



Sunshine Coast
Arts Advisory Board
Annual Report
2019/20

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Acknowledgements

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

Disclaimer

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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: Caloundra Art Gallery | *Jack Charles* | Photo: ben vos productions.



Image: Horizon Festival 2019 | Blek Social | Photo ben vos productions.



Image: Horizon Festival 2019 | Opening Ceremony 2019 | Photo: ben vos productions.



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Chairperson's address

What a year it has been – a mix of incredible highlights and quick pivots.

The first year of deliverables from the arts plan held us in good stead for an exciting second year of meeting goals and generating positive impact. Then came the global coronavirus pandemic which has locally, nationally, and globally devastated the arts and cultural sector, shutting down exhibitions and performances across Australia. Venues are closed, festivals and shows cancelled, jobs for artists, tech crews, venue managers and more are in peril.

It is an 'unprecedented' time for the arts sectors to endure, adapt and overcome.

I am very proud of the inspirational work of the Sunshine Coast Council during this time. The team worked with great efficacy to deliver innovative and high quality programming, within very challenging constraints due to the restrictions. This work is testament to the passion, dedication and skill of the Council team and the regional arts sector.

The Horizon Festival 2020 was one of the first festivals to announce their new online format to be delivered over three months with a focus on supporting local artists.

The Refinery was repurposed to an online delivery format; Creative Spaces initiated residencies responding to the lockdown; artist interviews were held live at the Caloundra Regional Gallery and much more.

The arts play a pivotal role in the liveability and wellbeing of a community, and with the region's population set to grow to around 500,000 in the next two decades, I believe the arts will play an ever increasing role in shaping and strengthening the Sunshine Coast community now and into the future.

Despite the challenges, our passionate and innovative professionals from across the region reimagined their work and still delivered on the goals of the Sunshine Coast Arts Plan. This has been inspiring. And, as I stand down as Chair, I will be forever grateful to have worked with the Council team and the local arts and cultural sector to develop the region's first ever Arts Plan and, more importantly, to see the continuation of excellent work and engagement with the community despite a once in 100 years pandemic.

The aspiration to have the arts embedded in our everyday life, while enhancing the profile of the Sunshine Coast as an arts and cultural tourism destination, will be vital as we regenerate in the coming year.

Collette Brennan
Chair, Sunshine Coast Arts Advisory Board



Image: *The Human Story* | Photo Sam Hagen,



Image: Place2Play / Beats x | Photo: Tim Birch Studio

About the Board

In August 2020, the Board completed its fourth full year in operation, and after launching the Sunshine Coast Arts Plan 2018-38 in August 2018, we are excited to report on the second 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 with 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.

This strategic approach is required to ensure community and stakeholder expectations are harnessed and considered in the delivery of 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 also officially welcomed the launch of the Sunshine Coast Arts Foundation Pty Ltd, and its board, to join it 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.

Membership

The Board is comprised of regional and national 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, the newly elected Sunshine Coast Creative Alliance President, Sue Davis, joined the Board replacing inaugural member, Phil Smith.

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 after the completion of the Biennial review of the Board (as required by the Charter) which identified and recommended that the Board's membership/skills base be broadened to better reflect the strong artist-centric goals of the Sunshine Coast Arts Plan 2018-38 goals.



Image: Creative Spaces (in residence) | Photo Cooper Brady.



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

Councillor Rick Baberowski was elected to the Sunshine Coast Council in 2012, 2016 and 2020 after winning the seat of Division 1. In the 2020 term, Councillor Baberowski holds the Community Portfolio – Arts, Heritage, Transport as well as the honour of the Deputy Mayor position. Councillor 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 and recipient of the 2020 Sunshine Coast Australia Day Award – Creative category.



Tracey Vieira

Chief Content Officer, Hoodlum Entertainment

Tracey joined Hoodlum Entertainment, a film and television production company as Chief Content Officer in 2019, after five years as CEO of Screen Queensland. Under her leadership of the screen agency, Tracey developed new creative talent, strong partnerships and created global opportunities for Australian creatives.



Nicole Voevodin-Cash

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

Artist

Amy is a local visual artist (painter) and has been practising for over 20 years. She has exhibited around the country in solo and group shows including Michael Reid Studio Direct and Depot Gallery in Sydney, Noosa Regional Gallery, University of Sunshine Coast Art Gallery, Toowoomba Regional Gallery and Walcha Gallery of Art.



Paul Calcott

Indigenous artist and story teller

Paul Calcott is a Wiradjuri man from central NSW. As an infant he contracted Polio and this has led to his passion: helping other Aboriginal people who are living with a disability. For the past 10 years Paul has worked with 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.



Sue Davis

President Sunshine Coast Creative Alliance

Associate Professor Davis is the current President for the Sunshine Coast Creative Alliance. She has been actively involved in the regional arts scene on the Sunshine Coast as a foundation member of the Sunshine Coast Creative Alliance, Pecha Kucha Coordinator and lead for the engagement program for developing the Sunshine Coast Arts Plan. She has a background in drama education/youth arts/scriptwriter and has extensive experience in education, research, project management and cultural development.

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 2019 - 2020:

- 5 July 2019
- 20 September 2019
- 8 November 2019
- 14 February 2020 (full day workshop)
- 28 May 2020
- 15 June 2020

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 next meeting.

Table 1: Attendance at Board Meetings

Board member	# Board meetings
Cr Rick Baberowski	3
Jennifer Radbourne	6
Collette Brennan	6
Nicole Voevodin-Cash	6
Tracey Vieira	6
Phil Smith	2 (stepped down as President SCCA Oct 2019)
Paul Calcott	3 (appointed March 2019)
Amy Clarke	5 (appointed March 2019)
Sue Davis	3 (appointed President SCCA Nov 2019)

Table 2: Guest speakers and presentations

Guest	Topic
Horizon Festival Director Hannah Clissold and Artistic Director Lynne Bradley	Strategic planning for the Horizon Festival and year in review
Consultant Stafford Strategy	Hinterland Cultural facility discussion
Ingrid Myhr, Social Policy Officer	Hinterland Cultural facility discussion
Helen Perry, Fresh PR and Marketing	Developing a framework for advocacy
Robyn Douglas, Coordinator, Open Space and Policy	Hinterland Cultural facility discussion – where to from here

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:

Chairperson	\$167 half day	\$334 full day
Ordinary Member	\$141 half day	\$281 full day

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

Item	2019-2020 (financial year)
Board members fees	\$6386
Catering and hospitality	\$945.67
Travel costs	\$4449.43

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*.



Image: Horizon Festival 2019 | Elements | Photo: ben vos productions.



Image: Being Human exhibition: Exhibiting artist Blanca Beelson at Caroundra Regional Gallery.

Building a profile for the Arts

Members of the Board both formally and informally represent and promote the Sunshine Coast as an arts destination and engage and connect with the arts and creative sectors and industries. They also 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
Jennifer Radbourne	<ul style="list-style-type: none"> • Opening Vernissage • Launch of Sunshine Coast Open House program • Literature events – author presenting, book signings • Discussions with university re research opportunities • Maleny arts council events • Kyoto Hanga Exhibition at Caloundra Regional Gallery • Kyoto Hanga Print Symposium – Welcome speech on behalf of Council at USC • Toowoomba ADFAS presentation • Creative Studio launch – Bus Station Caloundra • Argon Law event at CRG • SCAF launch • Opened Johanna DeMaine exhibition at Caloundra Regional Gallery • SCAF meetings, events and discussions • Art on Cairncross gallery opening of Johanna DeMaine exhibition • Arts Audience Research - development, discussion, focus groups
Cr Rick Baberowski	<ul style="list-style-type: none"> • Attended various events Horizon 2019 • RADF panel assessment meeting
Tracey Vieira	<ul style="list-style-type: none"> • Meetings with a Sunshine Coast filmmaker Wes Greene who is developing a documentary
Amy Clarke	<ul style="list-style-type: none"> • Sunshine Coast Arts Foundation Launch • New mini Peregrian original concept in Eumundi • Exhibition Michael Reid Gallery Sydney

Board Member	Highlights
Paul Calcott	<ul style="list-style-type: none"> • Attended Jack Charles (Horizon 2019) • Discussed art group at United Nations
Nicole Voevodin-Cash	<ul style="list-style-type: none"> • Opening of Sub Tropic Studio • Opening floating land exhibition as well as program launch, and attended the program itself • Participating artist – Arts Ablaze as artist from Sunshine Coast. • Sitting on 2020/2030 arts front • Kyoto Hanga exhibition • Category winner: Local Artists - Local Content art prize (Caloundra Regional Gallery) • Led Caloundra Regional Gallery workshop • Hosted own Little Lunch online with Michael Brennan about regional gallery and supporting regional artists. • Was interviewed as part of From the Artist series about Constructing Landscape
Phil Smith	<ul style="list-style-type: none"> • Attended Horizon events The Cold Record, The Deconstructed Breakfast and various others • Presented part of The Refinery showcase
Collette Brennan	<ul style="list-style-type: none"> • Attended signature Horizon events 2019 • PAX meeting and symposium • Hosted Arts Front Little Lunch online
Sue Davis	<ul style="list-style-type: none"> • Arts advocacy and awareness during local government election campaign, including survey of candidates in relation to support for an arts levy • Opening of Sub-Tropic Studio

Sunshine Coast Arts Plan 2018-38

The Board played a pivotal role in providing strategic advice to council to support the delivery 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 score is evidence based and 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.

2019/20 statistics

Please note that many of these results are COVID-19 impacted.

Arts Engagement	
Consultancies to artists / arts organisations	1254
Training and development opportunities provided	213
Artists taking up training and development opportunities	2419
Artist-in-residency opportunities provided	23
External funding achieved (Council Grants via Horizon, Caloundra Regional Gallery and RADF allocation for Arts QLD)	\$152,000
Local artists engaged via Arts Plan initiatives	420
Funding applications (RADF, SCC Cultural Grants (Majors and Minors), CPFP and discretionary)	171
Projects funded (RADF, SCC Cultural Grants (Majors and Minors), CPFP and discretionary)	101
Value of projects funded (RADF, SCC Cultural Grants (Majors and Minors), CPFP and discretionary)	\$2,475,959
Amount of funding to projects (RADF, SCC Cultural Grants (Majors and Minors), CPFP and discretionary)	\$585,605
Ratio Funded-invested/value (every \$1 invested returns \$)	\$4.00
Success rate of applicants %	59%

2019/20 statistics

Arts Outputs	
New works (Public Art Commissions, new local works as part of Horizon and RADF and other grant funded works)	68
Size Sunshine Coast Art Collection	571
Value Sunshine Coast Art Collection	\$732,650
Number of new acquisitions – Sunshine Coast Art Collection	36
Value new acquisitions Sunshine Coast Art Collection	\$51,233
Size of Public Art Collection	239
Value of Public Art Collection	\$3,334,205
Number of new commissions – Public Art Collection	5
Value of new commissions – Public Art Collection	\$440,500
Number of events / activities delivered	718
Attendees at/beneficiaries of Arts Plan initiatives	126,214
Digital Programs delivered (from April 2020)	31
Digital Program attendees (from April 2020)	124479
Internal partnerships	57
External partnerships	169
Volunteer number (includes funded community organisations)	1539
Sponsorship accrued	\$78,000

Arts Profile	
Website views (Gallery and Horizon)	368,780
Facebook Followers (Gallery and Horizon)	9458
Instagram Followers (Gallery and Horizon)	5988
Facebook new Followers (Gallery and Horizon)	2104
Instagram new Followers (Gallery and Horizon)	2086
Media Placements	424
Media Value	\$403,001
Media Reach	7,386,833

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 5 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 Councils broader cultural services and programs.



Image: Creative Spaces (in residence) | Photographers Series | Photo: Warwick Gow.



Our response to COVID-19

This financial year was impacted by the COVID-19 lockdown. Council employees were sent home and tasked with reimagining events and programs and how best to support the local arts sector.

This annual report details some standout successes including:

Horizon – one of the first national festivals to announce its new online delivery format and local sector support model through programs such as *Homegrown* for six local artists to be presented as part of the festival.

The Refinery program – all about connection and collaboration – was swiftly re-written and programmed to be delivered to 13 local creatives in an online format and has been phenomenally successful with some amazing testimonials from participants. Creative Spaces introduced COVID-19 specific INresidence opportunities for 21 local artists that produced stunning photographic images.

The Caloundra Regional Gallery introduced online artist talks and assisted local artisans and makers to promote their wares online, again receiving fantastic feedback from participants. Empty of audiences, the gallery also provided the opportunity for some long overdue collection conservation work to be undertaken. Children's programs went online and were being utilised by local schools. Creative art packs were created for youth to do at home.

Stay, Connect, Create – during the initial lock-down period, the Creative Arts and Events unit managed to pivot quickly, creating an online portal titled STAY home, CONNECT online, CREATE projects which was designed to help keep the community informed, inspired and entertained during the lockdown period.

The portal combined all available online programming from across the organisation and gave the community access to a choice of online workshops, kids activities, virtual tours, story time and more.

With the Mayor, Mark Jamieson launching the Stay, Connect Create growing in April, it proved to be extremely successful engaging and connecting with our community and increasing audiences throughout the region, state and nationally.



Image: The Refinery 2020 | The Human Story | Photo Sam Hagen.



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

Strategy 1.2 Build the capacity of local artists

The Refinery

The Refinery Creative Incubator is a testing ground and training platform that joins the dots between creativity and business, offering access to mentors and a network of inspiring industry leaders to provide participants with the business skills, tools and connections to turn their idea into a sustainable business.

The Refinery is the region's first creative incubator, focused on education, experimentation and creative development, designed to support independent artists, early stage entrepreneurs and creative industry practitioners with an idea ready to go and a drive to use business as a force for good.

In its second year, The Refinery continued to contribute to the creative ecology on the coast attracting over 80 applications, with 30 creatives invited to participate in boot camp and 13 founders completing the eight-week program culminating in a pitch for selected industry leaders. Due to the pandemic restrictions, The Refinery 2.0 was delivered predominantly online, successfully hosting mentors from across Australia, delivering industry events to more than 300 people and reaching more than 380,000 people through its mentor and influencer social networks.

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 and Central Queensland University.



Image: Horizon Festival 2019 | Life Drawing in the Gardens | Photo: open vos productions.

PD Series

In 2020, Creative Arts launched the *ArtsCoast PD Series*, professional development series for artists. Kicking off in November, and in partnership with The Refinery, was *How to Actually Start your Creative Business* with Kaylene Langford from Start Up Creative, then *Money for Art* in February featuring some of Australia's leading funding bodies Arts Queensland, Australia Council and Creative Partnerships Australia and then the hosting of internationally recognised Urban Art Projects, Swell Sculpture Festival along-side established local artist Leah Barclay to share knowledge and experience in making Art in Public Places. Unfortunately Marketing Your Art was postponed due to pandemic restrictions.

Immerse Jam

A partnership between RADF and Immerse conference, local creatives participated in two action-packed days of hands-on art and tech masterclasses with world-class digital creatives, learning how to use Augmented and Virtual Reality tools to breathe life into their 2D artworks or immerse visitors in a 3D experience. 'Creative Jam' hack day then, provided participants the opportunity to test-drive their new skills in a team to experiment, ideate and collaborate on an immersive project with a chance to pitch for \$5000 to further test their concept.

QMusic

In addition to QMusic and Sunshine Coast Council's Industry Connect Program, we supported a mentorship providing targeted career support for one selected emerging artist showing serious potential. Luke Middleton of Borderland State had the opportunity to spend time in the studio with the ARIA-nominated 2018 Grant McLennan Fellowship winner, The Kite String Tangle and received one on one mentoring with Justin Katerberg from Vitalic Noise, manager to Hermitude, Miami Horror, Mild Minds, Bag Raiders.

Strategy 1.4 Support artists to test, develop and realise ideas

The Keeper

The Keeper is a participatory public art project that moves beyond what is considered traditional artistic mediums and modes of presentation. In collaboration with internationally renowned company Field Theory, the project engaged three local creatives and a broad cross section of the Coolum community in a durational social process to test and further develop the framework for The Keeper. The project offered playful opportunities for the community to participate by placing arts in unexpected places and spaces to create access and invite new audiences. It challenged and built the capacity of local artists to facilitate sophisticated processes and a framework for further project development and delivery in 2021.

RADF

The Regional Arts Development Fund is an annual partnership between the State Government, through Arts Queensland and Sunshine Coast Council. RADF promotes the role and value of arts, culture and heritage as key drivers of diverse and inclusive communities and strong regions. RADF invests over \$160,000 per year through the competitive arts grants program, supporting over 50 independent arts projects and the individual development of local artists.

The RADF program also supports a range of council initiated projects including *fabric – slow fashion*, *artful living* program and InPlace for Horizon Festival supporting the development and presentation of local content, annually creating paid opportunities for over 400 artists and reaching audiences of over 30,000.



Image: Artiscoast Pop Up Shop | Photo: Brendan Beale

Strategy 1.5

Foster opportunities for the creation and promotion of First Nations artistic endeavours

Horizon Festival

The Horizon Festival First Nations Advisory Group (HFFNAG) acts as an advisory group on the artistic vision of the First Nations program and First Nations elements, including cultural protocols, within the Horizon Festival.

The group plays a key role in supporting the continued development of Traditional Custodian led initiatives across the festival that are connected to the broader aims of self-determination within these groups.

First Nations artists are an integral part of the festival program and are interwoven throughout all projects.

In 2019-20 the HFFNAG worked alongside the Horizon Festival First Nations Producer Alethea Beetson and, for the first time, presented a fully self-determined program at the 2019 festival. A key outcome was a series of workshops which led to the development of a new work presented at the festival called Connecting to Country, a collaboration between Kabi Kabi and Jinibara artists.

Bli Bli Public Art

May 2020 saw the installation of the region's largest First Nations public art work as part of the new streetscape project in Bli Bli. Kabi Kabi artists and Traditional Custodians, Lyndon Davis and Brent Miller, received new skills through the professional development support by Urban Art Projects to help their artistic vision become a reality. Along with the support of Aunty Helena Gulash, this project brought the traditional stories of place to life, strengthening the connection to country and community through artistic expression.

Hope Indigenous Corporation

The Regional Arts Development Fund supported Hope Indigenous Corporation to develop content for the development of a First Nations cultural and education public art installation prototype.

33 Years Later

Creative Spaces and the Regional Arts Development Fund supported Jandamarra Cadd's 33 years later, a residency, open studio and community conversation at The Old Lock Up, Maroochydore. Jandamarra embarked on a journey of remembrance, insight, reflection, healing and gratitude which he will share through a short documentary for public screening later this year.



Image: Horizon Festival 2019 | Opening Ceremony 2019 | Photo: ben vos productions



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

In 2019, Horizon continued to celebrate people, place and art, shining a light on the rich diversity and identity of our incredible community. Over 10 arts-fuelled days in August and September, the festival attracted over 31,000 attendees to 275+ free and ticketed activities. Delivering a range of events in visual art, music, performance, words + ideas, film and creative workshops the festival engaged more than 580 artists, arts worker and volunteers.

For the first time in Horizon's history, the First Nations program was completely self-determined, led by a dedicated First Nations producer and advisory group. The festival stepped into a more curated phase of life, with a carefully crafted program grounded in excellence and a commitment to supporting and fostering local artists.

2019 was our moment to strengthen national and international networks and look to the future through the creation of new works, showcase of established local, national and international artists and support of emerging local artists.

Key achievements included:

- First Nations program overseen by First Nations producer and Advisory Group
- Strategic partnerships with Brisbane Festival and QMusic
- Establishment of Festival Central through partnership with The Met, Maroochydore (SunCentral)
- Winner Qld Best Regional Event – Australian Event Awards

- Gold medal Winner – 2020 GOV Design Awards for program graphic design
- Silver medal Winner – 2020 Brisbane Design Awards for program graphic design
- Queensland Tourism and Events Destination funding for marketing \$22,000

Horizon 2019 statistics:

- 31,204 attendees
- 74 unique free and ticketed events
- Facebook grew 20.6%, Instagram grew 55%, Twitter grew 18%
- +46.4 net promoter score
- \$2,346,178 economic benefit
- \$632,738 economic impact
- 22% out of the region visitors

Key achievements for the first four years of the festival (2016-2019):

- 159,425 attendees
- 22.3% average visitors to the region
- 2,821 artists engaged
- 490 First Nations artists
- 390 artists with a disability
- 1,160 volunteers
- 88% 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'

Caloundra Regional Gallery

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 2019/20 exhibition calendar consisted of six exhibitions and included the curatorial support of local artists. There was an exhibition dedicated to 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. As part of the outreach program the Gallery also curated four exhibitions in the Maroochydore Library Artspace.

The Gallery manages the prestigious nationally recognised Sunshine Coast Art Prize. 2019 celebrated the the Prize's 14th year and included a prize value of \$40,000 thanks to new major sponsor Argon Law, and valued long-time sponsors the De Deyne family, the Caloundra Chamber of Commerce, Montville Country Cabins, IAS Fine Art Logistics and Coastline BMW. The 2019 Art Prize received 408 entries from all over Australia with an exceptionally high standard from both established and emerging national artists.

The Art Prize winning work is 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 571 works in the collection.

The Gallery this year accepted donations into the

Collection from artists Michael Cook, Bianca Beetson, Tony Albert, Alison Mooney and Johanna DeMaine. The Friends Regional Gallery Caloundra Inc are an important contributor to the Gallery's success, providing volunteer services, valuable fund raising events and advocacy. Long-time gallery patrons, Mr and Mrs Ruskin Sethna and donor Mr John Brown, continue to support the gallery and add to the public collection.

Since the Gallery's inception in 2000, it is estimated over 476,000 people have engaged with the Gallery either by visiting an exhibition or program or through an outreach program delivered by the gallery.

In 2019/20, 16,503 visitors attended the exhibitions programs and events.

The highly successful Mindful Art and ArtReach programs, which use artworks to stimulate memories, discussion and conversation with people living with dementia or in residential aged-care, managed to engage with 50 people before being put on hold due to the COVID-19 pandemic. Recognising the importance of both these programs, the Gallery is in conversation with the National Gallery of Australia to design virtual programs that can continue these valuable interactions.

The Friends Regional Gallery, Caloundra Inc and the Gallery's Patrons, Mrs and Mrs Rustum Sethna, have donated funds to the Gallery to ensure that the programs continue into 2020/2021.



Image: Sunshine Coast Arts Prize | photo ben vos productions.



Image: Horizon Festival 2019 | [In Place] | Photo: ben vos productions.

An extensive program of workshops for adults took place during the Sunshine Coast Art Prize and Local Artists-Local Content exhibitions. These were facilitated by both national and local artists, providing a diverse range of opportunities for both the facilitating artists and attendees.

Public programming has been quite challenging since March 2020 affecting the delivery of both adult and children's workshops and hands-on activities.

Since returning to normal limited programming in June, the Gallery has reimagined several of the STAY home, CONNECT online, CREATE projects to continuously engage the community through a digital series of on-line events called FROM THE ARTIST.

These were broken up into three categories of activity:

- **Talks** – where staff chat live via the Gallery's Facebook with different artists about their making and thoughts on the how and why of art,
- **Interviews** – pre-filmed interviews where the artists are interviewed in the Gallery or take the audience through their spaces and show some of their making creating direct links for artists and audiences, and;
- **Making** – making creating virtual workshops where artists explain some of their hands on practice.

These programs have had multilayered results for both the Gallery and Council as a whole as they not only engage current audiences, but also significantly increased the virtual audience reach on Facebook to 1,411,709. They also provided a platform to upskill local artists by giving them the opportunity to talk about art and their art specifically, in a safe and supportive environment and allowing them to learn how to 'sell' their work and themselves via social media platforms.

Public Art

2019/20 saw the installation and development of five new public artworks across the region with the most recent in our southern hinterland. Glasshouse District Park has a series of 3 new works by James Muller. Molten captures the essence of the Glasshouse Mountains volcanic origins from millions of years ago with a light and Augmented Reality feature flowing through the steel work.

Artists Glen Manning and Kathy Daly collaborated on the new work in Beerburrum, celebrating the local geological and ecological history. This colourful artwork marks the new trail head of the Sunshine Coast Glasshouse Mountain's trail.



Image: Laith McGregor-Workshop | photo: ben vos productions.





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 and was endorsed by Council in November 2019.

Its purpose is to provide an agreed strategic direction for the delivery of arts infrastructure by Council and potential external partners until 2041.

Its objective is to:

- Identify an integrated network of infrastructure 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 the sector, including spaces to learn, practice, connect, collaborate, work, perform and showcase, and
- Ensure the network is reflective of the Sunshine Coast landscape, character and cultural heritage, including First Nations requirements.

A detailed audit of the existing arts infrastructure has been completed and the RAIF will now be used to inform and prioritise ongoing planning, budgets and decisions as required to deliver arts infrastructure over the next 20 years.

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

Creative Spaces

Creative Spaces is dedicated to supporting artists and creative practitioners to find space, while encouraging the broader community to engage with the arts through promoting, uncovering and developing new creative spaces, residency programs and creative activations. Creative Spaces was launched on the Sunshine Coast in 2018 to help connect artists with affordable space to create and collaborate across all art-forms.

Creative Spaces continues to identify and promote community and privately owned spaces including artist studios, exhibition, rehearsal and performance spaces for the Creative Spaces website.

In the last year, Creative Spaces has supported residencies at four locations, launched two new artist run spaces and led a three-month artisan pop up store at the Moolooaba wharf that featured the work of over 90 local artists selling to both local and international visitors.

The Old Lock up, Maroochydore is Creative Spaces latest project, designed for experimental art, contemporary storytelling and wild ideas. This space hosted celebrated artist Jandamarra Cadd's, '33 years later' where he returned to the cell he was first incarcerated in at age thirteen.

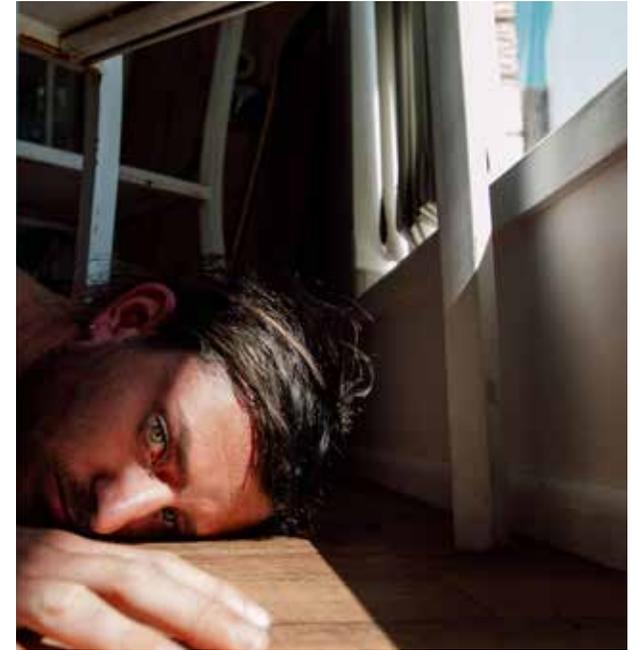
Creative Spaces supported the transformation of the Caloundra Transit Centre, from a previously under-utilised space, into thriving artist studio, gallery and workshop space which is home to artists of various genres and has hosted several key industry events.

Maroochydore Sailing Club's Crows Nest hosts seasonal residencies of three-months and this year has hosted international inter-disciplinary artists returning to the coast, Itamar Freed and

Courtney Sheu, visiting visual artist Aaron Perkins and a string of writers including children's literature authors Alison Stegert and Kellie Byrnes, and Carly Garner working in creative nature play. Kellie Byrnes, who has just received a US Publishing contract, credits her time spent in the space as allowing her to create and develop her book uninterrupted.

The Creative Spaces artist in residence program continues to attract a high number of applicants of an outstanding calibre, with over 100 applications for residencies in 2019/20.

The Creative Spaces (In Residence) program was developed in response to the COVID-19 pandemic causing loss of work for artists who have seen work, events, and exhibitions cancelled. The first assignment challenged photographers to make art in a homebound setting and capture a moment in time. They each spent one week creating a visual diary of their existence within their four walls, capturing home, everyday moments and mementos from life in the moment. The second assignment challenged creative collaborators who share the same home, to create a collaborative art work, performance or installation. Both of these assignments have increased the profile of emerging and established artists and have generated interest for further projects.



Testimonial from Tim Birch (photographer)

'The Creative Spaces (in residence) program was a great opportunity for me as an artist in isolation to keep working both creatively and financially. It was also unique in the way that the brief made me create, capture and deliver the content due the unusual circumstances of COVID-19 and the restrictions around it'.



Testimonial from Warwick Gow (photographer)

'The Creative Spaces (in residence) program was such an engaging and amazing project to be included in. The quality of the local artists represented in the program was a testament to the thriving arts community that the Sunshine Coast has quietly been nurturing. Personally, it was a daunting yet overly rewarding project to be a part of, to be that vulnerable in such a public manor. The program also connected me with a bunch of amazing artists along with pushing my own practise as an artist'.



Image: Sub Tropic Studio.



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

Strategy 4.2 Broker Cross-sector collaboration to deliver cultural development initiatives, including digital opportunities, through our smart city focus.

Place2

Place2 is a creative placemaking project designed to enliven streets and laneways of Caloundra through playful activations inspiring curiosity, connection and new narratives. Ten artists participated in a flexible three-month residency in Sub Tropic Studio to explore the area and engage with community and business to shape their project. Mentoring and peer dialogue was encouraged through workshops with Ryan Reynolds of Gap Filler, Jason Maling of Field Theory and Jude Anderson of Punctum. Due to pandemic restrictions, public activations were postponed to September and October 2020.

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

The Better Boards program is a development and mentorship program, focusing on local arts and creative sector organisations. Led by Maz McGann from Play your Part the program involves board members from 12 local not-for-profit organisations and aims to build the capacity of boards, strengthen community leadership, inspire innovation and build resilience and connectivity. The program consists of four group workshops and five one-on-one mentoring sessions. The workshops focused on key challenges facing boards including governance, strategic planning, project management, funding, risk and compliance whilst also encouraging blue sky thinking and innovation. The mentoring sessions build on the workshop content and provide the participating organisations with an opportunity to take a more in-depth look at a particular issue, challenge or skills deficit in their organisation. All board members reported that they had gained new knowledge and confidence for their boards through the program, which continues until the end of 2020.

In the 2019/20 financial year, Council provided partnership funding of more than \$110,000 plus in-kind support to the region's leading arts organisations. These not-for-profit organisations, largely managed by volunteer boards and committees, are an essential part of a thriving creative ecology.

Council has ongoing partnerships with the following organisations:

- Sunshine Coast Creative Alliance: an arts advocacy organisation connecting the dots between creative thinkers, businesses, places, supporters, target markets, audiences and key stakeholders through advocacy, learning, networking and partnerships.
- Sunshine Coast Screen Collective: fostering the advancement of the screen-based industry on the Sunshine Coast. Arts Connect: supporting ARTists and CONNECTing communities.
- Kenilworth Arts Council: promotes arts activities and participation via exhibitions, competitions, workshops and festivals.
- Maleny Community Centre: provides a range of venues and facilities to support arts and cultural activities of the Sunshine Coast.
- Buderim Craft Cottage: fostered by members reaching out, sharing skills, working together and caring for each other with the combined experience and enjoyment of artistic creativity.

- Anywhere Theatre Festival: a festival of performances anywhere but where you expect to find them.
- Sunshine Coast Arts Industry Precinct: leases and manages the Old Ambulance Station. The Old Ambulance Station is an engine of growth, a social enterprise which sustains itself financially to enable creativity offering venues and facilities and services including advice, events and professional development.
- Caloundra Arts Centre Association Inc. currently has 20 different Arts and Crafts groups using their facility in North Street Caloundra with a membership of over 560 who share a passion, express their art, learn and share.

Council's community grants and Regional Arts Development Fund (RADF) contributed over \$60,000 through grants plus in-kind support to deliver a broad range of programs and activities. These projects include: Sculpture on the Edge, THRIVE creative health forum, programming and professional development, Kenilworth Arts Festival, long table dinners, artist talks, a variety of workshops, Turnup Music Conference, Immerse Conference, Sub Tropic Studio, Open Studios Sunshine Coast, Black Box improvements, ongoing maintenance and improvement of cultural facilities.



Image: *Febrie – Slow Fashion Artful Living 2019, Pop Up Cloth* with Julie Paterson.

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

ArtsCoast

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

The development of the strategy has included a program of sector engagement, desktop research and benchmarking, which confirmed strong support for a unified voice, via a brand, for arts in the region.

The term ArtsCoast came out of the extensive consultation undertaken as part of the development of the Sunshine Coast Arts Plan 2018-2038 and was one of the highest ranking strategies supported for the purpose of promoting artists and arts activity.

The challenge now is to obtain the necessary resourcing to implement the strategy.

Priorities for 2020/21

- Continue to support the Sunshine Coast Arts Foundation via a three year partnership agreement
- Partner with the Sunshine Coast Arts Foundation in a regional audience development research project
- Deliver a successful Horizon Festival in 2020 and develop a vibrant program for 2021
- Continue to work with the Horizon Festival First Nations Advisory Group to ensure programming initiatives are self-determined and led by First Nations Peoples
- Develop an advocacy and engagement strategy
- Maintain and build on the achievements of the Caloundra Regional Gallery
- Garner support and resourcing to implement the ArtsCoast brand and strategy
- Ensure all projects are delivered with COVID consideration and recovery top of mind
- Continue to collaborate with the sector and other government and non-government organisations to create opportunities for local artists
- Support the development of a Business Case for a new Regional Gallery at Caloundra
- Launch three year dance sector development project If in doubt, dance
- Deliver final year of fabric – slow fashion artful living program
- Deliver Place2 public activation program
- Continue to support Sub Tropic studio through partnership with Sunshine Coast Creative Alliance
- Build on Creative Spaces residency program with artist fees, mentoring and networking opportunities across four locations.
- Deliver The Keeper, a durational live public art project
- Build on the success of the PD Series for artists



Image: Horizon Festival 2019 | TOY | Photo: ben vos productions.



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