

**ART IS...
A FOOTPRINT**

**2-11 JUNE
HORSHAM**

2017

**MOVING
TOGETHER**

Contents

- 2 Artistic Vision
- 3 Festival Managers Report
- 8 Production & Volunteer Coordinator Report
- 9 Publicity Officer Report
- 10 Communication Report
- 12 Evaluation



Art is...a Footprint Festival 2017

Moving Together

.....

Art is a footprint – moving together

Art is... festival loves to explore and tell stories, your stories, and communicate our community's shared identity, crafted by the footprints we make as we live in the Wimmera.

This year Art is... is in motion, moving together. Motion opens up to energy, energy to chain reactions, chain reactions to chance, chance to precisely crafted chaos. Let's move together to explore the everyday objects in our lives.

Motion opens up the opportunity to see familiar objects in a different way, to move our bodies differently, to explore chance, the absurd, and the untold.

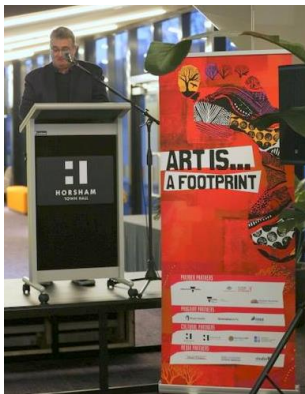
Move forward, move together to find what can happen next.

.....

Alison Eggleton

2017 Art is... Festival, Artistic Directorate

From the Festival Director – Paul Kooperman



The 2017 Art is... Festival continued its proud tradition of delivering an iconic, inclusive annual arts festival of outstanding quality in the heart of Horsham.

This year was a transition year.

We transitioned from one Festival Manager to a new one, and commenced a new four year strategic plan to align with our new quadrennial agreement with Creative Victoria. It's an exciting time, as in some ways it's a fresh start with some form of stability secured for the next four years.

This year we named what we've always been: 'co-created'. We are a festival which provides tangible opportunities for local artists, partners, organisations, groups and individuals to, not only participate but also genuinely influence the planning, delivery, growth and governance of the what we do and how we do it, heightening the festival experience for the local and broader community.

The people involved in our unique festival are the artists and audiences, the partners, producers and participants.

With art at our heart, we developed some core principles to assist us with our program choices:

- Community participation – engaging people
- Collaboration and partnerships – collaborating with others
- Community leadership – encouraging initiative and driving activity
- Sustainability – so we can keep doing this for many years to come



The returning successful Encounter project offered terrific opportunities for school engagement, led by the wonderful Creative Producer Jillian Pearce, including the performance of *Journey to the Centre of the Earth* and multi-talented artists Scott Leek and Briony Farrell, who also devised a five minute piece of extraordinary theatre with the guests at our festival launch.

Art Play Sunday was another returning project which was very successful with more than 100 young people participating in a day of art-making and arts-related activities. Thank you to all those groups, individuals, volunteers and participants who made the day as special as it was, led by the tireless and talented Project Manager, Elaine Uebergang.

In 2017, we mixed the old with the new.

One new project which drew some interest and attention, particularly from media, was “THE POINT”, a community “trash sculpture” created by local artist Nichola Clarke, which invited community members to drop off their hard rubbish for her to create something weird and wonderful. She built a creature which now sits at the local Bunnings Store and is a statement about waste and environmental sustainability.



Thursday August 31, 2017

News | Local News

AA Larger / Smaller ↻ Night Mode

Horsham Bunnings exhibits trash sculpture

Daina Oliver
28 Jul 2017, 11:23 a.m.



A SCULPTURE built entirely from recycled rubbish now sits in Horsham's Bunnings car park for customers and by-passers to view.

Horsham artist Nichola Clarke said she created the sculpture, titled *The Point*, during this year's Art Is... Festival to explore how much rubbish goes into landfill.

"My dream is for the world to discover an efficient way to recycle and by creating this monster sculpture I hope to create that discussion," she said.

Ms Clarke said she was inspired by *Where the Wild Things Are*.

"The sculpture resembles a waste-eating bunyip and by creating it in a whimsical way, children will hopefully be engaged," she said.

Ms Clarke said the sculpture was made from recyclable objects that go into landfill.

"Plastic bags, bubble wrap, toys, handbags, shoes you name it," she said.

While building the sculpture, Ms Clarke learned of the community's recycling habits.

"Our opportunity shops have it hard," she said.



WASTE-EATING BUNYIP: Horsham artist Nichola Clarke's sculpture built entirely of rubbish now resides in Bunnings car park. Picture: DAINA OLIVER



Thursday August 31, 2017

AA Larger / Smaller ↻ Night Mode

Horsham's Alexandra Salter is mayor for the day.

Erin Witmitz
@ejmc12

22 Aug 2017, 2:47 p.m.



Horsham mayor Pam Clarke with student Alexandra Salter at the Vietnam Veterans' Day service!

Mayor for the Day was another new initiative, and collaboration with the Wimmera Regional Library Corporation and Horsham Rural City Council, using poetry as a way to engage young people and ultimately select one young person who wrote about their vision for community and won the honour of being Mayor for the Day.

In 2017, we built on some terrific existing relationships with such organisations as:

- The Horsham Town Hall, which involved programming several key shows for the festival, each drawing terrific audiences, and using the space in many varied ways including our festival launch, an exhibition space for the Photo Muster project led by Mark Radford and Jens Altheimer's spectacular late night showcase as part of Art After Dark.
- The Horsham Regional Art Gallery, delivering some fantastic programming during our festival including their ACO Virtual, Fabulous Beasts and Crafting Civic Pride exhibitions.
- Grampian Arts, supporting some of our major projects
- Horsham Rural City Council, with our Art Matters project, Mayor for the Day and other general support
- The many artists, and advocates for art, throughout Horsham and the Wimmera, including Sue Pavlovich and her Goat Gallery, Gill Venn and Marian Anderson at Red Rock Books, Rae Talbot, Mark Radford, Simone Dalton, Pragma Kant, Deirdre Baum and Judith Bysouth.

Archie Roach was certainly a highlight of 2017, particularly with the inclusion of local star, Alice Skye, and her band who played before Archie took the stage.

And who will ever forget "Move On", a major kinetic sculpture created by the tenacious and brilliant Jens Altheimer as a partnership with our community, more than 100m long, set up in the middle of the Forty Winks car park, dazzling passers-by and audiences in different ways during each performance, because no two performances were the same. Thank you for your magic, Jens.

Our street art project was a major highlight in 2017, including community and youth engagement which culminated in painting this incredible mural below, now proudly on the wall of Coles.



We had some extraordinary media this year, with almost daily articles and interviews, during the festival, about our projects and events, including a lovely spot on WIN NEWS focusing on our street art project, community sculpture: The Point and our Move On public spectacle.



Art Is... Festival

Published by Paul Kooperman [?] · June 8 · 🌐

Awesome Sarah!!! Very eloquent! WIN News Ballarat



“Galleries on the Side” was successful again in 2017, led by the incomparable and masterful Marion Matthews. The event transformed Firebrace Street for the duration of the festival and included tours for interested participants drawing attention to the art and artists involved.

And we connected with Horsham in the UK, led by Carina Rose, who got confused and planned an event for our festival, a belly dance FLASH MOB, thinking we were in Horsham in the UK. Thanks Carina for contributing to our festival from thousands of miles away.



Thank you to our sponsors and supporters, who are as committed and enthusiastic about what we do as we are. Thank you to Creative Victoria, The Australia Council for the Arts, Regional Arts Victoria, Horsham Rural City Council, the Besen Foundation, Grampian Arts, the Foundation for Rural and Regional Renewal, Horsham Town Hall, Horsham Regional Art Gallery, Barengi Gadgin Land Council, Wimmera Regional Library Corporation, The Mail Times, The Weekly Advertiser, Studio 8, Grampians Community Health, Red Rock Books, Up Tempo Café, Bendigo Bank, Wimmera CMA, Cheeky Monkey Photography, Centre of Learning and Participation, Shelton and Lane Stationers, Nexus, Horsham Jayco, Harvey Norman, GWM Water, Natimuk Mens Shed, Manhari Metals, Oasis Wimmera, National Landcare Programme, Arts Access Victoria and Wimmera PCP.

Our dedicated committee were a delight to work with: committed, passionate, realistic, sensible, ambitious, hard-working, responsible, accountable and fun. It was a fantastic experience working with this motivated and enthusiastic group of people and made life easier and the festival run smoother, led by cool-headed Chair, Robert Millar.

The team on the front line in the office and at the events, wrangling artists and audiences, taking and making calls, tearing tickets and making things happen had unbelievable stamina and a passion for delivering excellence – and they did. Thank you Sarah Natali, Elaine Uebergang and Bronwyn Baker for your commitment and talent ensuring the success of the festival, and thank you to our volunteers, in particular to Cheryl Linke, who doesn't stop working for the festival.

This transition festival has been the building block that needed to be put in place for the next four years to happen, for the festival to grow, for partnerships to flourish, for existing audiences to tell their friends about us and for new audiences to develop. We are very excited for 2018.

Paul Kooperman
2017 Festival Director

Production

What an exciting Festival our 2017 Art is... Festival was! A wide range of events with various production needs – everything from Horsham Town Hall events managed so efficiently by the incredible HTH team, to outdoor kinetic sculptures, exhibitions in shops, street art and photography on the move in and around Horsham.

This year, we included a few different events to our normal slate: ‘Mayor for a Day’ got school students writing poetry about their vision for the community and one of them got to be the Mayor for the Day. The street art project was hectic, complex, and required time, dedication, strategy and bringing a number of diverse stakeholders together but it worked and is a legacy of the 2017 Festival and a great reminder of something awesome that can be achieved with a little vision.



As we often tend to do, production started a little late in 2017 and, next year, we would hope to contract our Production Manager much sooner to get on top of things like contracting our artists and crews for our various projects. What this meant was a reliance on the enthusiasm and good will of volunteers, staff and partners and all the people who helped out to make the festival was great as it was.

Horsham local businesses got involved again this year, with our GOS project, which seemed to manage itself (thanks Marion).

With the new Director coming on board, there seemed to be a transition of consolidation, being realistic about what could be achieved and not trying to overstretch the production requirements of the festival. Most events had above expected numbers attending and bookings by phone were usually taken at Art is office by a new awesome office coordinator, Bronwyn, who doubled as the Horsham Town Hall Box Office attendant, doing an excellent job at running both roles simultaneously.

The festival program was extensive but manageable. Most of our volunteers and staff were able to attend most performances and events, so no one was so under pressure they couldn't relax to actually enjoy the festival as well: an important improvement on last year when it was felt the staff were under the pump throughout the entire festival. We must thank volunteers led by the ever-present and committed Cheryl Linke for her tireless work & contribution to numerous hours in various capacities.

Areas for improvement/adjustment/or my observations for 2018:

- Early planning
- More thorough (and early) contracting and confirmed agreements with staff and volunteers
- Improved marketing / promotion to support production and events

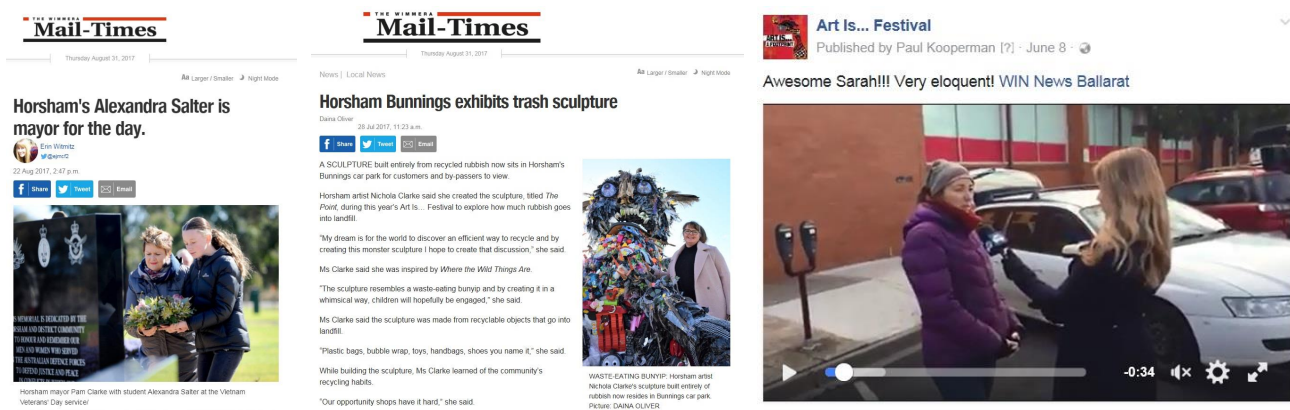
Publicity

Art is...festival 2-11 June 2017

- 1170 Likes on Facebook (increase of 343)
- 180 Followers on Twitter (increase of 35)
- 135 Followers on Instagram (increase of 61)

Publicity for the 2017 Art is... festival was driven by increased content (photos, videos, stories and projects) which were then distributed via our website, use of our website-linked newsletter system and integration with social media channels.

Projects such as The Point community sculpture, Family of Footprints and Mayor for a Day were initiated due to the community engagement potential but also to be used as marketing tools for the Festival more broadly. The strategy worked. Media came thick and fast via email and phone to find out more about our projects and the people behind them.



This new integrated system, coupled with increased content to distribute, meant a more consistent targeted approach to media and more to tell them about.

The response from media was terrific and the outcome was almost daily interviews and articles during our festival as well as a great spot on WIN news.

There was significant support from Charee Smith at the Horsham Town Hall in driving our advertising campaigns which also linked in superbly with our publicity efforts and social media promotion.

From 18 May to 5 June, fourteen media releases were disseminated (double the number in 2016), with each one reflected in the Wimmera Mail-Times, the Weekly Advertiser and on both their Facebook Pages.

All media releases were again posted on the Art is... festival Facebook page; all newspaper articles were also shared on the Art is... festival Facebook page.

Tweeting was also busy as was Instagram and we used YouTube for the first time, creating a number of short promo videos which we also used for content and conversation on other social media outlets.

Many people surveyed informally at events specifically said they learned about our festival and events via the paper, publicity and information received via social media.

The plan articulated in our Marketing Strategy was very successful and with more thought and by starting earlier in 2018, we can achieve even more impressive engagement.

Read more here: <https://www.artiswimmera.com/news>

Street Art Project – Sarah Natali

Finding a local artist to deliver the Street Art Project was an initial challenge.

Local expressions of interest were low, so ultimately we engaged a Melbourne-based Artist to deliver project in order to ensure a high quality outcome, which in turn (we hoped) would engage more of our community.

In order to build capacity of artists in our region, we organized a mentorship between the Melbourne-based Artist and a local graffiti artist. This ensured greater community interest in the project.

We engaged young people in the project through working with Nexus and their great team. In the end, nine local students were invited to join project and help paint the mural.

Our local artist also had some connections with young people and included seven more young artists in the project.

We have since secured some funding to deliver more workshops on Street Art with The Special School and our local artist. These courses will run in August / September this year.

This project will pave the way for further opportunities to engage with this tricky demographic. It would be relevant to consider another street art project in 2018 for the festival, as it fits neatly with the strategic direction of having a visible public art outcome, particularly relevant to the 2018 sub-theme of 'Making Your Mark'.

In terms of support gained from partners, I was impressed how well-supported the project was from Council. Council staff members were proactive, approachable and helpful too, especially when challenges arose and needed to be dealt with.

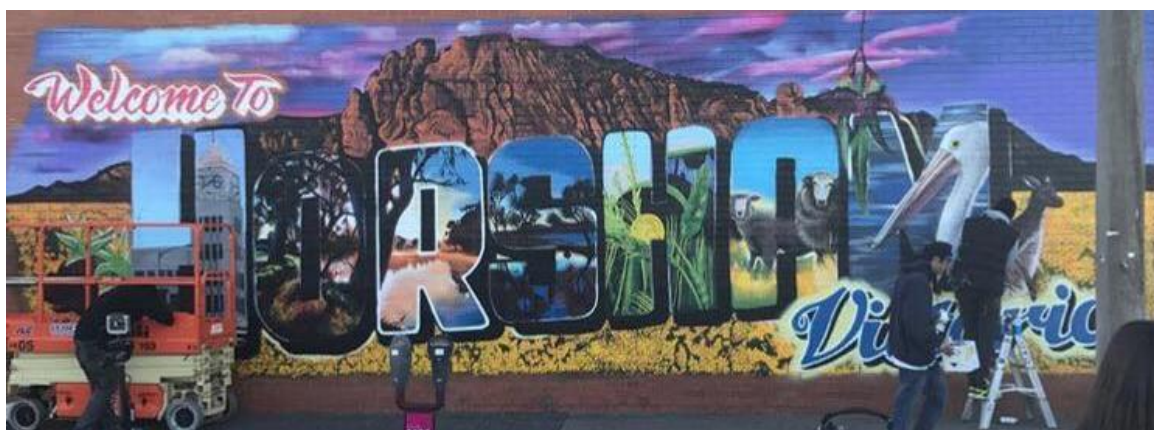
Victoria police were supportive and provided a good presence at events.

There were a few social media issues, people speaking negatively about the project, but these issues were handled efficiently by the Art is...team on a case by case basis.

The single major challenge with the project was finding a wall to paint. So if we do this project again, we need to start earlier to solve this challenge before the project commences.

Time involved with the project was drastically underestimated. We budgeted around one day per week, but the time undertaken to deliver the project was significantly more. In the future, more realistic scheduling and budgeting would help meet everyone's expectations as to what is required to deliver a similar outcome.

Overall, a fantastic outcome for the artists involved and for the community of Horsham who now have this mural as their own.



Volunteer Coordination – Elaine Uebergang

We had 73 volunteers for this year's festival. A considerable number started in April, collecting trailer loads of 'junk' for the "Move On Project", distributing posters, programs etc.

"Move On" required huge numbers of volunteers through May at Dimboola and Haven schools, working at the Centre for Participation with the Nexus students, the CALD ladies or working independently with Jens. Volunteers helped move on site and many needed daily through to end of performances. It was difficult to get enough volunteers for this project as it's sowing time for lots of farmers and the sessions during May were mostly during the day, during work hours.

Art Play Sunday required 26 volunteers. They were needed to help set up and prepare fruit beforehand. Once doors opened, we had volunteers assist with activities, issue passports, serve fruit kebabs, usher for performance and pack away. Probably more volunteers needed for setting up.

Other areas requiring volunteers:

- Program Launch: serving food, handing out programs, Footprints for Family
- Festival Launch: serving food, Footprints for Family
- ACO Virtual Training
- Art after Dark: assisting Alison
- Galleries on the Side: assisting Marion
- Grey Matters: collecting door entry
- Taste of the World, Oasis: assisting Pragya
- KniKniText Official Opening: assisting with food prep and serving
- Film Night: preparing and serving food
- Encounter Day: ushering
- Kids Nature Connection: Sarah played the role of a brain damaged eagle! Volunteer assisted Rae and Wendy

On Sunday afternoon, after final showing of the Move On Project I had a Volunteer's Afternoon Tea in the Education Room of Town Hall. Many volunteers were away being long weekend. It was also decided to bump out after the performance so numbers at the afternoon tea were low.

Recruiting

I initially went through volunteer forms from previous years and emailed every person, which did not deliver a great response.

Lots of volunteers were friends. The social media push for volunteers worked well so several people volunteered through website.

Some people were recommended as volunteers by committee members, so we followed up and phoned or emailed them.

Men's sheds were visited to recruit volunteers for the Move On Project but this was not hugely successful.

Feedback

To date (16th June), I have only received 7 volunteer feedback forms: mostly excellent feedback. A few gave suggestions as to how to improve things for next year and notes will be compiled to assist the 2018 Volunteer Coordinator.

Art Play Sunday – Elaine Uebergang

Art Play Sunday was held on Sunday 4 June, 1-4pm at the Horsham Town Hall, Art Gallery and Theatre. The cost was \$10 per child (15 and under) for the show and free all-day activities (\$5 just for the show). There were activities for kids between 1-3pm, and the incredible show “Journey to the Centre of the Earth” by Such as They Are at 4pm. Children moved between activities using their ‘passports’ getting stamps for all activities undertaken.

Activities

- Art Matters, Camera Obscura. Rhian Hinkley, Jillian. 8-10 kids per hour, Grade 4 and up: one hour workshop X 2
- Nicola Clarke, Art activity, flapping birds
- Women’s Circus, juggling, hula hooping, simple tumbling
- Dave Jones and Jens. Kids working on installation.
- Cindy Francis, Art activity for younger children based on footprints
- Belinda Eckermann, Fashion from Recycled materials
- Eddie (Nexus) and Johnny. Making soccer balls from balloons and recycled plastic bags (African style) + soccer ball skills
- Rae Talbot CMA, Wendy McInnes, Marvellous Monotrome Corner, animal masks, colouring, animal biscuit decorating, photo booth.
- Debbie Moar, Education Officer, Art Gallery, Making Mayoral Chains, Con Kroker Treasure Hunt, ACO Virtual
- Education Room turned into UV Disco, Run by Nexus
- Clown, Wayne L
- DJ Jackson Clarke
- Face painters, Makeali Clarke + friends
- Fruit Kebabs supplied for kids
- Water units supplied by GWM Water
- Tea/coffee all day
- Playgroup area for toddlers, Liz Loke, (Community Playgroup based at Special School)

Numbers

- 112 children attended. Greater numbers would be good. How do we do this?
- 26 volunteers on the day. More needed for morning set up which started at 9am

Learnings and considerations for next year

- Good number of activities, lots of choice for kids to get involved with.
- Feedback from kids and parents was terrific.
- Fruit kebabs very popular. All eaten when they were circulated by walking around with platters and napkins.
- Town Hall staff provided excellent support with pre-planning of venue layout and providing activities on the day.
- Playgroup area not really utilised as well as it might have been. Liz did a great job but is it needed?
- Partnerships were strong – building on existing partnerships and establishing new ones.

Encounter – Jillian Pearce

Summary

Encounter is Workshops: an exchange of skills and performance making workshops in theatre, physical theatre and dance involving visiting artist in residence company Such as They Are, local artists and teachers.

Encounter is Performance: the performance making workshops are based on Such As They Are's show Journey To The Centre Of The Earth to be performed at Horsham's 500 seat performing arts theatre on June 5th during the Art Is... A Footprint Festival

Encounter is Performing: led by key local artists, young people create physical theatre/dance performances that are then presented at the Horsham Town Hall Theatre alongside Such As They Are's performance Journey To The Centre Of The Earth on Encounter Day during the Festival week . They meet and talk with Such As They Are's artists and exchange thoughts about the art of making theatre!

Encounter is a day out at the Art is... festival: Participants in the Encounter performance making workshop program and other Primary Schools watched Such As They Are's performance Journey To The Centre Of The Earth and then visited the Horsham Regional Art Gallery 's exhibition program before performing their own work at the Horsham Town Hall Theatre for each other and the Such As They Are crew.

Encounter Extension Program: schools who were not part of the Encounter workshop program had a day specifically tailored to them where they saw the performance of Such As They Are's performance Journey To The Centre Of The Earth , participated in specific visual art workshops by the Horsham Regional Art Gallery and toured the Australian Chamber Orchestra's



Key Outcomes

Professional Development

- 15 people attended the PD.
- 4 local performance artists and 2 'Such As They Are' Artists delivered theatre making workshops around the content of Such As They Are Performance of *Journey To The Centre Of The Earth*.
- A total of 6 teachers and 7 local artists across four municipalities participated in these performance-making workshops.
- Engaged 2 artists from the Victorian College of the arts as teaching artists.
- Introduced a making/design aspect to the Professional Development

"Encounter provided me with both the format and the funding to pause and ponder – to reflect on my practice and identify its most important aspects." Mark Penzak, Such as They Are

School Workshops

- 165 young people from four schools across four municipalities undertook a 4-week program of performance making workshops.
- Each workshop was 1.5 hours totalling 28 performance making workshops across 4 municipalities. The design making workshops were 2.5 hours in length each.
- Artists worked closely with teachers who were given leadership roles in performing arts delivery along with the artist.
- Students performed their work within their school context.
- An additional Small School Haven Primary School was engaged this year with extra funding secured.

Performance

- 440 young people (7 schools) and 50 adults from across the region audienced Such as They Are's performance of Journey to the Centre of the Earth and participated in question time. This represents almost a full house for the 500-seat venue and an increase of 60% on last year's figures.
- 165 young people from four municipalities (West Wimmera Shire, Horsham, Ararat and Hindmarsh) rehearsed and performed their own devised work on the stage of the Horsham Town Hall Theatre. This represented a 81% increase on last year's figures
- 47 Students from 3 schools (Horsham Special School, Buelah and Yaapeet) participated in Encounter Day visual art workshops with Horsham Art Gallery workshops and exhibition. This is an increase of almost 50%.
- 220 students only saw the Encounter day premiere performance of Journey to the Centre of the Earth at the theatre. An increase of 45%

Program summary overview

1. Encounter has completed its 5th year of implementation. Teachers at the school continue to be very impressed with the program. This year we concentrated on the cross curriculum focus of arts delivery. This will continue to be the focus of the program in the next few years as we broaden the marketing of the PD to other schools.
2. The PD and program will be advertised and promoted from October this year BEFORE funding has been announced. This is in recognition of the need for teachers to plan their PD/Curriculum in the previous years and therefore draw more people to the PD.
3. Art Is... Festival was able to add value to the Besen funds by increasing support for the project through FRRR grant. This allowed greater reach of the stage 2 workshop program to 4 schools instead of 3.
4. Schools that have participated in Stage 2 Encounter increased from 3-4 due to increased funding support base
5. Return patronage of the participating schools demonstrates the quality of the program. Dimboola PS – 5 years, Goroke P-12 school - 4 years, Ararat Primary school for 2 years., Haven PS – 1 year.
6. Journey To The Centre Of The Earth was also a featured performance for the Art Is Festival's Art Play Sunday which attracted an audience of 250 people. An increase from last year. This was funded within the Festival's performance Budget separate to the Encounter Project.
7. Potential still exists to engage in a conversation with the HTH team to see how the program may be supported financially through their community Engagement and Audience Development Plan.
8. Potential for a deeper evaluation project of the longitudinal impacts of Encounter.

"I really liked having an important role. I don't normally get an important role. I liked the day at the Town Hall. I've NEVER performed on stage before." Kye- Haven Primary School Grade 3

"I personally thought working with Briony and Scott was amazingly fantastic. I loved the way they made us come out of our comfort zone and have a go." Izabella. Haven Primary School

Marketing and Communications

Overview

The 2017 Art is... a Footprint Festival was another exciting and journey-led process. The beginning of our next three-year theme – a footprint – kicked off as per plan to a terrific community response.

We tried some new things: built a new website, which integrated beautifully with our social media channels, new CRM system and our e-newsletters. We developed and implemented a marketing and communications strategy, based on our strategic plan and employed a part time marketing coordinator to liaise with media, send out our newsletters and media releases, draw interest from potential participants and new partners and connect with our existing stakeholders.

Generally, things went to plan (and to schedule) and we increased our social media engagement and had good numbers to most events and workshops.

Promotional materials

WIX website and newsletters:

Our new WIX platform made using the website, changing and uploading content very user-friendly integrating with social media, communications and our new CRM system, a very smooth process.

Our database has doubled to more than 600 and we now have the ability to separate stakeholders into groups and communicate directly to these groups as per our needs.

Sending out a newsletter automatically sends the information to our Facebook and Twitter accounts and people subscribing via our website are automatically added to our database – all much more efficient than we've had in the past.

A total of 45 newsletters were sent this festival – since the start of promotion in March (one per day during the festival itself) as compared to nine newsletters sent in 2016, with an average rate of 200% more openings than last year. We highlighted media stories, various program content, Mayor involvement, feature artists and workshops. This helped build the momentum of the festival and increase excitement with audiences, participants and partners as it unfolded.

The integration of social media and extended reach we achieved allowed those from elsewhere around the state, country and world to participate in our festival including a belly dancing group in Horsham (UK) which ran a flash mob event during our festival dates simply to connect with us through social media.

Improvements for next year:

1. Consider hiring someone specifically for media engagement
2. Earlier planning for advertising and media arrangements
3. Design/theme change earlier (change website and colours etc as soon as possible)
4. Start targeting communication to different groups to increase engagement with each
5. Develop a 2018 marketing strategy early and match program content to specific target groups to ensure a more inclusive (wide-reaching) festival

FESTIVAL OPENS TODAY

ART IS *LIVE!*



CHECK THE PROGRAM

Level 1, 43 Firebrace Street,
Horsham, 3402
(03) 5381 0297

Share Via:



Website

www.artiswimmera.com

Evaluation Report 2017

Total of 39 Events over 10 days

Art is... Events	Co-Presented Events	Stand-alone Events
Official Opening 165	Redrock Books & Gallery – exhibition 65	Art Matters 55 (opening) NDIS forum - 14 Camera Obscura – 91 participants / users of the camera
Photo Muster 11	Exhibition tours - 356 ACO Virtual Tours - 116 Education Programs – 72	Art After Dark 88
Galleries on the Side 1300 (36 on the walking tour)	Goat Gallery 65	Jimeoin 500
Grey Matters Field Trip 47	Archie Roach and Alice Skye with Horsham Town Hall - 379	Dinner at Deirdre's 65
Art Play Sunday 112	Rotary Art Fair - 352	Natimuk Farmers Market Plus 350+
Journey to the Centre of the Earth - Sunday 220	Taste of the World - 34	
Journey to the Centre of the Earth and Encounter - Monday 440	Mayor for a Day with Wimmera Regional Library Cooperation and HRCC - 45	
Move On 37 volunteer/helpers 575 event attendees over four performances 3 Pet lambs 1 Dog 1 child 11 Sausages		
Yanga Track Tour 11		
3,201	4,042	2,149
Audience 5,601		

Workshops		
Art is... workshops	Co-presented workshops	Partner or stand-alone workshops
<i>Encounter Day visual art workshops with Horsham Art Gallery workshops and exhibition</i> – 50 students from three schools (3 municipalities) <i>Performance-making workshops</i> - 165 workshop participants engaged across 4 schools and four municipalities	Nexus street art workshops - 25	Art workshops with Goolum Goolum - 81
Move On 23 workshops 82 workshop participants		
Total Workshop Participants: 403		
TOTAL FESTIVAL AUDIENCE: 6,004		

Thank You and Sponsors

PREMIER PARTNERS







PROGRAM PARTNERS





CULTURAL PARTNERS






MEDIA PARTNERS





SPONSORS & SUPPORTERS

Grampians Community Health • Redrock Books & Gallery
 Up Tempo Café • Bendigo Bank • Wimmera CMA
 Cheeky Monkey Photography • Centre of Learning and Participation
 Shelton and Lane Stationers • Nexus • Horsham Jayco • Harvey Norman
 GWM Water • Natimuk Mens Shed • Manhari Metals • Oasis Wimmera
 National Landcare Programme • Arts Access Victoria • Wimmera PCP

We would like to acknowledge the sustained support of our fantastic partners, sponsors & supporters in the delivery of this year's Festival. Thank you!