



***Just Add Water, Alexandrina 2012 - 2014***  
**A Case for an Intensive Arts Stimulus  
in Regional Australian Communities**

**Cultural Places Pilot 2012 - 2014**  
**Analysis of Program Delivery**



## **Just Add Water, Alexandrina 2012 - 2014**

### **A Case for an Intensive Arts Stimulus in Regional Australian Communities**

#### **Australia Council for the Arts Cultural Places Pilot 2012 - 2014**

This Analysis of Program Delivery is part of the overall report on *Just Add Water*, which also includes an independent Evaluation by Dr Christine Putland which can be found [online](#)

The 2012 *Just Add Water* Community Impact Study by Dr Christine Putland, completed in 2013, also forms part of this report and can be found [here](#) along with a 4-page summary.

A [documentary](#) was produced by *Just Add Water* which complements Dr Putland's research findings and demonstrates:

- how this small regional community has re-imagined itself through an arts-led stimulus
- the value of an intensive arts program on a regional community
- changes in attitude towards integrating arts into council's community planning
- an enduring, whole-of-community benefit beyond the life of the funding
- how the journey has changed attitudes to the value of arts in the community
- how the activation of spaces has contributed to a vibrant community

## **FAST FACTS**

---

- Strong evidence of **increased capacity** within the community to deliver arts projects
- Strong evidence that a **three year timeframe is critical for sustainability**
- Strong evidence that increased exposure **inspires confidence**
- Strong evidence of **motivation to maintain momentum**
- Strong evidence that **the community is better prepared** to develop strategies and overcome setbacks
- Programming investment: \$3.7 million
- Capital refurbishment investment: \$2.7 million
- Alexandrina Council region: **Population 25,000**
- **128,354 total participation** over 3 years
- **1333 activities, events and projects**
- 827 free events and activities
- **active participation options in 47% of events**
- 2129 days **employment for professional artists**
- 843 days employment for **local professional artists**
- 407 days of **mentorship for local emerging artists**
- 35% of participating professional artists reside locally
- 72 **new works** created across artform
- **91% Just Add Water brand recognition**

*...everyone was saying "what an amazing place to live, look at what they do here!" (Council staff)*

*There is certainly a strong sense of pride in our arts and culture now, a sense that it has given us a bit of an identity that we can be proud of. (Local contributor)*

*We've got our holiday homeowners that are checking the program and making sure that they're down at their houses aligning with particular shows, bringing people with them...*

*...there are people who've actually bought and moved here because of what's going on.*

*We've been able to beef up next year's program with private people coming in paying to use our facilities, because of the flow-on effects they've seen in the community.... And it brings in a new marketing database as well, so we get people from outside the region, we get money from outside the region... the economic development is huge.*

# Introduction

---

## **Jo Pike, *Just Add Water* Executive Producer, Country Arts SA**

Just Add Water in Alexandrina has been a demonstrable success, with many contributing factors. Not the least of these is a happy confluence of events and funding opportunities which have seen an extraordinary amount of arts and culture activity in this relatively small regional community.

During the three years from 2012-2014, the region of Alexandrina in South Australia's Fleurieu Peninsula has seen arts investment through the State Government's Regional Centre of Culture (2012), the Regional Arts Australia National Conference (Kumuwuki/Big Wave 2012), a three-year community partnerships project (Change and Adaptation) and was one of the pilot regions for the Australia Council for the Arts' Cultural Places, the catalyst for this report.

When we began, we were cautiously optimistic that at the end of 2014 that the impact had been profound enough that we could say that things had changed in the community as a result, and that we could see genuine change in how the community thinks and acts.

There's no doubt that there are still people in the Alexandrina community who wonder what all the fuss is about and some who still downright oppose it – but they are far fewer and the voice for change is becoming more articulate and growing in volume.

It's a peaceful revolution that has slowly sown the seeds of change.

We demonstrated that relevant, high quality artwork, both presented and produced, when coupled with hands on engagement, encourages ideas, unearths local talent, transforms individuals, builds audiences and opens up previously un-imagined possibilities.

The impacts on individuals vary. In some cases it's been profound – people who have made life changing decisions or who have had personal breakthroughs in their arts practice or who feel happier with their place in the community and in themselves. In others it's a soft awakening that living in a community which embraces opportunities for people to express themselves and to share that with others is healthy and its fun.

There are now more people who understand that it's good to be living in a place where at one end of the spectrum excellence is supported, encouraged and celebrated and, at the other, everyone can have fun dabbling if they please.

There is greater awareness that a community where children have arts opportunities available to them on their own patch from the time they're born so that they grow up knowing what it means to think creatively and laterally, is a good place to raise them.

During the three years of significant funding, in a tripartite arrangement between local, state and federal governments, this small community of 25,000 has racked up participation of around 128,000 in well over 1300 different arts projects and events.

However, the numbers, whilst impressive, don't tell the full story. The evaluation report by Dr Christine Putland contains evidence which articulates the effect on individuals and how those individuals see the future of arts in their community.

It demonstrates that a large number of diverse options, presented over a sustained period, enables people to take risks they might not otherwise take and in the process come to enjoy, understand and further their interest in new things. They also come to appreciate the diverse skills of others, especially those in their own community.

People living in cities have these options available to them all the time, even if they don't take advantage of them. The advantage of an intensive program in a small regional community is that it's so 'in your face', it's hard to ignore.

Transformation is an intangible concept and dependent on the perspective of individuals. However, a 'critical mass' of people believe their community has been 'transformed', and this carries weight when it comes to local decision making.

Are we bringing the curtain down on three incredible years in Alexandrina or raising the curtain on a new era of community led vibrancy through arts? Only time will tell, but the early indicators are that Alexandrina has passed the point of no return and that going back isn't an option.

**We hope that the legacy of *Just Add Water* goes beyond this one regional community - that these insights will be useful for others embarking on not only a *Cultural Places* or *Regional Centre of Culture* program, but any vibrant community strategy.**



Greg Hatcher, *GastroSkeletal*, from Contemporary Ephemeral Sculpture Trail, Middleton 2014

## ***Just Add Water:*** **Program Delivery in the context of Cultural Places**

---

### **The Australia Council for the Arts' Cultural Places Pilot**

From 2012 – 2014, *Cultural Places* was a pilot program of the Australia Council for the Arts in collaboration with the States and Territories and local communities which identified communities that would benefit from a sustained period of cultural and arts programming which could ultimately integrate artistic and cultural programs into local councils' cultural plans.

Benefits could include job creation, economic activity, venue utilisation, community development and well-being.

In 2012, the Australia Council for the Arts invited state and territory governments to identify regional and remote centres to develop artistic and cultural programs, which demonstrate an enduring, whole-of-community benefit beyond the life of the program. As a result of assessment of expressions of interest two local government regions were chosen for the pilot programs: Alexandrina in SA and Rockhampton in Queensland.

The Cultural Places initiative involves all levels of government – federal, state and local – working together to deliver cultural programs to regional areas. This ground-breaking approach to nurturing arts and cultural development in regional communities nurtures an understanding that arts and culture should not simply tacked onto a local community, but become part of the core business of local government.

### **About Alexandrina**

The Alexandrina region is in the Southern Fleurieu Peninsula at the southern end of the River Murray, 85 kms south from metropolitan Adelaide and with a population of around 25,000.

It extends from the north-western side of Lake Alexandrina to the Murray Mouth and the western end of the Coorong - taking in river communities of Langhorne Creek, Milang, Clayton Bay, Goolwa and Hindmarsh Island. It extends along the south coast to Port Elliot and Middleton and inland to Mount Compass and Strathalbyn.

The two major hubs are Goolwa to the south where the River Murray meets the sea (population approx. 7000) and Strathalbyn to the north-east along the edge of the Adelaide Hills (population approx. 7000).

The South Coast is a popular holiday destination with a significant mobile population including non-resident rate-payers and domestic and international visitors. To the north, rolling hills and pastures provide a mix of rural living and large broadacre farming and vineyards.

We acknowledge the Ngarrindjeri people as the traditional owners of the Goolwa area and respect their spiritual connection as the custodians of the land and waters.



## The South Australian Context 2012-2014

Whilst the subject of this report is the Federal Government's Cultural Places initiative over a three year period, appraisal of the number of opportunities over the three years needs to be seen in the context of the overlapping Regional Centre of Culture (RCC), a State Government program, which also rolled out during the first year.

All three years were presented to the community under the banner of *Just Add Water* and most members of the community of Alexandrina would only be loosely aware that the funding arrangement for 2012 was different to the following two years.

However, as this report is concerned specifically with the outcomes from Cultural Places, it is important to note that those funds were largely expended in the second and third years although the seeds of some major projects were sown during the earlier period. The 2012 Regional Centre of Culture was deemed to have provided the necessary investment by the partners (\$1m) to be considered the first year of the 3 year program.

It must therefore be acknowledged that the RCC provided an extraordinary stimulus in the first year, a springboard that may continue to separate this iteration of Cultural Places from others, unless similar prior and concurrent investment is made.

The Regional Centre of Culture was a biennial program which ran from 2008 - 2012, managed by Country Arts SA in conjunction with the local government authority, on behalf of the South Australian Government. Each of the three centres - Port Augusta in 2008, Murray Bridge in 2010 and Goolwa in 2012 – were allocated around \$2m of for a one year program, half for the upgrading of arts spaces and the other half for a year-long stimulus program.

A year of planning prior to the rollout of the RCC meant that by the time Cultural Places funds were injected, Country Arts SA had already established a good working relationship with both Council and the community, a trust was growing about Country Arts SA's ability to deliver and advise, a head of steam was building in terms of generation of project ideas and there were already less skeptics and more people willing to dive in and have a go.

Evaluation reports on the **2012 Regional Centre of Culture** can be found [here](#).

It is important also to note that the town of Goolwa, not the entire Alexandrina Council region, was the host of the Regional Centre of Culture, which inevitably meant that Goolwa would remain the central hub of activity throughout the three years, partly because of the newly established facilities there. However, an important distinction between the two programs was that Cultural Places funds enabled the arts stimulus program to spread throughout the region.

The RCC had also been the catalyst for two other major arts programs also being awarded to the region – the Regional Arts Australia National Conference, *Kumuwuki/Big Wave*, and a three year Australia Council community partnerships funded program, *Change & Adaptation*, with a focus on building new relationships with non-arts community service providers. *Change & Adaptation* ran alongside *Just Add Water* and whilst it is not reported on here in either statistics or Key Indicators, it must be acknowledged that it contributed to the overall influx of arts programs to the region and in particular to the increase in opportunities for local artists.

## ***Just Add Water – the Brand***

Initially the umbrella title *Just Add Water* was developed for the Regional Centre of Culture in Goolwa after extensive community consultation.

This was at the time when the effects of the drought were still very raw, especially here at the mouth of the Murray River, so a metaphor for creation, growth and renewal, which encouraged people to immerse themselves – and add a little bit of themselves – towards an understanding of the nourishing and transformative effect of arts on individuals and the community at large, was deemed especially appropriate.

By 2013, largely due to the amount of activity generated during 2012, the brand was well established and all parties agreed the name would continue to be used to encompass region-wide activity through the full three years of Cultural Places.

During 2012 grassroots projects had proudly begun to adopt names such as *Just Add Voices* and *Just Add Ukuleles* and it had cropped up in the Council's 2014-2023 Strategic Priorities in relation to 'Alexandrina Experiences.. Just Add'.

By 2014, it became understood that *Just Add Water* was the umbrella name for all arts activity endorsed by Alexandrina Council, and a 50 page booklet, "*Just Add Water, Alexandrina Arts & Culture 2014 Program*" containing a year-long, cross artform program of events and activities was released.

Recognising that *Just Add Water* had become increasingly identified with arts and cultural activity across the region, Council chose to continue to produce the booklet as a comprehensive calendar of monthly events and projects in 2015 under the *Just Add Water* banner, despite the conclusion of the core state and federal funding, with a view to continuing to continuing with *Just Add Water* indefinitely.

91% of respondents to the *Just Add Water* evaluation survey conducted throughout the region indicated recognition of the brand.

## **Governance**

### ***Cultural Places Management Committee***

The Cultural Places Initiative in Alexandrina has been managed through a multi-year, multi-party agreement between the Australia Council (Federal Government), Arts SA and Country Arts SA (State Government) and Alexandrina Council (Local Government).

It was the intention of the management committee structure that the Australia Council and Arts SA play an active role in the management of the initiative, rather than the more traditional role of arms-length funding body.

All parties to the agreement jointly approved the modus operandi of the initiative including the Business Plan, Communications Plan and Evaluation Methodology and the parties hold joint intellectual property rights where appropriate.

Nominated representatives from each organisation formed the Management Committee, which met quarterly, chaired by Arts SA, to oversee delivery of the Initiative. The role of the committee was to:

- provide advice and feedback on issues related to planning and delivery
- monitor progress on outcomes and implementation
- identify strategic opportunities for state-wide arts and cultural organisations to work collaboratively in and contribute to activities and advocate in wider forums
- provide advice and feedback to the external evaluator

### ***Country Arts SA and Alexandrina Council partnership***

From the beginning of the Regional Centre of Culture planning in 2011, it had been understood that Country Arts SA brought with it professional leadership, curatorial guidance, and management expertise and would be the principle driver of programming, albeit with significant contribution from Alexandrina Council's Arts & Cultural Development Officer and relevant council management staff.

Right through to the conclusion of Cultural Places, Country Arts SA has managed the program including initial Business Plan development, program development, program implementation, financial management and reporting. However, the relationship has been a collaborative one on a day to day basis with Alexandrina Council.

It was always understood that for the program to be effective in the long term, it would be necessary for Country Arts SA to progressively move to a supportive role, with a shift in the balance in day to day responsibility gradually seeing more input from council staff.

The additional two years afforded by the Cultural Places funding, enabled this to happen over the longer time frame, with significantly better results than would have been possible in the single Regional Centre of Culture year.

As council became willing and able to manage aspects of the program independently, management was transitioned along with the relevant funds, in particular the grants program, the Centenary Hall performing arts season and the galleries public program.

### ***Staff***

The '*Just Add Water* Team' was a loose title which covered anyone working on it at any given time, but over the three years it broadly comprised the Executive Producer (reporting to the CEO, Country Arts SA), Project Officer (partnership position between Country Arts SA and Council, reporting jointly to the Executive Producer and the Manager, Organisation and Culture, Alexandrina Council) and Council's existing Arts & Cultural Development Officer, (reporting to General Manager, Organisation and Culture, Alexandrina Council). The existing arts officer had previously had responsibility for managing and programming Council's two galleries and this was respected throughout.

Given that the Centenary Hall was a brand new venue established in 2012, Council had subcontracted Country Arts SA to manage it, including day to day operations, front of house, technical management and programming. Country Arts SA appointed an existing staff member to cover these duties with technical support provided by casual staff. A local Front of House manager was trained by Country Arts SA. Late in 2014, Council appointed an existing staff member to manage the venue with the understanding that Country Arts SA would continue to provide advice to assist the transition.

Council has stressed that the professional expertise and guidance provided by Country Arts SA, and in particular the Executive Producer, was crucial to the success of the program.

It must also be mentioned that support from Council's the Manager, Organisation and Culture was a crucial part of the mix and it is unlikely that progress would have been as significant as it has been without such an enthusiastic and sympathetic advocate at management level. The role played advocating at Council level cannot be underestimated.

### ***Just Add Water Reference Committee***

A reference committee was convened in 2011, made up of elected members, community representatives of interest groups such as tourism, education, youth, arts and elders representing the traditional owners, to advise on local issues in the consultation phase of the 2012 Regional Centre of Culture. Once the initial community consultations were complete, the group became less relevant on a day to day basis and it became more difficult to find a useful role for them to play. Day to day programming decisions were being made faster than the monthly meetings could keep up with and there was a disconnect between the knowledge and expertise of the professional arts workers and those of the committee in terms of the possibilities and what was needed to implement them. There

is no doubt this causes tension, and is an issue that was never completely resolved. The committee ceased to meet once the program had been announced.

### **Alexandrina Arts and Cultural Advisory Committee**

The relationship with this Section 41 Committee of Council, made up of community members with an arts interest, was subject to the same sorts of issues that beleaguered the Reference Group in the relationship with Country Arts SA and early relations were strained.

The decision to convene an independent reference group with wider community representation, albeit with one person chairing both, put this committee somewhat in the shadows when common sense suggests they should have been front and centre.

Neither the scale of activity about to happen, nor the expertise required to implement it was initially understood, and nor could it be expected to be. There was a certain inevitability therefore about the low level resentment that bubbled under the surface that an outside organisation was making decisions on the community's behalf, despite goodwill and recognition from both Council staff and Country Arts SA staff that this was likely to happen.

Recognition and respect was gradual, as was the growing collective wisdom generally over the three year period and, depending on the level of professional arts activity present in the region prior, it is very likely to be the case elsewhere.

We would recommend that an open and frank discussion occurs in the early stages with any committee or reference group of this kind which recognises that the stimulus package represents a period of experimentation, and that no-one (professional or otherwise) can safely determine precisely how the community will respond and what might transpire as a result.

It could however be established, that a committee of this type would participate in a process which develops and endorses a set of guiding principles for the future to be recommended to Council at the end of the three year program. How this operates will be entirely dependent on where the council is at in its strategic planning cycle.

## **Funding**

The total programming investment over the three years was **budgeted at \$1.6 million** made up of:

- \$600,000 Australia Council for the Arts (Federal Government Cultural Places)
- \$495,000 Country Arts SA (State Government cash and in kind)
- \$545,000 Alexandrina Council (Local Government cash and in kind).

**Ultimately, the State and Local Government investment was considerably more than originally budgeted with a total arts and culture spend of \$3.87 million recorded for the period.**

- \$600,000 Australia Council for the Arts (Federal Government Cultural Places)
- \$1.46m Country Arts SA (State Government cash and in kind)
- \$1.81m Alexandrina Council (Local Government cash and in kind).

Country Arts SA's contribution of \$986,000 to the Goolwa Regional Centre of Culture during the first year has been included, as the two programs dovetailed in terms of programming spend.

Alexandrina Council have expended a total of \$1.8 million on *Just Add Water* 2012-2014, the increase from the original budget being partly a more accurate reflection of Council's contribution (including

operating costs) than was originally recognized in the budget, as well as an increase in the arts and culture spend overall.

In addition, it is worth noting capital investment in facilities of \$2.7 million immediately prior (State Government \$800,000 and Alexandrina council \$1.9million) without which some of the program content would not have been possible.

It can be amply demonstrated that the injection of funds from State and Federal Governments has led to a greater buy in at the local level. See [Evaluation Report Objective 3](#) (p37).

## Evaluation

Country Arts SA commissioned Dr Christine Putland to evaluate Cultural Places in Alexandrina in 2012. Dr Putland has worked with Country Arts SA in several capacities, and was at the time currently engaged in the evaluation of the impact of the State Government's 2012 Regional Centre of Culture and *Change & Adaptation* in the broader region.

This early engagement with the researcher allowed for the development of a flexible multi-methods approach and the ability to observe and document the less immediate effects that typically take time to unfold.

Evaluation of the 2012 Regional Centre of Culture (*Just Add Water*) had indicated that not only were its positive effects evident at an individual and group level, but there were also clear signs that changes were being felt across the community: a sense of community pride and identity ('placemaking'), growing confidence in local capacity ('a can-do attitude'), and relationships across difference, in particular recognition of and respect for the traditional custodians of the lands and waters.

Recognising that similar evaluation methodology to *Just Add Water* 2012 would result in a very similar report, we accepted the premise that arts activity has significant benefits for community, and researched instead how *Just Add Water* has contributed to:

- local planning and development
- knowledge being transferred to Council and the community in terms of awareness, ownership, processes, networks, capacities and commitments
- what the community desires for the future, information which will assist Council's elected members in their decision making.

The draft final evaluation report was timed for delivery in February 2015 so that council staff preparing budget submissions could have demonstrable community support to back up their plans, with the final report due in April 2015.

The methodology was approved by the Cultural Places Management Committee and part funded through Cultural Places with Alexandrina Council contributing matching funds.

The evaluation addresses the four objectives of Cultural Places and examines the elements that will enable continued and sustained development into the future throughout the council region of Alexandrina.

The 2012 *Just Add Water* Community Impact report can be found [here](#)

## Awards

*Just Add Water* 2012 received an **Arts SA Ruby Award for Community Impact** (over \$100,000) at the 2013 South Australian Arts Industry Awards.

*Just Add Water* was recognised at the **Southern Alexandrina Business Association Awards** in 2013 'in recognition and appreciation by our local community of the outstanding contribution to the arts and the amazing cultural experience'.

A *Just Add Water* project received the **Alexandrina Council Australia Day Community Award** in each year, a clean sweep for arts in this category and the first time arts events had ever won:

- 2013: Watersong - Jan 2012
- 2014: Christmas Where the Angas Flows Strathalbyn – Dec 2013 (significant new arts component to an existing event)
- 2015: Saltwater SurfArtFest – May 2014

## Creative Capricorn Cultural Places pilot (Rockhampton)

The Cultural Places pilot initiative rolled out in Rockhampton (Creative Capricorn) at the same time as the Alexandrina iteration. Inevitably, there will be comparisons made in terms of the successes and challenges of the two pilots. Any comparisons should take into account a number of factors.

Rockhampton City Council has a catchment of over 80,000 people compared with Alexandrina Council's 25,000. A large amount of the Alexandrina activity took place in the town of Goolwa, population 6000.

Prior to the Regional Centre of Culture in 2012, Goolwa did not have either a performing arts venue or a history of presenting performing arts. The capital investment in Centenary Hall (capacity 216) and the injection of funds through the RCC enabled the presentation of Goolwa's first performing arts program in 2012. Therefore, it was deemed appropriate that Cultural Places funds be expended on continuing this fledgling program, provided that Council made both a financial contribution and a commitment in principle to continuing to present performing arts beyond 2014. All arts-related activity in the hall is included in the statistics as a valid contribution to the arts life of the community that would not have occurred without the introduction of *Just Add Water*. Rockhampton by comparison has had a 1000 seat venue, the Pilbeam Theatre, in the city since 1978.

Similarly, the Goolwa Galleries saw an injection of both capital and programming funds during the period that saw the Signal Point Gallery in particular increase in stature as a significant regional gallery, improve the overall quality of the exhibitions presented and make the addition of public programs which significantly increase community engagement. Gallery visitations have therefore been included as a valid statistic of *Just Add Water*, which will not have occurred in Rockhampton as these were not new initiatives for either Council or Creative Capricorn. (The Rockhampton Art Gallery, a significant regional gallery was established in 1979).

There was also a significant difference in the management model. Rockhampton sourced an outside contractor to manage Creative Capricorn, whereas SA has a state government statutory authority to manage regional arts. Country Arts SA managed the rollout of *Just Add Water* including financial management and divested management to Council as the skills and knowledge grew. Country Arts SA will continue to provide support to Alexandrina Council as it does with all SA regional communities.

# Recommendations for Future Cultural Places recipients

## Timeframe

We know that even with rigorous planning and consultation to establish a program with a local flavour, it's still a slow burn. You have to let it take its course. People will come to things in their own good time and it will be the most surprising things at the most random of times that will impact on a single individual. In Country Arts SA's experience, it's why the one year RCC model, whilst having a significant impact, isn't as successful.

There is ample evidence in the Evaluation Report the timeframe for *Just Add Water* contributed to its success.

Depending on the level that the individual community has already reached prior, the following timeframe is recommended:

- Year One – planning and consultation to ensure buy-in from artists and community – ideally this happens prior to a Cultural Places tender by the state agency so that the program can begin in the first year. If not, it should be acknowledged that programming can't begin until this phase has occurred. This phase may not take as long as a year.
- Year 2 – implementation of a stimulus package of cross-artform activity so people can experiment with new things
- Year 3 – funding and support for emerging community initiatives as a result of the stimulus
- Year 4 - consolidation and confirmation of local processes to sustain ongoing activity

## Funding Model

- We believe that a funding model which draws on multiple sources is essential and the Cultural Places funding alone is unlikely to deliver the successes of *Just Add Water*. With State Government Agencies beginning to recognize that the focus region model delivers results, we would recommend aligning Cultural Places funds where there is also significant investment from the State Government.
- Local Government investment is of course mandatory at some level, but our experience is that this is likely to grow over the three year period, rather than necessarily be committed at the outset, depending on the level of arts investment already in the region. It is likely that it will take the full three year period for many local government staff and elected members to see how it impacts on their community before committing funds of any substance.

## Focus Region Selection Criteria

Country Arts SA, through experience in recent years over a number of programs, but particularly in Regional Centres of Culture and most recently *Just Add Water* Alexandrina, has recognised that we are most successful when activity is concentrated in focus regions where an integrated and intensive amount of cross-artform activity, especially when it responds to community aspirations, is the catalyst for significant change to occur.

This experience is relevant in the context of selecting communities to take part in a Cultural Places program.

Our experience shows that the success of the format relies on support from the local government agency, both financial and philosophical. That doesn't mean that they have to completely 'get it' from the outset, but have the ability and flexibility to keep an open mind about what might develop.

For *Just Add Water*, the State Government financial support of \$1m in the first year meant that enough money was available to make a big splash without very much additional financial support from the local government agency at the outset and enabled Council's financial and philosophical support to grow over time.

To select a focus region, Country Arts SA has identified three specific elements which should either be in place prior, or that demonstrable potential exists for them to be in place over time.

### **LOCAL COUNCIL AS SIGNIFICANT PARTNER**

- An existing working relationship, (e.g. an existing partnership position)
- demonstrated potential for growth in staff resources for arts activity
- An understanding that art is an important part of community life
- A desire to embed arts and culture more deeply in decision making
- A matching of values, skills, structures, resources, policies and relationships with the delivery agency
- Existing or potential for arts spaces

### **COMMUNITY PARTNERSHIPS POTENTIAL**

The community should be able to outline potential partnerships with agencies that have capacity to consider and support:

- People experiencing value and benefit from the arts.
- The use of innovate spaces and places.
- Existing arts centres as cultural precincts.
- Innovative forms of engagement.

### **LOCAL ARTISTS DESIRE**

There should be a demonstrable indication by local artists that they have a desire to:

- Make distinctive new work and develop their practice.
- Extend opportunities to profile their work
- be involved in residency exchanges
- tell local stories

## **Governance Model**

The multi-year, multi-party agreement between the Australia Council (Federal Government), Arts SA and Country Arts SA (State Government) and Alexandrina Council (Local Government) saw all parties occupying a seat at the management table. It was the intention that the Australia Council and Arts SA play an active role in the management of the initiative, rather than the more traditional role of arms-length funding body. Whether this has panned out as expected is worthy of debate.

The quarterly meetings did provide the opportunity to expand on issues that were already found in the written reports, and probably served to ensure all parties were better informed than they would otherwise have been. It also provided an opportunity for Alexandrina Council to make personal contact with the representatives at federal and state level which wouldn't have otherwise happened. However, beyond Arts SA's responsibility for meetings and associated administration, the practical

input from either Arts SA or the Australia Council has thus far been limited. Should there have been crises or differences of opinion to address, this may have been different, but this was not the case.

The stated aim to identify strategic opportunities for state-wide arts and cultural organisations to work collaboratively and contribute to activities and advocate in wider forums has not yet come to fruition, but as this iteration of Cultural Places has been a pilot, opportunities still exist to bring the model and its lessons to wider attention.

## Competitive Tender Process

In South Australia, Alexandrina Council was chosen for the Cultural Places pilot because it was 'shovel-ready' – i.e. it showed potential to hit the ground running. No other regions were considered. However, the reason Alexandrina was shovel-ready was that it was already rolling out the Regional Centre of Culture, which had been won by a highly competitive tender to the State Government where a degree of commitment to infrastructure and resource allocation had to be demonstrated. Given a sufficient timeframe for applications (say three months), state agencies could choose to select regions in this way to ensure sufficient initial commitment.

## Recognition that there will be local differences

This isn't a cookie cutter model. Fundamentally the aim is that people will immerse themselves in the intense amount of activity and begin to understand the nourishing and transformative effect of arts on individuals and community at large. How they do that doesn't need to be the same from one place to another – it's the sheer volume of activity that can't be ignored that seems to be the baseline success factor combined with recognition of local issues.

Arts that are created regionally, whether by local artists or artists coming from elsewhere to be hosted by the local community, seem to be far more likely to have a strong sense of place as the starting point, and to be recognisably rooted in a connection to the place and as a result, and are therefore more likely to connect with the community at large.

We believe that the size of Goolwa meant that it was difficult to ignore what was happening, and that this probably contributed to its success. Relative comparisons can be made with the Adelaide Festival, where much of its success as a Festival City rests on the city's size and layout.

Despite a desire to spread the Cultural Places funds throughout the Alexandrina region, and some success in doing so, there is no doubt that the best results have happened in the town of Goolwa where the significant stimulus package happened in the first year and where there is a performing arts venue and a major gallery space in the centre of town.



Inside *Kondoli* (Whale) Ngarrindjeri storytelling space

## A final word...

*Here we are at the close of 2014. I'd like to take the opportunity to thank you for your extraordinary passion and commitment over the last four years. What a ride! What an extraordinary opportunity for the Council and community here. It has been so transformative. I used to wonder as a resident here many years ago why, with so many artists here was there not a hub, a stronger collective feeling of 'that something special' that resides here. I really feel that with [the Regional Centre of Culture and Cultural Places] came a distillation process where we are able to now really articulate and express what that is.*

*Thank you Jo for all your hard work, advice and setting a fine example, it really has been a pleasure to work with you. We will always have some level of partnership with Country Arts SA if not as intensive as RCC. I hope you know as an organisation and as individuals know how important you are to regional South Australia and how valued you are in Alexandrina.*

Leah Grace, Arts & Cultural Development Officer, Alexandrina Council to Country Arts SA

*Three successful years of Just Add Water are coming to a close. We now see the considerable benefits to our community these programs have given us. We see the extent of our creativity as a community and we sense there is so much more that is yet to come. We should be proud both as a council and a community of our willingness to embrace such an opportunity. The support, guidance and expertise from Country Arts SA has been invaluable and we are better for it. But soon we will see if we can sustain the momentum of arts and culture on our own, albeit with a few more supportive friends and a smaller budget.*

*We can see clearly the worth of the past three years of programs, as artists and non-artists engaged with workshops, exhibits and events, coming away feeling inspired and connected, while arts and culture have enhanced our profile as a popular region to visit and live. What are the values and ideas we want to invest in that will nourish and drive a healthy arts and culture program?*

*"I want to congratulate Alexandrina Council for its initiative to set out to win the Regional Centre for Culture 2012 in the first place, and for opening up our venues and community so Country Arts SA could collaborate with us. And of course, thank everyone at Country Arts SA who have worked tirelessly to transform our region. It has been perhaps one of the most significant partnerships we have seen and one that will leave a legacy in the confidence and passion we now have for our arts and culture and the knowledge that we are rich with resources and potential.*

Excerpt from a meeting agenda for Alexandrina Council Arts & Cultural Advisory Committee by Former Chair, Michelle Murray



Stage decoration *Saltwater SurfArtFest*, Middleton 2014, Photo Richard Hodges

# Program delivery

---

Planning for program delivery of Cultural Places began whilst the 2012 Regional Centre of Culture was underway in the hub of Goolwa. In 2012 we had initially programmed about 250 or so individual activities and this had grown to 443 by years end with more project ideas being generated at a local level, some of which were spin-off events and some which were entirely new initiatives. So a momentum had begun to be established alongside a growing trust within the community.

Cultural Places funds enabled the *Just Add Water* team to capitalise on the enthusiasm generated during the first year by funding some larger projects with longer timeframes, fill some identified gaps and shift the focus from the 2012 hub of Goolwa to other communities within the Council region, while continuing to build on the momentum created in Goolwa.

## Five Program Streams

The 2013-2014 *Just Add Water*/Cultural Places Program budget was divided between five programming streams:

- **Community Engagement Projects** – a series of smaller projects implemented across the whole of Alexandrina Council region to redress the imbalance created by the Regional Centre of Culture Goolwa hub in 2012. We kept a flexible approach within this category so that we could respond as ideas emerged. 2012 had seen the *Just Add Water* devise projects encourage engagement and provide opportunities for people to experiment with different artforms, with the result that community groups started to generate project ideas for themselves.
- **Key Projects** - larger projects chosen as result of community desires and needs identified during the initial Regional Centre of Culture consultation but which has thus far remained unfulfilled, as well as giving wings to some locally inspired projects which arose due to the stimulus of the previous year. These were:
  - Youth Theatre Development Program
  - *Contemperate* Ephemeral Sculpture Trail
  - *Saltwater SurfArtFest* (celebration of surf culture through an arts lens)
  - *Telling Our Stories* (historical stories as short films)
  - *Home Brew* (songwriting and performing)
  - *Under My Feet* (dance/music/film collaboration)
- **Centenary Hall Program and community engagement strategy** – Given that 2012 had been the first year that performing arts had been presented in the region, made possible by the refurbished Centenary Hall, it was important to consolidate a program in that venue that could be a blueprint for the future.
- **Community Engagement: Goolwa Galleries** - The Goolwa Galleries had seen a significant growth in both exhibition delivery and quality through the first year which had been recognised by Council with commensurate support enabling it to continue in this vein. It was therefore deemed appropriate to concentrate Cultural Places funds on the development of public programs to compliment the exhibition program and promote a hub atmosphere in both galleries.
- **Cultural Framework** - Ongoing development of Council's cultural policies and frameworks over the life of the program, a key objective of Cultural Places which operated in parallel to programming. In the early planning, it was envisaged that funds would be allocated to research and develop a new framework, but over time it became apparent that a more organic approach was appropriate, as gradual shifts were made within Council that we hope will be more fruitful over the long term.

## Project Choices

Across the three years, it was understood that the *Just Add Water* program would be an all-encompassing umbrella under which all Council-managed arts activities would be presented including not only projects funded and managed through the Regional Centre of Culture or Cultural Places but also:

- all arts projects and activities occurring in council managed spaces
- community generated projects
- commercial hires of the Centenary Hall which were managed by Council
- projects generated through the *Change & Adaptation* program (although these were not included in the overall statistics unless they were co-funded)

This was deemed appropriate for two reasons. Firstly the community would not distinguish between the various funding arrangements applying to different activities, and secondly because the aim of Cultural Places was to embed arts in all its forms as a fundamental part of community life. All arts activities were therefore deemed an important part of the mix in generating a critical mass of activity that changed attitudes to the impact of the arts on community. In the main, all these activities ultimately received some kind of support or advice from the *Just Add Water* team.

Inevitably, not all arts activity came to the attention of *Just Add Water* and a notable exclusion was a not insignificant amount of local exhibitions in community run spaces.

Programming choices were made using a deliberate **SET OF PRIORITIES** to ensure that the objectives were met across the whole program. These were:

- an even spread of:
  - activities which provided entry points for people to engage at a point that corresponded with their skill level and interests, whether through professional art making, receptive exposure to arts in its myriad forms, or through deep engagement in the creative process
  - creation of new high quality artworks, where Country Arts SA and other partners operated in the role of Producer, with an emphasis on employing local professional artists or mentoring local emerging artists
  - presentation of works by artists and companies from both inside and outside the region, with an emphasis on quality. Where possible, additional hands on activities were programmed and works which facilitated engagement of some kind were given priority
  - presentation of works by local companies and community organisations with a priority to upskill where relevant
  - creation of new works with an emphasis on participation by community members at every stage of the process
  - activity in both traditional and non-traditional spaces
  - activity throughout the Council region (especially considering the Goolwa hub in Year One through the Regional Centre of Culture)
  - activity across artform
- high quality product, whether produced, presented or enabled
- employment of local artists (including photographers) where at all possible, although not at the expense of a high quality product. Where artists with appropriate expertise were not available locally, we endeavoured to mentor one within the project. For example, for the Wet Paint Youth Ensemble, the young local director was mentored throughout by metro-based professionals.
- involvement of the Ngarrindjeri people (traditional owners) as participants, decision makers, advisors, artists and storytellers. (It should be noted that, other than the traditional owners,

Alexandrina does not have a significant multicultural population and this was therefore not a factor in programming)

- projects that had the potential for lasting impact by building knowledge, skills, capacity and relationships were given priority and avenues for upskilling were routinely explored.
- A policy of 'never saying no' when approached regarding local initiatives. Clearly not all project ideas come fully formed to the table and many were, at first glance, simply not appropriate uses of arts funding. However, a little lateral thinking would nearly always result in a worthwhile project, and served to encourage people to think differently, change attitudes and increase their confidence. There were very few exceptions where the initiators chose not to acknowledge our recommendations and consequently very few ideas proffered that did not result in projects coming to fruition.
- Making the best use of resources – for example, utilising visiting artists for more than one project saved on travel costs, timing launches and openings with other events such as *Saltwater SurfArtFest* capitalized on existing publicity and technical costs and creating potentially lasting relationships between community groups rather than handing over funds (e.g. the Strathalbyn Men's Shed created props and sets for the Strathalbyn Youth Players). Many of these options were only available due to the intensive amount of activity happening at the one time.
- Construction of a program with a local flavor which celebrated the uniqueness of the region by keeping a balance between high quality imported product and locally generated initiatives.



Wet Paint Youth Ensemble production, *Dreams*, Photo Richard Hodges

# ATTACHMENT A

## Statistics Summary 2012 – 2014

ATTENDANCE/PARTICIPATION	Goolwa 2012	Alexandrina 2013	Alexandrina 2014	Grand Total 3 years
<b>TOTAL</b>	<b>53711</b>	<b>29929</b>	<b>44714</b>	<b>128354</b>
Attendances at Indoor visual events	32052	19343	21862	73257
Attendances at Outdoor Visual Events	846	0	6000	6846
Attendances at performances (with fixed capacity)	7944	4083	5442	17469
Attendances performances (with no fixed capacity)	9812	4410	10052	24274
Participation in hands on sessions	1549	1774	985	4308
Participation in History/Heritage events and projects	364	100	130	594
Participation in creation of new work	719	139	142	1000
Participation in community conversations	425	80	33	538

EVENTS/ACTIVITIES/PROJECTS	Goolwa 2012	Alexandrina 2013	Alexandrina 2014	Grand Total 3 years
<b>TOTAL</b>	<b>545</b>	<b>372</b>	<b>416</b>	<b>1333</b>
No. of Indoor exhibitions (visual arts)	27	14	23	64
No. of Gallery public events	27	19	24	70
No. of Outdoor Visual Events	8	0	8	16
No. of new works created locally through <i>Just Add Water</i>	23	28	21	72
No of hands-on sessions (days)	350	240	230	820
No of community conversation sessions	8	2	2	12
No of film/projection events	12	27	44	83
No of major public events	3	2	4	9
No of performance-based events	87	40	60	187

<b>OTHER STATISTICS</b>	<b>Goolwa 2012</b>	<b>Alexandrina 2013</b>	<b>Alexandrina 2014</b>	<b>Grand Total 3 years</b>
Residencies	14	2	2	18
Performance-based productions	48	36	43	127
Exhibition days	730	608	690	2028
Average % of capacity (ticketed performances)	89%	78%	68%	78%
Free Events	370	247	210	827
Free events as % of total	68%	66%	52%	62%
Opportunities for Indigenous cultural awareness	16	12	15	43
Hands-on participants (across all projects)	3564	2270	1231	7065
Schools attendances (also in overall total)	3902	948	1225	6075
Residency Days	122	9	16	147
Projects funded through <i>Just Add Water</i> (some included multiple events)	89	53	88	230
Presented works with additional community engagement opportunities	206	212	176	594
% of presented works with additional community engagement opportunities	39%	57%	44%	47%
Participating artists	360	305	369	1034
Participating local professional artists	140	89	137	366
Opportunities to express local stories	308	411	144	863
Opportunities to build local skills/capacity	39	26	41	106
SA metro-based artists employed (days)	736	353	197	1286
Regional artists employed (days)	251	132	460	843
PD/mentor: artists or artworkers (days)	116	118	173	407
Utilisation of non-standard venues	45	16	24	85
New audiences reached (events)	51	17	19	87
New ongoing partnership developed	22	16	12	50
Opportunities for profile of local artist(s)	27	25	50	102
Major SA Arts Orgs involved	17	7	4	28
Non Major SA Arts companies involved	30	16	10	56
Interstate Arts Companies	14	3	2	19
Events in Goolwa (site of RCC hub)	479	227	216	922
Events in Goolwa (as % of total)	88%	61%	56%	68%
Events elsewhere in region	65	144	194	403
Events elsewhere in region (% of total)	12%	39%	43%	31%

# ATTACHMENT B

---

JUST ADD WATER 2012 – 2014

## WHAT, WHEN, WHERE AND HOW MANY

### NUMBER OF ACTIVITIES, EVENTS & PROJECTS

	2012	545
	2013	372
	2014	413
<b>GRAND TOTAL</b>	<b>2012-2014</b>	<b>1330</b>

### PARTICIPATION

	2012	53,711
	2013	29,929
	2014	44,714
<b>GRAND TOTAL</b>	<b>2012-2014</b>	<b>128,354</b>



Wooden Boat Exchange: surfboard maker Nick Brauer and artist Gerry Wedd, photo Grant Hancock

# EXHIBITIONS AND GALLERY EVENTS

NUMBER OF GALLERY EVENTS		
TOTAL	2012	54
	2013	33
	2014	47
	2012-2014	134

PARTICIPATION		
GRAND TOTAL	2012	32,052
	2013	19,343
	2014	21,862
	2012-2014	73,257

EVENT	WHEN	WHAT	WHERE	HOW MANY
<b>2012</b>				
<i>Prospects</i>	Dec/Jan	CASA touring exhibition inc artist talk	Signal Point Gallery	1165
<i>Double Vision/ Eva Jager Artists' Books</i>	Jan/Feb	Exhibition by local artists	South Coast RAC	1234
<i>New in Town</i>	Jan/Feb	Curated exhibition of local professional artists	Signal Point Gallery	2909
<i>Generate</i>	Feb/Mar	JamFactory exhibition	South Coast RAC	704
<i>Wata (wind)</i>	March	CASA touring exhibition	Signal Point Gallery	1288
<i>Buffalo, Bird Bandicoot</i>	March/April	CASA touring exhibition	South Coast RAC	1264
<i>Patricia Piccinini</i>	April/May	Art Gallery of SA exhibition	Signal Point Gallery	2708
<i>Alexandrina Art Prize</i>	April	Locally curated exhibition	Centenary Hall	1500
<i>Mayor's Selection</i>	April/May	Locally curated exhibition	South Coast RAC	532
<i>Grounded</i>	May	Local artist: Cheryl Anne Brown	Signal Point Gallery	1999
<i>Drawing in Motion</i>	June	Exhibition from school residency	South Coast RAC	1433
<i>Our Mob 2012 On Tour</i>	June/July	CASA touring exhibition	Signal Point Gallery	1105
<i>The Lost Tools of Henry Hoke</i>	August	CASA touring exhibition	South Coast RAC	1720
<i>Plastic Fantastic &amp; Archers Arcadia</i>	August	2 exhibitions: Annabelle Collett and David Archer	Signal Point Gallery	2593
<i>Experts' Eye: revealing hidden treasures</i>	August	Nick Mitzevich/Jane Hylton/Richard Heathcote	Strathalbyn Sports Centre	60
<i>Allegoria Sacra</i>	August	Art Gallery of SA moving image event	Centenary Hall	184
<i>Painted Words</i>	September	Local artist: Nyorie Bungey	South Coast RAC	775
<i>Rita Hall – Museum Studies</i>	September	CASA touring exhibition	Signal Point Gallery	1075
<i>Colour Me Senseless</i>	September	local youth exhibition	Centenary Hall	1200
<i>Life in your hands/in the nature of things</i>	October	2 exhibitions: National touring /local artist Michael Bryant	Signal Point Gallery	2096
<i>Talking skirt</i>	October	Installation for Kumuwuki/Big Wave	South Coast RAC	513
<i>Flow:</i>	November	Lyn Wood	South Coast RAC	596
<i>Stratum: Yvonne East</i>	November	CASA's Breaking Ground Professional Development Award	Signal Point Gallery	1015
<i>Concentric:</i>	December	Local artist: Audrey Kooyman	South Coast RAC	1265

<i>Braveheart</i>	December	Local artist: Barbary O'Brien	Signal Point Gallery	1119
<b>2013</b>				
<i>Robert Hannaford Open Studio</i>	Jan/Feb	Country Arts SA/Regional Galleries Assoc touring exhibition	signal point gallery	4739
<i>Concentric</i>		Local artist: Audrey Kooyman	South Coast RAC	1283
<i>Wooden Boat Exchange</i>	February	<i>Just Add Water</i> /Craftsouth collaborative trades project	South Coast RAC	1054
<i>Wooden Boat Exchange In Conversation</i>		Artist Talk	South Coast RAC	18
<i>Murundi Ruwe Pangari Ringbalin</i>		Ngarrindjeri exhibition	signal point gallery	1882
Rita Hall and Peter Millar	March - May	Local artist exhibition	South Coast RAC	723
Rita Hall floor talk		local artist talk	South Coast RAC	22
Ronald Adams Retrospective	June - July		South Coast RAC	649
Ronald Adams Retrospective	June	artist floor talk	South Coast RAC	21
<i>Time and Place: Christopher Houghton</i>	May - July	photographic exhibition with Ngarrindjeri subjects	signal point gallery	944
<i>who are you, what time is it, how do you know</i>	July	Margaret Worth	signal Point Gallery	1114
Margaret Worth Floor Talk	July		signal Point Gallery	65
<i>Points of Contact</i>	July - Sep	local artist: Michael Bryant	South Coast RAC	689
Michael Bryant floor talk			South Coast RAC	18
<i>Some windmills are real</i>	Sept - Oct	Kit Chambers	signal Point Gallery	1693
Kit Chambers floor talk	Sept		signal Point Gallery	25
<i>Another Time, another Place:</i>	Sept - Oct	Artists Voice Collective	South Coast RAC	539
Artists Voice Collective	Sept	Floor Talk	South Coast RAC	18
Fleurieu Art Prize: Sculpt 13	Oct- Nov		Signal Point Downstairs	100
<i>Beyond Bravura</i>	Oct- Nov	JamFactory touring exhibition: Stephen Bowers	Signal Point	2129
Stephen Bowers floor talk	October		Signal Point	35
<i>From a Sunday too Far Away</i>	December	SA Film Corp: major organisation	Signal Point	896
<i>Drawing on Country</i>	Dec - Jan	Result of plein air events	South Coast RAC	667
Drawing on Country		Floor talk	South Coast RAC	20
<b>2014</b>				
<i>Yvonne East solo exhibition</i>	January	Local Artist exhibition	South Coast RAC	619
Yvonne East solo exhibition floor talk		local artists floor talk	South Coast RAC	35
<i>Waterfront: where water meets land</i>	January	25 south Australian artists - 8 local: curator Annabelle Collett	signal point	1945
<i>Endeavour</i>	March	local artist solo exhibition: Peter McLachlan	signal point	1717
<i>Salt</i>	March/April	local artist solo exhibition: Dana Fatchen	South Coast RAC	1198
An afternoon in Venice: Carol Gaston talk	March	Art talk by local art collector	signal point theatrette	35
Alexandrina Art Prize	April	local Rotary Art Prize	signal point gallery	1900
Coach House Studios		South coast Regional Art Centre studios: first solo exhibition	Coach House Studios	1500
<i>Flyer and Fin</i>	May	local artist Richard Hodges: Saltwater Festival event	South Coast RAC	845
<i>Surface Tension</i>		Saltwater Festival curated exhibition: local surf artists	signal point gallery	1390
<i>Ebb Tide: Gerry Wedd and Chris de Rosa</i>		Saltwater Festival curated exhibition: local surf artists	south seas books	100
Saltwater Short Film loop		saltwater Festival event in conjunction with Film Fest	Signal point theatrette	30

Antiques and Collectibles Fair	June (2 days)	Currency Ck Antiques & Collectibles	signal Point Downstairs	1244
<i>The Journey</i>	June/July	NAIDOC week exhibition by Tandanya	signal point gallery	963
<i>Sea/Change:</i>	July/August	SALA Festival: solo exhibition by local artist : Margie Hooper	signal Point Gallery	1344
<i>Essence of Place</i>		SALA Festival: solo exhibition by local artist : Audrey Kooyman	South Coast RAC	837
Margie Hooper artist demo		SALA festival event	signal Point theatrette	23
Digital drawing artist demo		SALA Festival event: artist Sally Parnis	signal Point theatrette	12
<i>Liminal</i>	Sept/Oct	Local artists: Helen Stacey & Gaynor Hartvigsen	signal Point Gallery	1336
<i>The Black Faced Shag:</i>		local artists Michelle Murray, Richard Hodges, Jerra Hill + 6 local artists exhibition in conjunction with performance	South Coast RAC	576
Carole Bann	October	local artist solo exhibition	South Coast RAC	553
<i>the Way</i>	Oct/Nov	local artist solo exhibition: Henny van den Wildenberg	signal Point Gallery	1188
Coach House Studios exhibition	November	second exhibition by local artist studios	Coach House Studios	458
<i>Colour me Senseless</i>	November	youth exhibition inc youth curator mentorship	signal Point Downstairs	236
<i>Drawing on Country</i>	December	exhibition arising from day long drawing event: Year 2	South Coast RAC	364
<i>the Raincurtain</i>		public artwork depicting community feedback for JAW	Signal Point downstairs	150
<i>From Home to Here</i>		local artist exhibition: Lyn Wood, Cheryl Anne Brown, Jane Hylton	signal Point Gallery	1264



*Surface Tension* exhibition Signal Point Gallery, including *Plastic Wave* by Annabelle Collett; part of *Saltwater SurfArtFest*

# OUTDOOR VISUAL ARTS EVENTS

NUMBER OF OUTDOOR VISUAL ART EVENTS		
TOTAL	2012	8
	2014	8
	2012-2014	16

PARTICIPATION		
TOTAL	2012	846
	2014	6,000
	2012-2014	6,846

\* most outdoor visual events are in the public realm and attendance numbers are not available

EVENT	WHEN	WHAT	WHERE	HOW MANY
<b>2012</b>				
ArtBurst	Jan - Dec	Myriad guerilla art happenings by local community	Around Goolwa	
Alexandrina Farmgate Festival	Jan - April	ephemeral artworks created around the region	across Alexandrina	846
Station to station	Jan- Aug	Moving artwork #1 on passenger train carriage		
a slow seed	October	Kumuwuki event Artist Hiromi Tango	goolwa train station	
dying to tell	October	Kumuwuki event: installation involving local community	centre for positive aging lawns	
Home	October	Kumuwuki event: Artist Craig Walsh; project initiated for Murray Bridge RCC	neighbour reserve	
simulacrum	October	Kumuwuki event: photographic projections by local artist Richard Hodges	goolwa wharf	
Station to Station	ongoing	Moving artwork #2 on passenger train	Cockle Train Route	
<b>2014</b>				
Drawing on Country	October (2013)	plein air drawing event leading to exhibition	Raukkan, Goolwa, Clayton, Milang	68
Saltwater street decoration	May	Street art by local artists: Coordinator Annabelle Collett		
Saltwater stobie poles	May - ongoing	Street art by local artists: Coordinator Barbary O'Brien		
Contemperate	May	Major ephemeral public art project	Freemans Knob to Middleton Point	6000
Wave of the Day:	May - ongoing	sculpture by local artist Chris Murphy	middleton	
Drawing on Country	October	plein air drawing event leading to exhibition	Raukkan, Goolwa, Clayton, Milang	68
Mt Compass Wetland facilities	July - Dec 2014 and ongoing	collaboration with Martin Corbin and Randall Cooper	Mt Compass Wetland	

# PERFORMANCES & SCREENINGS (FIXED CAPACITY)

NUMBER OF FIXED CAPACITY EVENTS		
	<b>2012</b>	<b>67</b>
	<b>2013</b>	<b>26</b>
	<b>2014</b>	<b>29</b>
<b>TOTAL</b>	<b>2012-2014</b>	<b>122</b>

PARTICIPATION		% OF CAPACITY	
	<b>2012</b>	<b>7,944</b>	<b>89%</b>
	<b>2013</b>	<b>4,083</b>	<b>78%</b>
	<b>2014</b>	<b>5,442</b>	<b>68%</b>
<b>TOTAL</b>	<b>2012-2014</b>	<b>17,469</b>	<b>78%</b>

EVENT	WHEN	WHAT	WHERE	HOW MANY
<b>2012</b>				
Stella Angelico and the Wilhelm Scream	March	Adelaide Festival event	Centenary Hall	120
Edward and Edwina Emu on Tour	March	new production produced by CASA with the ASO	Centenary Hall	654
Masterworks in Goolwa	March	Concert #1 of 4 Day ASO residency	Centenary Hall	209
Afternoon with the ASO	March	Concert #2 of 4 Day ASO residency	Centenary Hall	195
Twilight with the ASO	March	Concert #3 of 4 Day ASO residency	Centenary Hall	195
Andrew Goodwin and Daniel de Borah	March	Concert #4 of 4 Day ASO residency	Currency Creek Winery	138
James Morrison and Friends	April	Collaboration with Elder Conservatorium	Centenary Hall	220
Three Stuffed Mums	April	Intro show for comedy workshop series	Centenary Hall	210
Dance Week Showcase	May	Community Dance event featuring ADT	Centenary Hall	159
What a Man's Gotta Do	May	CASA touring show	Centenary Hall	120
The United Gig (JMG)	May	Results of workshops: Robert Petchell	Centenary Hall	80
Taikoz: Shifting Sand	June	CASA touring show	Centenary Hall	172
War Mother	June	State Theatre Education show with Q&A	Centenary Hall	196
Youth Showcase	June	local youth event	Centenary Hall	100
Just Add Voices	July	Results of community choir project	Centenary Hall	203
3 Stuffed Mums:	July	results of comedy workshop series	Centenary Hall	190
A Musical Soirée	August	community fundraiser	Centenary Hall	233
Erth: I, Bunyip (2 perfs)	August	CASA touring show	Centenary Hall	170
Man Covets Bird (schools)	August	Slingsby Theatre Production	Centenary Hall	332
Man Covets Bird (public)	August	Slingsby Theatre Production for families	Centenary Hall	203
Goolwa & Strath Bands: Spring Concert	September	Community Concert	Centenary Hall	189
A Lion in the Night	September	Patch Theatre Production for ages 4-8 + engagement with schools	Centenary Hall	780
If there was a colour darker than black	October	Site specific performance through CASA Local Stages	Bus tour	228
I Met Goolwa (10 days)	October	Site specific performance for Kumuwuki	South Coast RAC	144

EVENT	WHEN	WHAT	WHERE	HOW MANY
Involuntary	October	Dance performance	Centenary Hall	228
In the Dark	October	Theatre Production	Goolwa Lakeside Caravan Park	56
Southern Encounter	October	Site specific performance for Kumuwuki	Train journey	100
democratic set screening	October	Film project by Back to Back theatre with community members	signal point theatrette	43
Slingsby: Cheeseboy (schools x 3)	November	Theatre Production for ages 10 and over	Centenary Hall	347
Slingsby: Cheeseboy (public x 3)	November	Theatre Production for ages 10 and over	Centenary Hall	177
Windmill: Grug	November	theatre production for ages 1-5	Centenary Hall	1238
Come Ye Sons of Art	November	Baroque music performance with workshopped local chorus	Signal Point Lower Level	166
This (Baby) Life	November	Theatre Production for ages 18 months to 2 years	Goolwa, Strath and Victor Libraries	149
<b>2013</b>				
Janet Seidel Trio performance	January	Performance in conjunction with ukulele workshops	centenary Hall, Goolwa	126
Nick Parnell World Rhythms		Percussion concert	centenary Hall, Goolwa	86
Nearly Neil		CASA touring production featuring guest spot by local Fleurieu's got talent winner	centenary Hall, Goolwa	216
Under my Feet screening	April	result of major film/dance/music project	signal point theatrette	45
Girls from Oz	April	Centenary Hall matinee series	centenary Hall, Goolwa	118
Mr McGee and Biting Flea		Patch theatre company school holiday 4 performances	centenary Hall, Goolwa	588
Dance Week Showcase	May	Community dance groups inc new work "Coming Home"	centenary Hall, Goolwa	59
Age is Just A Number		RIAUS science organisation production	centenary Hall, Goolwa	100
Bindjareb Pinjarra		Come Out performance	centenary Hall, Goolwa	100
Down Shamrock Road		Commercial Hire	centenary Hall, Goolwa	210
Black Screen		Free screenings/Indigenous films Nat Film and Sound Archive	centenary Hall, Goolwa	70
Random State Theatre	June	State Theatre Education Production	centenary Hall, Goolwa	117
Skip		Dance performance for ages 4-9	centenary Hall, Goolwa	68
Southern Fleurieu Film Society	Monthly	screenings	theatrette signal point	180
Uni of the 3rd Age opera screenings	Monthly	new initiative for Signal Point theatrette	theatrette signal point	150
Three Stuffed Mums performance	July	performance prior to workshop series	centenary Hall, Goolwa	135
Sputnikz		Cirkidz performance at conclusion of workshop series	centenary Hall, Goolwa	166
Home Brew CD launch	August	Concert: culmination of major songwriting workshop project	Centenary Hall	114
Scaredy Kat		SA based company: schools performance	Centenary Hall	146
Scaredy Kat		SA based company: schools performance	Encounter Lutheran School	100
I Heart Bunnings: Harley Breen	September	CASA touring production (Shows on the Road new presenter)	Mt Compass Supper Club	40
School Screen	October	Free screenings of films from Nat Film and Sound Archive	Centenary Hall	277
Uncharted Waters and Saltwater launch		Adelaide Film Festival screening and launch of Saltwater festival	centenary Hall	216
Goolwa Concert Band	November	local arts organisation	Centenary Hall	180

EVENT	WHEN	WHAT	WHERE	HOW MANY
Annual Concert				
Band of the SA Police Christmas Concert		SA based company	centenary hall	183
Wet Paint Dreams Production	December	Culmination of major youth theatre program	goolwa primary school	153
Wet Paint Dreams Production	December	Culmination of major youth theatre program	centenary hall	140
<b>2014</b>				
southern fleurieu film society screenings	February	expansion of film society sees move to bigger venue	Centenary Hall	124
Uni of the 3rd age opera screenings	monthly	new initiative	signal point theatrette	240
pirates to pinafore (2 perfs)	March	light entertainment	Centenary Hall, Goolwa	285
Text 1 2 3 Play readings	March	new initiative for Signal Point theatrette: Danielle Johnstone	Centenary Hall, Goolwa	12
simply sinatra	March	Country Arts SA touring production	Centenary Hall, Goolwa	216
southern fleurieu film society screenings	March	expansion of film society sees move to bigger venue	Centenary Hall	112
cirkidz Production Nest	April	Performance following workshop series	Centenary Hall, Goolwa	216
southern fleurieu film society screenings	April	expansion of film society sees move to bigger venue	Centenary Hall	110
Saltwater Film Fest launch: Last Paradise	May	Saltwater Film Festival event inc Q&A	Port Elliot Institute	121
Saltwater FF: The Heart and the Sea		Saltwater Film Festival event	Port Elliot Institute	9
Saltwater FF: Saltwater Hero shorts/Missing		Saltwater Film Festival: inc selected work by local filmmakers	Port Elliot Institute	117
Saltwater FF: Mothers' Day Matinee		Saltwater Film Festival event	Port Elliot Institute	47
Saltwater FF: Minds in the Water		saltwater film festival event	Port Elliot Institute	7
Saltwater Film Festival: Spirit of Akasha		saltwater film festival event	Port Elliot Institute	85
Road Trip		Country Arts SA touring production (Shows on the Road)	Centenary Hall, Goolwa	130
Jesikah: State Theatre Company		Ed production by Major Org: now embedded in touring circuit	Centenary Hall, Goolwa	193
yes I remember it well		light entertainment	Centenary Hall, Goolwa	209
Black Screen		screenings of indigenous films	Centenary Hall, Goolwa	102
southern fleurieu film society screenings	May	expansion of film society sees move to bigger venue	Centenary Hall	100
southern fleurieu film society screenings	June	expansion of film society sees move to bigger venue	Centenary Hall	97
Text 1 2 3 Play readings	June	new initiative for Signal Point theatrette	signal point theatrette	32
southern fleurieu film society screenings	July	expansion of film society sees move to bigger venue	Centenary Hall	115
<i>The Mouse The Bird The Sausage</i>	Aug 2 perfs	Slingsby Theatre Company	Centenary Hall	132
Wet Paint Production: <i>Peter Pan</i>		Major Project: Youth theatre development program	Centenary Hall, Goolwa	100
<i>Past Jazz Greats</i>	July	jazz performance (with accompanying vocal workshop)	Centenary Hall, Goolwa	129
Denise Drysdale		light entertainment	Centenary Hall, Goolwa	222

EVENT	WHEN	WHAT	WHERE	HOW MANY
southern fleurieu film society screenings	August	expansion of film society sees move to bigger venue	Centenary Hall	103
<i>Cranky Bear</i>	September (4 perfs)	Patch Theatre Company	Centenary Hall, Goolwa	802
text 1 2 3 play readings	september	new initiative by Danielle Johnstone	signal point thetrette	10
southern fleurieu film society screenings	september	expansion of film society sees move to bigger venue	Centenary Hall	91
<i>the Black Faced Shag</i> performance	September (2 perfs)	local artists Michelle Murray/Richard Hodges/Jerra Hill	south coast regional art centre	100
<i>Space Encounters</i>	October (2 perfs)	school holiday production by Adelaide based company	Centenary Hall, Goolwa	70
Grace Barbe		CASA touring show	Centenary Hall, Goolwa	108
<i>Vibes Virtuoso: Nick Parnell</i>		Adelaide based artist	Centenary Hall, Goolwa	70
southern fleurieu film society screenings	October	expansion of film society sees move to bigger venue	Centenary Hall	75
School Screen: <i>Oakie's Outback Adventure</i>		Free screenings of films from Nat Film and Sound Archive	Centenary Hall, Goolwa	66
School Screen: <i>Beneath Hill 60</i>		Free screenings of films from Nat Film and Sound Archive	Centenary Hall, Goolwa	40
<i>Laugh Out Loud</i> strathalbyn comedy	August	result of comedy workshops	Chapel St theatre strathalbyn	100
Band of the SA Police Christmas Concert	November	SA based company	Centenary Hall, Goolwa	188
southern fleurieu film society screenings	November	expansion of film society sees move to bigger venue	Centenary Hall	75
<i>Unpack This!</i>		CASA touring show (Shows on the Road): new presenter group	Mt Compass Supper Club	67
southern fleurieu film society screenings	December	expansion of film society sees move to bigger venue	centenary hall	95
Wet Paint Horror Humour Show	December	youth theatre new short film screenings and performance	Centenary Hall	120



Just Add Voices Community Choir performance, Centenary Hall

# PERFORMANCES & SCREENINGS (NO FIXED CAPACITY)

NUMBER OF EVENTS		
	<b>2012</b>	<b>20</b>
	<b>2013</b>	<b>14</b>
	<b>2014</b>	<b>31</b>
<b>TOTAL</b>	<b>2012-2014</b>	<b>65</b>

PARTICIPATION		
	<b>2012</b>	<b>9,812</b>
	<b>2013</b>	<b>4,410</b>
	<b>2014</b>	<b>10,052</b>
<b>TOTAL</b>	<b>2012-2014</b>	<b>24,274</b>

EVENT	WHEN	WHAT	WHERE	HOW MANY
<i>Watersong</i>	January	Major event with State Opera, Adelaide Art Orchestra and 100s of community participants	Goolwa Wharf	4500
ASO Open Rehearsal	March	rehearsal attended by aged care and schools	Centenary Hall	50
Adelaide Fringe Caravan	March	5 fringe performances outdoors	Goolwa Wharf	1500
<i>Crossing Roper Bar</i>	March	Australian Art Orchestra and Ngukurr Arts in conjunction with the exhibition WATA: Wind	Signal Point	300
ASO Open Rehearsal	March	rehearsal attended by aged care and schools	Centenary Hall	100
Afternoon with James Morrison	April	open masterclass	Centenary Hall	64
Dance Week Film screenings	May	screenings curated by Ausdance (SA)	Signal Point	638
Argentinian Mulonga	May	Dance week event	Rotunda	135
<i>Democratic Set</i> screening	June	end of production week screening	Centenary Hall	60
<i>Flying Over Water: Cirkidz</i>	June	Cirkidz Aerial performance prior to workshops	Signal Point	600
Kondoli stories	July	NAIDOC Ngarrindjeri Storytelling inside Kondoli the inflatable Whale	Neighbour Reserve	150
Ukelele Open Mic concert	August	End of workshop concert	Centenary Hall	150
Coriolis effect	October	Site specific work developed for Kumuwuki/Big Wave	Around Goolwa	39
<i>Be Prepared</i>	October	Site specific work developed for Kumuwuki	steam exchange	26
Adam Page's Elbow Room	October	Kumuwuki/Big Wave club - interior design by local artist A. Collett	Steam Exchange Brewery	1500
<b>2013</b>				
Adelaide Fringe	March	return visit by Adelaide Fringe Caravan at Goolwa Wharf	Goolwa wharf	900
Poetry of the Fleurieu	monthly	new initiative for Signal Point	signal point theatrette	120
<i>world rhythms</i> public forum	March	public forum prior to concert	centenary Hall, Goolwa	45
<i>One River: A small man in a small boat</i>	August	Centenary of Canberra production	signal Point Gallery	120
Jazz on the Deck	October	new initiative for Signal Point	signal point Deck	150

EVENT	WHEN	WHAT	WHERE	HOW MANY
Inaugural Goolwa Poetry Cup	November	new initiative for Signal Point	Council Chambers	45
Strath Players Comedy	November	result of comedy workshops	Chapel Theatre, Strathalbyn	30
<i>Christmas Where the Angas Flows</i>	December	Major event with new arts inclusions (dance, live art, music)	Strathalbyn	2500
Live Art Strath Youth (part of Christmas event)	December	result of youth theatre program	strathalbyn shopfront	500
<b>2014</b>				
Southern Fleurieu Film Society Mobile Film Unit	monthly	Expansion of society through purchase of mobile projection equipment	Milang/Clayton	203
<i>Boxcars of Australia</i>	January	Major Strathalbyn car event/result of cardboard car workshops	Strathalbyn Oval	200
<i>Fringe in Goolwa</i>	March	Major organisation 3rd year in a row/now annual event	Jaralde Park	1500
<i>Jazz on the Deck</i>	March	new addition to Adelaide Fringe day	signal point deck	200
<i>Saltwater Kondoli</i>	May	Ngarrindjeri storytelling/ inflatable:	Middleton Point	55
<i>Lakes Angel</i>	May	new site specific work creative development showing	Amelia Park	120
<i>Saltwater</i>	May	Major community event: outdoor event with surf focus	Middleton Point	2100
<i>Saltwater launch</i>	May	Major community event launch	Pt Elliot Surf Life Saving Club	180
<i>Saltwater: Surf Themed Open Mic Night</i>		Major community event: music	Royal Family Hotel Port Elliot	100
<i>saltwater: GT Stringer</i>		Major community event: music	Middleton tavern	100
<i>Saltwater: Music at the Garage/ projections</i>		Major event: music and outdoor visual art	Middleton Main Street	150
<i>Saltwater: Guided Ngarrindjeri walks</i>		Major community event: Ngarrindjeri cultural awareness	Basham's Beach	30
<i>Saltwater: Music at Surf and Sun</i>		Major community event: music inc workshops	Surf and Sun lawns	550
Strath youth players		Performance by youth players aged 9-14	Chapel Theatre	45
Strath youth players		Performance by youth players aged over 15	Chapel Theatre	30
<i>Telling our stories launch</i>	May	Launch of major film project: 10 short films.	Strathalbyn Town Hall	145
Southern Fleurieu Film Soc Mobile Film Unit	monthly	Expansion of film society through purchase of mobile projection equipment	Milang/Clayton	169
Strath Players Quiz night	September	Comedy performance opp following workshops	Chapel St Theatre	42
Goolwa Poetry Cup	November	poetry slam - result of funded workshops	signal Point Gallery downstairs	105
Man of Steel (7 perfs)	November	part of 2 year youth tutor mentorship for Strathalbyn Youth Players	Chapel Theatre, Strathalbyn	273
Christmas Where the Angas Flows	December	major community event with <i>Just Add Water</i> elements	Strathalbyn	3200
Telling our stories outdoor screening	2015 January	public screening of locally made films	Pt Elliot foreshore	205
Explore	Jan 2015	Artist: Tammy Arjona-Wheeler/result of new funding program	Signal Point Gallery (Embody opening)	300
Explore	Jan 2015	Artist: Tammy Arjona-Wheeler	Currency Ck Winery	50

# HANDS ON SESSIONS

NUMBER OF EVENTS		
	<b>2012</b>	<b>350</b>
	<b>2013</b>	<b>240</b>
	<b>2014</b>	<b>230</b>
<b>TOTAL</b>	<b>2012-2014</b>	<b>820</b>

PARTICIPATION		
	<b>2012</b>	<b>1,549</b>
	<b>2013</b>	<b>1,774</b>
	<b>2014</b>	<b>985</b>
<b>TOTAL</b>	<b>2012-2014</b>	<b>4,308</b>

EVENT	WHEN	WHAT	WHERE	HOW MANY
<b>2012</b>				
Service Skills SA Tech training (2 weeks)	December 2011	Training for 15 people, leading to employment throughout <i>Just Add Water</i> and Kumuwuki		20
Massive Mob	Nov - Jan	Dance flashmobs developed with community for Watersong	Around Alexandrina	29
Drawing in Motion (1 wk)	February	Artist Residency at Goolwa Primary School	SCRAC	90
ABC Open Now and Then Series 2 (2 days)	March	Digital workshops conducted by ABC Open	Centenary Hall Green Room	15
Lake's Angel	April (2 days)	Kids School Holiday program/set construction	Signal Point Lower Level	46
The Jam, the mix the gig	May	community based music program co-funded by Mental Health	Centenary Hall	18
Argentinian Mulonga Dance	May	dance workshops during Dance Week		12
3 Stuffed Mums	May	Standup comedy training for mums	Centenary Hall	27
Taikoz Drumming Workshop	June	Workshop with Taikoz performance	Centenary Hall	25
Drawing in Motion (2 wks)	June	Artist Residency at Goolwa Primary School	SCRAC	90
3 Stuffed Mums	June	Standup comedy training for mums	Centenary Hall	15
3 Stuffed Mums	June	Standup comedy training for mums	Centenary Hall	15
3 Stuffed Mums	June	Standup comedy training for mums	Centenary Hall	15
Just Add Voices (20)	May/June /July	Combined choir rehearsals for performance	Strathalbyn and Goolwa	38
Cirkidz Aerial (5 days)	July	Workshops for 10 children aged 10 - 17	Signal Point Lower	10
The Sponge (4days)	July	kids school holiday hub for Our Mob exhibition	Signal Point Lower	167
Ukelele making workshop	August	participants made ukuleles and learnt to play	centenary Hall	20
Station to Station (mentees)	August (4 weeks)	young aerosol artists working with professionals	SteamRanger	3
ukelele come 'n' try	August	come n try ukulele workshop	centenary Hall	70
Ngarrindjeri weaving	Sept	traditional weaving technique	milang old school house	28
Batik making (4 days)	October	Art of Batik and cultural exchange with	stables at SCRAC	18

EVENT	WHEN	WHAT	WHERE	HOW MANY
		Ernabella (KuArts)		
Lake's Angel	Sept (2 days)	props making, movement and makeup workshops	Signal Point Lower Level	9
Off the couch (4 days)	Sept	Carclew music symposium	centenary Hall	17
weaving workshops (2days)	Sept	Ngarrindjeri Weaving for Kumuwuki/Big Wave		73
Naïve Art (2 days)	Sept	Painting workshops	Create & Connect	20
Sandwriters conference glass project	July - Sept	Change & Adaptation Writing Project for Kumuwuki Big Wave		20
Laugh yourself well	July - Sept	change & Adaptation Comedy writing Project		22
Ngarrindjeri sharing Circle	Oct	2 days Ngarrindjeri Cultural Awareness Event for Kumuwuki/Big Wave	Jekejeri Park	300
Involuntary workshop	October	Dance workshop	centenary Hall	14
The Sponge (5 days)	Sept	Kids school holiday hub focussed on Rita Hall	Signal Point Lower	221
This (Baby) Life Workshops	November	PD with Sally Chance for child care workers	Victor, Goolwa, Strath Libraries	47
Come Ye Sons of Art (3 days)	November	Workshops for to performance	Signal Point (Lower)	35
<b>2013</b>				
the Sponge (4 days)	January	Kids school holiday hub	Signal point (lower)	154
Robert Hannaford: volunteer floor talk	January	volunteer training opportunity	signal point	25
Janet Seidel ukulele	January	workshops in conjunction with performance	centenary Hall	30
Janet Seidel ukulele	January	workshops in conjunction with performance	Victor Harbor	18
Janet Seidel ukulele	January	workshops in conjunction with performance	Pt Elliot	19
The Sponge (6 sessions)	April	Kids school holiday hub focussed on Ringbalin exhibition	Signal point (lower)	352
Murundi Ruwe Pangari Ringbalin:	March	volunteer training: floor talk	signal point	25
Wet Paint Workshops (13)	March - June	weekly workshops with theatre makers and director mentorship	centenary Hall	14
Wet Paint Intensive	April	intensive toward new production	centenary hall	11
volunteer training x 4	Jan - June	upskilling gallery volunteers	south coast RAC	60
Home Brew workshops (6)	May	songwriting and music business workshops	Hotel Elliot	14
Home Brew open mic (6)	May	open mic sessions following workshops	Hotel Elliot	14
Dance Week Showcase	May	local participants	centenary Hall,	22
time & Place	June	volunteer training floortalk	Signal Point	20
Wet Paint AC Arts	June	Adelaide excursion/career pathway session	Adelaide	10
Skip schools workshops	June	Dance workshop	Pt Elliot Kindergarten	44
Cirkidz workshops	July	specific workshops for Wet Paint youth	Centenary Hall	6
Wet Paint weekly and production week (21)	July - Dec	major youth theatre development project	centenary Hall, Goolwa	17
cirkidz workshops 2 sessions x 4 days	July	circus workshops for 8-13 year olds	centenary Hall, Goolwa	60
The Sponge: Time and Place wed am	July - 6 sessions)	kids school holiday hub focussed on Time and Place exhibition	signal point downstairs	223
Milang Common mentor (3)	July	local artist skills development with Dave Archer	Milang Common	3
Sputnikz (Cirkidz)	July	inclusion of workshop participants in perf	centenary Hall,	25
Box Wars intensive	Sept	3 full day workshops in set design leading to new production	centenary Hall, Goolwa	13
Three Stuffed Mums (3)	November	comedy workshops leading to performance	Chapel Theatre, Strath	9
Strathalbyn Youth Players	weekly	mentoring of tutors: major youth theatre development project	Chapel Theatre, Strathalbyn	38
Drawing on Country	October	plein air drawing event leading to exhibition	Raukkan, Goolwa, Clayton, Milang	68

EVENT	WHEN	WHAT	WHERE	HOW MANY
The Sponge: A Splash of Colour (6)	October	School hol kids hub/Gallery public programs	Signal Point (lower)	320
Live Art Strath Youth Theatre mentorship	December	live art performance at major event	Chapel Theatre, Strathalbyn	10
Digital Drawing workshops	December (5 days)	drawings made in school for projection at Christmas event		100
Just Add Voices Strathalbyn Christmas event weekly rehearsals	October-December	community choir developed for major event	strathalbyn town hall	50
<b>2014</b>				
Boxcars of Australia: car making workshops	January	cardboard cars made for 'race' at major event	Chapel Theatre, Strathalbyn	15
Surfboard Shapes - Students and local artists	March - May	street art for Saltwater festival: coord Annabelle Collett	for Saltwater	24
Text 1 2 3 play readings	March	local actors reading <i>Tender</i> by Nikki Bloom	signal Point theatrette	5
Cirkidz little Tiddlerz (2 sessions)	April	workshop program expanded to include younger/ongoing annual commitment by council	Centenary Hall, Goolwa	16
Cirkidz Big Tiddlerz (2 sessions)		circus workshop program expanded to include younger	Centenary Hall, Goolwa	16
Cirkidz Tackers (4 sessions)		circus workshop program expanded to include younger	Centenary Hall, Goolwa	16
Cirkidz Tweens (4 sessions)		circus skills workshops	Centenary Hall, Goolwa	16
The Sponge Kids Hub (Salt)		School holiday/Gallery public Program	signal Point downstairs	149
How to Price Your Work: Guildhouse		Gallery public program	signal Point theatrette	9
Saltwater: Saltwater Hero filmmaking	May	locals submit short film pitches to professional filmmakers		27
Saltwater FF: Meet the directors Forum		Saltwater Film Festival event	Port Elliot Institute	15
Saltwater: Saltwater Hero one on ones x 3		one on one tuition with professional filmmakers	Port Elliot Institute	6
Saltwater: Photographic workshops		photographic workshops with local artist Alice Bell	Port Elliot	10
Nunga Board making workshops		indigenous kids making/decorating surfboards: Artist Nick Brauer		6
Groms Craft with Wendy Williams		Kids hub at Saltwater Festival inc emerging artist mentorship	middleton point	97
Groms Craft with Rebecca Hicks		Kids hub at Saltwater Festival	middleton point	25
Saltwater: Smile and Drum workshops		drum making workshop leading to playing	Surf and Sun Middleton	10
Strath youth comedy workshops	May	comedy workshops with urban myth	Chapel Theatre Strathalbyn	15
Strathalbyn Christmas production mentorship	March - June	Major Project - youth theatre development	Chapel Theatre Strathalbyn	10
Wet Paint workshops (towards <i>Peter Pan</i> )	March - June (18 sessions)	regeneration of youth theatre ensemble	Centenary Hall	17
Strathalbyn Youth Players mentees	March - June (18 sessions)	weekly mentorships	Chapel Theatre Strathalbyn	3
Strathalbyn Youth Players	March - June (18 sessions)	major youth theatre development program	Chapel Theatre Strathalbyn	27

EVENT	WHEN	WHAT	WHERE	HOW MANY
	sessions)			
Wet Paint <i>peter pan</i> - dance workshops	May (3 sessions)	workshops with Jade Erlandsen to choreograph dance scenes	centenary hall	21
Text 1 2 3 play readings	June	local actors reading short works by Daniel Keene	signal Point theatrette	6
the Sponge (the Journey)	July	School holiday/Gallery public Program	Signal Point Lower	132
Wet Paint weekly workshops inc filmmaking	July - Dec	Major Project weekly sessions/mentorship	Centenary hall	21
Strath youth players weekly workshops	july - dec	Major Project weekly sessions/mentorship	Chapel theatre, strathalbyn	21
with Ms Trace	June	vocal workshop in conjunction with production	Centenary Hall	36
Generation of ideas: drawing Margie Hooper	August	SALA workshops: Gallery public program	Signal Point Lower	32
Don't forget to draw with Sally Parnis		SALA workshops: Gallery public program	Signal Point Lower	64
Text 1 2 3 play readings	Sept	<i>Rapture</i> by Joanna Murray Smith	signal Point theatrette	7
Making a soul vessel with Helen Stacey		Gallery public program	Signal point downstairs	9
Carole Bann drawing in precious metals		Gallery public program	south coast regional art centre	12
laugh Out Loud Strath comedy workshops	August/September	spin off from Three Stuffed Mums comedy workshops	Chapel Theatre Strathalbyn	6
Naturally Fascinating wearable art	November	Gallery public program	Signal Point Gallery lower level	36
Ngarrindjeri weaving and storytelling	2015	through inaugural council grant program	Create & Connect	25
Goolwa Poetry Cup: workshops and open mic	Nov	new initiative	Signal Point Gallery lower level	23



Cirkidz workshop, Centenary Hall, Photo Richard Hodges

# COMMUNITY CONVERSATIONS

NUMBER OF EVENTS		
<b>TOTAL</b>	<b>2012</b>	<b>8</b>
	<b>2013</b>	<b>2</b>
	<b>2014</b>	<b>2</b>
	<b>2012-2014</b>	<b>12</b>

PARTICIPATION		
<b>TOTAL</b>	<b>2012</b>	<b>425</b>
	<b>2013</b>	<b>80</b>
	<b>2014</b>	<b>33</b>
	<b>2012-2014</b>	<b>538</b>

EVENT	WHEN	WHAT	WHERE	HOW MANY
<b>2012</b>				
Ngarrindjeri/Ramindjeri forum	June (2011)	public community consultations	Alexandrina Council	38
Conversation Café	July (2011)	public community consultations	South Coast RAC	41
Conversation Café	July (2011)	public community consultations	South Coast RAC	48
Conversation Café	July (2011)	public community consultations	South Coast RAC	55
Lake's Angel public viewing	January (2012)	public viewing and feedback of set design development	Signal Point	150
conversation café	March (2012)	Cultural Leadership conversation	Signal Point	39
Telling Our Stories Forum	June (2012)	public community consultations for history project	Centenary Hall	9
conversation café	November (2012)	public community consultations about the future	Centenary Hall	45
<b>2013</b>				
Saltwater conversation café	September	major community event consultation	Middleton Community Hall	60
Christmas where the angas flows	September	community choir info session	Strathalbyn Town Hall	20
<b>2014</b>				
Christmas where the Angas Flows	September	community conversation and advice about the future	Strathalbyn	18
saltwater conversation café	September	community conversation and advice about the future	Middleton	15

# HISTORY & HERITAGE PROJECTS

NUMBER OF EVENTS		
	<b>2012</b>	<b>8</b>
	<b>2013</b>	<b>2</b>
	<b>2014</b>	<b>2</b>
<b>TOTAL</b>	<b>2012-2014</b>	<b>12</b>

PARTICIPATION		
	<b>2012</b>	<b>364</b>
	<b>2013</b>	<b>100</b>
	<b>2014</b>	<b>130</b>
<b>TOTAL</b>	<b>2012-2014</b>	<b>594</b>

EVENT	WHEN	WHAT	WHERE	HOW MANY
<b>2012</b>				
Artlab: Caring for Artefacts	March	Conservation workshop	Goolwa Library	25
Out of the Glass Case Roadshow	June (2 days)	SA Museum Schools program	Centenary Hall	253
Out of the Glass Case Roadshow	June (1 day)	SA Museum community program	Centenary Hall	26
History Lecture: Barbara Santich	August	History Council Forum	Centenary Hall	60
<b>2013</b>				
Telling Our Stories launch of Stage 1 films	May	Major project: launch of first 5 short films	Woodchester Hall	100
<b>2014</b>				
telling our stories launch	April	Major project: launch of all 10 short films	Strathalbyn Town Hall	130
telling our stories used as trailers	May - December	regular use with mobile film unit	Milang/Clayton/Goolwa	
telling our stories touchscreen	2015 January	touchscreen enabling viewing of films	Strathalbyn Medical Centre	
telling our stories screening	2015 January	Public outdoor screening	Foreshore Port Elliot	

## NUMBER OF NEW WORKS CREATED

TOTAL	2012	23
	2013	28
	2014	21
	2012-2014	72

## PARTICIPATION

TOTAL	2012	719
	2013	139
	2014	142
	2012-2014	1000

EVENT	WHEN	WHAT	WHERE	HOW MANY
<b>2012</b>				
<i>Watersong: flagmaking</i>	Dec/January	Flags for major event	Signal Point (lower)	105
<i>Watersong: site decoration</i>	Dec/January	tree droplets for major event site decoration		46
<i>watersong: lantern making</i>	January (3 days)	lanterns for <i>Watersong</i> parade	signal Point (lower)	110
<i>Kondoli construction</i>	Dec - Feb (28 days)	inflatable Ngarrindjeri storytelling space	Various venues	128
<i>Station to Station</i>	January	Artwork #1 aerosol art on SteamRanger 'Red Hen' passenger	SteamRanger Railway	2
<i>ArtBurst workshops</i>	February (2 days)	crochet flowers for yarnbombing	Create & Connect	20
<i>Edward and Edwina Emu</i>	January/February	new production produced by CASA	Centenary Hall	
<i>Artbust Stobie Poles</i>	Feb- June (5 days)	workshops and sessions painting local stobie poles	Create & Connect	20
<i>Artburst Bunting</i>	April	yarnbombing	Create & Connect	18
<i>Under my feet: Dance on Film</i>	October 2011 - June 2012	1 day in oct, 5 days in Feb, 4 days in March,	Port Elliot Institute	12
<i>The Democratic Set</i>	June	community performance in short films by Back to Back Theatre	Centenary Hall	77
<i>Weaving the Wings (Erth: Nori Project)</i>	July (3 days)	Ngarrindjeri weaving of costumes for Nori performance	Centenary Hall	40
three Stuffed Mums participant performances	July	live performance: results of comedy workshop series	Centenary Hall	15
<i>Station to Station</i>	August-September	Artwork #2 aerosol art on SteamRanger 'Red Hen' passenger	SteamRanger Railway	5
<i>WordBurst</i>	September (3 days)	to 'bomb' the town with words for Kumuwuki Big Wave	SCRAC	8
<i>Artburst</i>	september (6 days)	Papier Mache Dogs for Kumuwuki Big Wave	Create & Connect	53
flag & banner making (cittaslow)	September (6 days)	flags and banners for use during Kumuwuki Big Wave	Signal Point and SCRAC	35
<i>Lakes Angel (2 days)</i>	September	set construction	Signal Point	15
<i>Craftsouth Wooden Boat Exchange</i>	Sept 2012 - January 2013	Artists and local tradespeople collaborating on new artwork	Various venues	5
<i>Artbust Stobie Poles</i>	July - October	Commissioned painting of stobie poles throughout Goolwa	Create & Connect	5
<b>2013</b>				

EVENT	WHEN	WHAT	WHERE	HOW MANY
Wooden Boat Exchange artists	October 2012 - Jan 2013	local artists and tradespeople commissioned for new exhibition	Goolwa/Port Elliot	10
Wooden Boat Exchange films	Oct 2012 - Jan 13	artist talking heads	Goolwa/Port Elliot	11
<i>Telling Our Stories</i> Stage 1 Films	Sept 2012 - March 2013	local talent as historical resource & talking heads	Strathalbyn/Coorong/Goolwa/Mt Compass	40
<i>Continuum</i> - Coming Home Project	Jan 2013 - May 2013	new work created for Dance Week performance	Goolwa	5
<i>Home Brew</i> CD of new songs	May - July 2013	10 songwriters following 6 weeks of mentoring and workshops	Port Elliot	
Artburst Stobie Poles	Jan - June 2013	development of policy/ now managed within council	Goolwa	2
Wet Paint <i>Dreams</i> Project	July - Dec 2013	Major Project: creation of new work through mentorship and youth theatre workshops	Centenary Hall Goolwa	20
<i>Telling Our Stories</i> Stage 2 making of films	July - Dec 2013	Major Project: local talent as historical resource and talking heads	Ashbourne, Pt Elliot, Finniss, Woodchester, coorong	51
<b>2014</b>				
<i>Contemperate</i> : 9 ephemeral sculptures	April May	Major project: 9 local artists commissioned for sculpture trail	Freemans Nob to Middleton Pt	10
Saltwater Stobie Poles and street art	April May	local artists commissioned to paint poles for Saltwater Festival	Surfers Parade Middleton	10
<i>Plastic Wave</i> - beach guardians sculpture	March: 4 sessions	new work created: gallery public program and saltwater event	Signal Point Downstairs	23
Wet Paint new work: <i>Peter Pan</i>	March - June	Major Project: youth theatre development mentorship	Centenary Hall	21
<i>Lake's Angel: Paradise Shack</i>	March - May	Creative Development of site specific theatre work	SCRAC courtyard and Amelia Park	2
Strath Youth Players	May	creation of new work: Court of Lore		21
Milang Foreshore and Common	2014/2015	Civic planning artist fees	Milang	1
<i>Black Faced Shag</i>	May - August	new work by local artists Murray, Hodges and Hill		3
Wet Paint Youth Theatre Horror Movies	July - December	Major project: 6 new short films by young people		21
Gina Allain and Phyllis Williams mentorship	2014/2015	local artists and Ngarrindjeri weaver/ inaugural council arts grant program grant recipients		2
<i>Explore</i> creative development - dancer Tammy Arjona Wheeler	Nov/Dec 2014	a new work by local artists - inaugural council arts grant program grant recipient		3
<i>Just Add Water</i> documentary	Dec 2014 - Feb 2015	Documentary on community impact of <i>Just Add Water</i>		20
<i>No Shame</i> - remount of Ngarrindjeri work by Owen Love	2014/2015	creative development/remount of theatre production and mentorship of young actor		5