

2020 ANNUAL REPORT



Regional Arts Development



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Image credits: FRONT PAGE: UNLOCKED recipient Tamara Murray (Barkindtji//Yorta Yorta/Dhudaroah) & 'Reverence' mural by Kirrily Anderson Chiltern, Vic. THIS PAGE: Image Credit: Wiradjuri artist Mick Bogie and his Bullroarer.

Chair Report



Tahni Froudist Chair of Murray Arts

It's hard to know where to start as I reflect on the year that was. After the smoke cleared, artists returned to their studios in the Upper Murray region to discover what of their livelihood remained. As the Murray Arts team geared up to provide practical and emotional help to those devastated by the bushfires we were forced into a national lockdown. Never has the work that Murray Arts done felt so vital. As our creative community came together (on zoom of course) to try to pick up the pieces of a devastated industry, Murray Arts was there to listen and respond, and was able to deploy our small resources where they were most needed – into the pockets of artists, many of whom had their entire year of work cancelled in an instant when the global pandemic was announced.

Working closely with our colleagues at Regional Arts NSW, Regional Arts Victoria and Regional Arts Australia, Murray Arts has provided critical data on the impact of the bushfires and the global pandemic on our regions creative industries. While the office and gallery were closed, Murray Arts staff pivoted and ran programs online, and strategized for the covid-normal future.

While we are still facing many unknowns about what is to come, I am incredibly proud of the small but mighty Murray Arts team.

Thank you to Alyce, Susan, Nat, Bethany,

Tiffany and Glennys for the incredible work that you do for our community.

It has been a pleasure and a privilege to sit on the Murray Arts board since 2015, and while this will be my final Chairs Report, I look forward to continuing to support the organisation and the sector it represents, and I urge everyone to do the same - buy a theatre subscription, a painting from a local artist- take your esky and your shopping bags and travel around our region and see the incredible work our local artists continue to create.

CHAIR REPORTS

Executive Chair Report



Alyce Fisher

2020, the year we experienced bushfires, a global pandemic and border closures. After the devastating fires, we had only just been able to take a breath, without thick smoke in the air, when Katy Perry and Elton John gave us all some much-needed live music relief. In March, the inaugural Albury Wodonga Upstream festival was experienced just before the first wave of COVID-19 restrictions came into place. Then working from home became the new normal and border restrictions continued to impact our daily lives.

Murray Arts' essential role in our local creative community was clearly emphasised in 2020. As the only local organisation working across all artforms, in both states, with multiple councils and with the flexibility to adapt and respond quickly, Murray Arts championed relevant, targeted initiatives. We took the lead and delivered the UNLOCKED micro-grant program in partnership with The Cultural Round Table of the Border North East. UNLOCKED was able to fund 85 individual local creatives and 17 local creative collectives. The power of this unique micro-grant program was that we allowed

the successful applicants to get on with their creative endeavours with no limiting guidelines or arduous reporting.

Galah Bar ON AIR was also such a monumental achievement, with HotHouse Theatre, Murray Arts, Nomad Films, Flying Fruit Fly Circus, AlburyCity, City of Wodonga, The Cube, Albury Entertainment Centre, Albury LibraryMuseum and MAMA banding together to pull off an incredible live streamed event on 26 June 2020. Everyone, globally, was still learning about how best to live-stream and we, with a lot of problem solving, managed to pull off a multi-venue live-stream, which put our local performing artists and venues front and centre and connected with a local, national and international audience.

2020 was also the year that both the Chair of Murray Arts and I welcomed babies into the world; baby Luca Wilson Froudist arriving in May and baby Elora Franklyn Rayne Fisher arriving in October. We experienced a big shift in the small Murray Arts team, farewelling Bethany and Tiffany, Alyce going on parental leave, Susan Reid taking over >

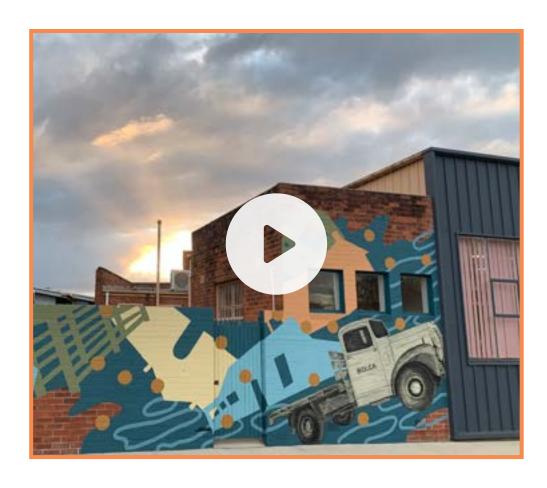
CHAIR REPORTS

as interim Executive Director and Glennys Briggs joining the team and taking on the dual roles of as Curator for burraja gallery and Aboriginal Arts Officer for Murray Arts.

As I work on pulling together the content for this annual report, I am so proud of what Murray Arts was able to achieve in 2020, how we were nimble and able to pivot to best support our creative practitioners. The many testimonials that you will find scattered throughout this annual report truly showcase what our small team was able to achieve and what keeps us going. It is a year that will be referenced for many moons to come. Our world will never be the same again and neither will the creative industries.

2020 has challenged us all in ways we could never have imagined, but we have risen to the challenge and proved just how adaptable we are.

IT'S A WRAP!



MURRAY ARTS - ANNUAL REPORT 2020 CHAIR REPORTS



GOVERNANCE

Murray Arts is the Regional Arts Development Organisation (RADO) in the Border and North East Region and services six local government areas; AlburyCity, Greater Hume and Federation in NSW and City of Wodonga, Indigo and Towong in North East Victoria. Murray Arts is a not-for-profit incorporated association, governed by a volunteer Board.

The Murray Arts Board is a 9 member Skills Based Board structure:

Chair: Tahni Froudist – also Secretary & Public Officer

Deputy Chair: Diane Shepheard

Treasurer: David Thurley

Richard Hull

Rachel Gadd

Donna Caffrey

David Gordon

Position Vacant

Position Vacant for MASAC member

Murray Arts Strategic Advisory Council (MASAC):

Commencing in 2018 and made up of 10 representatives from across our footprint who help feed into our strategic direction and planning. Three spaces on the Murray Arts Board are reserved for MASAC members.

Our Inaugural MASAC Members are:

Cr David Thurley – representative from AlburyCity

Cr Diane Shepheard – representative from Indigo Shire
Council

Cr Gail Law – representative from Federation Council

Cr Annette Schilg – representative from Greater Hume
Council (until September 2019)

Cr Lea Parker – representative from Greater Hume Council (from September 2019)

Jenni Star Representative from Towong Council

Simone Hogg – representative from City of Wodonga

Julia Simpson – OGA Creative

Dr Treahna Hamm – Yorta Yorta woman and member of the burraja gallery Aboriginal Artist Network

Daren Pope – Beechworth Arts Council

Position Vacant

MURRAY ARTS - ANNUAL REPORT 2020 GOVERNANCE

2020 STAFF



Alyce Fisher
Executive Director
January 2017 – parental leave
commenced October 2020



Susan Reid
Interim Executive Director
September 2020



Nat Ord
Engagement &
Communications Officer
July 2019



Michella Fracaro

Executive Assistance

June 2020 - September 2020



Glennys Briggs Yorta Yorta/Wiradjuri Curator for burraja gallery & Aboriginal Arts Officer for Murray Arts November 2020

Bethany Thornber Wiradjuri Aboriginal Arts Curator October 2017 - September 2020

Rod Bramich Sub-contracted bookkeeper March 2017

MURRAY ARTS - ANNUAL REPORT 2020 GOVERNANCE 8

ABOUT MURRAY ARTS

Murray Arts believes in telling regional stories and sharing them. We believe our community has the capacity to produce great arts events, exhibitions and experiences. We work at a grass roots level using cultural development principles to collaborate with communities and artists, developing projects and ideas which support the identity and growth of our regional communities. We employ artists to work on our projects, giving them creative opportunities to develop and share their arts practice.

We are always
looking for new ways
to build audiences,
be creative and
connect with our
community.

OUR REGION



MURRAY ARTS - ANNUAL REPORT 2020

FIVE STRATEGIC GOALS

2016 –2020 Strategic Plan Identifies Five Goals which underpin the operations of Murray Arts.

- To be the central point of information and communication for the arts across the region
- To forge strong partnerships with local government and other arts organisation
- To build the capacity of artists and communities in the arts
- To develop strategic projects of regional significance
- To ensure the ongoing sustainability of Murray Arts

WE VALUE

Artistic endeavour, creativity and integrity

The arts as a medium to challenge us and explore our humanity

The opportunity to access, participate and express ourselves

Community
wellbeing, connection
and lifelong
learning

MURRAY ARTS - ANNUAL REPORT 2020 GOVERNANCE 10



COMMUNICATIONS

Image: UNLOCKED recipients Seth Scheuner and Lucy Tan, image credit lan Sutherland.

MURRAY ARTS



Communication is at the very core of what Murray Arts delivers. Our role is to stay abreast of, gather and disseminate local news, funding opportunities, professional

development offerings, stories, jobs and events. We do this by maintaining our extensive networks via the Murray Arts Newsletter subscriber base, our social media, our fortnightly ABC Goulburn Murray chats with Sandra Moon and in 2020 adding regular ZOOM networking to the mix via The Cultural Round Table and the UNLOCKED Alumni. With an extensive newsletter subscriber base as well as an active social media following, Murray Arts' communications is targeted, effective and well-respected.



816 subscribers to murray arts newsletter

-4% decrease from 2019



FB 1634 page likes, 1979 people follow FB page

+18% increase from 2019



Twitter 1459 followers

+0.2% increase from 2019



Insta 1440 followers

+16% increase from 2019





BURRAJA GALLERY



burraja gallery shares the same engaged newsletter subscriber base as Murray Arts but has its own unique social media audience, including a supportive local Aboriginal Artist Network that actively engages with opportunities and news.

In 2020 **burraja gallery** social media mainly focused on reflecting on past exhibitions and digital offerings, due to our physical space being unable to open.

F

FB 586 FB likes, 654 FB follows +88% increase from 2019

Twitter 108 followers +11% increase from 2019

0

Insta 753 followers

+32% increase from 2019

COMMUNICATIONS

COMMUNICATIONS TESTIMONIALS

I think you are dead right! It's time to use this as an opportunity to rethink the way we work.

– Margie Gleeson
BNG Learning, 3/4/20

Response to April Newsletter

Keep up the great work.

- Simone Hogg

Great comms, thank you.

— Simone Hogg

Acting Director Community Developmen

Wodonga Counci,l3/4/20

Response to April Newslette

IS AMAZING!!!
Loved it. I'm inspired by you guys to
make ours like that now!

Sarah ParsonsOutback Theatre, 15/06/20

Response to 2019 'It's A Wrap' video

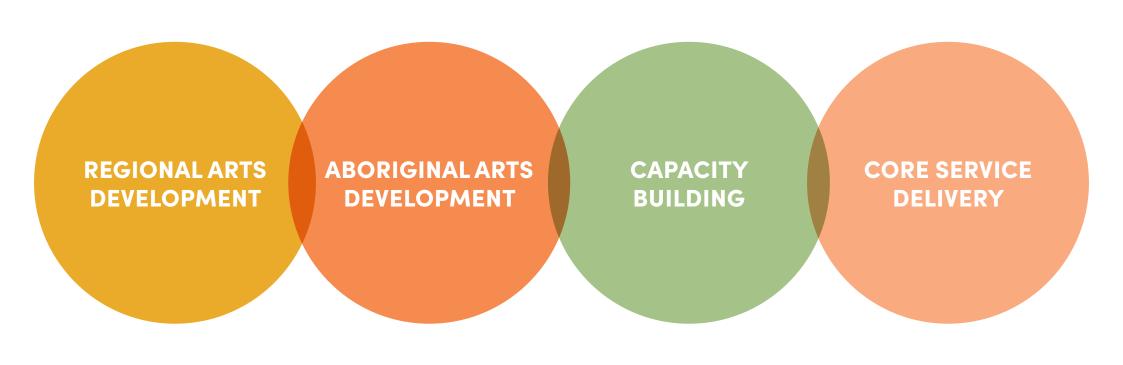
What a great roundup from last year!

Love the YouTube wrap for the year!

You were certainly busy and it was lovely to read your annual report.

Rowena CalvertFmail – 15/06/20

THE MURRAY ARTS ARTISTIC PROGRAM IS CENTRED ON FOUR KEY AREAS



MURRAY ARTS - ANNUAL REPORT 2020 15



KEY DELIVERABLES

2020 - Goal

Pygmy Perch 360 – programmed into Upstream March 2020



2020 - Actual

Achieved

2020 - Goal

LIMELIGHT: Art – Science – Light
Partnership with the Murray Science
Hub & Gateway Village Tenants
October 2 &3 2020 Funding Secured



2020 - Actual

Postponed until October 2021

2020 - Goal

Consequences: Exploring the
Aftermath of the First World War. Work
with the AlburyLibrary Museum and
the 7 collections/museums to complete
documentation and create a website
for the legacy of the project.



2020 – Actual

Extensive work completed on the Consequences website, expected to be complete in 2021.

MURRAY ARTS - ANNUAL REPORT 2020 REGIONAL ARTS DEVELOPMENT



CONSEQUENCES

Exploring the Aftermath of the First World War. Click to view the website.



Le Parc de Noreuil



Cockatoo and Kaiser



Jindera (Don't mention the War)



Aftermath



KEY DELIVERABLES

2020 - Goal

5 Exhibitions for burraja gallery. 3 X solo shows and 2 X group shows. Maintain sales figures. Increase visitation.



2020 - Actual

1. 'not a myth' – Rita Wenberg

burraja gallery closed to the public on 23 March 2020 in response to the advice and guidelines regarding COVID-19. Due to the configuration of our building, its location on the Border of NSW & VIC, which was plagued by months of border closures and then the building next door to us being renovated we were unable to re-open to the public in 2020.

Instead of delivering our annual "kangwano" (Dhudhuroa meaning: state/time of being young) exhibition, championing local youth, we partnered with AWAHS and delivered digital Face Filter workshops with Wiradjuri artist April Phillips.

2020 - Goal

Kinder Kulture – 1 workshop per LGA delivered on a user pay agreement



2020 - Actual

Due to COVID-19 we were unable to deliver the soughtafter workshop program into pre-schools and early learning centres, but we were able to pivot and released four Kinder Kulture At Home videos.

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2020 - Goal

Advice & Advocacy – Maintain high levels of support to the established Aboriginal Artist Network. Respond to the various enquiries received which fall under the Aboriginal Arts Development Umbrella.



2020 - Actual

Checking in on artists throughout 2020

Ensuring the Aboriginal Artist Network were informed of all the funding & professional development opportunities that sprung up throughout the year.

Pitching Haus of Fork for the ArtState Wagga Wagga artistic program, assisting via the UNLOCKED program and watching the trio go onto a successful Celsius application and headlining The Cube Christmas Session 2020.

Black Border - Major CASP funded program, in partnership with James Fallon P&C and the Albury Secondary Public Schools Network due to kick off in Term 2, 2020, now postponed until 2021.

Murray Arts Supported and Auspiced funding from Black Border, received via RANSW RAF Relief Fund, for creative development for a new work titled 'Well Meaning'. This project has commenced and will continue into 2021.

Support Mission Songs Project – HotHouse Season 2020. Local lead artists Valda Murray, Rachael Oak Butler, Bobby Whybrow, Aaron Perkins-Kemp Berger – postponed until 2021

Working with local company GHD, who commissioned local First Nations artwork for their office foyer. burraja gallery curated and installed a selection of artworks by 5 local First Nation artists.

MURRAY ARTS - ANNUAL REPORT 2020
ABORIGINAL ARTS DEVELOPMENT

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BURRAJA GALLERY

burraja gallery is the only dedicated local Aboriginal Art gallery in the border region.

We advocate for all Aboriginal artists who live, work or connect locally, and provide an opportunity for dialogue and connection between the wider community and our Aboriginal community.

Our modern and light exhibition space showcases the diversity of local contemporary Aboriginal art. In 2020 we were only able to deliver one exhibition before our gallery was forced to close due to national COVID-19 regulations and was unable to re-open due to Victorian COVID-19 guidelines, border closures and then the building next door underwent extensive renovations, which required us to vacate our space.

In 2021 **burraja gallery** will be opening a Pop-Up gallery in the Albury CBD, look for a more permanent space, work on reestablishing and connecting with our community once more, after a very disrupted 2020.

Images: Top -Artist Peter Rowe (Lia Pootah) delivering work for the GHD commisson. Btm- Artwork by Rita Wenberg from her 'not a MYTH' exhibition.









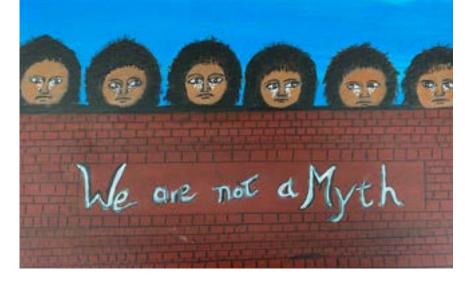
Solo: 'not a MYTH'

by Bundjalung/Gumbayngirr artist Rita Wenberg.

22 February – 23 March 2020

'not a MYTH' chronicles the impacts of the forcible removal of First Nations children from their families through a lifetime of Rita's poetry and painting. The exhibition juxtaposes the truths of Rita's experiences alongside the writings about Cootamundra Girls Home as published in the June 1953 issue of Dawn Magazine.

Images: Artist Rita Wenberg (Bundjalung/Gumbayhgirr) pictured at the opening of her exhibition, where her Son seranade the guests with the bagpipes.





KANGWANO FACE FILTERS WORKSHOPS

In partnership with Albury Wodonga Aboriginal Health Service (AWAHS), we received funding via the Create NSW Creative Koori Digital Initiative, to engage Wiradjuri artist April Philips to work with a cross section of our local Koori youth and deliver interactive digital Face Filter workshops.

These workshops which were delivered via ZOOM, were in place of the annual youth focused 'kangwano' exhibition (Dhudhuroa meaning: state/time of being young), that burraja gallery delivered in 2018 & 2019.

In these workshops, our young people developed their own unique Face Filter for use on Instagram and other social media platforms. The 4 workshops took place during and following NAIDOC Week November 2020. Ipads were supplied to give equal access to all participants. A total of 16 young people took part in the workshops, and the results were launched on various social media platforms.

At a time when so many events and opportunities for young people to get together were cancelled, the Kangwano Face Filter workshops were a welcome opportunity for safe socialising and learning a way to communicate and create something new in a medium that was relevant and attractive to the participants and their peers.









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Images: Students partaking in a ZOOM workshop with Wiradjuri artist April Phillips. A selection of works in progress achieved during the Face Filter workshops.

GHD COMMISSION TESTIMONIALS

'It's great to be able to now recognise local Aboriginal culture and talent in such a prominent way in our office. Burraja have been fantastic to work with throughout the process, and have done such an amazing job on the final layout of the space and installation. I highly recommend getting in contact with them if you are looking to add to your personal collection.'

Erin Davis - Environmental Planner

'And big thanks to Alyce,
Bethany and the other artists
for these inspiring pieces.'

Emma Jones - GHD





'Wow. That looks amazing.
So impressed with what you've
done. Congrats.'

Patrick Maiden - Manager - Gippsland Technical Director Aquatic Sciences GHD

Images: Uncle Phil Murray's (Yorta Yorta/Dhudaroah) Shield and artwork by Peter Rowe (Lia Pootah), Bethany Thornber (Wiradjuri), Tammy Campbell (Wiradjuri) and Valad Murray (Yorta Yorta/Dhudaroah) all now taking pride of place in the GHD Wodonga foyer.

KINDER KULTURE AT HOME – DIGITAL SERIES

Kinder Kulture is a project that consists of local First Nation artists delivering workshops to local pre-schools and early learning centres. The program shares stories about Indigenous culture in various creative, fun and interactive ways. These workshops are developed to give children a better understanding of Aboriginal culture and to Educate and Celebrate Aboriginal Arts and Culture for **NAIDOC** Week acknowledgment. Due the program being unable to be delivered in person into early learning centres, we developed four **Kinder Kulture at Home** videos which we released throughout the year via our social media.

These workshops were designed for families to be able to do together at home and to help families have conversations about our First Nations culture.





Episode One: Wiradjuri artist Bethany Thornber shows us how to make Bush Toy Dolls.



Episode Two: Wiradjuri artist Bethany Thornber shows us how to make pinch pots.



Episode Three: Wiradjuri artist Bethany Thornber will show you how to make Story Trees.



Episode Four: Wiradjuri artist Mick Bogie will show you how to make Emu puppets. "Last week was the first time I properly tried to talk with my daughter about our country's first nation peoples. I'm embarrassed it's taken me this long. But I'm ready to start listening and learning and putting in the work so me and my little fam can actively care for country and its people. Thanks burraja gallery for the great little Kinder Kulture videos which helped us have these chats."

Courtney Young

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CONNECT + WEAVE

Local First Nations weavers, Marg Murray (Barkindji) and Valda Murray (Yorta Yorta) hosted two intimate weaving workshops, with local community by the banks of the Murray River as part of the inaugural Upstream festival. The hands-on workshops educated participants on the ancient weaving practices as they connected with the land they gathered on. The SOLD-OUT workshops were held on Monday 9 March 2020 with 12 participants in each.







KEY DELIVERABLES

2020 - Goal

School Drama: A partnership with Sydney Theatre Company which see's local teaching artists delivering a unique English & Literacy professional development program, into the classrooms of up to 6 local primary.



2020 - Actual

School Drama Professional Development Workshop, held on 16 March 2020, in person for sixteen participants.

School Drama Classic delivered in six schools to ten teachers.

Engaged two local teaching artists to deliver the program.

2020 - Goal

Smart Arts: Professional Development opportunities delivered in partnership with City of Wodonga we plan to again deliver three workshops designed in response to the needs or artists and arts workers in our region. We also plan on delivery one Arts Grant Writing/Funding workshop in each of our 6 LGA's throughout 2019.



2020 - Actual

Delivered - Smart Arts workshops in partnership with City of Wodonga.

Social Media for Creatives, Wednesday 18 March – 27 participants

Creative Business Plus – Online Workshops – FREE,

Saturday 4 April – 46 participants

NAVA Valuing Your Work, Saturday 18 April – 16 participants

Smart Arts 2020: Think Outside the Venue – Local Independent

Theatre, 4 June 2020 – 6pm –7:30pm – 50+ participants

FREE Funding Forums delivered via ZOOM

7 May 2020 – 30+ participants

16 July 2020 – 30+ participants

SCHOOL DRAMATM

A revolutionary partnership between Sydney Theatre Company, Murray Arts and HotHouse Theatre has seen the School Drama™ program delivered to teachers, right in the heart of their classrooms! School Drama[™] is a professional learning program with a difference for Primary School Teachers focused on English & Literacy.

Our local Teaching Artists embark on a unique co-mentoring partnership with a teacher, for seven weeks, in their classrooms, in person and digitally.

Sydney Theatre Company again strengthened their commitment to the program in 2020, with School Drama classic being delivered in six schools to ten teachers, despite the many challenges and delays of 2020.

Schools completing the program in 2020 were Belvoir Special School, Chiltern Primary School, Howlong Primary School, Mitta Mitta Primary School, Table Top Primary School and Yerong Creek Primary School.

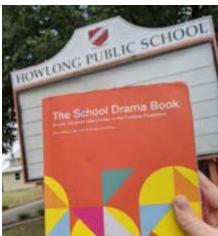
The program employed two local performing artists as the Teaching Artists, Rachel McNamara and Alyson Evans.

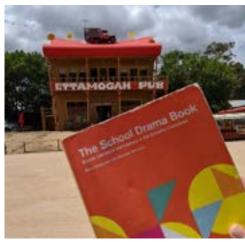














"My students have gained a deeper understanding of inference, the ability to think creatively and the confidence to take risks with their learning. It has also helped with their creative ideas in writing. The program covers all areas of our literacy outcomes in different ways...





This professional learning
will positively influence the way
I program and plan literacy and
drama for my students. I would
recommend School Drama to
any other teacher"

Diana Nicholson, Howlong Public School

SMART ARTS 2020 THINK OUTSIDE THE STUDIO

Murray Arts in conjunction with Wodonga Council presented Smart Arts, a series of professional development workshops for artists and the greater community.

As with all our offerings in 2020, this program experienced cancellations, tweaking and re-imagining. 2020 became the year of the online PD and as a region we really mastered ZOOM networking gatherings, which came about via the Cultural Round Table, UNLOCKED and Smart Arts.



"A big shout out to Alyce Fisher from Murray Arts and Georgie from OGA Creative Agency for today's social media workshop.

I learnt more in 2 hours than a thousand hours left to my own devices on the "socials"!

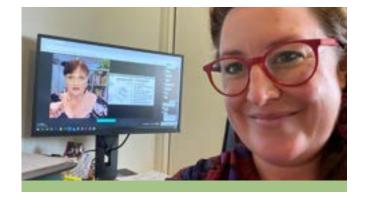
Who knew?! Look out Face-agram, taking the world by storm, post by post!"

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- Marisa Quigley ,Beechworth







Wednesday 18 March

Social Media for Creatives

The interactive workshop, was delivered in person at The Cube and walked participants through the big stuff – social media strategies, choosing the correct platforms, how to avoid outdated sales pitches... & the fun stuff – engaging Instagram story hacks, creating your online personality and tips & tricks on staying up to date. The workshop was delivered by Georgie Seaton | OGA Creative Agency

Attendees: 27 people

Investment per participant: \$20

Friday 3 April 2020

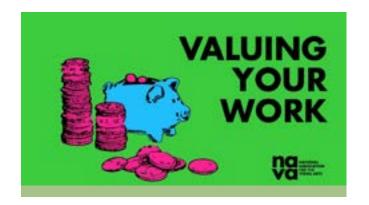
I Hate Networking – Creative Business Plus
Canceled due to COVID-19 restrictions.

Saturday 4 April

Creative Business Plus – FREE Online Workshops
In response to the COVID-19 Restrictions and the extreme changes/challenges that all the Creative Industries were experiencing, Monica Davidson from Creative Business Plus and her team swung into action and offered many opportunities to come together, process what was happening and set some goals/targets of how to survive/adapt.

- Time Management for Creatives = 21 people
- Diversifying Your Income = 25 People

Images – Top Right: Participants at the Social Media for Creatives workshop at The Cube. Top Left: Executive Director Alyce Fisher participating in the Creative Business Plus workshops from her home office.





Saturday 18 April

NAVA Valuing Your Work

The online workshop covered the fundamental principles in valuing and pricing visual artwork. It covered best practice standards in pricing structures, payment schedules and artists' rights in an interactive workshop focused on building professional practice and sustainable careers for Australian artists.

Attendees: 16 people

Investment per participant: \$10

Thursday 4 June 2020 - 6pm -7:30pm

Smart Arts 2020: Think Outside the Venue – Local Independent Theatre

We took the opportunity to highlight our local professional performing arts community, in a unique forum/play reading delivered via ZOOM. We chatted with some of our local professional playwrights about their practises and then were treated to a live rehearsed reading of one of the award-winning Brendan Hogan's current works in development, by a cast of local professionals. This was followed by a ZOOM style foyer mingle for the audiences and an interactive Q&A.

Host: Alyce Fisher, Executive Director of Murray Arts and Independent Performing Artist

Independent Local Theatre Panel: Racheal Oak
Butler (Gamilaroi), Alyson Evans & Brendan Hogan

Rehearsed Play Reading: Play #4

Playwright: Brendan Hogan

Director: Alyson Evans

Cast: Rachel McNamara, Timothy Martin, Kerryn

Beatty and Chris Pidd

49 individual ZOOM log ins

Individual Tickets \$10 - 24

Household Tickets \$20 – 15

Hard to gauge final numbers of audience due to many buying household tickets and not sure exactly how many people watching from each log-in. Also, we had international audience from Colorado, USA and Wales, UK. Audience age range was from toddlers to seniors.

Local creatives Rachel McNamara, Tim Martin, Alyson Evans and Chris Pidd delivering the ZOOM Rehearsed Play Reading of 'Play #4'.

FREE FUNDING FORUMS

In response to the multitude of funding opportunities that arose in 2020 to help the creative industries through the impact of COVID-19 restrictions, Murray Arts delivered FREE Funding Forums via ZOOM.

With Create NSW, Creative Victoria, Australia Council and many other organisations releasing quick turnaround funding, it got very confusing and overwhelming. In an attempt to help we developed and delivered two different forums, which were also available to download for free from our website if creatives were unable to attend the ZOOM forums.

We covered the many grants that were open and broke down the criteria, eligibility and what kind of proposals will be more likely to be successful in receiving funding.

We also gave some grant writing tips and made time for lots of questions, discussion, and brainstorming. It was very important to us that our forums were available during the day and in the evenings, that the presentation was available for FREE download for those who were unable to attend via ZOOM and that we created a word document of the presentation that was accessible.





MURRAY ARTS - ANNUAL REPORT 2020 CAPACITY BUILDING 35



Funding Forum - May

Facilitator: Alyce Fisher, Murray Arts Executive Director

Assistant Facilitator: Nat Ord, Murray Arts Engagement & Communications Officer

Thursday 7 May 2020 Forum 1: 1pm – 2:30pm Forum 2: 6pm – 7:30pm

30+ Attendees

You've been great Alyce and Nat.

Thanks so much for great piece of info.

Beck Palmer

Thank you so much Alyce and Nat, very helpful.

Edwina Edwards

Thanks Murray Arts, heaps informative, well done for getting it together.

Beth Peters

Thanks for the conversation. Stay Safe. Michael Huxley

Thanks again Alyce & Nat - super helpful! Thanks all for the great conversation, too! All the best everyone! Brianna Slattery In the Groove – drumming Really fucking happy to have you all in my life!
Ashlee Laing

Hi Alyce, I just wanted to say thank you to Murray Arts (you and Nat!) for today. A quick turnaround effective way of helping artists and responding with practical things is really helpful. Alyson Evans



Funding Forum - July

Facilitator: Alyce Fisher, Murray Arts Executive Director

Assistant Facilitator: Nat Ord, Murray Arts Engagement & Communications Officer

Thursday 16 July 2020 Forum 1: 1pm – 2:30pm Forum 2: 6pm – 7:30pm

30+ Attendees

Thanks for this session – really useful! Thanks Alyce and Nat!
Rachel McNamara

I have learnt a lot - thanks Alyce & Nat. Greatly appreciated. Kathryn Pyle

Thanks everyone this has been awesome! Look forward to catching up in some way. All the best Bernadette from Global Media

Thanks so much Alyce and Nat xxxx Carm Hogan

Thanks Murray Arts! See you all in the cyber world or at a border crossing near you soon.

Michael Huxley

Thanks to everyone for your contributions and especially to Alyce for another informative session.

Colin

Thanks for the great session,
Chookas to everyone with all their
projects!
Zach

Thanks Alyce and Nat, great session. Kim Passalaqua

Thanks team
Peter Rowe

Thanks very much Alyce and Nat. Lots to take in ... here we go for Round 2. Alison Plasto

Thanks Alyce, Nat and Murray Arts.

Totally appreciate you taking the time and passion to collate this information x

Helen Newman

Thanks Alyce and Nat x
Dirk Wallace

Great presentation Alyce and so comprehensive. Some ones there I wasn't aware of - well done for putting them all together in one place like that.

| Oe Calvert

Thanks Alyce for an informative session. I have to go. Look forward to catching up again soon.

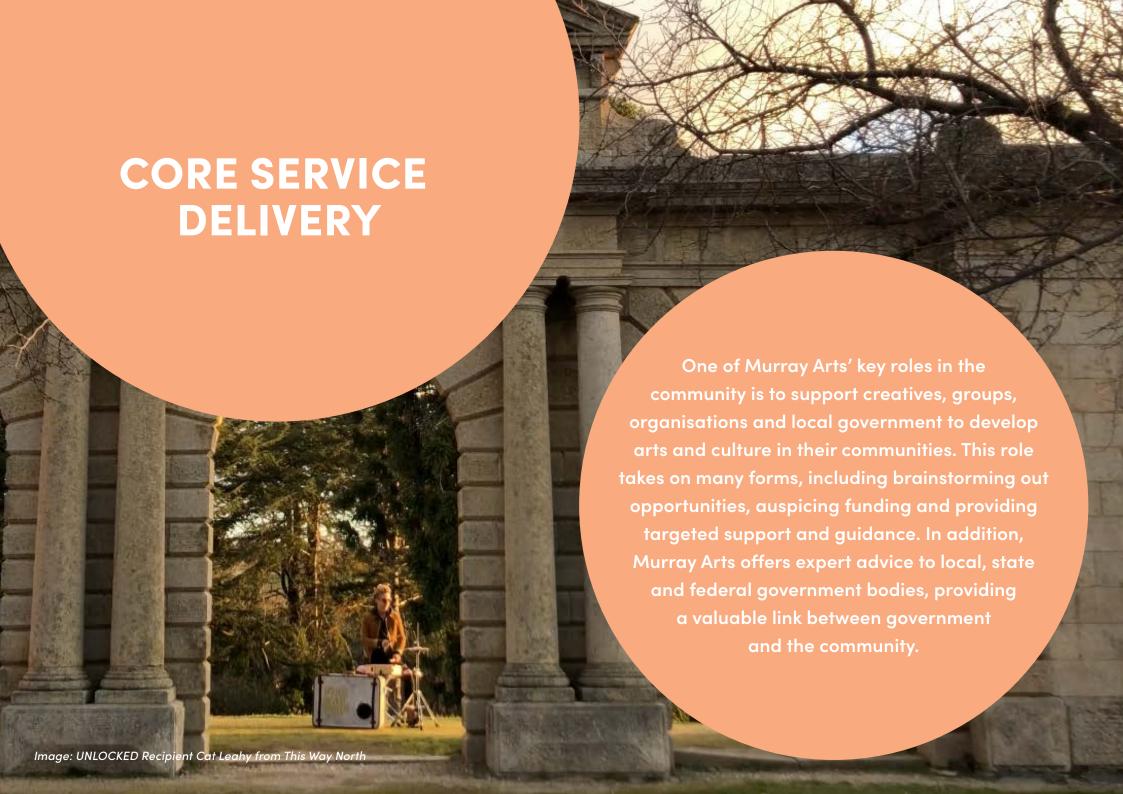
Ian Trevaskis

Thanks so much for this information. Thanks again!

- Joelene Mitchell

Thank you for the information and making the session available to us all. Brenda Smith

Thanks Alyce for holding this session - really appreciate the time and you sharing your knowledge with us.
Erika Cross



SOME HIGHLIGHTS FROM OUR 2020 COMMUNITY ASSISTANCE ARM

Assisting with administrating Country Arts Support Program (CASP) funding in the Murray Arts Footprint

Auspiced wages/payroll for GIG's gallery Wodonga

Auspiced projects/funding: 'Women of the River' Albury Wodonga Creatives, 'Well Meaning' Black Border, 'Wild Wetlands' Greg Pritchard and individual grant recipients Pam Noonan and Kath Hulme.

Advice, Advocacy and Financial
Management for the DEWLP Kirrily
Anderson mural commission
in Chiltern

Sitting on funding assessment panels for Regional Arts Victoria

Consulting on the Tallangatta Shop
Front Revitalisation project in partnership
with Regional Design Service

Letters of Support





Delivering IDEA GENERATOR workshops in partnership with HotHouse Theatre for local artists submitting EOI's to Upstream Festival

And the many initiatives delivered in partnership with The Cultural Round Table of the Border North East.

Images – Top: Women of the River creative team – photo credit Mark Jesser Border Mail Feb 2020. Bottom: Mural by Bethany Thornber (Wiradjuri) & Kaff-eine, commissioned for Upstream Festival 2020.

CULTURAL ROUND TABLE OF THE BORDER NORTH EAST

Initiated by Narelle Vogel, as a way for our local Creative community to remain connected when the first national COVID-19 restrictions commenced in late March 2020, the Cultural Round Table of the Border North East meets regularly via ZOOM.

As well as being an incredibly supportive space for all connected to our local creative community, the Cultural Round Table also banded together to achieve fantastic outcomes throughout the year.



Image: A screen shot of the first ZOOM meeting of the Cultural Round Table of the Border North East.

"Just wanted to pass on my wholehearted gratitude for both unlocked and think outside the venue these opportunities have nourished me and also really showcased the wonderful talent in the region. We have booked for galah bar online and are very much look forward to it Look forward to reading minutes of the meeting."

- Rachel McNamara, 9-6-2020

Collective statement from the Border North East cultural community

Released on 5 May 2020

COVID-19 has affected the cultural industries more than any other and our region is no exception. We know our audiences and our artists need to reconnect. We know that our industries will be called upon to help restart tourism and drive visitation to our regions. So that this can happen sooner rather than later, we are busy developing our road map to recovery and planning projects for the other side. We're actively engaging with artists, companies, organisations and governments to ensure we are ready to return.

This is a really tough time for many in our local creative industries and within our region more generally, but we want you to know that we all stand beside you in solidarity.

Border North East cultural organisations have come together with a united mission to build a stronger and more harmonious regional cultural community that will see us through this crisis and into a brighter future.

If you are an art loving member of the public – thank you. Please wait for us. We will return soon. And in the meantime, please check out your favourite local creative's websites or Etsy stores. Buy art! Buy books! Buy tickets to live streamed performances! Support the work you love, by paying the people that make it. It is more important now than it has ever been.

We'll have more to say soon – please watch this space.

Border North East Cultural Round Table

Independent artist survey results, May 2020

As part of the actions of the Border North East Cultural Round Table, a survey for local independent artists and creatives was created and distributed. The survey sought to find out how artists had been affected by COVID 19 and what support they needed in the short and long term. The questions were kept to a minimum and were worded in an open and supportive way. It was hoped that the survey would clarify if needs were primarily financial or if there were other, more pressing needs, such as those related to mental health and wellbeing that needed to be considered.

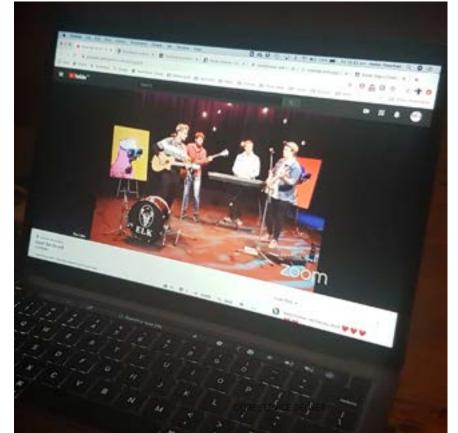
The total number of surveys received was 77, however not all respondents answered all questions. Despite this, the survey had an excellent reach and included respondents outside of the Murray Arts footprint. As expected, almost half of the respondents identified their financial needs as their most pressing. Around a third also identified opportunities to network and make connections as a high priority.



It was a monumental effort to achieve such an ambitious live streamed event, especially since it was still in the early days of live-streaming and the team learnt a lot in the process. This truly collaborative effort proved just how strong our cultural community is, the problem solving achieved by the production and tech crew was brilliant and it all culminated in an outstanding showcase of what can be achieved when we work together. We sold 179 single tickets and 73 household tickets with audiences streaming not only locally but from Sydney, Melbourne, Tasmania, Northern Territory, Queensland and Wales in the UK.

GALAH BAR *ON AIR* FRIDAY 26 JUNE 2020

Galah Bar ON AIR was born from the desire to champion keeping the local performing arts alive, during the time of shutdown and to collaborate. This resulted in eight cultural institutions and organisations in Albury Wodonga partnering to present a night of entertainment. Galah Bar ON AIR was the online version of the much-loved Galah Bar, produced by HotHouse Theatre with support from Murray Arts and Nomad Films and live streamed from multiple locations: Albury Entertainment Centre, Albury LibraryMuseum, The Cube Wodonga, Flying Fruit Fly Circus and Murray Art Museum Albury (MAMA).



Images: Galah Bar On Air behind the scenes - photo credit Helen Newma





Performers: Seth Sladen, ELK - Nick Keogh, James Worth, Luke Worth, Jack Woodman, Alyson Evans, Slim Pickins & Penelope AKA Per WestMan & Bec Neill, Racheal Oak Butler, Shampagne Supernova AKA Lucy Tan, Harry McKoy, Cooper Ayton, Will Meager and Alyce Fisher.

Production and Tech Crew: Beck Palmer, Stodge Stoddard, Kofi Issacs, Sunshine Steph, Rhys Llewelyn, Jason Roche, Rod Phillips, Adam Boon, Alison Plasto, Brent Scott, Jules Boag, Adam Elliott and Helen Newman.

Image: MC Alyce Fisher prepares to host Galah Bar On Air. Photo by Helen Newman.

UNLOCKED

Murray Arts in partnership with the Cultural Round Table of the Border North East delivered five rounds of support via UNLOCKED.

UNLOCKED was a micro-funding program designed to acknowledge, support and encourage independent creative industry practitioners who live, work and connect with the Murray Arts footprint during the age of COVID-19; AlburyCity, Greater Hume & Federation shires in NSW and City of Wodonga, Indigo & Towong shires in Victoria. Across the five rounds



we were able to support 85 individuals with a \$333 funded day of creativity and 17 collectives a fee of between \$1,000 to \$1,500 to explore collaborative opportunities. Why \$333 per day? We had \$10,000 for the first round, if you divide \$10,000 by the 30 days of June you get \$333 and that meant supporting 30 artists. The amounts for the collective

payments again came down to how much we had for each round and dividing it up so that we could assist as many as possible.

We researched many different quick response micro-funding programs, analysed responses from the Border North East Independent artist survey and ended up basing UNLOCKED on the Darwin Browns Mart micro-

grant model, as we felt it would best support a cross section of our creative community immediately. We ensured the application process was simple, applications were assessed swiftly and there was very minimal reporting required. The UNLOCKED program recipients were encouraged to attended ZOOM networking meetings and a supportive UNLOCKED Alumni arose. Recipients were able to use the funds/time to work on their skills, create new work, develop existing work, develop/refine their creative business, work on a grant application, purchase material or equipment, collaborate, think, breath, pay some rent or purchase some food. We have received incredible feedback from our creative community about this program and how vital the seed money was for their mental health & creative practise. The testimonials from recipients and subsequent outcomes from what has been made possible thanks to this program really showcases just how powerful seed funding can be.

Murray Arts continually reworked our 2020 budget, shifted things around, had some wins qualifying for government COVID-19 support, cut back were possible and wanted to inject the funds we could directly into our region's creative economy. UNLOCKED benefited from contributions received from The Flying Fruit Fly Circus, HotHouse Theatre, Towong Shire Council, Galah Bar On Air and private donors.

UNLOCKED STATS

individual artists received a funded day of creativity.

Collectives benefited from an injection of funds to aid with creative collaborations.

\$51,315

A total of \$51,315 was granted to local creatives as part of the UNLOCKED 2020 program.



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MURRAY ARTS - ANNUAL REPORT 2020

CORE SERVICE DELIVERY



Murray Arts team. This is really welcome news and a much needed boost!

Great work Alyce. This was an amazing project and our north east artists are very lucky to have someone like you, to look out for them and continue to deliver amazing projects and support. You make me want to do better.

GO you good thing!

Rebecca Bennell



Oh my gosh, thank you so much! This will really help me out!

Tyler Grace

- Photographe
- AlburyCity











Oh wow, thank you so very much!
This support and recognition,
during these uncertain times and
isolation, just mean so much.
Huge thanks to Murray Arts for
this wonderful initiative. Love
your work!!!

Robyn White – Visual Arts - Independent – Wodongo

Images UNLOCKED Recipients: Top Left to Right
- Susie Scott, Nina Machielse Hunt, Toby Mobbs
photo by RokShotz and Aimee Chan. Bottom Left
to Right - Creators ArtSpace, Rachel McNamara
& Michael Huxley, Ashe.

Thank you so much for making this grant possible and for considering our application. It really is a wonderful opportunity for Marley and I to collaborate in a professional way.

Hopefully it won't be long before you get to see the end results. We are all looking forward to that time. Susie

Marley Dawson & Susie Losch – Visual Arts – Collective – Towong & Alpine



Oh wow! Thanks so much, that's amazing!

Bobby Whybrow (Wiradjuri) – Drag – Wodonga









What I like most about
Unlocked is its open-ended
approach, Its trust in creators
and artists. Most of the time
you have to give your end goal
and then put your creative
energy towards that goal. It's
just a day, but one that will be
full of creativity.

Joshua Levi Collings – Photography/Musician/Film Maker – Towong



you so much for supporting me in this funding! It's much appreciated! Looking forward to having my day of creativity!

Leisha Jungalwalla – Musician – Indigo



Images UNLOCKED Recipients: Top left to right- Tamara Murray (Barkindtji/Yorta Yorta/ Dhudaroah) & Ian Trevaskis. Middle left to right- Erin Davis Hartwig & Alison Lloyd from The Old Stone Hall, The Renegades, Leisha Jungalwalla. Bottom left to right - Seth Scheuner & Lucy Tan photo credit Ian Sutherland & Corowa Landcare.



That is wonderful news, thank you, this initiative is very much appreciated by the arts community,

I am sure!

Dirk Wallace – Photography – Albury

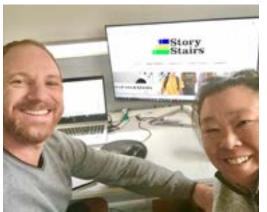






Thanks again, was a real boost to the creative spirit to receive this grant. You made my day and I hope you feel a little like Oprah! Thanks again, was a real boost to the creative spirit to receive this grant.

Cat Leahy – Musician – Indigo







Oh my god. It's hard to explain how this feels really Alyce. I'd not expected to feel so emotional about it but seems I do (my eyes leaked a little). Even though I've not been exactly twiddling my thumbs the loss of creative projects has taken its toll and today I had yet another conversation confirming a future project I was super excited about was not going ahead. Every little encouragement (specially when it means backing my emerging creative practise with projections) is a boost that goes way beyond the money attached to it. Thank you so, so much!

Helen Newman – Film – AlburyCity

Images: UNLOCKED Recipients - Top Left to Right - Dirk Wallace, Vanessa Keenan and Rebecca Kos. Middle Left to Right - This Way North and Abi Thompson.

Bottom Left to Right - Becoming Bulldogs and Glenn Straus & Aimee Chan.

COUNTRY ARTS SUPPORT PROGRAM (CASP) 2020

In partnership with Create NSW and Regional Arts NSW, Murray Arts continues to administrate and deliver this fantastic grass roots funding round locally. In 2020 we were able to financially support:

\$3,000 - LGBTQI+ Laneway Project

Albury LibraryMuseum

An artist will be engaged to mentor young people within Albury's LGBTQI+ community in the development of artworks –photography, painting, poetry, short stories, etc. Images of the artwork will be displayed in light boxes alongside Albury LibraryMuseum, leading down to Retro Lane Youth Café, during Pride Month (June 2020).

\$3,000 - Women of the River

Albury Wodonga Creatives

An ephemeral street art photographic portrait exhibition showcasing the stories of local women and their relationship to the Murray River on Albury architecture. The series will also feature installations in Wodonga and be displayed across March & April 2020.

\$500 - Cartoons & Caricatures

Mulwala Show & Shine

The Motorbike Muster Show and Shine is held annually in February at Mulwala Water Ski Club - Mulwala. The motorbikes line up in Model/Make and compete for Category Trophies. Cartoon & Caricature artist - Adrian "Oz" Osborne, will be our "Artist in Residence." Those attending may have their portrait drawn alongside a motorbike.

\$3,000 – Living Room *

Albury-Wodonga

Ethnic Communities Council (AWECC): "Living Room" is a digital art project that explores stories of local community members from Refugee backgrounds. Presented at the Albury Library Museum as part of refugee week in 2020.

\$4,000 - Black Border Re-Imagined *

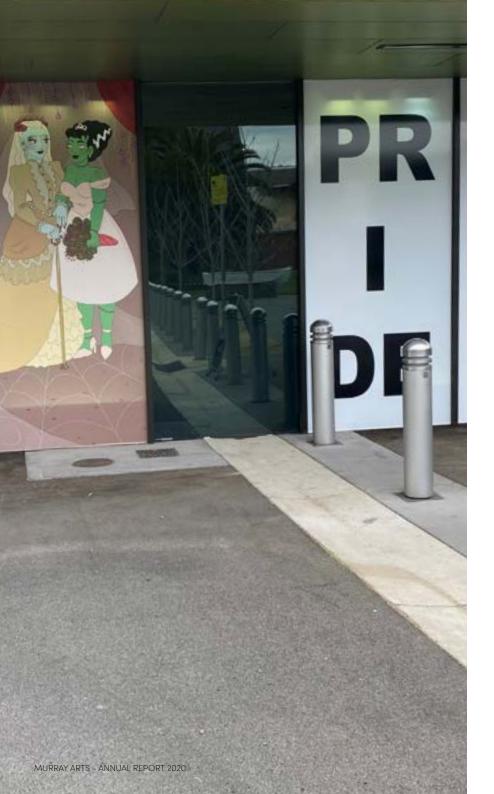
James Fallon P&C

Acclaimed theatre performer and director Kamarra Bell-Wykes (Yagera/Butchulla/European) will return to Albury to work with young aspiring Koori theatre students and Black Border Alumni to create a new devised performance. The performance will be showcased to the public and will be part of the re-imagining of Black Border Theatre.

\$2,411.51 - Murray River Fine Music *

Will bring Lior, an independent Israeli–Australian singer-songwriter, to the Albury. He is a rare Australian musician and performer who has successfully bridged the gap between Classical/Art Music and mainstream contemporary styles.

^{*} Living Room, Black Border and Murray River Fine Music were all ostponed due to COVID-19. Keep an eye out for these projects in 2021



LGBTQI+ Laneway Project

The PRIDE LaneWay Project has been an absolute blast. I was thrilled to facilitate these workshops and mentor the participants of this project to develop this public art project. The artworks exhibited not only showcase the talent on these emerging LGBTQI+ artists but also positions them as visible, emerging community leaders.

Due to the impact of COVID-19, the workshops were delivered via a digital platform. This format worked incredibly well and saved the project from falling victim to the culture of cancelled. The workshops, in essence, were a series of critiques allowing participants to receive and offer genuine critical feedback, as a group, about the development of each artist's work.

The open exchange and sharing of personal stories of identifying as a young LGBTQI+ were truly inspirational, highlighting that, as a society, there is still a lot to be done in terms of equality.

Facilitating Artist Ashlee Laing



Whiskey Boag The Sea is A Good Place to Think About the Future, 2020 Oil on canvas (Digitised)

The challenges that occurred due to Covid–19 restrictions pale into insignificance compared with the overwhelming success of this project. The project absolutely achieved its main objectives in providing a platform for empowerment and creative expression of self, promotion of equality and inclusion within our community. The project has raised the profile of our LGBTQIA+ community in a positive and visually engaging way.

The feedback from the young people that participated in the project and the broader community has been incredibly positive. The participants demonstrated maturity, adaptability and resilience as the project navigated this challenging year.

Perhaps this is unsurprising however given the challenges they face as members of the LGBTQIA+ community. Facilitating artist Ashlee Laing commented that the "open exchange and sharing of personal stories of identifying as a young LGBTQI+ were truly inspirational, highlighting that, as a society, there is still a lot to be done in terms of equality.

This project, which successfully empowered LGBTQIA+ youth to express themselves and their experiences, has resulted in a series of public artworks which powerfully emphasises the need for greater inclusion and acceptance.

Kate Eastick, Project Manager & Exhibition Curato Albury Library Museum



Internal Operations

MURRAY ARTS OFFICE & BURRAJA GALLERY, GATEWAY VILLAGE, WODONGA VIC

In March 2020, the Murray Arts and burraja gallery team commenced working from home, due to the national COVID-19 regulations.

Gateway Village has always been a problematic location for mobile and internet connectivity, with no access to fixed NBN. Pre COVID, we put up with the limitations of our location, but post COVID, in the era of ZOOM, we could no longer work effectively from our space. Add to this the configuration of our office/gallery, only having access to public amenities, ongoing border closures, ever changing Victorian government regulations and then a building renovation of the space next door to us, it resulted that we were never able to return to working from Gateway Village. In 2021 we have a burraja gallery pop-up planned to open in the Albury CBD, our team will continue to also work remotely and more permanent locations for both Murray Arts and burraja gallery will be investigated.



STAFF PROFESSIONAL DEVELOPMENT

2020 was the year of the Webinar. All of a sudden, a world of opportunity arose in the professional development space and as creatives we were able to connect like never before. Murray Arts staff took advantage of ZOOM workshops, webinars and digital gatherings with:

- ► Smart Arts
- ► Creative Business Plus
- ► Connect Relate Create (a local program delivered by HotHouse Theatre & Alyson Evans)
- ► NAVA
- ► Australia Council
- ► Regional Arts Victoria
- ► Regional Arts NSW
- ► Art Starts Here

Alyce was awarded a full scholarship from the Hugh Williamson Foundation to participate in the 2019/20 Alpine Valley Leadership program and after the program having to shift to a ZOOM model and experiencing significant delays, she graduated in September 2020.

The Regional Arts NSW Network normally meets 3 times a year in person, in Sydney for networking meetings & professional development opportunities, in 2020 our network managed one in person gathering, in February, then we shifted to fortnightly ZOOM gatherings for the Executive Directors, monthly catchups for the Communications Officers and Aboriginal Arts Officers. The regular RADO networking gatherings really were a silver lining of the pandemic, they allowed us to support each other through the many, many challenges of 2020, share resources and brought our network even closer; we all commented 'that we should have started doing this sooner.'

'I was grateful for the online workshops that we were able to both host and participate in. They were a great way to connect, check in and learn during lockdowns. I was also grateful for the new faces in our region that we connected with purely because zoom made things more accessible.'

Nat Ord, Engagement and Communications Officer, Murray Arts

RECRUITMENT

In 2020 we recruited for the positions of:

- ► Aboriginal Arts Curator for burraja gallery
- ▶ Interim Executive Director

Bethany Thornber, the inaugural curator of burraja gallery, attempted to take advantage of overseas opportunities in early 2020 but her plans were foiled due to the global pandemic. Murray Arts were able to support Bethany via the JobKeeper program before she left to take up an opportunity at MAMA. Recruitment for her replacement was greatly affected by COVID-19 regulations and border closures but finally, in November Glennys Briggs was



Last Murray Arts team lunch before working from home commenced March 2020.

able to join our team as the
Curator of burraja gallery and
Aboriginal Arts Officer for Murray
Arts. Tiffany Ward also finished
up with Murray Arts and took up
an opportunity with HotHouse
Theatre. Susan Reid joined the
team in September, taking the
reins from Alyce who went onto
parental leave.

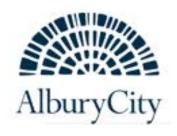
FINANCE

In 2020 Murray Arts qualified for various COVID-19 government support income, including JobKeeper. This meant that we had significantly more income than originally anticipated, and our budgets were ever evolving, as the year unfolded. As the peak Regional Arts Development Organisation for the Border North East we prioritised using the unexpected extra income received to deliver the UNLOCKED micro grant program and bring on contracted local support staff for various projects and initiatives.

We made a surplus in 2020 and the full 2020 Murray Arts Audited Financials are available to view via our website.

CORE FUNDING















MURRAY ARTS - ANNUAL REPORT 2020 INTERNAL OPERATIONS

BURRAJA GALLERY





SCHOOL DRAMA





CONSEQUENCES





Headlie Taylor Header Museum

Woolpack Inn

Jindera Pioneer Museum

Wymah Museum

Holbrook Submarine

Museum

Facing Australia

SMART ARTS







CASP





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MURRAY ARTS - ANNUAL REPORT 2020 INTERNAL OPERATIONS

EMPLOYMENT FUNDING

Create NSW Arts. Screen & Culture



VEHICLE SPONSORSHIP



OTHER PROJECT PARTNERS



















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MURRAY ARTS - ANNUAL REPORT 2020 SECTION:



Regional Arts Development

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murrayarts.org.au burrajagallery.org.au



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