officer – 0.6 FTE

Carolyn Martin-Doyle

Purpose and Values

Purpose:

To actively assist the ongoing development of, and participation in, arts and culture throughout the Border region.

We value:

Artistic endeavour, creativity and integrity.

The Arts as a medium to challenge us and explore our humanity.

The opportunity to participate, express ourselves and access all artforms.

Community wellbeing through the Arts, and the ability of the Arts to connect us.

Contact us

online: www.murrayarts.org.au

email: info@murrayarts.org.au

phone: 02 6021 5034



Murray Arts gratefully acknowledges our core funding partners:



The Country Arts Support Program of Regional Arts NSW is funded by the NSW Government through Arts NSW



The Journey Forward Workshops & Exhibition was made possible with funding from Arts NSW.



Bright Sparks proudly presented by Murray Arts in partnership with:



and support from



A Month in the Country Workshop Program is a partnership with:



Australian Theatre for Young People Scholarship presented in conjunction with:



Murray Arts acknowledges the peak Regional Arts organisations:





MURRAY ARTS
Regional Arts Development