



Sunshine Coast  
Arts Advisory Board  
Annual Report  
2018 – 2019

Edition October 2019

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### **Acknowledgements**

Council wishes to thank all contributors and stakeholders involved in the development of this document.

### **Disclaimer**

Information contained in this document is based on available information at the time of writing. All figures and diagrams are indicative only and should be referred to as such.

While the Sunshine Coast Regional Council has exercised reasonable care in preparing this document it does not warrant or represent that it is accurate or complete. Council or its officers accept no responsibility for any loss occasioned to any person acting or refraining from acting in reliance upon any material contained in this document.

### **Acknowledgement of Country**

Sunshine Coast Council acknowledges the traditional Country of the Kabi Kabi Peoples and the Jinibara Peoples of the coastal plains and hinterlands of the Sunshine Coast and recognise that these have always been and continue to be places of cultural, spiritual, social and economic significance. We wish to pay respect to their Elders – past, present and emerging – and acknowledge the important role Aboriginal and Torres Strait Islander people continue to play within the Sunshine Coast community.

Cover image: Horizon Festival 2018 | *Patterns in the Landscape* | Manning Daly Art. Photo ben vos productions.





Image: Jandamarra Cadd | Respect | 2018 | oil and acrylic on canvas | 100 x 120cm.



Image: Bow by Fuzelllear aka Claire Matthews | Work in progress at Venue 114, Bokarina.



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## Chairperson's address

This time last year, the Board, after extensive consultation with the arts sector and our community, finalised its role in developing the region's first ever arts plan – a 20 year strategic plan that had the artist and the sector at its very heart. Now 12 months on, we are proud to see impacts from the first year of the Plan's implementation – generating and supporting a thriving arts and cultural sector and engaging with growing audiences.

Some of the standout milestones include:

- The establishment of the Sunshine Coast Arts Foundation Pty Ltd;
- The Refinery program – a collaborative effort to deliver the region's first ever creative incubator program;
- The Creative Spaces initiative – a digital platform which brings together available creative spaces and residencies for artists to access, making the Sunshine Coast one of the first ever regional areas to offer this platform;
- The Horizon Festival which goes from strength to strength – building a curatorial framework that puts the spotlight on local, national and international arts and cultural producers, delighting audiences of all ages, as well as gaining industry recognition in 2018 winning a national award for Best Achievement in Marketing, Communication or Sponsorship and in

2019 being named as one of five national finalists for Best Regional event;

- The development of a Regional Arts Infrastructure Framework (RAIF) commenced, grounded in the input of so many from the sector. The RAIF will guide the development of arts infrastructure for the region, and;
- The continued rise in the reputation of the Regional Gallery, through its diverse and respected exhibition and public programs, and its flagship exhibition, the Sunshine Coast Art Prize.

On behalf of the Board, I wish to extend our sincere gratitude to the region's arts sector, who have embraced the Arts Plan and are passionately collaborating in delivering on its vision – *The soul of our community is our flourishing arts ecology: nurturing connections, promoting experimentation and inspiring collaboration.*

Finally, I would like to acknowledge the thoughtfulness, leadership and deep commitment to the arts demonstrated by all board members, the Sunshine Coast Council Mayor, the arts portfolio councillor, senior council officers, and of course councillors and its executive over the past year.

We are honoured to be playing a part in the vitally important journey in shaping a vibrant, connected and bold arts and cultural ecology.

**Collette Brennan**  
Chair, Sunshine Coast Arts Advisory Board



Image: Animation Sutu Eats Files aka Stu Campbell



Image: Fabric program, weaving workshop.

## About the Board

In August 2019, the Board completed its third full year in operation and, after launching the Sunshine Coast Arts Plan 2018-38 in August 2018, focused its efforts on the first year of the Plan's implementation.

The Sunshine Coast Arts Advisory Board plays an important role in positioning the arts as a cultural and economic driver in the region. The Board, since its inception in 2016, has been instrumental in developing new and nurturing established partnerships and relationships between Government, the arts industry, artists, corporates and philanthropists on the Sunshine Coast.

The Board, an advisory committee of council, informs through the specialist expertise and network of its membership, the decision-making processes of council in relation to the arts, particularly the strategic development of spaces, programs and places that contribute to a vibrant regional arts scene.

This strategic approach is required to ensure community and stakeholder expectations are harnessed and considered to deliver the vision and goals of the Sunshine Coast Arts Plan 2018-2038.

The Board's role is to provide strategic advice to council in relation to collaborative opportunities to support and grow the Sunshine Coast local government area's involvement and investment in the arts, including arts and cultural infrastructure.

Specifically, this role is to:

- Guide, promote and help build the identity of the Sunshine Coast as an arts destination for tourism and industry.
- Advocate the region's advantages to secure new investment in arts and cultural facilities and infrastructure.
- Provide strategic advice to council in relation to arts and cultural facilities and infrastructure.
- Provide advice on strategic direction of wider cultural policy and strategy.
- Provide opportunities to develop philanthropic activity in relation to the regional arts offer.

This year the Board welcomed the establishment of the Sunshine Coast Arts Foundation Pty Ltd. The Foundation will play an integral role in delivering the aspirational vision of the Arts Plan:

*The soul of our community is our flourishing arts ecology: nurturing connections, promoting experimentation and inspiring collaboration.*

## Review

The second anniversary of the Board in August 2018 triggered the requirement for an independent review of the Board (SCAAB Charter, Section 7: Evaluation and Reporting).

The review focussed on the Board's governance model, performance, membership skills and composition.

The review revealed high satisfaction with the way the Board operates and how it achieves the requirements of its Charter.

While the review did not identify any issues in relation to governance and performance (the areas specifically identified for review by the Charter), it did identify the need to provide opportunities for the Board to refine and improve its strategic advisory role to council via (in summary):

- a review of meeting length/regularity;
- preparedness/briefings prior to discussion and decision making at Board meetings;
- formal on-boarding and ongoing advice/mentorship programs to develop individual Board member skills and the skills of the Board's administrative arm;
- broadening of the Board's membership/skills base to better reflect the strategic Sunshine Coast Arts Plan 2018-38 goals which have a very strong artist-centric focus;
- review of the SCAAB Charter to reflect the achievement of its Key Responsibilities and subsequently articulate its ongoing role in relation to the 20-year strategic Arts Plan.

The recommendations from the review have now been implemented and the next review will be undertaken in 2020/21.

## Membership

The Board is comprised of leaders who represent a wide range of experience, skills and creative insight in strategic planning and advice, artistic practice, community and audience engagement and development, and arts and cultural policy.

This year saw the resignation of valued and inspirational founding Board members James Birrell (Director/Owner, James Birrell Design Lab) and Kathi Holt (Executive Director, Nero Holt) in late 2018.

In 2019, two new Board members, representing the arts sector, were appointed. Amy Clarke and Paul Calcott were recruited via a public expression of interest process. Paul Calcott was appointed to the identified Indigenous arts sector representative position on the Board.

The appointments were made in-line with the Sunshine Coast Advisory Board Charter 2019 and the recommendations from of the biennial review of the Board to better reflect the strong artist-centric goals of the Sunshine Coast Arts Plan 2018-38.



Image: Horizon Festival 2018 | The Whale's Tale. Photo: ben vas productions.



### Collette Brennan (Chair)

CEO, Abbotsford Convent, Melbourne

Collette Brennan has more than 20 years' experience in arts leadership and management and extensive knowledge of arts-based practices, issues and opportunities both locally, nationally and internationally. She is the CEO of the Abbotsford Convent, Australia's largest multi-arts precinct.



### Cr Rick Baberowski

Councillor, Sunshine Coast Council

Cr Rick Baberowski was elected to the Sunshine Coast Council in 2012 after winning the seat of Division 1. He currently holds the portfolios for Transport, the Arts and Heritage. Cr Baberowski has an extensive background in arts and cultural planning and leadership.



### Cr Mark Jamieson

Mayor, Sunshine Coast Council

Mayor Mark Jamieson is an honorary member of council endorsed boards. In relation to the Arts Advisory Board, the Mayor receives briefings on all recommendations before they are considered by council.



## Jennifer Radbourne

Emeritus Professor

Emeritus Professor Jennifer Radbourne has extensive experience in performing arts and academia. She is a published author on arts philanthropy and is the Chair of the Sunshine Coast Arts Foundation Pty Ltd.



## Phil Smith

President, Sunshine Coast Creative Alliance

Phil is an energetic, mid-career architect and urban designer with 25 years practice on the Sunshine Coast across a wide range of projects. He is passionate about promoting the value of creative enterprise and artistic expression as drivers of innovation, business, culture and regional identity. Phil is the president of the Sunshine Coast Creative Alliance.

Co-author of The USC Seniors Infill Housing Research Project (2012 QLD PIA Award - Cutting Edge Research and Teaching. 2013 IAP2 Australasian Research Award)



## Tracey Vieira

CEO, Screen Queensland

Tracey was appointed CEO of Screen Queensland in 2014 following 10 years in Los Angeles undertaking senior roles at Ausfilm including that of Executive Vice President of International Production. She is the 2016 winner of the Telstra Queensland Business Woman of the Year.



## Nicole Voevodin-Cash

### Artist and sculptor

Local artist Nicole Voevodin-Cash has more than 25 years' experience as a practicing artist, sculptor and designer. Nicole's underpinning thesis is 'interaction' as a sculptural strategy with an emphasis on socially engaged and enlivened spaces/places.



## Amy Clarke (appointed March 2019)

### Artist

Amy is a local visual artist (painter) and has been practicing for more than 20 years. She has exhibited around the country in solo and group shows at Special Group Studios and Depot Gallery in Sydney, Noosa Regional Gallery, University of the Sunshine Coast Art Gallery, Toowoomba Regional Gallery and Walcha Gallery of Art.



## Paul Calcott (appointed March 2019)

### Indigenous artist and story teller

Paul Calcott is a Wiradjuri man from central NSW; as an infant he contracted Polio which has led to his passion; helping other Aboriginal people who are living with a disability. For the past 10 years Paul has worked with the First Peoples' community on the Sunshine Coast who are living with disability, utilising traditional art and story-telling as a way of addressing social isolation and building resilience.

## Meetings

The Board holds regular scheduled meetings throughout the year, structured to allow open and informed discussion.

The Board and its Chair are supported by the Manager, Arts, Heritage and Libraries who also provides administrative support for the Board and its meeting processes.

Board meetings for 2018-2019:

- August 15, 2018
- September 21, 2018
- November 16, 2018
- April 18, 2019 (including full-day workshop)

Agendas are developed in consultation with the Chair and are circulated with briefing papers in a digital format to all board members at least one week before each meeting. When members are unable to attend scheduled meetings, they are invited to contact the Chair to provide informal advice and discuss any issues prior to the meeting.

Table 1: Attendance at Board Meetings

Board member	# Board meetings
Cr Rick Baberowski	3
Jennifer Radbourne	4
Collette Brennan	4
Nicole Voevodin-Cash	3
Tracey Vieira	3
Phil Smith	3
Paul Calcott	1 (appointed March 2019)
Amy Clarke	1 (appointed March 2019)
James Birrell	1 (resigned October 23, 2018)
Kathi Holt	1 (resigned November 20, 2018)

Table 2: Guest speakers and presentations

Guest	Topic
Horizon Festival Director	Strategic planning for the Horizon Festival of arts and culture including three year review and outcomes
Team Leader, Creative Development	Creative Spaces presentation
Group Executive, Economic and Community Development	Submarine Cable presentation and update
Portfolio Director Major Projects	Caloundra Activation Plan, Caloundra Regional Gallery presentation and engagement
Group Executive Liveability and Natural Assets	Growth and strategic planning for the region
Co-ordinator Open Space and Social Policy	Environment and Liveability Strategy – briefing
Social planning and facilities consultants	Regional Arts Infrastructure Framework – stakeholder advice and engagement
Marketing and Brand consultants	ArtsCoast brand development – stakeholder advice and engagement
Coordinator, Governance Process and Policy	Conflict of interest and legal obligations of statutory boards



Image: Sunshine Coast Arts Advisory Board meeting.



Image: Being Human exhibition: Exhibiting artist Bianca Beetson at Caloundra Regional Gallery.

## Finance

The Queensland Government's 'Remuneration procedures for part-time Chairs and Members of Queensland Government Bodies' (Category E-1) allows for the payment of local government appointed boards.

Under this arrangement, the board has been remunerated as outlined below:

<b>Chairperson</b>	\$167 half day	\$334 full day
<b>Ordinary Member</b>	\$141 half day	\$281 full day

The Sunshine Coast Arts Advisory Board member fees and costs are outlined below:

<b>Item</b>	<b>2018-2019 (financial year)</b>
Board members fees	\$5033.54
Catering and hospitality	\$838.04
Travel costs	\$3928.72

As an advisory board of council, the Board does not allocate funding or endorse arts programming. It provides long-term strategic advice to achieve the vision, goals and outcomes as articulated in the Sunshine Coast Arts Plan 2018-38.

## Building a profile for the Arts

Members of the Board both formally and informally represent and promote the Sunshine Coast as an arts destination. They engage and connect with the arts and creative sectors and industries and maintain and develop new relationships and networks locally, nationally and internationally. They do this to build the region's arts profile and identify opportunities for partnerships.

The representation included:

Board Member	Highlights
Collette Brennan	<ul style="list-style-type: none"> <li>• Sunshine Coast Art Prize: Vernissage, guest speaker at breakfast, winners announcement</li> <li>• 2018 Australian Event Awards (Horizon Festival was awarded the Best Achievement in Marketing, Communication or Sponsorship)</li> <li>• MC Horizon Festival 2019 Launch</li> </ul>
Jennifer Radbourne	<ul style="list-style-type: none"> <li>• Creative Humanities Matters – USC Symposium as panel member</li> <li>• Briefing and lunch with Senator Mitch Fifield, Minister for Communication and Arts</li> <li>• Horizon Festival launch and Creative Alliance breakfast</li> <li>• Exhibitions at Old Ambulance Station, Nambour</li> <li>• Discussions with philanthropists on behalf of the Sunshine Coast Arts Foundation</li> <li>• Sunshine Coast Art Prize 2019 opening</li> <li>• Horizon Festival 2018 programs and events</li> <li>• Wahroonga, My Place Art Exhibition opening 2019</li> </ul>
Cr Rick Baberowski	<ul style="list-style-type: none"> <li>• Home of the Arts (HOTA) Gold Coast – fact finding tour</li> <li>• Opening of exhibitions at: the Old Ambulance Station and Caloundra Regional Gallery</li> <li>• Horizon Festival 2019 launch and 2018 programs and events</li> <li>• Fabric program launch</li> <li>• Wahroonga My Place Art Exhibition Opening 2019</li> <li>• Juice and Jam (Sunshine Coast Creative Alliance) breakfasts</li> </ul>
Tracey Vieira	<ul style="list-style-type: none"> <li>• Juice and Jam (Sunshine Coast Creative Alliance) breakfasts</li> <li>• Guest speaker at Sunshine Coast Screen Collective</li> </ul>
Amy Clarke	<ul style="list-style-type: none"> <li>• Fabric program launch</li> <li>• Heidi Middleton Fabric event</li> </ul>
Paul Calcott	<ul style="list-style-type: none"> <li>• Opened Bianca Beetson exhibition, Caloundra Regional Gallery</li> </ul>
Nicole Voevodin-Cash	<ul style="list-style-type: none"> <li>• Briefing and lunch with Senator Mitch Fifield, Minister for Communication and Arts</li> <li>• Bianca Beetson exhibition launch, Caloundra Regional Gallery</li> <li>• Organised ARI called Run</li> </ul>
Phil Smith	<ul style="list-style-type: none"> <li>• Home of the Arts (HOTA) Gold Coast – fact finding tour</li> <li>• Horizon Festival 2018 launch, events and programs</li> <li>• The Refinery – launch and events</li> <li>• Horizon Festival launch 2019</li> <li>• Shortlist Judge, Sunshine Coast Art Prize 2019</li> <li>• Juice and Jam (Sunshine Coast Creative Alliance) breakfasts</li> </ul>

## Sunshine Coast Arts Plan 2018-38

The Board played a pivotal role in providing strategic advice to council to support the delivery of the first year of the Sunshine Coast Arts Plan 2018-2038.

This year, council gathered a range of qualitative and quantitative information to inform baseline information in relation to the establishment of Key Performance Indicators for the Arts Plan.

A range of these measures inform the Cultural Vitality score. The evidence-based score provides a mechanism to track the importance of the arts, culture and creativity as a significant contributor to the vibrancy and well-being within communities.

## 2018/19 statistics

### Arts Engagement

Consultancies to artists / arts organisations	1002
Training and development opportunities provided	129
Artists taking up training and development opportunities	2459
Creative spaces listed	54
Artist-in-residency opportunities provided	5
Local artists engaged via Arts Plan initiatives	434

### Arts Funding\*

Number of applications for funding received	127
Number of successful applicants	104
Value of funding provided to successful applicants	\$453,395
Value of projects delivered by successful applicants	\$3,733,896

\* Includes arts funding provided through Regional Arts Development Fund, Community Grants and the Community Partnerships Funding Program.

## 2018/19 statistics

Arts Outputs	
Size of Sunshine Coast Art Collection	421
Value of Sunshine Coast Art Collection	\$653,273
Number of new acquisitions – Sunshine Coast Art Collection	10
Value of new acquisitions – Sunshine Coast Art Collection	\$26,980
Size of Public Art Collection	234
Value of Public Art Collection	\$3,264,452
Number of new commissions – Public Art Collection	14
Value of new commissions – Public Art Collection	\$248,500
Number of events / activities delivered	572
Total attendees, participants, consultancies and applicants to arts programs and events, funding and exhibitions.	150,382
Internal partnerships	54
External partnerships	154
Volunteer hours	1583
Sponsorship accrued	\$145,200
External funding received via application – Horizon and Gallery grants and RADF allocation for Arts QLD	\$190,000

Arts Profile	
Website views (Gallery and Horizon)	371,673
Facebook followers (Gallery and Horizon)	7354
Instagram followers (Gallery and Horizon)	3902
Facebook new followers (Gallery and Horizon)	2318
Instagram new followers (Gallery and Horizon)	1439
Media placements	522
Media value	\$691,772
Media reach	12,046,069

Arts Outcomes	
Satisfaction rate with Arts Plan initiatives	89%
Average Cultural Vitality* Score out of five	4

\***Cultural Vitality:** indicates the level at which attendees at arts activities agreed to five statements relating to; individual wellbeing, local economy, community pride, capacity building and appreciation of the arts. Based on the measures 1 = strongly disagree to 5 = strongly agree. The scores can be indicative of the cultural vitality of a community, with higher score indicating higher levels of vitality.

**Note:** these questions are integrated into all arts-based surveys. The questions do not relate specifically to the service or program being surveyed, they are generally based around council's broader cultural services and programs.





Goal 01: Local artists and artistic content is developed and celebrated.

### Strategy 1.2 Build the capacity of local artists

The Refinery, the region's first creative incubator, was launched to help successful applicants turn their creative ideas into sustainable businesses. Designed by creatives for creatives, The Refinery embraces how creative practitioners work, practice, collaborate and live within the region.

The Refinery's vision is to establish a sophisticated creative ecology on the Sunshine Coast, while raising the profile of the region's creative industry. Independent artists, early-stage entrepreneurs and creative industries practitioners from across the country were encouraged to apply for the 10-week intensive.

Of the more than 100 who applied, 30 were selected to attend a weekend bootcamp, after which 15 projects were then chosen to take part in The Refinery intensive from May to July 2019. The program featured keynote speakers and workshops led by industry experts that ensured participants immersed themselves in the creative incubator space on their journey to refine their idea. The creative entrepreneurs showcased their businesses in August 2019 to supporters and potential investors.

The Refinery is a collaboration between Sunshine Coast Council, SunCentral Maroochydore and the Sunshine Coast Creative Alliance and proudly supported by Advance Queensland through #SCRIPT, Arts Queensland through the Regional Arts Development Fund, Central Queensland University and industry partners Peregrian Digital Hub and the Innovation Centre Sunshine Coast.

## Strategy 1.5 Foster opportunities for the creation and promotion of First Nations artistic endeavours.

The 2019 **Horizon Festival** appointed its inaugural First Nations Curator, experienced artist and producer Alethea Beetson.

Under Alethea's leadership, the 2019 Horizon First Nations program curatorial framework was developed to deliver on a theme of insurgence and resurgence – inspired by the INSURGENCE/RESURGENCE exhibition at Winnipeg Art Gallery, Canada.

This significant body of work explores a framework developed by Indigenous advocates, scholars and artists that ensures a place for cultural continuum while giving space to the artistic activism of Indigenous art. The model supports resistance, survival and the return of land-based practice – a curatorial framework that became the focus of the First Nations programming at Horizon Festival 2019.

*Connecting to Country*, a Kabi Kabi and Jinibara artist development pilot program that saw several Indigenous artists collaborate to create a connected work showcased at the festival, was grounded in the reconnecting with land-based art-making processes and includes scope for ongoing outcomes in the 2020 and subsequent Horizon festivals.

The *BlakSocial* event was developed to provide a pathway for First Nations artists to share their culture (intergenerational knowledge transfer) while also providing opportunities for the broader community to learn and participate.

The First Nations decision-making was driven by country-connected governance practices. An Indigenous Arts Advisory Panel was (re)established to guide Kabi Kabi and Jinibara specific programming, and more broadly First Nations elements in other programs within the Horizon Festival. The Indigenous Arts Advisory Panel will continue to advise on the delivery and governance of festival policy as it relates to Indigenous peoples, themes and programs.

### *Public Art*

The region's first large-scale, local Indigenous artists produced public art work by Lyndon Davis and Brent Miller, is currently in development for installation in Bli Bli's business centre on David Low Way in early 2019/20. The new work uses 3D digital scanning technology, to recreate in large scale, a hand-made Kabi Kabi shield supplied by the artists. The contemporary artwork will also share the stories of Maroochy, Coolumb and Ninderry.

Throughout the process the artists were provided with professional development enabling them to see further possibilities for their artistic practice and the embedding of ancient cultural stories in our contemporary landscapes and streetscapes.



Image: Horizon Festival 2018 | Opening Ceremony. Photo: ben vos productions



Image: Horizon Festival 2018, *String Symphony*.

Goal 02: Arts audiences and creative opportunities flourish through investment and development.

Strategy 2.1 Support and deliver a diverse and accessible program of arts experiences.

**Horizon Festival** was created to celebrate and showcase the arts on the Sunshine Coast and to provide unique experiences for locals and visitors. It is an example of council and the community working together in a collaborative, incubator approach to create something special within a region that is home to one of the highest numbers of arts practitioners in Australia.

In 2018/19 Horizon has:

- Received from Sunshine Coast Council unanimous support for artists and the arts in this region by endorsing funding for the delivery of Horizon for a further three year period (until 2022).
- Developed a curatorial framework and appointed its inaugural First Nation's Curator – both milestone achievements.
- Been awarded Best Achievement in Marketing, Communication or Sponsorship at the Australian Event Awards in 2018, and in 2019 was named as one of five finalists in the Best Regional Event category – a fantastic industry acknowledgement of the success of this festival.

**Mission** – To deliver an annual festival of celebration, events and cultural programming that encourages community participation, capacity and celebrates diversity.

**Vision** – Horizon Festival connects, disrupts and delights through arts, culture and creativity.

Horizon 2018 statistics:

- 38,599 attendees
- 168 free and ticketed events
- Facebook grew 40%, Instagram grew 55%, Twitter grew 23%
- +57.1 'Excellent' Net Promoter Score. The NPS is used to gauge a customer's overall satisfaction
- \$2,818,381 economic benefit
- \$547,946 economic impact
- 22% out of the region visitors

Key achievements for the first three years of the festival (2016, 2017 and 2018):

- 128,211 attendees
- 22.3% average visitors to the region
- 2235 artists engaged
- 370 First Nations artists
- 330 artists with a disability
- 8460 volunteer hours
- 90% said Horizon 'increased appreciation of the value of arts, culture and heritage as part of community life in the region'
- 88% said Horizon 'promoted a sense of community pride'.

The **Caloundra Regional Gallery**, the only 'Triple A' rated public gallery in the Sunshine Coast Local Government Area (LGA), again fulfilled its core functions of exhibiting, promoting and educating the community through visual culture, including the celebration of art and artists of the region.

The Gallery's 2018/19 exhibition calendar consisted of seven exhibitions and included the curatorial support of two exhibitions by local artists, one dedicated exhibition featuring works from the Sunshine Coast Art Collection, alongside loans from leading local artists; and a First Nations exhibition by Kabi Kabi artist, Bianca Beetson.

The gallery manages the prestigious, nationally recognised Sunshine Coast Art Prize. Now in its 14th year, entries to the 2018 art prize were of an exceptionally high standard from both established and emerging national artists.

From a field of 325 entries, 40 finalists were selected to be exhibited in the 2018 Sunshine Coast Art Prize exhibition, which provided more than \$30,000 in prizes.

In 2018, 94% of visitors to the Sunshine Coast Art Prize exhibition were satisfied to highly satisfied with their visit.

The art prize is also the primary means for new works acquired into the Sunshine Coast Art Collection, which is a public collection that is maintained and showcased by the gallery on behalf of the community. There are currently 421 works in the collection.

The gallery is continuing to build collaborative community and commercial partnerships to promote and support artists through partnerships. These partnerships include sponsorship of the People's Choice award by Caloundra Chamber of Commerce and sponsorship of the Sunshine Coast Art Cars by Coastline BMW.

Since the gallery's inception in 2000, it is estimated more than 440,000 people have engaged with the gallery up to 30 June 2018, either by visiting an exhibition or program or through an outreach program delivered by the gallery.

In 2018/19, there were 20,682 attendances to gallery run exhibitions, programs and events.

For the first time the Caloundra Regional Gallery has provided guided tours specially designed for people living with dementia and their carers.

Since September 2018, the *Mindful Art* program has offered intimate tours for groups of six attendees (plus carers) and used the artworks on display to stimulate memories, discussion and conversation with the attendees.

Followed by refreshments with the experienced gallery team, the program offers further social interaction and conversation.

Delivered on a monthly basis by trained gallery staff and volunteers and in partnership with two local residential care centres, the program catered for 49 participants in 2018/19.

An extension of the program is *ArtReach*, also new in 2018/19, which is aimed at taking works out to people living in residential aged-care throughout the Sunshine Coast.

This program, funded by partner QSuper, is delivered by professional staff who present and talk to selected original artworks from the Sunshine Coast Art Collection, to engage with an audience that does not have the capacity to visit the gallery.

The audiences range from mild to high-care dementia residents as well as others with varying aged-care needs.

Since January this year, 232 people at more than eight residential care facilities have participated in *ArtReach*.

Fabric – Slow Fashion, Artful Living, celebrates the rich talents of Sunshine Coast artisans and designers, bringing art and sustainability together in a diverse range of experiences and activities.

The program offered participatory workshops, key-note speakers, author talks, professional development, networking, boutique events and exhibitions connecting the community with some of the world's leading fashion influencers, national and international experts and change-makers.

The Fabric program focuses on intentional living while fostering a flourishing creative community and healthy environment through slow and artful living.

Of the 24 events over the 18/19 period, Fabric has employed 31 artists and 23 cultural workers, attracted 681 participants, 5828 audience members and 35 partnerships with business, hospitality, education and arts organisations. Satisfaction to date shows 90% of survey respondents rate the programs as good or excellent.



Image: Fabric – Slow Fashion, Artful Living 2019. Photo: Pop Up Community. Photo: Catherine Peterson.





Goal 03: A dedicated network of places and spaces for artists to connect, create and collaborate.

Strategy 3.1 Develop and implement a Regional Arts Infrastructure Framework consistent with council's strategic directions.

Work on the Regional Arts Infrastructure Framework (RAIF) started in early 2019.

Its purpose is to identify a viable, integrated and highly functional network of built infrastructure to respond to the arts and cultural needs of the Sunshine Coast (local government area) community as it grows into a major region of 500,000 people.

The RAIF, once completed and endorsed by council (anticipated late 2019), will provide strategic direction on the delivery of arts infrastructure by the Sunshine Coast Council and its external partners.

It will:

- Identify a viable and integrated network of infrastructure, including role, function, space requirements, preferred locations, co-location opportunities, priorities and required timeframes, to raise the arts and cultural profile of the Sunshine Coast and attract international, national and regional artists and audiences.
- Ensure the network supports the development of the current and future arts and cultural sector, including spaces to learn, practice, connect, collaborate, work, perform and showcase.
- Ensure the network is reflective of the Sunshine Coast landscape, character and cultural heritage, including First Nations requirements.

Significant engagement with the arts and creative sector and identified stakeholders has been completed. The strategic framework is now being drafted.

### Strategy 3.3. Advocate and facilitate access to affordable spaces for making, exhibiting and performing.

Creative Spaces was launched on the Sunshine Coast to help connect artists with affordable space to create and collaborate.

The program has established diverse cross-sector partnerships including SunCentral Maroochydore Inc., Maroochy Sailing Club, the Sunshine Coast Creative Alliance and Maroochy Regional Bushland Botanic Garden to create a network of spaces for artist residencies.

To date, the Creative Spaces project has identified, negotiated agreements and promoted for listing on the Creative Spaces website 62 community and privately-owned spaces including artist studios, exhibition, rehearsal and performance spaces.

Two highlights have been the listing of the Crow's Nest on Chambers Island and connecting the space with international artist-in-residence Paper Amy. The listing received 145 applications from across the

globe. Meanwhile, the Arts and Ecology Centre at the Maroochy Regional Bushland Botanic Garden provided a dedicated First Nations residency with artists Kris Martin, Beverly Hand, Bianca Bond and Melissa Stannard. The residency was funded by the Regional Arts Development Fund.

The Creative Spaces program supported the inaugural collaboration between Project Fort Awesome and Miles Allen with Garden Clouds at the Maroochy Regional Bushland Botanic Garden and brokered space with SunCentral Maroochydore to connect local ceramic enterprise Syndicate Creative with a dedicated studio space to hold workshops, artisan markets and events, and help embed creative enterprise into the heart of the new city centre.



Image: Creative Spaces, Syndicate Creative



Image: Mindful Art program, Caloundra Regional Gallery.



## Goal 04: Art and creativity is embedded in the identity and experience of the Sunshine Coast.

### Strategy 4.3 Build the strength and capacity of local arts and cultural organisations.

In the 2018/19 financial year, council provided funding of more than \$110,000 plus in-kind support to various arts organisations across the region. These not-for-profit organisations, largely managed by volunteer boards and committees, are essential for a strong, thriving, grass roots creative arts sector.

Local organisations to receive support included:

- The Old Ambulance Station, received mentorship to develop its capacity as a performance venue and creative space.
- Sunshine Coast Creative Alliance (SCCA) has a unique partnership with council that is integral to development of arts in the region. Council works with SCCA to collaboratively deliver key initiatives including The Refinery, Horizon, Juice and Jam and Pecha Kucha events and has most recently supported them to lease a council property to provide space for practicing artists.

- Sunshine Coast Screen Collective – fostering the advancement of the screen-based industry on the Sunshine Coast – has been working with council to develop a strategic plan for industry development in the region and has been supported in achieving a successful two year partnership through the Community Partnership Funding Program (CPFP).
- Arts Connect – supporting ARTists & CONNECTing communities – has also been supported to successfully gain a partnership with council through CPFP, launch a regional open studios event and engage with broader regional opportunities.
- Anywhere Festival works closely with council to build the capacity of local artists and producers. They have strengthened their partnership with council through successful funding applications, collaboration and seeking ongoing advice around navigating public space and council processes.
- Buderim Craft Cottage and Kenilworth Arts Council have been supported to develop and deliver programming through the Regional Arts Development Fund and community grants.
- Caloundra Arts Centre Association Inc. has been supported to successfully receive CPFP funding, community grants and council is working closely with them on their ambitious building redevelopment to advocate, navigate and seek funding.

Strategy 4.5 Continue to support the Sunshine Coast Arts Advisory Board to provide leadership and advocacy to strengthen the arts and creative ecology for our region.

The Sunshine Coast Arts Advisory Board finalised the establishment of the Sunshine Coast Arts Foundation Pty Ltd, registered as a Company Limited by Guarantee, recruited a professional and experienced Board of Directors, and conducted their first board meeting.

The Arts Advisory Board, established by council in 2016, was tasked with establishing an Arts Foundation to help develop a rich philanthropic culture in the region.

The Foundation announced its Board members in July 2019 to coincide with the Sunshine Coast Art Prize vernissage event.

The highly skilled Foundation Board was recruited via an independent process and bring experience in philanthropy, marketing, communication, corporate governance, law, accounting and finance, leadership and creative thinking.

SCAAB member, Professor Jennifer Radbourne, was appointed Chair of the Foundation and will move into the SCAAB position held vacant for the appointee.

- Foundation Board members are: Sue Sara, Tony Sowden, Ferre De Deyne, Rebecca Grisman, Robert Forbes, and council's Founding Member delegate Cr Rick Baberowski.

The Foundation Board is planning a public launch in early 2020.

Strategy 4.6 Build the reputation of the Sunshine Coast as a place where the arts flourish and inspire.

Council has been working with an external agency to develop an ArtsCoast brand strategy, which once completed, aims to unify, celebrate and promote Sunshine Coast artists and artistic content to local, national and international audiences.

The project, which started in early 2019, has completed a program of sector engagement, desktop research and benchmarking, which has confirmed strong support for a unified voice, via a brand, for arts in the region.

With design of the brand currently underway, further arts and tourism sector feedback and endorsement is required before being progressed with council.





Image: Horizon Festival 2018, Sound Wave. Photo ben vos productions.

## Priorities for 2019/20

- Continue to support the Sunshine Coast Arts Foundation via a three year partnership agreement
- Develop and deliver The Refinery 2020
- Develop and deliver Horizon Festival 2020
- Finalise for council consideration the Regional Arts Infrastructure Framework
- Finalise the ArtsCoast brand and strategy
- Continue development of Creative Spaces program
- Develop and deliver the Caloundra Place2 public art program
- Celebrate the 20th anniversary of the Caloundra Regional Gallery
- Continue to collaborate with the sector and other government and non-government organisations to create opportunities for local artists.



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