



2014 Art is... Layers of Time Festival Report



ART IS ...
LAYERS
OF TIME

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MAY 30 - JUNE 9
2014 HORSHAM



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FESTIVAL DATES: 30 MAY – 9 JUNE 2014 | VISIT artis.wimmera.com.au |  [facebook.com/Art Is... Festival](https://facebook.com/ArtIs...Festival)

Contents

2	Artistic Direction
3	Chairperson
4	Festival Managers Report
7	Production Report
8	Promotions/Marketing
11	Volunteer Coordination
13	Evaluation



2014 Art is... Layers of Time Artistic Direction

The land we walk is an ancient land. Its surface has been shaped by the inundation of ocean waters for millions of years. Now a faint remnant of a seabed remains in the arced ridges of a diminished shoreline. For thousands of years, the rippling sands of Aeolian dunes shift from here to there, between them swales form. The roots of Red Gum and Buloke trees run deep, finding moisture where water gathers. Wetlands emerge and recede, or slowly meander in small tributaries to meet the Wimmera River and shallow lakes. Flora and fauna have flourished where chains of lakes appear. Seen from a mountain high the pink and white hues of these subtle depressions edged by lunettes are part of the unique geographical region we know as the Wimmera.

In the layers of time, going back many millions of years...Djurite and Gariwerd stood proud as rock islands of this inland sea. One formed from the intense heat and pressure through tectonic compression, causing the fusion of quartz sand grains and silica, now seen in the distinct red/orange hue of the Mount's craggy rock. The other, a series of low-angled sandstone ridges of sedimentary layers raised and tilted from the earth's forces, giving us the dramatic jagged pinnacles of the Northern Gariwerd Range.

The winds and water across this landscape, surging and waning through the many geological changes, is the platform in which the natural world has evolved. We feel it in the sand under our feet, as we climb sedimentary layers of rock, as we consider the ways our plants and wildlife have adapted to survive. The land we walk is an ancient land. We are just one grain of sand in these layers of time.

Alison Eggleton
2013 Art is...Festival Chairperson

Chairperson – Charee Bolwell

Art is... has a rich history of connection that has evolved, grown and matured over 19 years. Over that course of time, we see familiar faces both old and new in the crowd and reflect on the excitement and enjoyment of our Winter Festival.

New partnerships were formed with artists Andrew Blizzard (Blizz) and Aesha Henderson from internationally acclaimed arts company Erth. Blizz and Aesha immersed themselves in the development of our Museum Of Land's Past with local artists Mary French, Adelle Rohrsheim, Dave Jones and Robbie Millar. Creating work together with local school children, our elders and new migrants; the Museum of Land's Past was a unique representation of our region, taking festival goers back to a time where we sat upon the sea bed, millions of years ago.

The programme was loaded with exhibitions from *Regional Forces* at the Horsham Regional Art Gallery to visual arts in the streets, *Claire Bowditch* and *Born in a Taxi* performances at Wesley PAC through to layered cakes and dinners. *Grey Matters* was discussed whilst walking amongst the old sea bed of Mt Arapiles and Mt. Zero, plus many more great events, special experiences and memorable connections. Our new partnerships with Dimboola, Balmoral expanded our festival community and encouraged great art in a regional setting.

My personal highlight was *I met Horsham* (see images below) The Australian Bureau of Worthiness showed Horsham in a new light, it's friendships and loyalty, personal strength and pain from family loss whilst still highlighting our many hairdressers and bakeries! Emma, Jimmy and Tessa developed a show that made you think, questioned who you were and what made living here worthwhile.

Our festival shows children how to love and enjoy art through many mediums. It never fails to create great conversation and will never be boring. I know it's my connection with Art is... that made me move to Horsham and love it seven years on.

Thank you to Kate Finnerty who has presented three Art is... Festivals. Her commitment is her craft and she demonstrates great leadership and vision and we are grateful for her contribution to success of the festival. We saw a new team in 2014 with Judith Russell, Production Manager, Natasha Pietsch in charge of Promotions and Marketing, Jacquelyn O'Connor supporting us with her administration skills and Amy Anselmi as Volunteer Coordinator. All were amazing and we thank you for your assistance and great work over the past six months.

Finally, I wish to give warm winter thanks to our community and neighbours. Our festival is not a Horsham only event, it's for the all of the Wimmera and we enthusiastically celebrate our towns and communities, encouraging them to share and embrace their stories, their rituals and culture through Art is... Layers of Time 2015.

Charee Bolwell

2014 Art is... Festival Chairperson



Festival Manager – Kate Finnerty

The 2014 Art is...Festival embraced our new three year theme whole heartedly, the program reflected the geological story of the Wimmera region through pop-up Museum's, layered cake competitions, author talks, geological bus and walking tours, a degustation dinner, visual art exhibitions and much more ensuring there really was something of all ages, interests and artistic abilities!

The 2014 Layers of Time Festival offered a total of 45 art and cultural works, events, creative workshops and professional development opportunities during the 10 day festival and in the 8 weeks leading up to the festival period.

Museum of Land's Past was a stunning visual experience that brought to life the story of the Wimmera landscape through interactive installations, animation and imagined artefacts. The museum was a collaboration between invited artists from Sydney based company Erth, Aesha Henderson and Andrew Blizzard, Wimmera based animator Dave Jones, puppeteer/model maker Mary French and emerging artist Adelle Rohrsheim, sound artist Robbie Millar, local Primary Schools and community members.

We delivered creative workshops across the region that explored our unique landscape both real and imagined through art making, these workshops informed the final concept of the Museum. The projects scope for engaging so many artists and local school kids in the creation of the museum (in a meaningful way) was a great strength. A vacant shop in Firebrace Street was converted into the Museum of Land's Past giving the festival a focal point in the main street of Horsham. Manned by volunteers the space was accessible for the duration of the festival, many visitors made multiple visits and the time-line allowed word of mouth and reputation to build attendances.



Members of 8Foot Felix were washed up on the streets of Horsham to launch the opening night of the festival, their colour and theatrics enlivened the town as they led people to the Museum for the official opening by Elder Hazel McDonald and the Hon Hugh Delahunty. The evening progressed into an intimate evening with Clare Bowditch at the Wesley Performing Arts Centre.

The Australian Bureau of Worthiness came to town for 8 days to investigate "what makes your day worth it?" in Horsham. The Bureau presented their findings through 'I Met Horsham', three very special performances that reflected community stories and people they had uncovered. Funny and moving 'I Met Horsham' dislodged perceptions of the town, encouraging audience to see Horsham through fresh eyes as they considered "what did make their day worth it?"

Regional Forces was curated by the Horsham Regional Art Gallery in response to our theme, Layers of Time. This exhibition considered the broad view of practicing in a regional environment, placing local artists in the context of their peers, new works in metal, glass, ceramics and textiles were featured.

Galleries on the Side (visual art in shop windows) supported local artists to present their work to the public, the annual Photo Comp and Photo Muster inspired a wide cross section of our community (who often don't consider themselves artists) to participate, their works were then publically presented in the festival program through visual exhibitions.



After a successful pilot in 2013 the Encounter project offered opportunities in dance and theatre; experienced through an exchange of skills and performance making workshops led by Creative Producer Jillian Pearce with invited arts company 'Born in a Taxi' and two emerging local artists Larissa Riddell and Amy Anselmi. The three stage Encounter included professional development for artists and teachers, school workshops and performance outcomes during the Art is... Festival.

We offered an 'Encountering Day' in partnership with the Horsham Regional Art Gallery. 15 children from Ararat, Beulah and Yaapeet took part in the event which encompassed performance, visual art making workshops and tours of the Photo Comp, Galleries on the Side and Museum of Land's Past.

Recommended that schools are contacted in Sept/Nov about Festival opportunities to allow time to plan.

Vice-Chairperson Alison Eggleton and Simone Dalton took to the road with the Grey Matters Forum. Prominent geologist Ross Cayley led a geological tour of Arapiles with local climber Louise Shepherd and old time resident Doc Sutherland. This event was hugely successful, almost 50 participants took part in a combination of bus and private transport. *Worth a restaging of the event in 2015?* Alison also coordinated the Layered Cake event with the Evening Branch of the CWA. Cake, CWA Hall, Sunday afternoon tea....fabulous!



A new initiative was developed through my participation in a Leadership Wimmera Project Group to engage our satellite towns through pop up exhibitions in Balmoral and Dimboola. Creative workshops were offered in Dimboola with invited visual artists from Melbourne Judy and Peter Ferguson; these workshops informed a pop-up painted mural on the Burnt Pub. The Burnt Pub project was funded by a Art is...Festival Seed Grant.

Although the Balmoral 'tea and scones' opening was very well attended, numbers were relative low for the workshops in Dimboola and opening event, perhaps in future more mentoring is needed between the festival and community members producing these events.

The Art is... Festival Family Fun Day in collaboration with Wimmera Uniting Care, Awakenings all-abilities Festival and the Blue Ribbon Foundation offered bike rides, music, circus performance; families were then encouraged to join their children participating in workshops that included visual art, circus skills and music making with the Itchy Scabs School of Bad Music. The event and workshop program were created for all-ability participants and marketed through the networks of both organizations, creating a truly inclusive and accepting arts experience for all participants and audience. Although the Festival Family Fun Day was extensively marketed through the papers and 1000 flyers being sent out to local Primary Schools, numbers were down on previous years due to bad weather.

It is recommended that we provide inside art making activities in 2015 at the Angling Club Rooms without performances until we can utilize the new Town Hall Performing Arts Centre (due for completion by 2016).

Dust of Uruzgan was an enlightening and entertaining live music performance from songwriter and diplomat Fred Smith. Dust of Uruzgan was programmed by the Wesley Performing Arts Centre with the Art is... Festival.

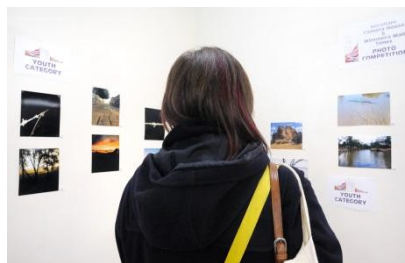
Due to touring dates and the festival time line this show was programmed for Monday 9 June, there was low attendance at this event which highlights the potential risk of programming on the final night of the long weekend.

'Let me count the ways' was a last minute addition to the program following a conversation that began during the Melbourne Festival of Live Art. Renae Shadler and collaborators Robert Jordan, Rani Pramesti arrived in town with a mobile booth and invited people to share what they liked about Horsham. The results of this will be made available as an online video resource for the festival.

I was hesitant about scheduling this event due to similarities with the Australian Bureau of Worthiness but I decided to accept their proposal, as it had potential to engage our community and initiate discussion about Horsham, art and the festival. It did cause some confusion between the two projects and is something to consider in future years.

Art is...Layers of Time Festival offered meaningful opportunities and experiences for Wimmera HUB English as a Second Language (ESLC) students, Goolum Goolum Aboriginal Co-operative Elders group and Oasis Wimmera support group for migrants. Community members from these organizations took part in creative workshops through the Museum of Land's Past project. By working with other organisations in the region we ensure that our program remains inclusive and accessible to our diverse community.

Nola Brown from Horsham Real Estate and Dee Sloan from Miss Horsham deserve special thanks, being fully supportive of our initiative to activate the empty retail spaces of Firebrace St and Robert Ave. With the assistance of Nola, 5 venues were transformed for the duration of the festival; the Museum of Land's Past, Festival Info HUB and Photographic Competition gallery and the Horsham Regional Art Gallery's Art is... Video, presenting video installations of work from three of Australia's leading artists, Ash Keating, Kate Mitchell and Kate Shaw. Nola negotiated with the owners for the venue to be donated in-kind, her assistance in this was invaluable. Dee offered up a reduced rental fee for the Old Miss Horsham shop which enabled the Australian Bureau of Worthiness to conduct their findings in a public setting.



Although we hadn't planned any mentorships, as the projects took shape 4 informal mentor relationships developed. Through the Erth – Museum of Land's Past emerging artist Adelle Rorsheim and Robbie Millar were mentored by local artist's and invited Erth artists. This increased their capacity and paves the way for our continued partnership with Erth over the next three years.

The festival was approached by a local high school to provide work experience for Hayley Barber in arts production. This proved to be a great resource for the festival and offered Hayley some important on the job skills and experience. Part-time staff Judith Russell, Production Manager and Natasha Pietsch, Promotions and Marketing brought valuable skills and enthusiasm to the festival but without previous experience in the arts sector. Through the support of the festival committee and me, they developed confidence and skills in their respective roles and proved to be a great asset for the festival.

Layers of Time 2014 investigated the natural history of the unique Wimmera landscape. This theme will continue over the next two years including people of and from the region in 2015 and finally urban myths and legends in 2016. Partnering with Erth over an extended period will enable us to build on existing relationships with artists and community to greater depth and artistic success. I personally felt this year's festival owned its status as a winter festival, we worked hard to develop and maintain key relationships with partner organisations, delivered meaningful art experiences across the region and created some of the best community art in Australia.

All in all a great success on many levels, thanks to the excellent team of Production Manager Judith Russell, Promotions and Marketing Natasha Pietsch, Volunteer Coordinator Amy Anselmi and Finance Officer Alison White, the many volunteers that hung images, moved chairs, built cabinets, ushered audiences, manned Museum's and Festival HUBs and lastly a wonderful committee especially Chairperson Charee Bolwell, Vice-Chairperson Alison Eggleton and Treasurer Marion Matthews.

It is with some regret that I step back from the position of Festival Manager for 2015 Art is... Festival but I am confident that the festival is in a strong position financially, with solid committee backing and community support. It's been amazing, thank you.

Kate Finnerty
2014 Festival Manager

Production Report – Judith Russell

What a great festival! Museums, performances, photos, workshops, talks, walks, cakes, art – it has been wonderful to be a small part of this year's Art Is... Layers of Time festival.

The use of vacant shopfronts was inspired and gave the festival a real identity in the CBD but created a bit of a catch 22 in terms of festival production. Firstly, the venues need to be confirmed as soon as possible for programming, publicity and organising, but this can be quite difficult to arrange as the owners prefer to wait until only 6-8 weeks prior to the festival in case there is a possibility of leasing the property on a long term basis. However, a good working relationship has been established with Horsham Real Estate and the team there has been very flexible with the festival's requirements. Once short term leases had been arranged there was little difficulty in gaining access to the shops for viewing, planning and measuring purposes. This is definitely a relationship worth nurturing in terms of future projects.

Secondly, using vacant shops meant that EVERYTHING had to be brought in and then taken out again at the end of the festival – a mammoth undertaking in terms of the Museum of Land's Past. Once again, this put an enormous amount of pressure on the festival director, staff, committee and volunteers, particularly in terms of packing down in only one or two days. Electricity had to be connected and then disconnected, which added to the final cost of each project. It is difficult to estimate the final electricity cost for each shop in advance which makes it hard to budget for, although we may have a better idea of electricity costs for future festivals once we receive accounts for this year's projects.



The huge undertaking of creating a full scale "Museum of Land's Past" put a significant strain on both the Production Manager and in particular the Festival Director. The time required for the Erth project meant that other projects perhaps didn't receive the attention they deserved. The development of a Creative Producer role to oversee such large projects in the future should alleviate much of the burden placed on festival staff.

On a personal note I enjoyed the experience immensely. Any initial difficulties were primarily due to the fact that I had no prior relationships with individuals or groups involved in the festival (committee, business owners, council staff, artists etc) or experience with previous events and projects so I had to rely heavily on input from the Festival Director and notes from the previous Production Manager. In spite of the demands on her time, Kate was incredibly generous with sharing information and providing assistance. Sarah's notes from the previous year, especially in relation to Safety Management and Risk Assessment, were invaluable.

Finally I would like to thank the Art Is... Festival committee, my fellow staff members, Amy and Natasha, and particularly Kate for making my part in the festival so much fun and so enriching.

Judith Russell
Production Manager

Marketing Report – Natasha Pietsch

Overview

The 2014 Art is... Layers of Time Festival was an exciting and journey-led process. The introduction of a 3-year branding exercise utilising the 'layers of time' theme has given the Festival a striking new direction.

The 2014 Art is... Layers of Time Festival marketing campaign was again funded through Horsham Rural City Council TEFFA funding. However, it has recently been announced that the **Tourism Victoria funding** was unsuccessful.

The **marketing budget** was even more limited as compared to last year's budget. Areas of focus were continued improvement in the Program design and press ad promotion, further radio advertising, a clearer and more thorough website design, a prominent and regular newsletter to varying audiences and a continued strong social media presence. Due to the restrictive budget, television advertising was not pursued.

Communications

Media Relationships: Relationships with the Wimmera Mail-Times, The Weekly Advertiser and Trouble Magazine were pursued and developed.

Media relationships (the Wimmera Mail-Times): Clint King, Katherine Magee, Georgia Baillie and Matt Coughlin. Matt Coughlin embraced the Festival with his reporting skills and fantastic media coverage was maintained leading up to and over the duration of the Festival. A budget of \$1000 was allocated for The Wimmera Mail-Times. The Wimmera Mail-Times again provided a generous sponsorship deal as per last year to the value of \$5000 which included a double page spread, dollar for dollar advertising to the value of \$2500 and unlimited editorial.



Media relationships (The Weekly Advertiser): Lee Meadows and MIXX FM's Joanne Schorback, Lauren Henry and Dean Lawson. Thorough media coverage in both mediums of print and radio. A marketing budget of \$2500 was allocated for The Weekly Advertiser and 3WM / MIXX FM. The Weekly Advertiser and 3WM / MIXX FM were once again generous in their support to the Festival with an advertising package. The sponsorship consisted of a 1x Full page (sponsorship) advertisement, and a 2-for-1 deal for Quarter page ads (10 in total); Art is... paying for 5. The remaining budget was allocated for radio, which consisted of 80 x 30 second radio commercials and 30 x 15 second radio commercials that ran on both 3WM and MIXX FM.

Trouble Magazine: A new relationship with an Electronic Magazine was formed this year: Trouble Magazine, Steve Proposch who was very accommodating to dates and promoting the Festival.

CargoART: Just before the Festival began, I was approached by a new up-and-coming E-Magazine, CargoART. This new company is based in Natimuk, Victoria. Chris kindly provided a free service of a banner ad; and also included some info on the news and exhibition pages.

[NOTE FOR 2015: Possibly get a quote from Chris as he mentioned... "When you have future events feel free to let me know. We can always give you a generous discount on our advertising rates for either online or in print." There is a printed magazine publication in March/April 2015 that could be worth looking into >chris@cargoartmagazine.com.au]

Print company relationship: Relationship with Shelton & Lane Printers in Horsham and an introduction of Mick Harrison Signs, also of Horsham were maintained. An additional sponsorship was arranged with Darren at Shelton & Lane of \$100 off printing costs. Deadlines were met and print was successful in all areas. Signage of core-flute signs for vacant shops and Window Decals were printed by Mick Harrison Signs. The quality was excellent.

[NOTE FOR 2015: One comment was that the Window Decals should be printed on one transparent sticker, rather than individual lettering as done. This will be based on volunteer input as to the removal of the lettering on windows this year – personally I feel the way they were done (individual letters) looked very professional and would prefer to not go with one sticker as it might appear less professional.]

Freelance Photographer relationship: The Festival Manager dealt directly with Melissa Powell who was given an extensive list of areas to cover over the Festival period.

[NOTE FOR 2015: To ensure ease of use of photographs in promotional materials, especially use on the internet, permission forms for children should be arranged BEFORE workshops etc have begun.]

Databases for MailChimp Newsletter, Education and Community specific Newsletters: Databases were gathered for education — kindergartens, schools (both primary and secondary) for use in both MailChimp database and individual email-out purposes. There is a total database of 22 community newsletter groups, 22 kindergarten groups and 72 contacts for schools who received newsletters in the lead up and during the Festival. The MailChimp database boasts a database of 393 contacts.

Facebook: Although I had received an advanced class leading up to my role as Promotion & Media Manager, I found this area particularly difficult. Having restrictions of not being able to use children's photographs or any reference to schools, left me in an awkward situation. The amount of photographs I personally took at the Workshops leading up to the Festival were minimal in what could be used on this medium. Ambassadors were approached who helped out on occasion; this is an area that can definitely be strengthened on in the following years. As mentioned in last year's marketing report, the amount of followers (now over 500) can only grow daily if pages are updated regularly; not just leading up to the Festival. This should be considered by the Festival Manager, and if further promotional updates are required outside of paid Promotions Manager dates, a paid service should be looked into for providing this service.

Promotional materials – role specific, outsourced & excess

Role specific

Newsletters: The main design function listed in the role's key responsibilities is the creation of Newsletters. I developed templates for both online newsletters (MailChimp) and PDF specific newsletters for Community newsletters and the Education sector (introducing the area of Kindergartens and Primary Schools). These newsletters were well received by schools and the community, and should be progressed in the following years of the Festival. There were a total of 6 MailChimp newsletters sent out in the lead up to the Festival.

Schools Kit: An idea of providing schools and kindergartens with a kit was applied this year. A bundle of posters, mainly promoting the Festival Family Fun Day and generic Festival items (Festival programs, posters including Photo Muster information etc) were included in the pack. *This idea should continue in years to come.*



Outsourced

Logo design, program, generic poster and DPS/Full page media ads: The 2014-16 *Layers of Time* logo was designed by Sara Bowers, Studio8 Design, based in Halls Gap, Grampians. As the 2013 official program was tediously categorised into an artistic genre format, this format was followed in 2014.

Program: Sara Bowers from Studio8 produced program layout. Although I appreciated the effort Sara undertook to complete our desired outcome of a professionally designed festival program, an immense amount of art direction was given to evolve the first presented draft to the finished layout. I believe the sponsorship between Studio8 and Art is... is still current, and hope that as a strong template now exists that these problems will not occur in the future. The time spent on this unnecessary direction interfered with other role-specific tasks.

Program - possible solutions: Allow text to be provided in 10 business days for formatting process to begin; if images are not complete, possibly note how many and if there is a hero shot to be used in full page and insert grey boxes. This should speed up the process and not be so stressful at the completion of design. Also arrange a quote of 3,000 (or even 5,000) programs next year, as it generally costs less per unit in a large print run. If extra programs could be sent to schools to distribute to students, this would be of great benefit.]

Website Design: The Website design was created by DavPat Design (also based in Halls Gap, Grampians), Dave Patterson. Updates were clear and concise and no real problems occurred in the development of these changes. Time was exceeded, but there was a clear relationship that as sponsorship was going ahead next year, that a good template was developed. There was positive feedback as to the design and functionality of the website design, so the continued website layout would be advised for 2015 Festival.

Excess

Promotional materials for Individual Events throughout festival: Early discussions regarding the amount of Graphic Design materials required in my role were of an unsure nature. Bringing my skills as a graphic designer to the role gave me the opportunity to further enhance the outsourced design by Studio8 to the Festival. This was however stressful at times as the contracted income was not adjusted (as funds had not included these extra tasks in the role's salary).

A large amount of graphic design was unpaid, other than a small fee for the Museum logo. Although this involved a lot of extra graphic design work, it engraved the branding for the Layers of Time concept of 3 years. My business' logo featured in the Media Partners section of the Supporters Logo for in-kind sponsorship for this service. Although I was happy to provide my skills in this area for this year's Festival, it will need to be considered as a paid service in future.

[NOTE FOR 2015: For the role of Promotions / Media Manager to continue in this year's capacity, the rate of pay should be examined. Currently \$5000 + GST, it should be considered to be \$8000. This is based on the extra time it was necessary to create excess design materials that was required to produce a high standard of promotions for the Festival.]



In order to retain permanent records of print media, all newspaper articles were scanned and filled for acquittal and record purposes.

Thank you to the committee and executive for offering me the position of 2014 Promotions / Media Manager. It was a fantastic opportunity to be involved in the art culture of a regional area, and to support the 2014 Art is... Layers of Time Festival.

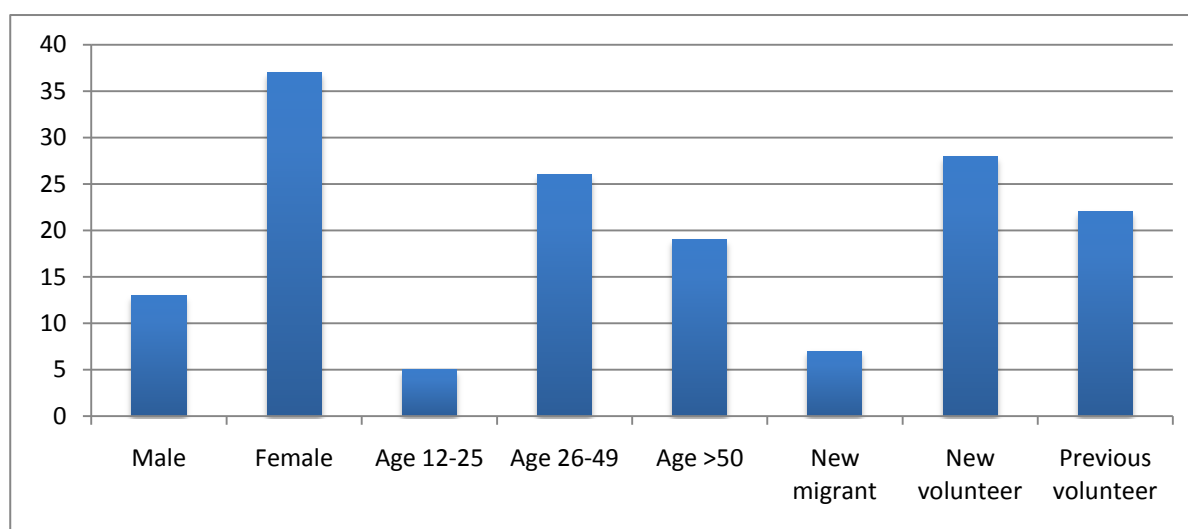
Natasha Pietsch
Promotions/Media Manager

Volunteer Coordination – Amy Anselmi

This year 55 volunteers were recruited to fill 294 hours of volunteer duties. Recruitment was mainly through personal contacts, previous volunteers and contributing artists. A letter was sent out to previous volunteers from 2013 and 2012, asking for their involvement this year and giving them a draft copy of the 2014 program. Possibly this was done too early (in April), as only a handful of responses were garnered. Posters advertising for volunteers were also placed around Horsham; however, direct contact with potential volunteers seemed to be the most successful method of recruitment.

Through discussions with the Festival Manager and Production Coordinator, it was determined how many volunteers would be needed for each event, and at what times. This made recruitment of volunteers much easier, as people could be matched to appropriate jobs at times that suited them. In particular, having a roster of shifts drawn up for the Museum and the Festival Hub was crucial in organising volunteers to fill these shifts.

A significant success was the recruitment of seven newly arrived migrant women to volunteer in the Museum of Lands Past. As they were also involved with the artefact-making with the Erth artists, it was a logical fit. The Volunteer Coordinator went to their English class and talked to them about the festival, and ensured that they were roistered on with one local volunteer. This link with the migrant service is a mutually beneficial one that can be strengthened in future festivals.



Five teenagers from a local dance school were recruited to work on the Family Fun Day. This worked well and would be another avenue to explore next year. An Art Is... committee member recruited a team of volunteers to take charge of the 'I Met Horsham' event. It worked very well to have a dedicated crew of people to work on one event for the entirety of the festival.

Volunteer packs were prepared for each volunteer, containing rosters and duties for the shop supervision, phone contacts, a badge to wear whilst on duty, some complimentary chocolates, a thank-you letter on behalf of the committee, and a festival program. They were given out at the volunteer briefing, which was promoted as a chance to preview the Museum of Lands Past before it was open to the public. This worked very well; about half the volunteers attended this evening, a substantial improvement from previous years. A final night combined cleanup of the Museum and thank you dinner was held but not well attended by volunteers.

Daily opening and closing duties for the Museum were emailed to volunteers the night before the festival opened. Some volunteers found the switching on and off process very daunting. If possible, it would have been great to have the Erth artists actually show the volunteers for the Museum through the procedures to demystify it for them. A point for next year would be to ensure that the volunteers placed in the Museum are computer literate and/or comfortable with technology. It was useful to have several committee members on call to help volunteers with any technical troubles that arose.



Prior to each event, the Volunteer Coordinator reconfirmed with the relevant volunteers, and made sure that they had the contact details of the Art Is... committee member in charge of their event. Where possible, the committee member was also given the names of their volunteers. There were only a handful of times that volunteers were unavailable for their shifts, and these were relatively easily filled with other volunteers or committee members at short notice. Communication with volunteers was largely via email, and text message where volunteers did not have an email address. Volunteers have commented positively on the organisation and communication around their volunteer duties.

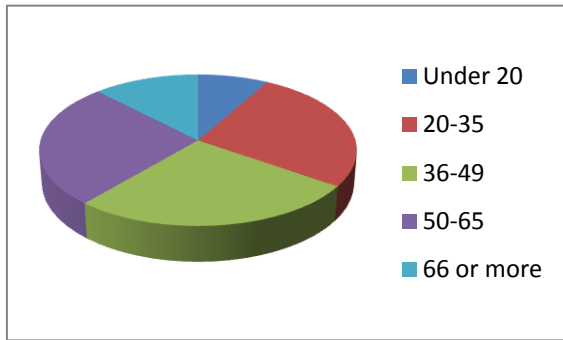
Event	Total Hours	Volunteers required
Photo comp/Info HUB		
<input type="checkbox"/> Photographic Exhibition set-up	4.5	3
<input type="checkbox"/> Supervision of Festival HUB	76	13
Museum of Lands Past		
<input type="checkbox"/> Museum set-up	7.5	3
<input type="checkbox"/> Supervision of Museum of Lands Past	118	18
<input type="checkbox"/> Museum pack-up	8	4
Photo Muster	2	2
Family Festival Fun Day	12.5	5
Galleries on the Side	2	2
Grey Matters	4	1
Encounter	10	2
Live 'n' Loud	1.5	1
I Met Horsham	50	5
Totals* *Total does not include Festival Committee members who volunteered at various events and many hours supporting the Festival throughout the year	294	58

Evaluation Report

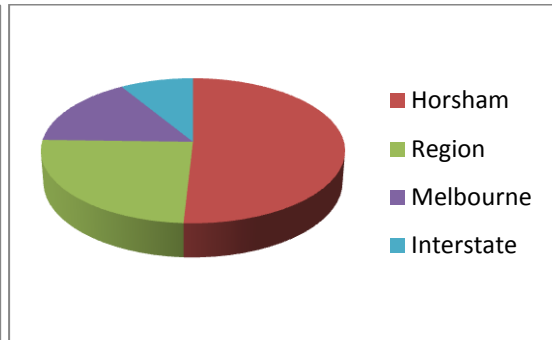
Total of 50 surveys gathered representing 72 festival goers

Art is... Events	Co-Presented Events	Stand-alone Events
Events	Co-Presented Events	Stand-alone Events
Opening Night – 8ft Felix 200	Meet the Artist - Ash Keating (cancelled)	Disputed Country 30
Museum of Land's Past 1000	Photographic Competition 78	Let's Stop Here 40
Clare Bowditch 200	Earth Strands & The Burnt Pub Project Combined Opening 30	Dust of Uruzgan 55
Photo Muster 20	Festival Family Fun Day Bike registrations, other activities 85	A Timely Dinner at Deirdre's 70
Galleries on the Side 1000	Meet the Artists - Regional Forces 40	Natimuk Farmers Market Plus 1000
Layered Landscape Walking Tour 35	The Layered Cake 100	
I Met Horsham - Meet the Australian Bureau of Worthiness 100	Knit & Crochet Underwraps 7	
Cirque Disarray and Encounter 160	Knitnax & Knitwitz 10	
Goat Gallery Exhibition 200	Exhibitions 400	
I Met Horsham Performances 100	Armagideon Time 200	
Let me count the ways – Renae Shadler (<i>last minute project</i>) 100	Live 'n' Loud 600	
	Art is...Video 2100	
Audience 8010		
<i>Museum of Land's Past</i>	Dimboola PS 40 students x 5 w/s = 200	Our Lady Help of Christians, Murtoa 15 students x 5 w/s = 75
	Rupanyup PS 43 Students x 5 w/s = 215	Horsham North 36 students x 5 weeks = 180
<i>Encounter</i>	Goroke P-12 College 35 students x 4 w/s = 140	Dimboola PS 36 students x 4 w/s = 144
	Horsham Trinity Lutheran Primary School 37 students x 4 w/s = 148	
The Burnt Pub Workshops 30, Community Museum W/S 200, Encountering Day 145,		
Workshop Participants 1477		
TOTAL FESTIVAL AUDIENCE 9487		

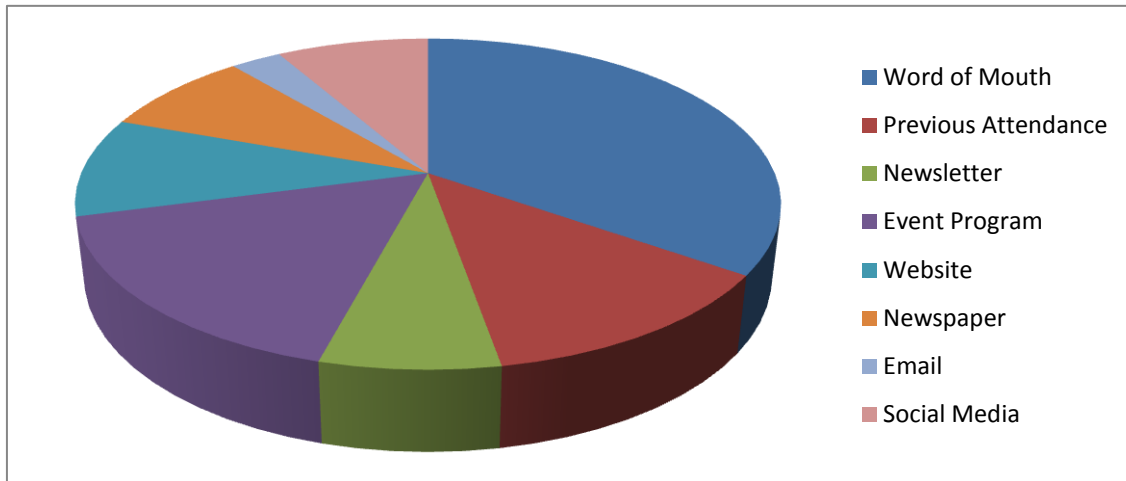
Age of range of our audience



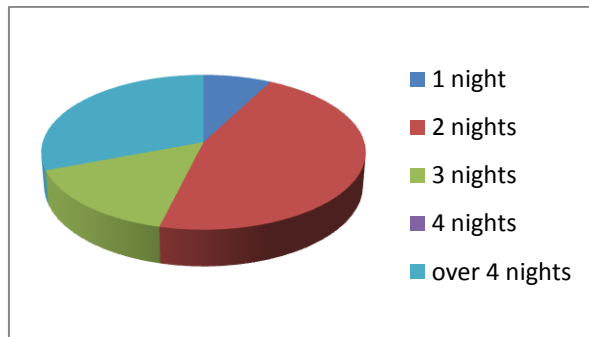
Where our audience comes from



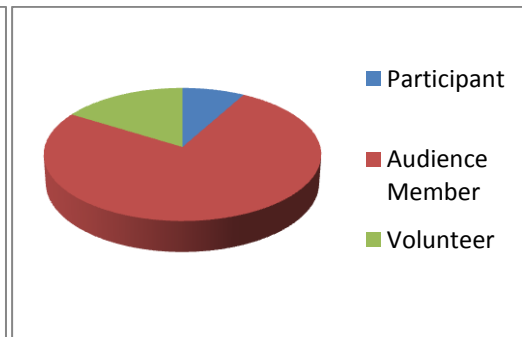
How did you hear about the festival?



How many nights did you stay here?



How did you engage with the Festival?



What were they saying?

PHOTO COMPETITION/FESTIVAL HUB

Fantastic to see such great local talent – amazing!. Great exhibition. Wonderful display. Great to have something in town.

MUSUEM OF LAND'S PAST

So cool! Amazing, congratulations. We have really enjoyed the experience. The students have been very excited to see their art work. Amazing!! Great work. It is worth keeping here permanently!
Entering another world! Stimulating. Out of this world! Fantastic community art experience. I loved the sound wave machine! Awesome!

ART IS...LAYERS OF TIME FESTIVAL

Great to see local work – very friendly people too – makes place very welcoming and want to come back. Adds depth to our lives in the Wimmera. Another great reason for living here!

THANK YOU & SPONSORS

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CNA Evening Branch

Wimmera HUB

MEDIA PARTNERS



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Amcal Chemist • Laharum Grove
Shelton and Lane Stationers • Shelton and Lane Graphics and Print

We would like to acknowledge the sustained support of our fantastic local partners and supporters, our government sponsors and our major media partners in the delivery of this year's festival. **THANK YOU!**