



# **Creative Darebin Arts Strategy**

## **Year 2 Progress Report**

**Current Progress and Future Focus**  
**2015-2016**

May 2016

**Appendix A**

# Darebin Arts Strategy 2014-2020

## Year 2 Progress Report

### About this report

This report is an annual report card of the Arts Strategy 2014-2020. The report details how Council responds to arts and cultural opportunities through arts programming, infrastructure management, policy and program delivery. It highlights the annual achievements aligned to each of the pillars of the Arts Strategy for the period 2015-2016 as well as a year to date overview of actions and initiatives delivered including the key partnerships with Aboriginal groups and arts organisations.

# Darebin Arts Strategy 2014-2020

## Plan on a page

### Council Plan 2013-2017

The place to live.  
A thriving and creative culture.

### Vision Arts Strategy 2014-2020

To create the ideal  
environmental conditions for  
creativity and community to  
thrive through the arts.

### Our mission

A City where the arts have  
genuine impact.

### Strategic Goals

#### Improve social cohesion

Improve social cohesion, wellbeing  
and connectedness for those who  
live work, study or play.

#### Foster creative and artistic enterprise

Create the environment and  
conditions that encourage creative +  
artistic endeavour and enterprise to  
proliferate in Darebin.

#### Build local capacity

Amplify impact of arts leadership for  
artists and arts organisations who live  
or work in Darebin.

#### Lead by example

Focus on leadership in programs,  
practice and partnerships.

#### Great place to work & achieve

Engaged and high performing  
workforce  
The right people doing the right  
things at the right time.

### Pillars of the Strategy

#### 4.1 INCLUSIVE

*Increase access and meaningful  
participation in the arts for priority  
audiences.*

#### 4.2 ENTERPRISING

*Make Darebin the home of choice for  
artists & creative industries.*

#### 4.3 REGENERATIVE

*Develop sustainable creative places  
and spaces.*

#### 4.4 CONNECTED

*Create connections across  
communities and between  
generations.*

#### 4.5 VIBRANT & VISIONARY

*Lead by example and commit to  
best practice in all our work.*

#### \* SUPPORTED WORKFORCE

*Develop a high performance, values-  
led team culture.*

# 4.1 Inclusive - Increase access and meaningful participation in the arts for priority communities

Priority Actions

Highlights and achievements

Future

## Arts Participation Initiative

New program stream established in 2014 – Arts Participation Program.

Established the Arts Partnerships Initiative in 2015. In 2015-16 eight arts partnerships focussed on priority communities supported.

New applications for partnerships in second half of 2016

## Arts & Priority Communities

Free tickets to assist indigenous community to attend indigenous arts shows  
 Stolen Generation Marker public art project - Preston Town Hall  
 Koori Night Market & DAEC partnership in 2015  
 Yhonnie Scarce co-curated exhibition at Bundoora Homestead in 2016  
 2 x True North audio tours feature stories told by migrants  
 Inaugural Dance Affair  
 Eight productions created by and featuring indigenous writers and performers in theatre, comedy and music including partnership with Ilbijerri Theatre Co.

Museum of Me intergenerational art project between two aged care facilities and two Darebin primary schools – later 2016

Arts Partnership Initiative EOLs in later 2016

Elders Festival in planning for 2017

## Disability Action Plan

Companion Card holders supported at venues  
*Hot Brown Honey* shows AUSLAN interpreted

Tactile tour of Next Wave show *The Voices of Joan of Arc*

Next Wave festival emphasis on accessibility including programme creation and navigation, AUSLAN interpretation, and vision impaired access assistance

Homestead new initiative bid re accessibility in partnership with Arts Access Nebula project

## Digital & online tools

New collection catalogue  
 Digitising the Art Collection in progress

Venues website development planned  
 Digitisation of artworks into database

Alignment with Digital Darebin Strategy  
 Development of new websites for Northcote Town Hall and Darebin Arts and Entertainment Centre and Bundoora Homestead Art Centre

## Visitor Costs

Broad range of free/low cost events – festivals, families and shows, workshops, exhibitions.  
 Melbourne Magic Festival – free foyer shows and low cost ticketing introduced in 2015

Encourage venue partners and hirers to incl. discounted/free ticket offers

## Communications

Range of methods used – hardcopy, social media, websites, mail outs  
 Marketing and Communication Plans designed and implemented across all outputs  
 Darebin Brand Strategy – Streamlining to the single Darebin Arts logo and online portal  
 Bundoora Homestead website development with Communications

Redevelopment of venues website planned aligned to Digital Darebin Strategy and the Communications and Marketing team.

## Artist in Residence Program

Bundoora Homestead Artist in Residence program  
 True North Artist in Residence – Oslo Davis  
 Museum of Me is an artist in residence program. An intergenerational project between two aged care facilities and two primary schools beginning in April 2016.  
 Kite Festival artist in residence in four primary schools creating kite bunting completed Feb 2016.

Look to involve school groups.  
 Artist in School plan – 100 Storey Building to create a schools program

## Business planning

Draft business plan completed for Bundoora Homestead  
 Planning has resulted in attendance and box office figures  
 DAEC review – Theatre Strategy - 2014

Continued annual planning  
 Bundoora plan to be actioned  
 DAEC Strategy Planning  
 Programming Curatorial Framework

## Festival Program

Greater emphasis on interactive Families programming at Kite festival  
 Redesign of True North – Audio tours of Reservoir, participatory Inaugural Dance Affair  
 HMF – Travelling Kitchen collaborations with local primary schools  
 Partnership with Reservoir High School

Access & engagement plans to be designed & implemented  
 Elders Festival in 2017 being planned with Community and Cultural Development Officer

## 4.2 Enterprising *Make Darebin the home of choice for artists and creative industries*

| Priority Actions            | Creative Industries Business/Support   | Low-cost Developments Space   | Cultural Tourism   | Workshop Space   | Micro-loans                                      | Artist Rights          | Artist Development & Presentation   | Visual Artists   | Economics   | Arts Ambassadors   |
|-----------------------------|--|---|--|--|--|------------------------|---|--|---|--|
| Highlights and achievements | <p>DIY Business Seminars expanded as Creative Spark</p> <p>ArtsHub conference held at Darebin Arts &amp; Entertainment Centre 2015</p> <p>Professional Development workshops and panels for artists at Homestead</p> | <p>Initiated the Development Program – access to space, mentorship and materials to assist artists develop their program.</p> <p>Northcote Town Hall new rehearsal rates &amp; packages</p> | <p>Economic Development team leading this strategy with Creative Culture involved as a project partner</p> | <p>Scope Northland Urban Renewal Project</p>                   | <p>To be progressed Y3</p>                       | <p>Year 4 priority</p> | <p>Diverse programs with audiences increasing</p> <p>Artist in Residence at Homestead</p> <p>2015 initiated Development program</p> <p>Thirteen Speakeasy presentations in 2016</p> <p>Partnerships with five major festivals</p> | <p>Ongoing support for local artists</p> <p>500 entries to Darebin Art Prize</p> <p>A1 Salon introduced – open access to Darebin residents/ students/ workers</p> <p>24 exhibitions annually at DAEC and NTH for community artists</p> | <p>Local artists employed for festivals &amp; events = priority</p> <p>Active Spaces empty shops program with Economic Development team</p> | <p>Arts Ambassador meetings and roles re-established</p> |
| Future                      | <p>Arts Connect</p> <p>Creative Spark in development for second half of 2016</p>   | <p>DAEC new rehearsal rates and packages</p> <p>Advocacy at Northcote Town Hall</p>   | <p>Y3 objective to identify priorities to be actioned</p>  | <p>Y3 objective: Cultural infrastructure map and framework</p> | <p>Scoping study to be progressed in 2016/17</p> | <p>Year 4 priority</p> | <p>Professional development workshops at Homestead</p> <p>Artist developments at NTH 7 DAEC</p>   | <p>Continuation of Darebin Art Prize, A1 Salon</p>   | <p>Paying exhibiting artist fees</p>  | <p>Post-2016 election - opportunity for new members</p>  |

## 4.3 Regenerative *Develop creative spaces and places*

| Priority Actions            | DAEC Feasibility Study | Property Developers & Public Art   | 'Percentage for Art'   | Arts Colony Feasibility Study?                          | City Gateway Public Art   | Arts Precinct Masterplan for Northcote   | Biannual Public Art Commission  | Venues Management & Improvement – major works  | Asset Management  |
|-----------------------------|------------------------|--|--|---|---|--|---|--|---|
| Highlights and achievements | Undertaken March 2015  | Collaboration with Strategic Planning.<br>Key consideration in the review and development of new framework for public art (commissioned) | Scope and consider with Northland Urban Renewal Project  | Scope and consider with Northland Urban Renewal Project | 'Call and Response' light and sound installation at Westgarth<br>Three site-specific temporary works commissioned - artists James Voller, Kirilly Anderson & Matthew De Moiser.<br>Community driven, ephemeral pieces, designed to respond to the masterplans | Scoped and reviewed the incomplete actions of the Masterplan   | 'Call and Response' installed – Westgarth 2015/16                         | Roof truss installed at Northcote Town Hall<br>Acoustic isolation completed<br>Projector installed at Northcote Town Hall<br>Security Risk Consultation<br>Annual client & user survey completed<br>Homestead 10 Yr capital works plan | Asset management register improved<br>Valuation of public art completed - \$2.7m                            |
| Future                      | Going to Council 2016  | Year 3 priority  | To be reviewed and connected to engagement with Strategic Planning including Masterplan & local renewal projects<br>Work with City of Melbourne and other LGAs to monitor developer contribution in new developments & Masterplanning projects | Year 3 & 4 priority                                     | Capital works long term planning- Biennial gateway project<br>Year 4 action   | 2016/17 New Initiative bid<br>Activation of the outside precinct of Northcote Town Hall with Public Realm dept | <b>Beyond FIDO</b> policy and program redesign<br>Year 4 major commission | New booking system to replace Events Perfect<br>Catering in-house<br>Flooring, façade and painting upgrade   | Ongoing maintenance schedule<br>Valuation of indoor collection<br>Launch of digital resource September 2016 |

# 4.4 Connected *Create connections across communities and between generations*

| Priority Actions            | DAEC Redesign   | Darebin Digital Strategy   | Schools Partnerships   | Intercultural Community Arts – Migration Focus  | Community Grants  | Cross-Council Initiatives   | Intergenerational & Inter-Cultural  | Gathering Places  |
|-----------------------------|---|--|--|---|---|---|---|---|
| Highlights and achievements | <p>Furniture</p> <p>Live music</p> <p>Programming with foyer as venue</p> | <p>Bundoora Homestead – new collection catalogue</p>                               | <p>Partnership with Reservoir High School</p> <p>Norris Bank Primary connection made</p> <p>Artist in residence program – Kite Festival and Homemade Food and Wine</p> <p>Museum of Me school partnerships</p> | <p>True North's <i>People's Tours of Reservoir</i> audio tour with two migrants' stories</p> <p>Homemade Food &amp; Wine Festival focus on homemade traditions in Darebin from around the world incl. <i>One Suitcase Four Stories</i>, Dining Room Tales, Meet the Makers Showcase</p> <p>Inaugural Annual Dance Affair</p> <p>Morning Music program developed to reflect more music of the communities that make up Darebin</p> | <p>Engagement in and delivery of Arts Grants and venues subsidy program</p>   | <p>Darebin Community &amp; Kite Festival</p> <p>Children's Day 2016 with Community Development team</p> <p>Pop Up Park programming with Public Realm department</p> <p>Working with Project Management Office on public art as part of Masterplans</p> <p>Reservoir Identity Study actions</p> <p>Closer working relationship with the Access Team at all festivals</p> | <p>Museum of Me first programmed with Westgarth Primary School in 2014</p> <p>2016 Museum of Me – two aged care facilities and two primary schools</p> <p>Speakeasy program frequently reflects intercultural issues and examinations</p> | <p>DAEC reception alterations, foyer use, daytime live music</p> <p>Public workshops at the Homestead i.e. life drawing</p> |
| Future                      | <p>Capital works bid – bar, lighting, reception changes, open spaces</p>  | <p>Venues websites redevelopment</p> <p>Digitisation of artworks into database</p> | <p>Artist in Residence program research</p> <p>Homestead – education program in new business plan</p>  | <p>Potential for Catalyst funding. Scoping to be delivered in 2016/17</p> <p>Keynote Comedy Festival show will focus on Polynesian Islander migrant experience</p>  | <p>Review of Arts Partnership Initiative to align to the timing of the Community Grants and use of Smarty Grants tool</p> | <p>Cultural Awareness Training for Creative Culture Staff with a focus on ATSI and CALD priority communities</p> <p>Partnership between our Disability team and Bundoora Homestead to present Nebula project with Arts Access.</p>  | <p>Elders Festival in 2017</p> <p>Exhibition focussed on Chinese art scheduled for the Homestead</p>  | <p>DAEC lighting/bar upgrade to foyer Homestead café upgrade</p>  |

# 4.5 Vibrant & Visionary *Lead by example and commit to best practice principles in all our work*

| Priority Actions            | Evaluation Framework  | Embed Cultural Impact in Council Reporting                | Mid Strategy Review  | Promotion of Arts and Cultural Opportunities   | Professional Development   | Regional Approach to Arts   | Identify and Consolidate Core Program Services   | Business Plans   | Best Practice  | Public Forums  | 'Great Art Experiences'   |
|-----------------------------|---|---|--|--|--|---|--|--|--|--|---|
| Highlights and achievements | <p>Council KPIs and strategic indicators</p> <p>Data Mapping</p> <p>Data Dashboard</p>  | <p>Economic Value and Social Impact Study in progress</p> | <p>Planning for a public forum to be held in December 2017</p> <p>Focus on priority actions and relevance in the context of a new Council Plan and shifting arts ecology</p> | <p>Darebin Arts website</p> <p>6 monthly brochure</p> <p>Bi-weekly e-newsletter</p> <p>Ticketing-related contacts database est. for e-mailouts</p> | <p>Staff attendance at industry specific conferences</p> <p>Council service excellence</p> <p>Devt. of Front of House training program</p> | <p>Attendance at Face the Music conference</p> <p>Partnerships with peaks such as Music Victoria and Creative Victoria</p> <p>Response to Agent of Change rules and monitoring the legislation changes forecast through the EPA consultations on SEPPN2</p> | <p>Annual business planning</p> <p>Annual Service Planning</p> <p>10 Year Financial Plan</p> <p>True North Program Redesign</p> <p>Kite Festival refocus on families and participation</p> | <p>Completed</p> <p>Annual Council planning</p> <p>Bundoora Homestead draft business plan 2015-2020</p>  | <p>Ongoing engagement in sector forums and conferences</p>                             | <p>Creative Spark networking</p> <p>Events community briefings – Music Feast 2016</p>                                  | <p>Venues presentations – attendances &amp; \$ highest ever, critical acclaim</p> <p>Homestead – 20+ exhibitions for 2015/16</p> <p>Darebin Art Prize new curation</p> <p>Intro of Artist in Residence</p> <p>Green Room Awards 2015 wins in 2016</p> <p>New truss at NTH</p> <p>Working w/world class local performance companies i.e. Circus Oz, Stephanie Lake Company</p> |
| Future                      | <p>Alignment &amp; integration of a new evaluation framework consistent with the National Local Government Forum on Cultural Outcome.</p> <p>Partnership with Cultural Development Network.</p> | <p>Cultural Infrastructure Mapping</p>                    | <p>To be completed in Year 3 of Arts Strategy</p>  | <p>Ongoing</p>   | <p>Ongoing opportunities for training</p>  | <p>Engage in sector discussion &amp; State Government live music SEPPN2 review - EPA</p>  | <p>Development of Program Strategic Plans</p>  | <p>Ongoing review &amp; reinforcement of strategy implementation in annual ongoing business planning</p> | <p>Monitor impact of Federal &amp; State arts funding on the local creative sector</p> | <p>Music Feast 2016 briefings, sector gatherings</p> <p>Public art review consultations</p> <p>Creative Spark 2016</p> | <p>Ongoing</p>  |



# Darebin Arts Strategy 2014-2020

## Actions and Initiatives

### Arts Programming Highlights & Achievements

#### *Darebin Music Feast 2015*

Darebin Music Feast 2015 presented a broad program of events across three program streams:

- Local Venue Shows
- Shop Talk
- Town Hall on High

The festival also presented the following special events:

- Darebin Music Feast Songwriters' Award
- Hello Sunday at the Northcote Town Hall

The Darebin Music Feast featured a broad range of genres from classical to cabaret to rock. The most represented genres were: World (23); Jazz (14); Folk (14); and Indie (14). An estimated 361 hours of activity was generated.

Fourteen industry partners were involved – including Music Victoria, Songlines and The Push.

Seventy shows were presented at twenty one local venues.

As part of the Shop Talk program, thirty one workshops, seminars and conferences were presented. Many of these events were presented in partnership with peak music industry organisations including Music Victoria, APRA AMCOS and The Push. Highlights included the inaugural **Listen Conference**, an extraordinary event that saw over thirty female and gender-diverse panellists speak on issues around music and feminism across two days at Northcote Town Hall.

Other programming highlights of the year include:

- True North Festival including People's Tours of Reservoir, the Inaugural Annual Dance Affair (May 2016), Reservoiria - Olso Davis Residency (September 2015) and Edwardes Lake Park Open Air Cinema (February 2016).
- Creative Spark – Sector engagement workshop and forum series.
- Darebin Community and Kite Festival at Edwardes Lake Park (March 2016)
- Homemade Food and Wine (May 2016)
- Museum of Me Part 2 (April to July 2016)
- N-SCRIBE yearly publication celebrating Darebin's literary community.
- Mayor's Writing Award yearly awarded celebrating a chosen genre in the writing sector.
- Public Exhibitions at the Homestead:
  - Andamento
  - Ben Holgate: Northerner A Retrospective
  - Kerry Maher: Along Route 86
  - The Northcote Hysterical Society by David Wadelton
  - Fiona Cabassi – window installation
  - Lisa White: What we do - What we wish
  - Photography Meets Feminism: Australian Women Photographers 1970s - 80s
  - Britt Salt – window installation
  - Northern Support Services: Our Studio
  - Varuni Kanagaundaram: The Sangam (Confluence) of Belonging
  - Darebin Art Prize
  - Catherine Evans: Artist in Residence
  - Emily Green: Fragment – window installation
  - Teavotion Exhibition
  - Artist in Residence: Phil Ferguson
  - Nu Yishu Series: VII Thread
  - Ronnie Van Hout: Handwalk
  - Matthew Harris
  - Under Construction
  - Revisioning Histories
  - Nine Lives: Alphington Artists
  - Plus over 40 workshops, launches, talks and tours

# Darebin Arts Strategy 2014-2020

## Actions and Initiatives

### Infrastructure Highlights & Achievements

#### *Northcote Town Hall*

##### Main Hall Static Truss Installation

The Main Hall Static Truss installation was the start of a substantial Capital Works project to improve the functionality and technical capabilities of the space and venue. The design consultation period addressed all heritage requirements, operational and risk concerns while maintaining the departments Arts Strategy focus moving forward.

This infrastructure has now provided the platform for Northcote Town Hall to update its technical inventory and offer its stakeholders, artists and the wider community a more useful and modern performance space and services. These additional upgrades include:

A permanent curtain track and drape line around the perimeter of the truss installation

Modern performance and event lighting equipment

A Meyer professional portable sound system and new mixing console that can facilitate various productions in different design applications

A Barco W6 high spec projector and screen

Façade works to Northcote Town Hall also started at the beginning of 2016 and was completed in April (Darebin Arts Strategy 2014 – 2020 Continued Action 4.3 - Continue to own and manage Darebin Arts Centre; undertaking continuous improvement to provide relevant and affordable cultural services for our communities).

#### *Darebin Arts and Entertainment Centre*

Installation of new projection system 'Barco W6 high spec projector and screen' (Darebin Arts Strategy 2014 – 2020 Continued Action 4.3 - Continue to own and manage Darebin Arts and Entertainment Centre; undertaking continuous improvement to provide relevant and affordable cultural services for our communities).

Replacement of car park lighting to energy efficient LED lights.

Replacement of carpet and painting in the Theatre.

Replacement of the Masonite on the stage in the Theatre.

Audio Desk adjustment in the auditorium to bring the desk in line with OH&S standards.

New lids on the dip-traps in the orchestra pit.

Five new moving lighting fixtures to improve the lighting rig in the Theatre.

Replacement of lighting in the Grevillea room to more energy efficient LED lights.

Repair of the Communications system in the Theatre.

Lighting bridges works and catwalk upgrades in theatre complete including safety harnesses for the fall arrest system installation and inertia reel for the stage ladder.

#### *Other*

Development of a new digital catalogue of Council's art collection (indoor and outdoor) to be publicly launched in late 2016.

# Darebin Arts Strategy 2014-2020

## Actions and Initiatives

### Art acquisitions and Collections Management:

In 2015-2016 the City of Darebin through its annual arts acquisitions program acquired a number of new significant artworks including works by Aboriginal artists. The total value of acquisitions is approximately \$50,000.

Works acquired in 2015-2016 include:

- *Victoria's Secret* by DAMP (Darebin Art Prize winning entry)
- *N0000, N2359, N2351, N2402* by Yhonnie Scarce
- *The Blaktism* by Megan Cope
- *Like sands through the hourglass, these are the days of our lives* by Matthew Harris
- 3 x parrot and hammer sculptures (titles TBC) by Claire McCardle
- *Cognitive Dissonance #2* by Steaphan Paton
- Selection of Darebin historical photographic works donated by David Wadleton
- And commissioned a new work by local artist Daniel Crooks.

There are over 400 items in the Darebin Art Collection and many more in the heritage collection. By the end of the financial year over 100 significant items will be available to the public in a new Collection Database. It is anticipated that the full collection will be digitally catalogued and made publicly available by late 2016.

### Artworks Maintained (Indoor Collection):

The total value of maintenance and conservation works completed is \$7000.

#### Maintenance works:

Storage and packing crates made for:

2 x Vipoo Srivilasa ceramic works

12 x Remude pottery ceramic works

Newly acquired sculpture *Victoria's Secret* by DAMP

*Puppy* sculpture by Nat Thomas

*Portrait of Wallace* by Mark Russell Gawen

#### Conservation works:

Conservation works completed on

1 x Vipoo ceramic work (broken section remade and replaced)

1 x Jennifer Goodman painting (marks and scratches removed)

#### Public Art Maintenance and New Works (Outdoor Collection)

- Installation commenced of the Westgarth Gateways Public Art Project – *Call and Response* by Pierre Proske. A solar powered light and sound installation inspired by the dynamics of the call of a bell bird prevalent along Darebin's creeks.
- Art in Public Spaces Commissions related to Master Plans at Donath Dole Reserve, JUMP Master Plan and Reservoir Streetscape Master Plan. Three site-specific temporary works commissioned by artists James Voller, Kirilly Anderson and Matthew De Moiser. The works are all community driven, temporary ephemeral pieces, designed to respond to the respective master plans.
- 39 Artworks audited and maintenance program delivered.
- Development of a Public Art Discovery Map for residents and visitors to be made publicly available online and in print from July 2016.

# Darebin Arts Strategy 2014-2020

## Actions and Initiatives

### Arts Sector Partnerships, Developments and Co-productions

Darebin Arts' Loud Mouth and Polyglot theatre presenting *Separation Street*. The production was awarded the 2015 Green Room Award for Innovation in Contemporary Performance for Young People. The annual Green Room Awards are Melbourne's performing arts awards that recognise world-class performances gracing Melbourne's stages each year.

*Separation Street* ran for 2.5 weeks at Northcote Town Hall during the 2015 September-October school holiday period. The work was initially supported by Darebin Arts with two creative developments in 2014, and was an intensive collaborative journey. The production saw over 700 participants visit Northcote Town Hall to take part in the show.

**Darebin Arts Development** program has supported:

- 2 x mentorship developments for artists that participated in the 2015 Darebin Music Feast
- 6 x creative developments for performance artists (access to space) across Dance, Gaming, Theatre, Ventriloquism, cabaret, music
- 1 x mentorship involves the participation of local secondary school students
- Ventriloquism development 'Catching the Reading Bug' resulted in the programming of the full performance in the Storytelling tent at the Darebin Kite & Community Festival.

#### Speakeasy (Northcote Town Hall):

Melbourne Fringe Festival 2015  
This Is What's Happening  
Bounty  
Hildegard Knief  
Pose Band  
Homme  
Double Blind - Stephanie Lake Company  
Hot Brown Honey  
Next Wave Festival  
Misconception  
Microlandscapes  
The Voices of Joan of Arc  
Desert Body Creep  
Blaaq Catt

#### Precinct Activation and Economic Development Partnerships:

Magic Festival at Northcote Town Hall (July 2015)  
Salami Festival at Northcote Town Hall (September 2015)

#### Darebin Arts Presents (DAEC series):

Emma Donovan and the Putbacks with Yirmal  
Mojo Juju & Stella Angelico  
Tim Rogers  
Limpopo Voices of South Africa - The Boite  
Pony Face plays Nebraska  
Aboriginal Comedy Allstars  
Morning Music – 10 performances

#### Bundoora Homestead Art Centre & Funding Partnerships

In 2015/2016 the Homestead team has secured over \$110,000 in external funding:

- ANZAC Centenary Major Grants – heritage \$19,000
- Copland Foundation – heritage \$50,000
- Creative Victoria – contemporary art \$12,680 plus \$12,520
- Australia Council for the Arts \$16,980

# Darebin Arts Strategy 2014-2020

## Actions and Initiatives

### Local Arts Partnerships

The first of five key focus areas in the Darebin Arts Strategy is Inclusivity - *Increase access and meaningful participation in the arts for priority communities*. The Arts Partnership Program recognises and supports exemplary organisations who are working with these Darebin communities. Through financial partnerships in 2015-2016 City of Darebin has supported the following groups:

- **Arts Projects Australia**
- **Next Wave Festival**
- **Westside Circus**
- **Darebin City Brass Band**
- **Northern Community Church Christ**
- **Weave Movement Theatre**
- **Preston Symphony Orchestra**
- **Outer Urban Projects**

These partners offer a range of workshops, arts projects and skills-sharing for members of the community who experience barriers of access to the arts. Reporting on the outcomes of this funding support is expected in July 2016 upon receipt of acquittal reports partners. In 2016 – 2017 a review of the Arts Partnership Program will be conducted with the intention to streamline the support and funding process using the Smarty Grants system currently being used by the Community Grants Program. A full realignment of the Arts Partnership Program towards centralising and integrating this scheme into the wider grants programs of Council is anticipated in the future.

### Children's Arts Programs and Schools Engagement Highlights

- \$28,000+ ticketing income created this year.
- 3000 audience members engaged with Loud Mouth venue and pop up programming across the year.
- Co Presentation of NGV Kids on Tour workshops between NGV, Loud Mouth and Bundoora Homestead.
- Listies, Peter Combe, Superhero Training Academy and NGV workshops were all sold out seasons.
- Co Presentation of Separation Street, with Polyglot Theatre.
- Separation Street – developed with local primary school students, we also held Auslan interpreted performances within the season.
- Separation Street was awarded the 2015 Green Room Award for Innovation in Contemporary Performance for Young People.
- Working in partnership with public realm, Loud Mouth supported activating the new pop-up park in Reservoir by programming a morning of free circus performance for local families during the summer school holidays.
- Pop Up Library partnered with Loud Mouth to run free pop up superhero and comic library during the Superhero Training Academy season.
- Loud Mouth worked in collaboration with the Kite Festival producer to program key participatory programming for children and their families at the 2016 Darebin community and Kite Festival. Great feedback and estimate of 15,000 participants across the day.
- Approached by community & families department to program artistic activation content for the 2016 Darebin Children's Day.
- Development and delivery of to work placements at Darebin Arts and Entertainment Centre for a number of special needs students from the Ignition Theatre students at Melbourne Polytechnic and to foster the relationship with the school with the view to an ongoing commitment to these work placements annually. The program showcases successful inclusion of people with disabilities in the Performing Arts industry.

# Darebin Arts Strategy 2014-2020

## Actions and Initiatives

### Aboriginal Arts Programs and Engagement Initiatives

- **Ilbijerri Theatre Company** – leading national Indigenous company had two developments of new work titled **‘Which Way Home’** by Katie Beckett. Directed by Rachael Mazza. Final presentation of the work will be in August 2016.
- **Emma Donovan and the Putbacks and Yirmal Marika**. Performance in May 2016. Leading Aboriginal singer Emma Donovan is the new Artistic Director of Black Arm Band, supported by emerging performer Yirmal from North-East Arnhem Land.
- **Aboriginal Comedy Allstars** - Matt Ford, Shiralee Hood, Kevin Kropinyeri and Dane Simpson. Supported by the Australia Council. A touring showcase of four of the best Aboriginal comedians in the country. Performance in February 2016 at the Darebin Arts and Entertainment Centre.
- **Songlines Hip Hop Show** at Darebin Music Feast 2015 Opening Event.
- **Deadly Funny** - Darebin hosted the Victorian State Final of the Melbourne International Comedy Festival’s national indigenous comedy development program. Performance in March 2016 at Northcote Town Hall.
- **Hot Brown Honey** – performer Juanita Duncan. Keynote large scale production as part of the Melbourne International Comedy Festival, featuring politically infused Cabaret and performance. At Northcote Town Hall in April 2016.
- **Next Wave Festival May 2016** at Northcote Town Hall:
  - **Misconception** – Performed and Choreographed by Thomas E.S. Kelly. Performed by Taree Sansbury, Natalie Pelarek and Caleena Sansbury.
  - **Blaaq Catt** – Performed and written by Maurial Spearim. Directed by Pauline Whyman.
  - **Passing** – Performed and Choreographed by Amrita Hepi
- Funding support to **Songlines** for their youth arts event at the Aboriginal Advancement League in December 2015.
- **Under Construction** -Art installation and residency-based project at the Homestead included Aboriginal artist Steaphan Paton. Funded by Darebin Council and Creative Victoria ensuring all artists received artist fees.
- **Revisioning Histories** – co curated with local Aboriginal artist Yhonnie Scarce  
Invitation to Indigenous and non-Indigenous artists to respond to the heritage of the Homestead and to reimagine Australia’s colonial past featuring Aboriginal artists: Megan Cope, Vicki Couzens, Nici Cumpston (SA), Dale Harding (QLD), Steaphan Paton, Steven Rhall and Yhonnie Scarce. Funded by Darebin Council, Creative Victoria and Australia Council for the Arts ensuring all artists and the Curator received appropriate fees. Launch event included Smoking Ceremony and Welcome to Country from local Wurundjeri Elder.
- Collection purchases from Aboriginal artists Yhonnie Scarce, Megan Cope, Steaphan Paton to a total value of \$29,182.

Council has a significant Aboriginal art collection comprising artworks by many artists living and working in the northern suburbs of Melbourne and other parts of Victoria. Artworks are on display in the Council facilities such as libraries, Northcote Town Hall, Darebin Arts and Entertainment Centre and other Council venues.

# Darebin Arts Strategy 2014-2020

## Actions and Initiatives

### Media and Engagement Highlights

- Two publications of the Darebin Arts Program July to December 2015 and January to June 2016 distribution of 8,500 copies to stakeholders and key distribution points at all Council facilities and venues. An online version of the program available on the Darebin Arts website.
- Bi-weekly Darebin Arts e-newsletter has 1300 current subscribers.
- Maintenance and upkeep of the Darebin Arts Portal with approximately 50,000 individual page views per six month period.
- Current State of Darebin Social Media followers by program include:
  - Loud Mouth: 738
  - True North: 1,864
  - Darebin Music Feast: 2,622
  - Homemade Food and Wine Festival: 760
  - N Scribe: 903
  - Creative Spark: 603
  - Speakeasy: 1,990
  - Darebin Arts and Entertainment Centre: 1719
  - Northcote Town Hall: 1207
  - Bundoora Homestead Art Centre: 2919
- Since July 2015 Bundoora Homestead Facebook likes have increased by an extraordinary 24%.
- Bundoora Homestead has attracted significant coverage in The Age, on ABC 774 and in local media for both contemporary art projects and heritage stories.
- Feature full page article in The Age on Hot Brown Honey.
- Feature article in The Age on Double Blind.
- Positive show reviews in both Age and Herald Sun on Melbourne Fringe season.
- Multiple ABC radio appearances for Darebin Arts Presents shows including Pony Face, Emma Donovan and Tim Rogers
- ABC and RRR radio appearances for Stephanie Lake and Robin Fox regarding work Double Blind.
- RRR radio appearances for Fringe and Next Wave artists.
- Museum of Me 2016 has attracted mainstream media coverage including The Age, ABC 774, Triple R Radio, Joy FM, 3PBS, Arts Hub, ABC Radio National and The Leader.
- True North festival attracted The Age (full page editorial), ABC 774, ABC Radio National, Preston Leader (front page; 24,000 views on their Facebook page).
- Darebin Music Feast delivered a wide publicity and marketing campaign during October 2015 and includes coverage across all street press, radio and local press outlets.

# Darebin Arts Strategy 2014-2020

## Actions and Initiatives

### Strategic and Creative Sector Engagement Highlights

- Delivery of an Economic Impact and Social Benefit Study (by June 2015)
- Commencement of a formal review and redesign of Public Art (May – Sept 2016)
- Partnership with the Cultural Development Network regarding a national Cultural Indicators project.
- Delivered a report to Council on the Live Music scene in Darebin and an update on the Agent of Change and SEPPN2 legislation and consultation through the Environment Protection Authority.
- Ongoing meetings of the Arts Ambassadors on matters relating to arts in Darebin, including a refresh of the Terms of Reference aligned to the Arts Strategy 2014-2020 policy.
- Support to and collaboration with Economic Development on the draft Tourism Strategy.
- Support to and collaboration with the Equity and Inclusion unit on matters related to Aboriginal Darebin projects and strategic issues
- Research and development concerning the history and proposed future response to the Youth Mural at Ruby Thomson Reserve (draft future options paper by August 2016).
- Internal advocacy and participation in the Northlands Urban Renewal Project concerning matters of developer contributions and the development of both Public Art and local Creative Hubs that locate and support artists and arts enterprises to work and live within these renewal zones.
- Active membership on the Municipal Association of Victoria Arts and Culture Committee.
- Regular and ongoing meetings of the Bundoora Homestead Board of Management including strategic planning workshops to develop the new draft Business Plan. Recruitment of eleven new Board members was endorsed by Council in May 2016.
- Survey of Venue Hirers to track customer satisfaction at Northcote Town Hall and Darebin Arts and Entertainment Centre.
- Attendance and presentations at key sector conferences including Creative Industries Forum (Arts Centre Melbourne May 2016), Australian Performing Arts Market, LGPro Social Media Conference, VAPAC member's event No.58, VACPAC Showcase Victoria, Melbourne Music Symposium and Museums Australia Conference.



# Darebin Arts Strategy 2014-2020

## Statistical Snapshot 2015-2016

| Visitation by Venue:                  | YTD 30 April 2016 (Actuals) | Projected to 30 June 2016 (Estimates) |
|---------------------------------------|-----------------------------|---------------------------------------|
| Bundoora Homestead Arts Centre        | 9822                        | 11,800                                |
| Darebin Arts and Entertainment Centre | 64,023                      | 76,800                                |
| Northcote Town Hall                   | 59,667                      | 69,667                                |

| Number of hires/event bookings by Venue: | YTD 30 April 2016 (Actuals) | Projected to 30 June 2016 (Estimates) |
|--|-----------------------------|---------------------------------------|
| Darebin Arts and Entertainment Centre    | 3,549                       | 4,232                                 |
| Northcote Town Hall                      | 2,172                       | 2,552                                 |

| Attendances at Festivals and Events |        |
|-------------------------------------|--------|
| Darebin Community and Kite Festival | 16,000 |
| Inaugural Annual Dance Affair       | 700    |
| Darebin Music Feast                 | 30,000 |
| Edwardes Lake Park Open Air Cinema  | 650    |
| Homemade Food and Wine Festival     | 1,500  |

| Number of Artists Supported and/or Employed by program area | 2015-2016 Direct Engagement by City of Darebin |
|---|--|
| Bundoora Homestead Arts Centre Exhibitions Program          | 288  |
| Arts Programming  | 110  |
| Arts Participation  | 1995   |
| Public Art  | 8  |
| Darebin Arts and Entertainment Centre Exhibition Space      | 10   |

| Darebin Arts <a href="http://www.darebinarts.com.au">www.darebinarts.com.au</a> | Statistical Overview  |
|---|---|
| Jan – June 2015:  | 48,602 sessions by 35,166 users, with 84,682 individual page views  |
| July – Dec 2015:  | 27,835 sessions by 21,296 users, with 49,125 individual page views  |
| Age of Visitors   | 30% Aged 25-34 years; 28% Aged 35 – 44 years; 18% Aged 45- 55 years |
| New Visitors  | 72.2%   |
| Male Users  | 33.4%   |
| Female Users  | 66.6%   |

| BOX OFFICE FINANCIAL YEAR | INSIDE CHARGES | BOOKING FEES   | # TIX SOLD     | GROSS \$       | Number of ticketed EVENTS | Number of ticketed PERFORMANCE S | TOTAL ATTENDANCE of ticketed events |
|---------------------------|----------------|----------------|----------------|----------------|---------------------------|----------------------------------|-------------------------------------|
| 2013 - 2014               | \$141,192.10   | \$22,905.30    | 59015          | \$878,633.12   | 200                       | 560                              | 58993                               |
| 2014 - 2015               | \$148,009.60   | \$30,307.17    | 66486          | \$1,222,496.65 | 258                       | 644                              | 66321                               |
|                           | 4.8% increase  | 32.3% increase | 12.6% increase | 39.1% increase | 28% increase              | 15% increase                     | 12.4% increase                      |
| 2015 - 20 May 2016        | \$143,641.05   | \$41,450.70    | 56953          | \$1,076,548.78 | 196                       | 500                              | 62632                               |

# Darebin Arts Strategy 2014-2020

## Future Focus – Year 3 Priorities

- Development of a new framework for Public Art
- Ongoing engagement and development of Children’s and Families programming
- Ongoing engagement and development of Aboriginal Arts programs and engagement with Aboriginal artists.
- Long term and planned approach to arts infrastructure including a partnership approach with Strategic Planning on urban renewal zones and the provision of creative hubs, co-working spaces and public art interventions.
- Develop and implement a workforce engagement plan to support internships, traineeships and employment pathways in the creative jobs at Darebin supporting the recruitment of young people, Aboriginal communities and people living with disability.
- Development of a Strategic Plan for the Darebin Arts and Entertainment Centre in the context of key major projects occurring within the precinct in the coming year.
- Homestead Draft Business Plan 2015-2020 implementation strategy to be considered upon commencement of the new Board of Management in mid-2016.
- Ongoing partnership with the Cultural Development Network and the National Local Government Forum on Cultural Outcome Measures.
- Delivery of the 20 Anniversary of the Darebin Music Feast and a focus of Darebin’s thriving live music sector and associated industries.
- Major capital works development and implementation at Northcote Town Hall and Darebin Arts and Entertainment Centre.
- Ongoing collaboration with Economic Development other Local Governments including the City of Melbourne in a partnership approach to industry growth in the Creative and Tourism sectors.