



**ART IS...  
A FOOTPRINT**

**1-10 JUNE  
HORSHAM** **2018** **MAKING  
YOUR MARK**



## Art is... 2018 Committee

Chair: Robbie Millar

Vice Chair: Alison Eggleton

Secretary: Cheryl Linke

Treasurer: Marion Matthews

General Committee: Mary French, Adam Harding, Shana Miatke, Jillian Peerce, Charee Smith, Gill Venn

## Art is... Staff

Festival Director: Paul Kooperman

General Manager: Sarah Natali

Special Projects and Volunteer Co-ordinator: Elaine Uebergang

Finance Officer: Alison White

Design: Sara Bowers – Studio 8 Designs

## Art is... Sponsors and Supporters

### FUNDING PARTNERS



### PROGRAM PARTNERS



Rotary Club of Horsham East

### LOCAL SUPPORTERS

Shelton and Lane • PCP • GWM • Redrock Books & Gallery  
Harvey Norman • Framewave • Terry White Chemmart



Art is... a Footprint entered the middle year of the triennial theme with the concept “Making Your Mark”

*The Art is... Festival loves to explore and tell stories, your stories, crafted by the footprints we make as we live in the Wimmera. This year Art is... a footprint making its mark through physical movement and human expression.*

*‘Making your mark’, through the articulation of feet, body and hands, opens up different ways to communicate, to explore expression and celebrates those who have mastered the motion.*

*How do you make your mark?*

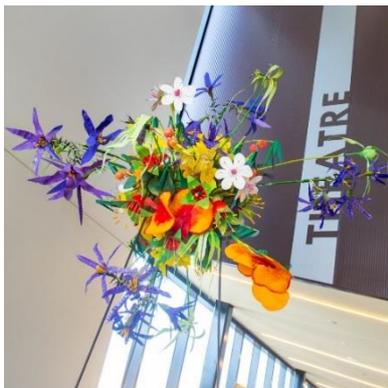
Achievements: 28 events, 1900 participants in 6000 workshop hours, 489 flowers created,

TIMETABLE			
Date	Time	Event	Venue
Fri 1 June	6.30pm	Official Festival Opening/Festoon Opening	Horsham Town Hall
	7.30pm	The Inaugural Annual Dance Affair	Horsham Town Hall
Sat 2 June	10am	Street Gallery Walking Tour	Horsham Town Hall
	10:15am	The Amazing (Picture taking) Race	meet at Horsham Regional Art Gallery
	1pm	Grey Matters	Horsham Regional Art Gallery
	7.30pm	Inaugural Annual Dance Affair	Horsham Town Hall
Sun 3 June	1-4pm	Art Play Sunday (Incl. Super Circus Squad performance)	Horsham Town Hall
Mon 4 June	4pm	Knitnax and Knitwitz - workshop	Redrock Books and Gallery, 65 Firebrace Street
	5.30pm	Art Matters Opening	Jubilee Hall, 19 Roberts Avenue
Tues 5 June	Check out all of our other exhibitions...		
Wed 6 June	10am	Nature Connection	Weir Park Shelter
	4pm	Artrageous: Colour Out!	Christine Smith Gallery, Federation University
	7.30pm	Linh Do - From Footscray to the UN	Wimmera Regional Library, 28 McLachlan Street
	7.30pm	Art after Dark	Horsham Regional Art Gallery
Thurs 7 June	2:30pm	Author Talk: Mira Robertson (and afternoon tea)	Redrock Books & Gallery, 65 Firebrace Street
Fri 8 June	5:30pm	Signature Threads Exhibition	Redrock Books & Gallery, 65 Firebrace Street
	7pm	Terry White Chemmart Rotary Art Fair Opening	Horsham Town Hall
Sat 9 June	10am-12noon	Walking the Wimmera	Weir Park Shelter
	10am-4pm	Terry White Chemmart Rotary Art Fair	Horsham Town Hall
	11.30	Simply Music Concert	Horsham Town Hall
	1-3pm	Showcase	Horsham Town Hall
	3-5pm	Taste of the World	Salvation Army Kitchen, Cnr Kalkee Rd & Lynott St
	8pm	Benny Walker and Alice Skye	Horsham Town Hall
Sun 10 June	10am-3pm	Terry White Chemmart Rotary Art Fair	Horsham Town Hall
	10am-1pm	Natimuk Farmers Market	Natimuk Main Street
	11am-1pm	Showcase	Natimuk Band Rotunda (opposite Café)
	1pm	Dirty Coffee Fuelled Scrawls	Goat Gallery, 87A Main Street, Natimuk
	6.30pm	Dinner at Deirdre's	Laharum Olive Grove, 1603 Winfields Road, Laharum (Bus available)



The 2018 Festival Launch and Opening was held in the Foyer of the Horsham Town Hall and was well attended. Robbie Millar our Chair and Councillor Mark Radford made speeches.

Festoon, our visual artistic offering for 2018 was funded by Regional Arts Victoria and saw artists Mary French, Nichola Clarke and Alison Eggleton, through extensive community engagement, enliven the Horsham Town Hall with floral art made from recycled materials based on some of the Wimmera's native flora. Overall 704 participants contributed to the making of the Festoon flowers over 44 workshops including thirteen community groups and several opportunities for the general public to create. Alison Eggleton then curated the work before Festoon was displayed in the Horsham Town Hall for the month of June.



As part of the Festoon project six local artists: Nichola Clarke, Alison Eggleton, Tina Fitzgerald, Carolynne Hamdorf, Gail Harradine and Adele Rohrsheim created wearable art ball gowns which were worn by local emerging dancers at the launch with choreography from Amy Anselmi) and at various opportune times during the Festival. These gowns were popular with participant feedback claiming them to be the “highlight of the Rotary Art Fair”





Our major project, in the pipeline since 2016, brought Everybody Now, A Queensland based company headed by Ian Pidd to Horsham. Their show **the Inaugural Annual Dance Affair** was the culmination of a massive community engagement which started in November of 2017 and saw a team of eight artists, dancers and musicians come to Horsham in the weeks running up to the festival bringing together fifteen local dance groups as well as an 84 year old champion ballroom dancer Inez Sprigs who lead the company in the pride of Erin. The show ran over three nights, was well received and engaged 162 local dancers who joined Everybody Now and Art is... to create a huge participatory dance event.



There were some problems with the bringing in of an external show. Everybody now had four other applications in for a Festivals Australia Grant and was successful in funding two of them but alas not in Horsham. This meant that the Art is... Festival had to commit money from savings to ensure the success of the project and to ensure that the show must go on. One key learning of this for the festival is to ask external companies in the future as to what other applications they have in competition to ours.





The Saturday of the first weekend of the festival was a busy day and our staff, audience and volunteers had to rush to make it to all of the events. It was positive to see that audience numbers were as expected or excellent.

Galleries on the side had a revamp becoming Street Gallery and for the first time was managed by staff at the Horsham Regional Art Gallery (HRAG). This was a response to feedback from previous project evaluation that participants would like it to be more professional with special focus on professional development opportunities including how to prepare an artist's statement. This was realised in the lead up to the festival. The tour on the Saturday morning had our largest numbers in a few years with 48 participants attending for the walking tour. The Street Gallery was further enhanced by paste ups of participants work prominently displayed on vacant shop windows.

Mark Radford did a great job wrangling the participants of the Amazing Picture Taking Race which saw ten participants battle for pride of place with Emily Fredrickson taking first prize. The numbers of this race has been down in recent years and there was consideration of whether it should continue but the letter sent by a member of the public (see appendix 1) advised:

“My favourite part of the ‘Art Is’ Festival, by far each year is the ‘Amazing Race Photo Muster!... I know this activity may seem like a waste of time as less and less people participate each year, but please I BEG you, DON’T SCRAP it! There are a few of us that do it each year and we LOVE it! I’m so grateful for this as I get a chance to play around with form of art that I love that I don’t get a lot of time to work with anymore.”





Grey Matters, still a popular favourite of the Festival, arranged by Simon Dalton and Marion Matthews, looked at, advised and discussed options and ways to Market your art in the Wimmera. Again very well attended with 21 coming along to network and consider the ways in which they may improve and grow their business base. Pre ticket sales were not promising we had outsourced the ticket sales to the Horsham Town Hall which was possibly not prudent as it was we only had two presale tickets. The fantastic thing about Grey matters in 2018 was the material supplied by Simone Dalton for marketing, media and promotions. Considerations in the future about how this could be further encouraged across other events.

Art Play Sunday growing year on year, saw the second time the event has been under the guidance of Special project worker: Elaine Uebergang. Art Play Sunday took over the Heritage Hall and was a roaring success with numbers up on previous years, 166 attended meaning that there nearly weren't enough fruit kebabs!

Participants were able to try on Sari's, play in a ball pit, listen to music, hula hoop with the women's circus and when it all got too much the WRLC had a lovely quite reading corner. The performance for the latter part of the afternoon was Super Circus Squad which was interactive and perfect for the age group. This was chosen at the last minute due to the unsuitability of the Encounter project for this age bracket. Art Play Sunday would not be feasible except for the dedication and hard work of its volunteers who came set up and provided a fabulous day for the youth of the Wimmera. Considerations for how we could reduce problems on this day is around the issue of photography consent. The signing of consent forms was challenging and was not successful – possible improvements could be around someone working with the photographer and gaining consent for fifteen good photos that can then be used in the future and linked back to which child is which.



Art Play: not just for kids!



Art Play Sunday's fruit kebabs were made possible due to a successful small enabler grant from the Wimmera Primary Care Partnership. In October of this year Elaine was asked to present on the project at the Regional Health Promotion Network meeting and potentially has some new partners that are interested in being involved in the future.



Encounter, now in its sixth year, whilst overall met the remit and worked out only did so through the extra hard work and dedication of those involved. The use of a C2 a new show from a newly formed team was challenging due to numerous factors. The play ended up being aimed at a different age demographic this was an issue due to challenges with timetabling within secondary schools. One positive outcome was that we realised that there is a need for engagement of the festival with the lower secondary age bracket but it will be not through the Encounter Project. Staff are hoping to address this identified need in 2019

Another Challenge and perhaps the largest was the issue was that of the Festival Director being so close to this project as the author of the play. This is something that would have to be managed with caution in the future by the committee. Art is... has a precedent of creating new work through the Festival but someone so close to the overall management of the festival is not necessarily the best placed to develop the experimental work in question. This was further complicated by the resignation of the Festival Director three weeks out from the festival. This meant that communication was challenging and artist Chris Brown was left with a lot of work which he felt he was not recompensed for there was not sufficient contracting or delegation of duty and responsibilities. This needs to be addressed in the future with the responsibilities of the Creative producer, school liaison and the Festival Management Team being clearly articulated for 2019. Another concern with the Encounter project for 2018 was that the budget overestimated the box office income and the ticket sales were down -this was likely due to the changing demographic.





### Stage 1: Professional Development

Participants 14  
Workshops 2 days

*"I learned techniques, conversation starters and activities that I could both use in my regular dance teaching work, or apply to teaching in other curriculum areas, i.e. science."*

### Stage 2: Theatre making workshops

Municipalities 3  
Schools 4  
Artists 4  
Students 174  
Weeks 4  
Workshops 32  
Attendances 696  
New Schools 2

A new outcome from the Encounter project that worked well was that the Year 10 and 11 theatre studies students were invited to watch the performance of *C Too* and then participated in a Question and Answer session around the creation of original theatre, its processes and touring of a show with the actors and the artists involved.

Regional Arts Victoria also visited the Art is... Festival on Encounter day and enjoyed watching the *C Too* performance and seeing the Encounter day happen. They are currently considering *C Too* for their Schools Touring program for 2019.





Alice Skye and Benny Walker was our headlining event for the Saturday night of the long weekend. This was a beautiful intimate night upstairs in the Horsham Regional Art Gallery with an audience of 78; a night that all those present will remember. Alice was unassuming and sweet and as Horsham is her home crowd it was very special. Benny Walker and his band were excellent and the intimate venue meant that our audience were treated to a rare unplugged session.

This event was not how it was originally conceived. The poor communication around contracting and delegation of duties and subsequent resignation of the Festival Director resulted in Shana and the staff at the town Hall having to step up and provide extra support to liaise with the performers. The General Manager was then left to contract the artists and was unaware that meeting and greeting the musicians was the responsibility of the presenter not the venue and this was commented on negatively by the artists. Credit must go to the patience and dedication of the Shana and the staff at the Town Hall who supported remaining festival staff. Ticket sales were down on this event. There are a multitude of reasons that this could have occurred, the difficulty that as the long weekend and bye in the football means that a lot of the Horsham based audience are away, the money that as a Festival we have to market an event external to the region is not sufficient and therefore is not enough of a pull factor to an external audience. Another indigenous artist was programmed to play Horsham around the same time which split our intended audience. A significant number of our intended audience is from lower socio-economic backgrounds and therefore a ticket price of \$60 is cost prohibitive. These factors should be considered in buying in shows in the future.



We were able to enjoy time at the river twice during the festival 38 children were inducted into the sacred animal club with the help of Rae and Wendy at the CMA and on the Saturday of the long weekend there was Sue Pav's immersive *Walking the Wimmera* project.

We knitted in public for international knit in public day, listened to some of Horsham Arts Council's finest sing in Showcase. The Art Gallery showed Soft core: an exhibition some found confronting and others had to try very hard not to touch. Add into this the Rotary Art fair, Art matters, soap box theatre, artrageous, author talks and a Nexus Freeza event and it was no wonder the general manager and special projects co-ordinator had to go and have a little nap in Harvey Norman whilst we were waiting for the amazing race photos to be printed...

### **Challenges:**

Our major challenge for the 2018 Festival was having a Festival Director that wasn't living in the Wimmera. This caused issues with staffing, challenges creating opportunities and developing personal relationships as well tensions amongst the executive committee. When the Executive addressed these issues the result was the resignation of the Festival Director which left the small management team with a lot to do and limited direction. The busy lives and the burden of changes within the local council and support for the arts in question added further difficulty to the mix with roles of council staff on the Art is... committee being also questioned.

In addition to this the annual Creative Victoria reporting had not been completed, nor had a significant amount of the contracting for artists and performers. This meant that little time was left to consider marketing and promotion. The decision last year not to employ a specific marketing and promotions office meant that Charee Smith stepped in to save the day but there was a significant lack of clarity around what was her role as Marketing staff for the Horsham Town Hall and where her role as a Volunteer for Art is... was. This has previously been a paid role in the past and it is acknowledged that it is too great a level of commitment to be a volunteer role. The support of the Weekly Advertiser and the Wimmera Mail Times was phenomenal. Radio and Television advertising was created, produced and ran but was generic and



not largely successful with ticket sales down from estimates across the board. The executive committee has again questioned such traditional advertising and whether it is still relevant when considered in today's social media prominent world when weighed against the expense.



Some numbers:

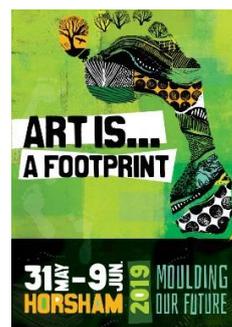
<b>Performances</b>	
<b>Self-entrepreneuried events</b>	<b>Attendance</b>
Official Opening	102
The Amazing (Picture taking Race)	10
Grey Matters	21
Art Play Sunday	166
Walking the Wimmera	11
Showcase	56
Encounter	202
Encounter Workshops	696
Encounter PD Workshop	20
Festoon Workshops	720
<b>Contract-fee events</b>	
Art Matters performance	59
Mira Robertson –Author talk	29
Rotary Art Fair Opening	180
Taste of the World	9
Dinner at Deirdre’s	22
<b>Co-productions/co-presentations</b>	
Inaugural Annual Dance Affair	552
Inaugural Annual Dance Affair workshops	864
Nature Connexion	25
Linh Do From Footscray to the UN	9
Simply Music Concert	38
Benny Walker and Alice Skye	73
Super Circus Squad	174
<b>Exhibitions</b>	
<b>Self-curated/Initiated (Event not total audience over exhibition)</b>	
Street Gallery	48
Dirty Coffee Fuelled Scrawls	60
Art matters	51
Artrageous Colour Out	38
Signature Threads	43
Festoon	102
<b>Other</b>	
Soft Core	70
<b>Total Attendance</b>	<b>3397</b>
<b>Self-curated / initiated exhibitions</b>	<b>No. of Exhibition Days</b>
Street Gallery	10
Dirty Coffee Fuelled Scrawls	5
Art matters	12
Artrageous Colour Out	10
Signature Threads	18
Festoon	32
<b>Other Exhibitions</b>	
Soft Core	30



From Left to Right: Nichola Clarke, Adam Harding, Marion Matthews, Sarah Natali, Alison Eggleton, Amy Anselmi and Adele Rohrsheim at the Inaugural Annual Dance Affair



And the Gallery director screams out for more!



Don't worry the festival will be back in 2019... Art is... Moulding our Future





Appendix 1 – Thank you letter.

18/7/18

To whom it may concern,

I am writing to tell how much I enjoyed the 'Art Is' Festival this year! You will need to forgive my letter, I am not very gifted when it comes to putting a piece of writing together and I will be frank, but I really wanted to show my appreciation for what you all created.

I am a single mum with a 3 and a half year old and a secondary school teacher at Horsham College. My biggest passion is getting students involved and connected in community events like 'Art Is' and the Show. This year was no different.

After some struggles within the workplace, I had 6 students participate in the Rotary Art Fair. For me personally it was an absolute nightmare trying to work with the red tape for a number of reasons (mostly in house) and unless you can find a way to write students individual checks if they participate in the future, I'm not sure that I will get through the red tape again. However, I am certainly going to try as watching my students parade around and network with local artists like they were celebrities, seeing smiles on their faces, having selfies with the artists and their work, until they were essentially kicked out at opening night, reminded me of why I put up with all the crap! To help create opportunities for my students. You gave me the opportunity, to give this opportunity to my students and I can not thank you enough! It was just brilliant! As a collective they sold 12 pieces I believe, more than any other one bay at the event. While the total value would not have been much, the confidence that this has given our students is priceless! Thank you so VERY VERY MUCH! I too put some paintings in my own bay at the Rotary Art Fair and sold a piece! It was the only one I wanted to keep! Ha! It was an amazing feeling listening to people talk so positively about my wacky abstract animals that connected me with my Grand Father, Arthur Buffham. Again Thank you for the opportunity.





This was only one of many activities that I and my child participated in this year. We also went to the dance affair, TWICE! We danced we laughed and we ate jelly slice! Boy did we eat Jelly slice! Well, Leyton ate the jelly and I ate the slice! NICE JOB on whom ever was responsible for that spread, it was delicious as, Leyton informed me on a number of occasions! As a dancer and dance teacher myself, I would love to be involved in this, in some way next year! I LOVED it!



My favourite part of the 'Art Is' Festival, by far each year is the 'Amazing Race Photo Muster!' I love spending this time with Leyton and sharing my art love with him, and in the past I have run this with some students. Leyton even had his own Camera this year and paid for his own entries! I know this activity may seem like a waste of time as less and less people participate each year, but please I BEG you, DON'T SCARP it! There are a few of us that do it each year and we LOVE it! I'm so grateful for this as I get a chance to play around with form of art that I love that I don't get a lot of time to work with anymore.



Leyton's favourite part of the festival was the kids fun day at the Town Hall. He danced, got his face painted, made a sock puppet, walked on stilts, built a flower monster, watch a show and all for a really great price! I can not thank the organisers of this enough! I know how much work goes on behind the scenes for these type of events, having helped with some before. People may be volunteering their time on the day, but let's not forget the time that is put into, gathering and collecting items, set up, pack up and logistics. It was just wonderful and again a great day to spend with my boy leaving work behind me to focus on him. These days are special to me to spend with him and it's just



awesome to have something cost friendly, in our local community to do with him! Thank you, Thank you, Thank you!

In the past couple of years, I have also participated in galleries on the side, with my own work and student work from the college. I love getting involved and will continue to do so. Before I go, I would also like to congratulate Nicola Clark and her team for the recycled flower arrangements and the ladies that made the dresses. They were a highlight for me. I was totally enthralled with the live display of art walking through the Rotary Art Fair! It added a little extra something. Oh, and the way those girls moved was so beautiful! Well done girls and Amy Anselmi! Thanks again for all the opportunities that you have created for me personally, my son and my students! I have had a blast this year!

Yours Sincerely

Emily Friedrichsen

[friedrichsen.emily.j@edumail.vic.gov.au](mailto:friedrichsen.emily.j@edumail.vic.gov.au)