



Report to Country Arts SA, Australia Council, Arts SA and Alexandrina Council

Just Add Water Evaluation 2012 – 2014

FINDINGS PART 2: detailed research results



Greg Hatcher, *GastroSkeletal*, from *Contemperate* Ephemeral Sculpture Trail, Middleton 2014. Photo: Meg Winen

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Australian Government



FINDINGS PART 2:

Just Add Water – Cultural Places Evaluation

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Detailed results for surveys and focus groups

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Living Room, Michael Tye, part of *Contemperate* Ephemeral Sculpture Trail Basham’s Beach, photo Richard Hodges

Just Add Water – Cultural Places General Community Survey 2013-2014

Who: General public including people who live and/or work in the Alexandrina region or visitors.

What: qualitative and quantitative questions about people’s interest and participation in arts and cultural activities offered in the region, views on the value of arts and cultural activities in regional communities and expectations regarding arts and cultural opportunities in the region for the future.

How: Survey Monkey™ on-line questionnaire

1. Profiles of the respondents

A total of 308 responses to the on-line survey were collected between May and November 2014. Not all respondents answered every question and the number of actual responses is shown in each case.

1.1 Gender and age (Q13 and Q15 answered 294)

The ratio of women to men was approximately two to one, with 86 (29%) of respondents identifying as male, 208 (71%) as female, and 14 ‘no response’. The distribution of age was as follows:



Answer Choices	Responses
15 - 30 years	2% 6
31 - 45 years	11% 32
46 - 60 years	28% 82
over 61 years	59% 174
Total	294

None of the male respondents were less than 31 years, while 71% were over 60. The predominance of older respondents as well as the gender distribution may be reflected in the areas of interest in arts and culture represented below.

1.2 Postcodes (Q14 answered: 280)

37 (13%) of respondents indicated they lived outside of the region. The remaining 243 (87%) respondents resided in the Alexandrina and Victor Harbor areas. The distribution was as follows in descending order of frequency:

Postcode	Area	Frequency (to nearest %)
5214	Goolwa, Hindmarsh Island & surrounds	166 (58%)
5000+ various SA (1 Vic)	Other regions	37 (13%)
5255	Strathalbyn & surrounds	29 (10%)
5212/13	Port Elliot & Middleton	21 (8%)
5211	Victor Harbor & surrounds	13 (5%)
5256	Clayton and Milang	7 (3%)
5210	Mt Compass & surrounds	5 (2%)
5201/5157	Paris Ck/Bull Ck & surrounds	2 (1%)
TOTAL		280 (100%)

Engagement in arts and cultural sector (Q5 answered: 276)

1.3 To place responses about attendance and participation in arts and culture in perspective, respondents were asked to indicate whether they would describe themselves as being involved in the arts and cultural sector more formally, in one or more of the following listed paid or unpaid roles.

Answer Choices	Responses
a volunteer with cultural organisations (gallery guide, theatre attendant, information officer)	27% 75
a professional artist (earning a living as an artist or arts worker)	9% 25
an arts administrator (administrator employed in the cultural sector or one whose responsibilities include cultural facilities, arts activities etc)	4% 10
a designer (employed in the creative industries such as architecture, multi-media)	4% 12
none of the above	65% 179
Total Respondents: 276	

- Approximately one third of respondents described themselves in terms of at least one of the listed roles, while nearly two-thirds did not, choosing 'none of the above'. This ratio was similar for males and females however a higher proportion (77%) of respondents 45 years and under said they were not involved in the sector.
- 47 (17%) said they were employed in the sector as professional artist, designer or arts administrator.
- 75 (27%) respondents identified as a volunteer in the sector; the question allowed for selection of more than one role, with 9 also describing themselves as artist/administrator/designer (hence the percentage total: 109%).
- Importantly, 83% of respondents reported NOT being part of the arts and cultural paid workforce, referred to henceforth in this summary as 'not involved in the sector'.

Respondents were invited to provide more detail in the Comments section and 59 responses (13 male) were recorded which fell into several main categories:

- 'Artist' who makes art and/craft for interest or in a 'non-professional' capacity
Quilt maker
A practising artist with an interest in developing more skills

Enjoy participating in creative activities but no longer looks to selling work

Someone who is inspired by the Arts to continue to create a sense of Community

Like to paint, write, make cards, weaving, knitting

I'd describe myself as an visual artist student or an emerging artist

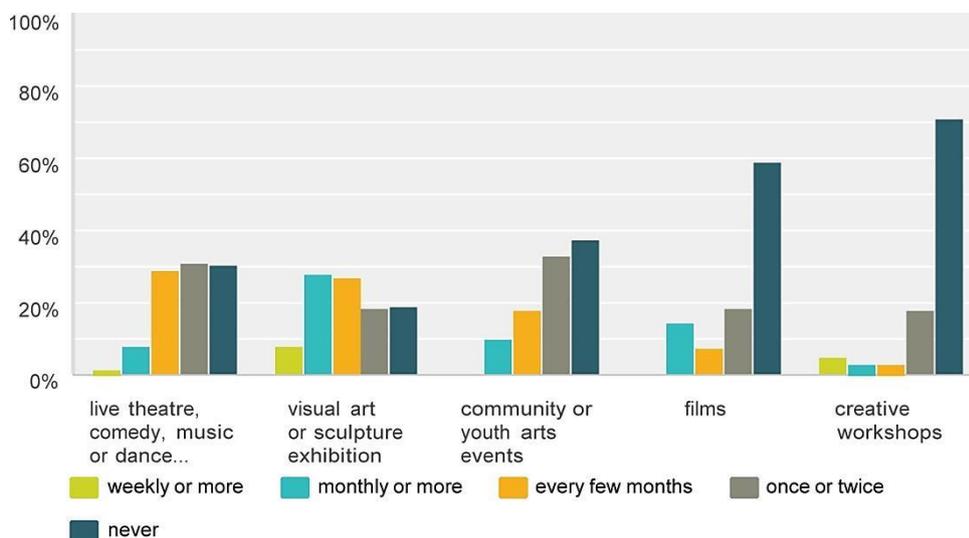
Member of Australian rug makers guild

- 'Volunteer' with a community group or in a specific context
 - Community Radio Station and poetry readings and the Goolwa Poetry Competition*
 - Volunteer leader of Community music and social group*
 - Volunteer with local theatre and Strathalbyn band*
 - Treasurer for string orchestra*
 - Run community events*
- Art 'consumer' interested in arts and culture
 - A resident that likes to attend art and cultural events*
 - A person who enjoys many aspects of culture*
 - Lover of art*
 - An appreciator of the arts!*
 - Local community member whose family enjoys the arts*
 - Enjoy attending art events*
 - Participant in community groups such as Create and Connect and the Ukulele Group*
- Resident or visitor
 - Have a holiday home in Goolwa, so visit often*
 - A resident that likes to attend art and cultural events*
 - Work in a community centre running all sorts program*
 - Engineer and theorist, blogger and writer for the Astronomy Society of SA*
 - Student yr 10*

2. Engagement in arts and cultural life

Respondents were asked a number of questions about their involvement in arts and cultural opportunities in the Alexandrina area in the preceding 12 months to gauge their level of interest and activity.

Frequency of attendance at listed activities (Q1 answered: 305)



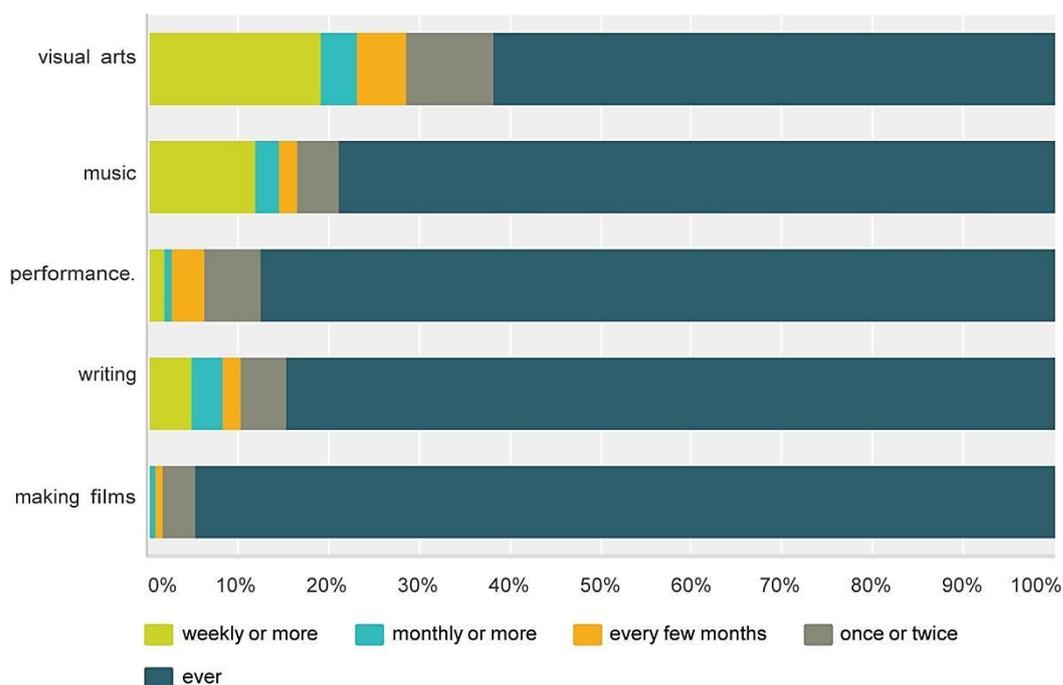
	weekly or more	monthly or more	every few months	once or twice	never	Total
live theatre, comedy, music or dance performance	2%	8%	29%	31%	31%	
	5	24	87	93	92	301
visual art or sculpture exhibition	8%	28%	27%	18%	19%	
	24	84	81	55	57	301
community or youth arts events	1%	10%	18%	33%	37%	
	3	29	52	95	107	286
films	0%	15%	8%	18%	59%	
	0	42	22	53	170	287
creative workshops	5%	3%	3%	18%	71%	
	14	8	8	52	203	285

- Overall there was a reasonably high rate of attendance regarding arts and cultural activities with some notable differences by type of activity.
- Attendance at live theatre, visual art and community art events overall was moderately strong, with attendances of 70%, 81% and 62% respectively and visual art having the strongest response.
- Fewer said they had attended creative workshops and films, with 89% and 77% respectively having **never** attended.

- Respondents aged 45 and under showed slightly lower patterns of attendance in general and slightly more said they had never attended in the previous 12 months.
- With the exception of live theatre, males were more likely to say they had never attended the activities than females.
- Those who described themselves as not involved in the sector (Q5) were slightly more likely to say they had never attended activities compared to the total sample.
- In summary, women and older respondents as well as those involved in the sector showed slightly higher rates of attendance although the differences were not very significant.

Frequency of active participation in listed activities (Q2 answered: 304)

The listed categories typically require regular, active commitment to creative activity compared to ‘attendances’.

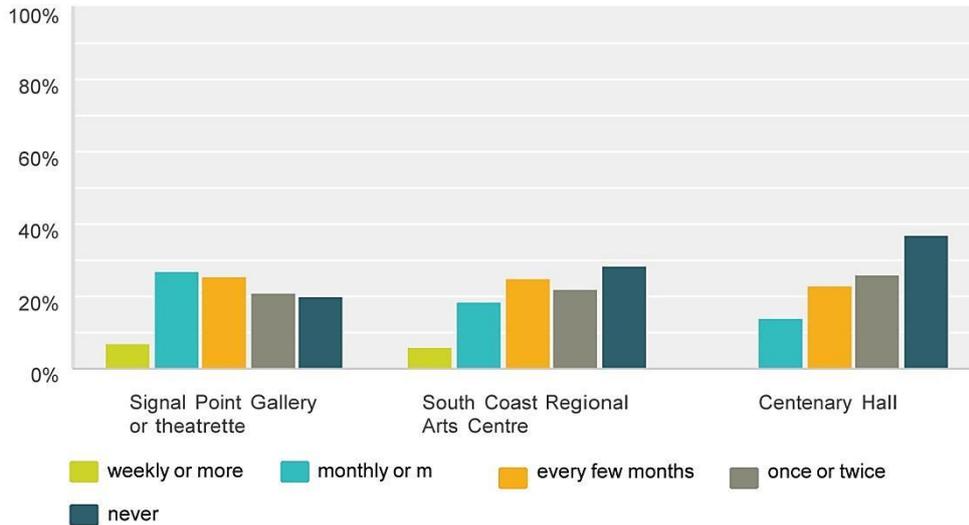


	weekly or more	monthly or more	every few months	once or twice	never	Total
visual arts such as painting, photography, printmaking, ceramics, mosaics	19% 57	4% 13	5% 16	10% 29	62% 185	300
music, such as playing a musical instrument, singing	12% 34	3% 8	2% 6	5% 13	79% 227	288
performance such as dance, drama, comedy	2% 5	1% 3	4% 10	6% 18	87% 249	285
writing, such as stories, poems, plays	5% 14	3% 10	2% 6	5% 14	85% 243	287
making films	0% 0	1% 2	1% 3	4% 10	95% 267	282

- Compared to attendances a higher percentage in all activity categories said they had **never** participated in the previous 12 months.
- The strongest participation was in visual arts and music, with those who did participate tending to do so more frequently, and 19% and 12% respectively saying they participated weekly or more.
- The lowest response was for film making, possibly reflecting fewer opportunities to engage in this activity within the area.
- Respondents aged 45 years and under were likely to participate less frequently overall; against this trend, however, 17% of this group said they participated in filmmaking 'once or twice' compared to only 4% of the total sample.
- In general respondents who described themselves as not involved in the sector (Q5) were slightly more likely to say they had never participated actively compared to the total sample.

Frequency of attendance at listed venues (Q3 answered: 304)

The listed venues were selected because they are the main facilities designed to feature a regular program of arts and cultural events amongst other activities. It should be noted that opportunities to attend each venue are not directly comparable: for example the opening hours vary considerably as do the entry fees, with exhibitions typically free of charge while performances at the Hall tend to attract a fee.



	weekly or more	monthly or more	every few months	once or twice	never	Total
Signal Point Gallery or theatrette	7%	27%	26%	21%	20%	
	21	81	77	63	60	302
South Coast Regional Arts Centre (old Goolwa Police Station)	6%	18%	25%	22%	28%	
	18	56	76	67	86	303
Centenary Hall	0%	14%	23%	26%	37%	
	1	41	67	76	108	293

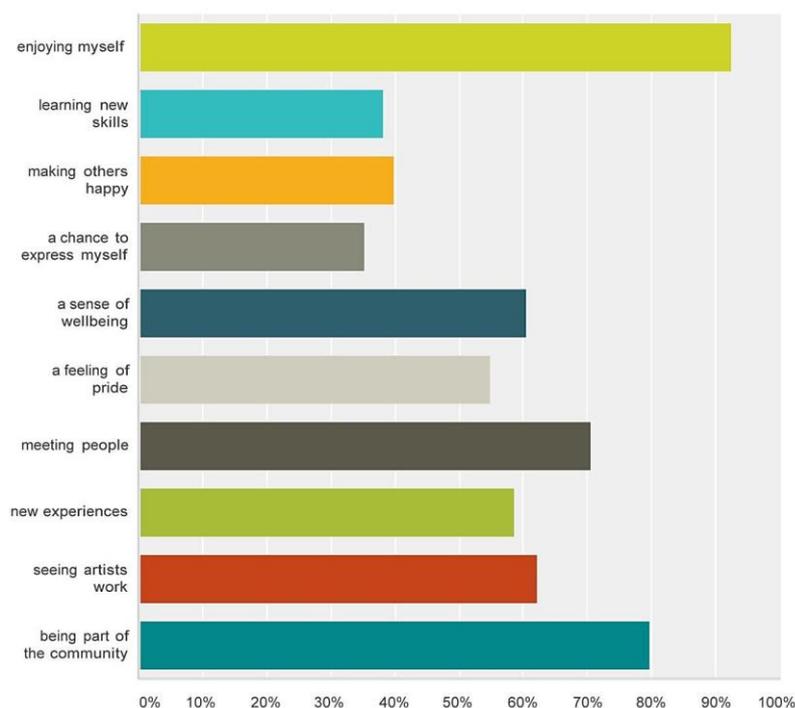
- The majority of respondents indicated that over the previous 12 months they had consistently attended all three venues.
- Notwithstanding the variable opportunities, for the record, overall attendances as well as frequency of attendance were highest for Signal Point Gallery/ theatrette.
- While frequent (weekly or more) attendances were low for Centenary Hall, partly a reflection of opportunity, moderate frequency (every few months/once or twice) was strong at 49%.
- Females were likely to attend more frequently in general. Males showed slightly lower rates of attendance compared with females for both galleries but were similar for Centenary Hall. They were slightly more likely than females to say they had never attended the venues.
- Respondents aged 45 years and under were more likely to say they had 'never' attended in the past 12 months for all venues, however, 34% said they had attended Signal Point Gallery 'once or twice'.
- Respondents who described themselves as not involved in the sector (Q5) were slightly more likely to say they had never attended the venues in the past 12 months.

3. Experience of engaging in arts and culture

Respondents were asked about their personal experience of attending or participating and any barriers to their involvement.

Rewards or benefits received (Q4 answered: 260)

Respondents were shown a list of commonly cited rewards or benefits that people tend to receive from their involvement in arts and culture. This list was compiled from research findings in the literature and affirmed by the 2012 evaluation of *Just Add Water* year 1. Respondents who had experience of attending or participating in activities were asked to select the rewards or benefits that applied to them. As they were able to choose any number of relevant answers the percentages in the table and chart below show how many times each answer was chosen as a proportion of the total responses for this question.



Answer Choices	Responses
enjoying myself	92% 240
learning new skills	38% 99
making others happy	40% 103
a chance to express myself	35% 91
a sense of wellbeing	60% 157
a feeling of pride	55% 142
meeting people	70% 183
new experiences	58% 152
seeing artists work	62% 161
being part of the community	80% 207

- Respondents chose 'enjoying myself' (92%) and 'being part of the community' (80%) most often, followed by 'meeting people' (70%), 'seeing artists work' (62%), and 'a sense of wellbeing' (60%).
- Notably, all of the answers were well subscribed, with the lowest rating being 'learning new skills' (38%) and 'a chance to express myself' (35%), both selected by just over a third of respondents.
- Scores from male respondents were lower than females overall, with at least 20 percentage points difference for 'learning new skills', 'chance to express myself', 'sense of wellbeing', 'new experiences', and 'seeing artists work'.
- Compared to the total sample, respondents aged 45 years and under responded similarly but rated more highly 'making others happy' (50% compared to 40%), 'sense of wellbeing' (70% compared to 60%) and 'feeling of pride' (60% compared to 54%).

42 respondents also took the opportunity to add 'Other' benefits or rewards in their own words. Some included notes explaining their reasons for not completing the multiple choice part of this question because they were 'away' or 'unwell' and had not been able to participate in the past 12 months.

Most of the responses qualified their multiple choice answers or added more detail. The following summary shows the range of such comments:

*Really enjoy the **range** of cultural activities/events on offer*

*Being able to participant in our **local area**...it can be expensive to go to Adelaide...difficult to justify when on a budget*

***Helping** the community*

*Getting **out of Adelaide**...making a day of it*

*Added an excellent dimension and sense of connectivity to our **travel from interstate***

*Going **out with friends** and having a meal at the pub before the show*

*Stimulating ideas for my own **creativity***

***Recognition** as a musician*

*I am unable to attend [ill-health] but believe very strongly that they are necessary for the community at large to **enjoy and socialise***

*As a newcomer to Goolwa...the lively buzz that is such a big part of the Goolwa **community**.*

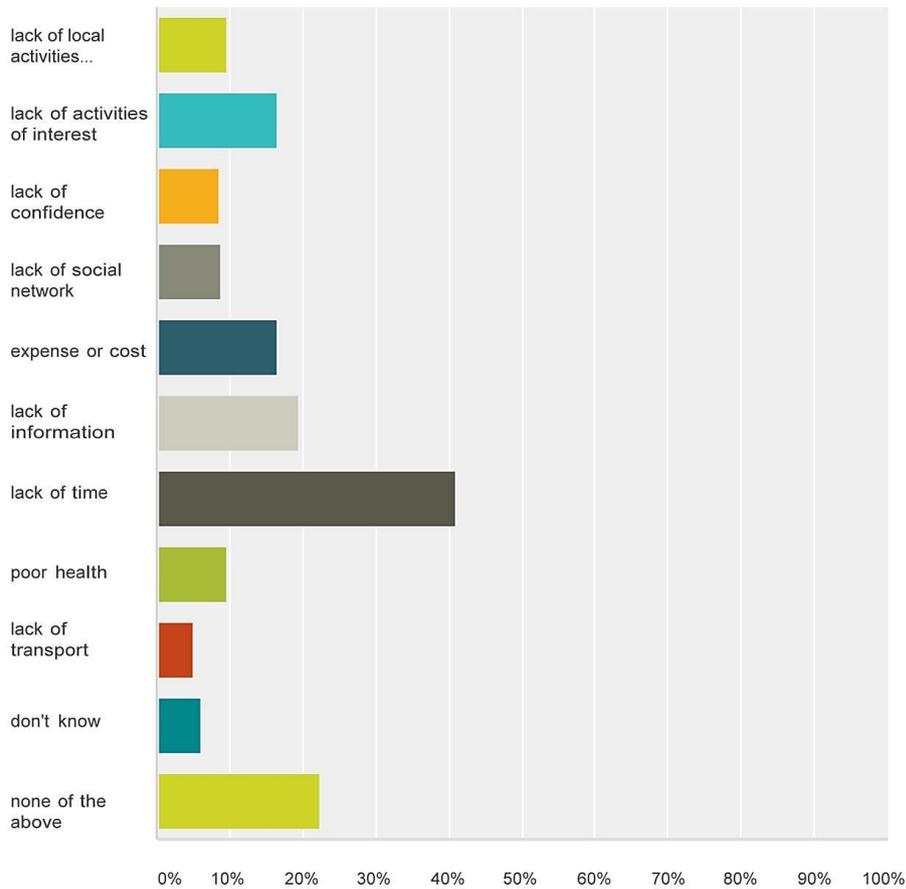
In addition a few comments expressed disappointment about aspects of the experience:

*All the above could benefit people in **other centres** if they had been offered in places other than Goolwa.*

*Weren't allowed to participate in a spray painting program about stencil art and aerosol art **due to age**, was very upset by this.*

Factors preventing involvement in arts and cultural activities (Q6 answered: 290)

Respondents were shown a list of factors that have been found to have an impact on people’s involvement in arts and cultural activities and were asked to choose which ones, if any, prevent them from becoming more involved.



Answer Choices	Responses
lack of activities locally	9% 27
lack of activities of interest or relevance	16% 47
lack of confidence	8% 24
lack of social network to attend with	9% 25
expense or cost	16% 47
lack of information about what's available	19% 56
lack of time	41% 118
poor health	9% 27
lack of transport	5% 14
don't know / never thought about it	6% 17
none of the above	22% 64
Total Respondents: 290	

- The main impediment to involvement was 'lack of time' (41%). This was particularly important for under 45s (75%), and was more important for females (46%) compared to males (29%).
- 19% of respondents cited 'lack of information about what is available' as a barrier, however responses varied according to gender and age, with only 13% of males but 22% of females and 36% of those aged 45 years and under saying it was a factor.
- 'Expense or cost' (16%) and 'lack of activities of interest or relevance' (16%) had a moderate impact, slightly more for males than females; aside from these the remaining factors were found to affect less than 10 percent of respondents, with 22 percent selecting 'none of the above'.

44 respondents chose 'Other' and expanded on their selection in a variety of ways:

- Repetition or reinforcement of listed factors, for example:

Not main interest area

Spreading self across other interest areas eats into time

The environment is main area of interest

Writing from home and publishing on the net gives me little contact with actual people. I love to attend communal events but find myself isolated when I do, which is very discouraging.

- Expanding on one of the listed factors to provide further detail; for example, there were many comments regarding access to information about activities and events and the need for publicity:

Lack of information – often distributed very late...seems very ad hoc

Some things I hear about at the last minute or after the event and it's very annoying

Link wouldn't work on internet – better advertising

Need more publicity besides facebook as to what is happening

Artistic activities and events are not publicised enough

I would love to have prior knowledge via email so that I can read it as I am legally blind – then I could organise to attend those that interest me

- New or unlisted factors; two of these stood out in respondents' comments:

'carer responsibilities' – while poor health was cited as a factor by few respondents, several added that caring for a family member was a barrier to their participation:

Family responsibilities – small children

Have been full-time carer for husband for many years

Poor health of family member

'distance' as an issue featured prominently in a range of ways over and above the factor of transport itself:

Don't come to Goolwa often

Have a holiday house in area but not always present when programs held

Due to having grandchildren elsewhere not around as much as would like to be

Live in Happy Valley but come to visit sister as much as possible and often trips are planned around what events are on

Live in another region so distance comes into it

Most activities were in Goolwa [as opposed to other population centres]

[and in contrast] We live in central Victoria but one of the BIGGEST attractions to visit SA again is to further connect with this program...we were really impressed and it enhanced our tourism on the Coorong waterway immensely

4. Knowledge of *Just Add Water*

Respondents were asked to say whether they had heard of the *Just Add Water* program and whether they were aware of any of the main projects, events or activities that were part of it.

Awareness of the Just Add Water program (Q7 answered: 293)

Respondents were asked simply if they had heard of *Just Add Water* in the first instance. 267 (91%) of those who answered this question replied YES that they had heard of it. 26 or 9% said they had not.

Males and females responded similarly but those aged 45 years and under were slightly less likely to have heard of it. There was little variation in percentage according to whether respondents had described themselves as involved or not involved in the sector (Q5).

Unsurprisingly those who said they had not heard of it also scored very highly in terms of 'never' having attended or participated in the activities and venues canvassed above.

Awareness of particular Just Add Water projects or events (Q8 answered: 278)

Respondents were asked to indicate which projects they were aware of by selecting from a list of titles. All titles were selected at least 54 times with the maximum being the 'Painted Stobie Poles' chosen by 224 out of 278 respondents. The distribution is shown below in descending order of frequency:

Project	Respondents aware	% (of total)
Painted Stobie Poles	224	81%
Centenary Hall performances (eg 3 Stuffed Mums, Simply Sinatra)	214	77%
Saltwater SurfArtfest	211	76%
Fringe in Goolwa	202	73%
Art installations in public places (eg coast/ river)	187	67%
Sth Fleurieu Film Society Screenings	155	56%
Kondoli (inflatable story telling whale)	151	54%
Telling our Stories short historical films	111	40%
Sponge Kids Hub at Signal Point Gallery	105	38%
Cirkidz workshops	105	38%
Children's Performances (eg Mr McGee and the Biting Flea)	102	37%
Wet Paint/Strath Youth Players	71	26%
Christmas Where the Angas Flows (Strath)	58	21%
Home Brew songwriting and CD project	54	19%

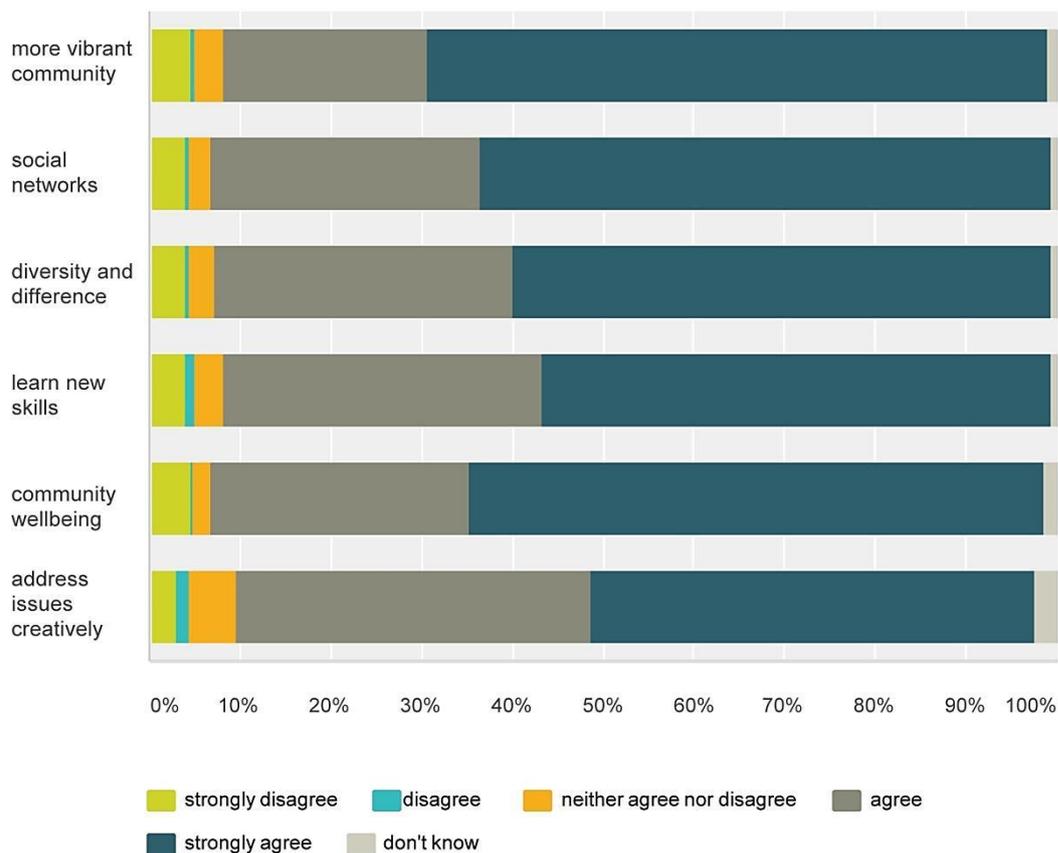
Respondents were also invited to say which other *Just Add Water* events they were aware of and 31 replied. Many of these referred to listed projects but additional titles included:

<i>Poetry on the Fleurieu /Goolwa Poetry Cup</i> <i>Langhorne Creek Writers Festival</i> <i>The Long Lunch in Milang</i> <i>The Big Sing</i> <i>Penzance to Pirates/Pirates to Pinafore</i> <i>Music on Signal Point Deck</i> <i>Ringbalin</i> <i>Flyer and Fin</i> <i>Exhibitions</i>	<i>Slingsby childrens performances</i> <i>Opera on the Wharf</i> <i>Roper River mob & Australian Arts Orchestra</i> <i>Middleton to Port Elliot events</i> <i>Yarn bombing</i> <i>Wooden Boat Exchange</i> <i>Farm Gate</i> <i>Kumuwuki</i> <i>James Morrison</i>
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5. Views on and cultural activity in regional communities

Statements about the value of arts and cultural activities (Q9 answered: 294)

Respondents were shown a list of statements about the observed benefits of arts and cultural activities within communities. This list was compiled from research findings in the literature and affirmed by the 2012 evaluation of *Just Add Water* year 1. Respondents were asked to indicate the extent to which they agreed or disagreed with the statements on a scale running from left to right, negative to positive.

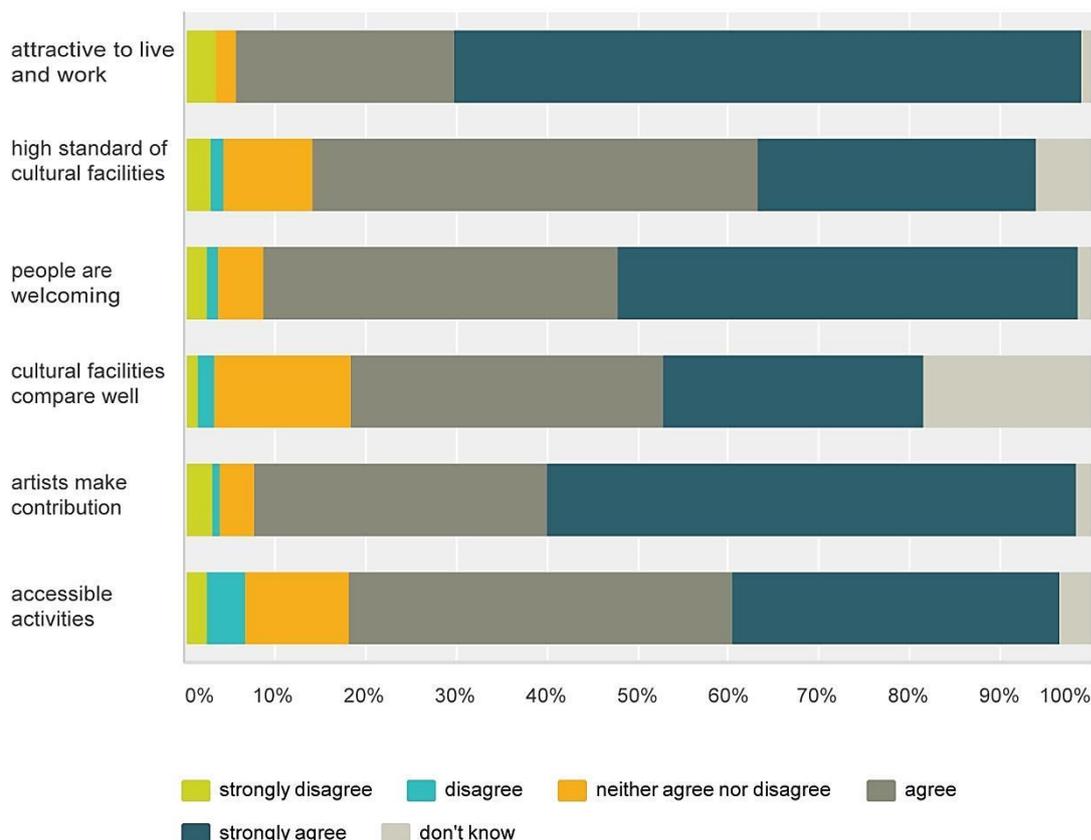


	strongly disagree	disagree	neither agree nor disagree	agree	strongly agree	don't know	Total
arts and cultural activities help to create a more vibrant community	4% 13	1% 2	3% 9	22% 66	68% 201	1% 3	294
arts and cultural activities help to create social networks by bringing people together	4% 11	1% 2	2% 7	30% 87	63% 184	1% 2	293
arts and cultural activities help us to appreciate diversity and difference	4% 11	1% 2	3% 8	33% 97	59% 174	1% 2	294
arts and cultural activities allow people to learn new skills	4% 11	1% 4	3% 9	35% 103	56% 165	1% 2	294
arts and cultural activities add to community wellbeing	4% 13	0% 1	2% 6	28% 83	63% 185	1% 4	292
arts and cultural activities support people to address issues in creative ways	3% 8	2% 5	5% 15	39% 114	49% 143	2% 7	292

- Respondents overwhelmingly ‘agreed’ or ‘agreed strongly’ with all of the statements, with a total score of 88% or above for each. Females agreed more consistently than males, with scores of 92% and above compared to 79% and above. (The smaller numbers of males may partly account for this difference.)
- This result was at most only one or two percentages lower for those who had described themselves as not involved in the sector (Q5).
- Concomitantly, fewer than 5% of respondents ‘disagreed’ or ‘strongly disagreed’ with each statement.
- The highest level of agreement overall was in relation to ‘creating social networks’ (93%) followed closely by ‘appreciating diversity and difference’ (92%).
- In terms of ‘strongly agree’ alone, ‘creating a more vibrant community’ received the highest single score (68%).
- In the case of respondents aged 45 years and under there was consistently strong agreement for ‘creating social networks’ (73%), ‘learn new skills’ (68%), ‘community wellbeing’ (73%) and ‘address issues in creative ways’ (67%).
- Between 2% and 5% of respondents neither agreed nor disagreed with each question, while between 1% and 2% of respondents said ‘don’t know’.

Views on arts and culture in the Alexandrina Council region (Q11 answered: 295)

Respondents were asked to say how strongly they agreed or disagreed with a series of positive statements about the Alexandrina Council region. These statements are based on findings from the 2012 evaluation of *Just Add Water* showing how people regarded their community and the role of arts and cultural activities in creating that view.

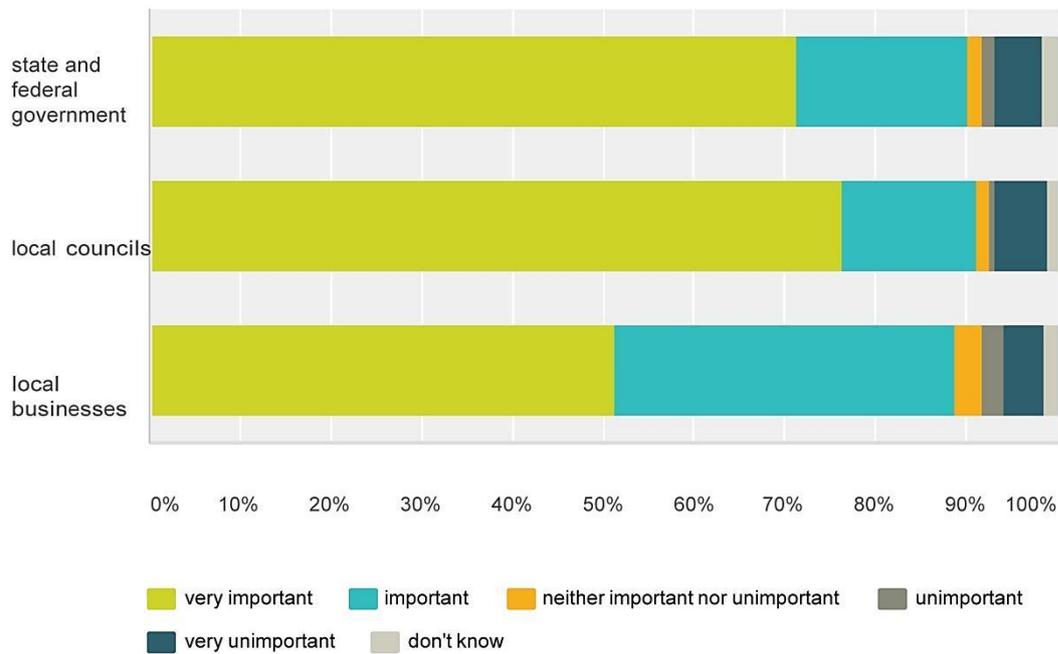


	strongly disagree	disagree	neither agree nor disagree	agree	strongly agree	don't know	Total
Alexandrina is an attractive place to live and work	3% 10	0% 0	2% 7	24% 71	69% 204	1% 3	295
There are cultural facilities of a high standard	3% 8	2% 5	10% 29	49% 145	31% 90	6% 18	295
People are welcoming and friendly to visitors	2% 7	1% 4	5% 15	39% 115	51% 150	1% 4	295
Arts and cultural facilities are good compared to other regions	1% 4	2% 6	15% 44	34% 101	29% 84	18% 54	293
Artists and other creative people make an important contribution the region	3% 9	1% 3	4% 11	32% 95	58% 172	2% 5	295
Arts and cultural activities are accessible to the whole community	2% 7	4% 13	11% 33	42% 124	36% 105	3% 10	292

- Overall the majority of respondents 'agreed' or 'agreed strongly' with each of the positive statements about Alexandrina. These responses did not vary significantly by age and overall males and females were similar although males tended to choose 'agree' more often than 'agree strongly'.
- More than 90% of respondents said they agreed or agreed strongly with 'Alexandrina as an attractive place...', 'people are welcoming and friendly...', and that 'artists and other creative people make an important contribution...'
- Most respondents agreed or agreed strongly that 'cultural facilities are of a high standard' (80%), '...are accessible to the community' (78%), and '...are good compared to other regions' (63%).
- The highest single scores for '*strongly agree*' were for 'Alexandrina as an attractive place to live and work' (69%) and 'artists and other creative people make an important contribution to the region' (58%).
- The rate of respondents expressing disagreement or strong disagreement for each question was very low, ranging from 3% to 6%.
- Results for 'neither agree nor disagree' and 'don't know' were variable: at one extreme 'Alexandrina is an attractive place to live and work' scored only 2% and 1% respectively, and at the other extreme 'arts and cultural facilities are good compared to...' scored 15% and 18% respectively. A similar pattern, though with slightly higher percentages, was evident for respondents who had described themselves as not involved in the sector (Q5).

Importance of support for arts and cultural activities in regional communities (Q10 answered: 294)

Respondents were asked to indicate how important they think it is for arts and cultural development to be supported by governments and local businesses in a general sense. (NB The scale in this question was reversed, running from left to right, positive to negative.)



	very important	important	neutral	unimportant	very unimportant	don't know	Total
state & federal governments	71%	19%	2%	1%	5%	2%	294
local councils	76%	15%	1%	1%	6%	1%	294
local businesses	51%	38%	3%	2%	4%	1%	294

- Respondents overwhelmingly said they thought it ‘important’ or ‘very important’ for state and federal governments (90%), local councils (91%) and local businesses (89%) to support arts and cultural activity in the community. The results were somewhat more decisive in terms of selection of ‘very important’ for governments and councils than local businesses.
- Overall females were about 10% more likely to select ‘very important’ in each case compared to males.
- There was no significant difference for those who described themselves as not involved in the sector (Q5).
- A small percentage of respondents said they thought support from state and federal (6%), local councils (7%) or local business (6%) was ‘unimportant’ or ‘very unimportant’.
- A very small percentage, between 1% and 3%, were neutral (thought it was neither important nor unimportant) overall and between 1% and 2% said they didn’t know.

6. Suggestions for arts and cultural development in Alexandrina

Respondents were invited to offer suggestions about how Alexandrina Council could help to support arts and cultural development. The following is an overview of themes and priorities. (A full transcript of 171 responses is provided to Council staff for detailed consideration.)

Suggestions (Q12 answered: 171)

- General Support for arts and cultural development

More than a third of the suggestions can be categorised as ‘in-principle support’ for further development of arts and cultural opportunities in the Alexandrina region. They focus mainly on maintaining the activities that have been provided to date, in particular through *Just Add Water*, and on the need to continue to fund the full range of opportunities:

Continue the good work!

Continue JAW in the future.

Keep funding a range of events as they have been doing, throughout the year. That appeal to a broad range of ages and interests.

Keep up with these programmes so that it becomes part of our daily/weekly/monthly life. The well-being that these programmes bring is far-reaching and very beneficial to the whole community. Long term is a good idea as sometimes it can take a while for participants to reap the benefits.

More money put into the arts which helps everyone.

Ensure they have a healthy percentage of the budget for the arts and stick to it.

Continue to seek funding as it attracts tourism.

Please continue our unique and important support for artists, musicians and creativity. This is the stuff that binds people together and minimises mental health problems.

Keep up the good work. I'm proud to live in a region where the arts are recognised as a crucial aspect of our community. We have so much to gain from greater integration and general community involvement and I wish that I could play a more active role in it locally.

Stay involved, listen and promote. Provide space, provide money.

[We] appreciate Council's commitment to art and cultural activities.

What we have should be supported and encourage new ventures.

I think it is very important that Council continue to support arts and cultural development in the Alexandrina region to further enrich the community. In these times of fiscal difficulty, the short sightedness of some can lead to sacrificing artistic endeavours when funding decisions are taken. When this occurs, the community is a lesser place to live.

Continue but keep good quality and a wide range... Use facilities as much as possible. People are coming from Adelaide because of professionalism.

Need to balance funding across other areas ie supporting landcare because of gov funding cutbacks.

- Operational suggestions

A similar proportion of responses offered suggestions about ‘how’ the development could be supported including ways to improve processes and make the programs more effective and efficient. Many comments focused on **publicity** for the programming:

More advertising around the council area

More publicity in adjoining regions

Needs to be advertised in the city and marketed better so that advertising to a bigger audience rather than just the local people who are already converted.

Central notice board in town in mall supermarkets.

Better signage needed.

Maybe council should promote "What's On" outside the council area. The standard, especially at Centenary Hall, is very high. Prices are competitive and having people coming from the Hills and southern area is not out of range for a good night out. People at Victor Harbor are saying they wish they had heard of shows before.

Maybe try and think of additional ways to advertise as people still say they don't know about things.

Letting people know that this [email list] exists. Letting people know of extra performances, changes in programme, getting on the waiting list for performances with the possibility of another show.

Low cost activities make it more viable. Could use community entertainment in South Australia website www.sacomment.com This would provide free window to draw people to the region.

Other suggestions focused on improving **access across the region**:

Easier access to council facilities to run events. Better promotion in Strathalbyn area. Run some sessions outside of Goolwa to share load of travelling and Goolwa people support other parts of the region so there is not so much of a divide.

Spread the funding and the activities across the whole council area.

More JAW events in Strathalbyn. More support from Council for stationmasters gallery eg not charging rent.

Decentralise out of Goolwa so more events go to other communities.

Ensuring access to a **range of population groups** was also regarded as important:

In kind support to community groups.

Council should carefully consider which cultural/arts/tourism facilities need support and development and carefully go about funding to support the projects. All development/support for the arts and cultural sector must be appropriate to Alexandrina and wherever possible be implemented and supported by located artists.

Resource more free events. Ensure older people are included. Ensure accessible programs and venues.

Seem to cater for young children and older people which leaves a gap for teenagers and older children. Events need to be promoted better eg kids events through school newsletter.

[more] Aboriginal and Torres Strait Island involvement.

Provide more free activities to be more inclusive and transport for people to attend.

Put high value on wellbeing so all community members have opportunity to participate ie transport and disadvantaged. Emphasis on ageing community and those that are vulnerable. Enabled to be active participants and feel valued. Integration of Aboriginal community to dissolve barriers. Value and encourage strong sense spiritual identity through meaningful contributions. Tackling together.

- Specific program suggestions

Some respondents made specific reference to **programming strategies** to improve delivery and opportunities:

Support art galleries and their volunteers by offering lower rent and advertising

Support events which emerge from the community not bring in so many activities

[Support] young artists coming out of school

Encourage and support local interest groups

Repeat the ASO concert by the wharf

Would like to see more live music

More workshops. More public art in shared spaces

Support self-starter events organised by volunteers

Maybe future exhibitions could be assessed by the public to help the coordinator to choose better art works.

Role of arts officer essential.

Look at annual artist-in-residence program – feature this artist and workshops around their specific art skill.

More spaces for live volunteer music groups eg Ukulele groups.

- **New or different ideas** for initiatives

How about an old time dance for people in Centenary Hall.

Develop a program to support professional artists, particularly in neglected areas like theatre development since we have a state of the art theatre that local artists cannot afford to use.

The pubs need upgrade entertainment areas [for] live music. Better use of Signal Point as all weather facility.

Attract as many artists to perform at Centenary Hall as possible, particularly those that are playing in Adelaide. Other than the film society films being held once a month at Centenary Hall is there potential to have current movies being shown once a week.

Community meeting place that has information available.

Laucke flour mill across from swimming pool in Strathalbyn turned into market for selling arts and running workshops. Art opportunities in Milang.

Grants/scholarships to assist artists to explore and develop in the creative space.

Council could facilitate the arrival of the Red Hen to the Stationmasters Gallery in Strathalbyn – allowing space for workshops and community activities.

To support local musicians and involve those who would like to have a night out locally that doesn't cost a bomb – run a community dance featuring local bands at Aquatic Club/Centenary Hall. Have buses and a designated driver program.

Family friendly opportunities for open mic to involve younger musicians. More live music venues eg wharf area and markets.

- **A Different approach**

Get behind and assist businesses that want to promote new ideas that will grow the town. Open up your eyes and look outside the square. Don't be narrow minded.

I think the council that is the rate payers should not be handing out money to the arts, if people were that interested in the arts it would be user pays. The council may help out with venues with cheap rent for a short while. Who really gains with council support, a few people running the events? Handing out money doesn't always breed strong people.

Future programming should consider the wider impact of shows and events, ask the questions that were not asked during Just Add Water... how many people came from outside the Council area to participate in what Goolwa had to offer? How many overnight stays were encouraged? Did the local businesses notice an improvement in trade? Is the real estate market more buoyant because of it? Just Add Water has been a fantastic blessing for this Council. We should make the most of it, build on it, and create a sustainable model by attracting or creating more unique, top quality programs that will bring people from far and wide and establish Goolwa as, amongst its many attractions, the Regional Arts Hub of the state.

Just Add Water – Cultural Places Project Participant Survey 2013-2014

Who: Community members who participated in creative projects in a sustained way including some involved in one or more projects and some who were also volunteers.

What: qualitative and quantitative questions about respondents' own involvement in projects, the quality of their experiences, appraisal of the benefits of participating and suggestions for improvements or future projects.

How: Survey Monkey™ on-line questionnaire

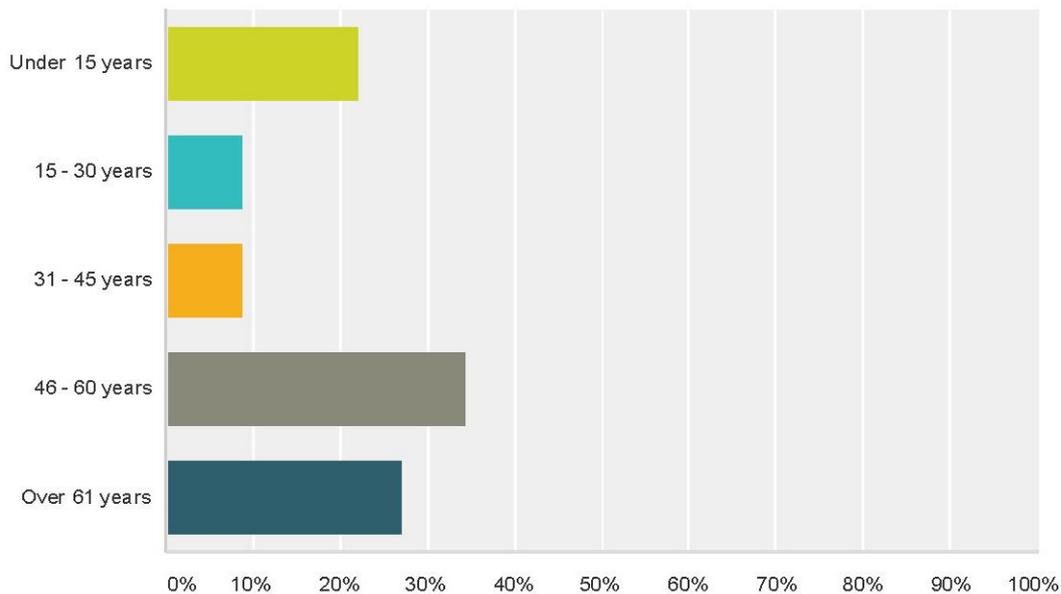
A total number of 220 participants across a range of projects were invited to complete the survey. 85 responses to the on-line survey were collected between October and December 2014. Not all respondents answered every question and the number of actual responses is shown in each case.

1. Profile of respondents

1.1 Gender and age Q 10, 11

Of the total number of 85 participants who responded to the survey, only 72 indicated their gender: 31 (37%) males and 41 (48%) females, with 13 (15%) no response.

82 stated their age as follows:



Answer Choices	Responses	
Under 15 years	22%	18
15 - 30 years	9%	7
31 - 45 years	9%	7
46 - 60 years	34%	28
Over 61 years	26%	22
Total		82

1.2 Postcodes (Q12 answered 80)

Participants were asked to provide their residential postcode. The distribution was as follows in descending order of frequency:

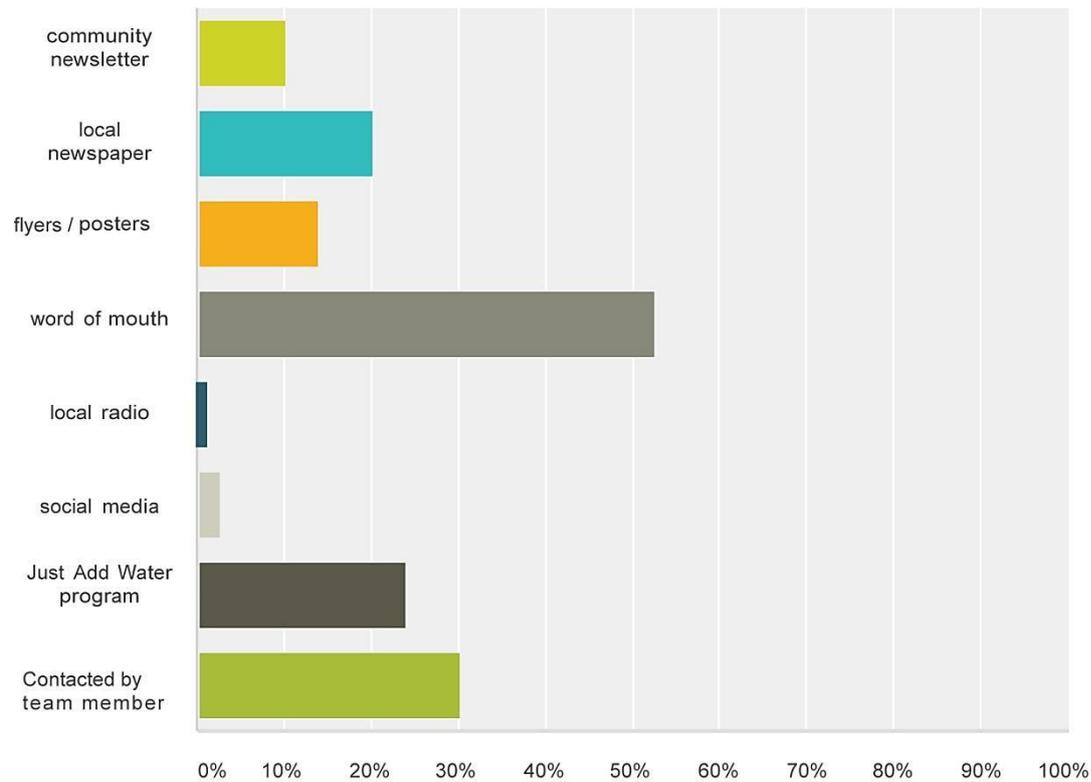
Postcode	Area	Frequency (to nearest %)
5214	Goolwa, Hindmarsh Island & surrounds	23 (29%)
5255	Strathalbyn & surrounds	20 (25%)
5212/13	Port Elliot & Middleton	15 (19%)
5211	Victor Harbor & surrounds	8 (10%)
5256	Clayton and Milang	8 (10%)
5000+ various SA	Other regions	4 (5%)
5201/5157	Paris Ck/Bull Ck & surrounds	2 (2.5%)
TOTAL		80

1.3 Projects in which participants said they were involved (Q1 answered: 85)

Project	Frequency
Drawing on Country	17
Galleries/exhibitions various	16
Saltwater ArtSurfFest	15
Box Cars	9
Strath Youth Theatre	8
Wet Paint Youth Theatre	6
HomeBrew	6
Workshops (adults and children various)	6
Contemperate (Sculpture trail)	4
Wooden Surfboard project	3
Telling Our Stories	2
One River Project	1
Under my Feet	1
Cirkidz	1
Groms Garden	1
The Big Sing	1
Surfboard	1
Createability	1
Little Fish Band	1
Naturally Fascinating	1

2. Becoming involved in the project

How participants first heard about the project (Q2 answered: 80)



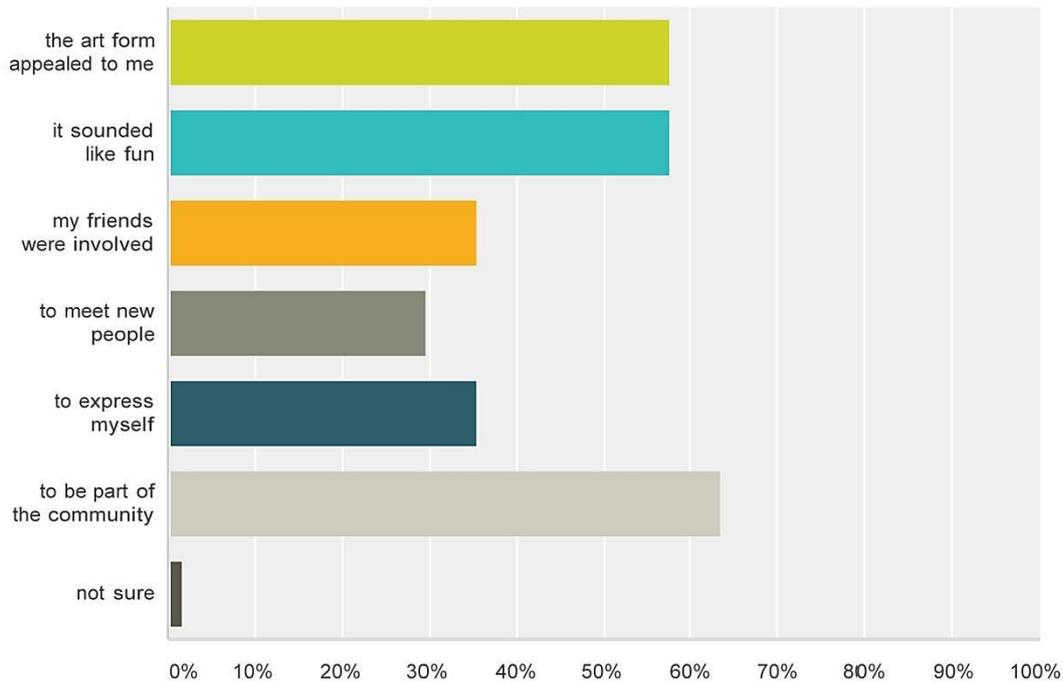
Answer Choices	Responses
community newsletter	10% 8
local newspaper	20% 16
flyers / posters	14% 11
word of mouth	53% 42
local radio	1% 1
social media	3% 2
Just Add Water program	24% 19
contacted by a Just Add Water team member	30% 24
Total Respondents: 80	

- Participants were able to select more than one source and 123 answers were chosen overall.
- Most participants found out about the project in which they became involved by word of mouth (53%).
- While only 22% of females said they were contacted by a *Just Add Water* team member, 50% of males said so, equal to 'word of mouth'.

- Overall flyers and newsletters were mentioned less often while local radio and social media were relied on by only one or two people. However for participants under 31 years of age the preferred method after ‘word of mouth’ was ‘local newspaper’.

Several participants added comments which tended to reinforce the importance of ‘word of mouth’ through friends and existing contacts as well as ‘the JAW team’.

Reasons for deciding to become involved in the project (Q3 answered: 68)



Answer Choices	Responses
the art form appealed to me	57% 39
it sounded like fun	57% 39
my friends were involved	35% 24
to meet new people	30% 20
to express myself	35% 24
to be part of the community	63% 43
not sure	1% 1
Total Respondents: 68	

- Participants were able to make more than one selection in response to this question including ‘Other’.
- The most common reason chosen by 63% of the participants who responded was ‘to be part of the community’, followed closely by ‘the art form appealed to me’ (57%) and ‘it sounded like fun’ (57%).
- Around a third chose ‘my friends were involved’ (35%), ‘to express myself’ (35%) and ‘to meet new people’ (30%).
- Males and females showed broadly similar patterns except males were far less likely to answer ‘to express myself’ (28% compared to 52%).

- Priorities appeared to differ for participants under 31 years of age who favoured ‘the art form appealed to me’, ‘my friends were involved’, ‘it sounded like fun’ and ‘to meet new people’ – in that order – ahead of ‘to be part of community’.

27 participants chose ‘Other’ and provided details. This included some who had already responded to the multiple choice question and who provided further explanation. The two main additional reasons given were ‘artistic development’ and ‘to make a contribution’:

For artistic development

It was challenging, out of my comfort zone

To gain experience

It suited my needs as a freelance artist

Something new to experience and learn

Great artist so interested to be involved.

To promote my art

Related to a program I was running at the time

Contracted to photographically document the event

An opportunity to be inspired

To make a contribution

I want to make Goolwa the regional centre of poetry

Offering support [to others] as I’m qualified in communication arts

To support local history research/information

To involve the surf students

To contribute expertise to a worthy project

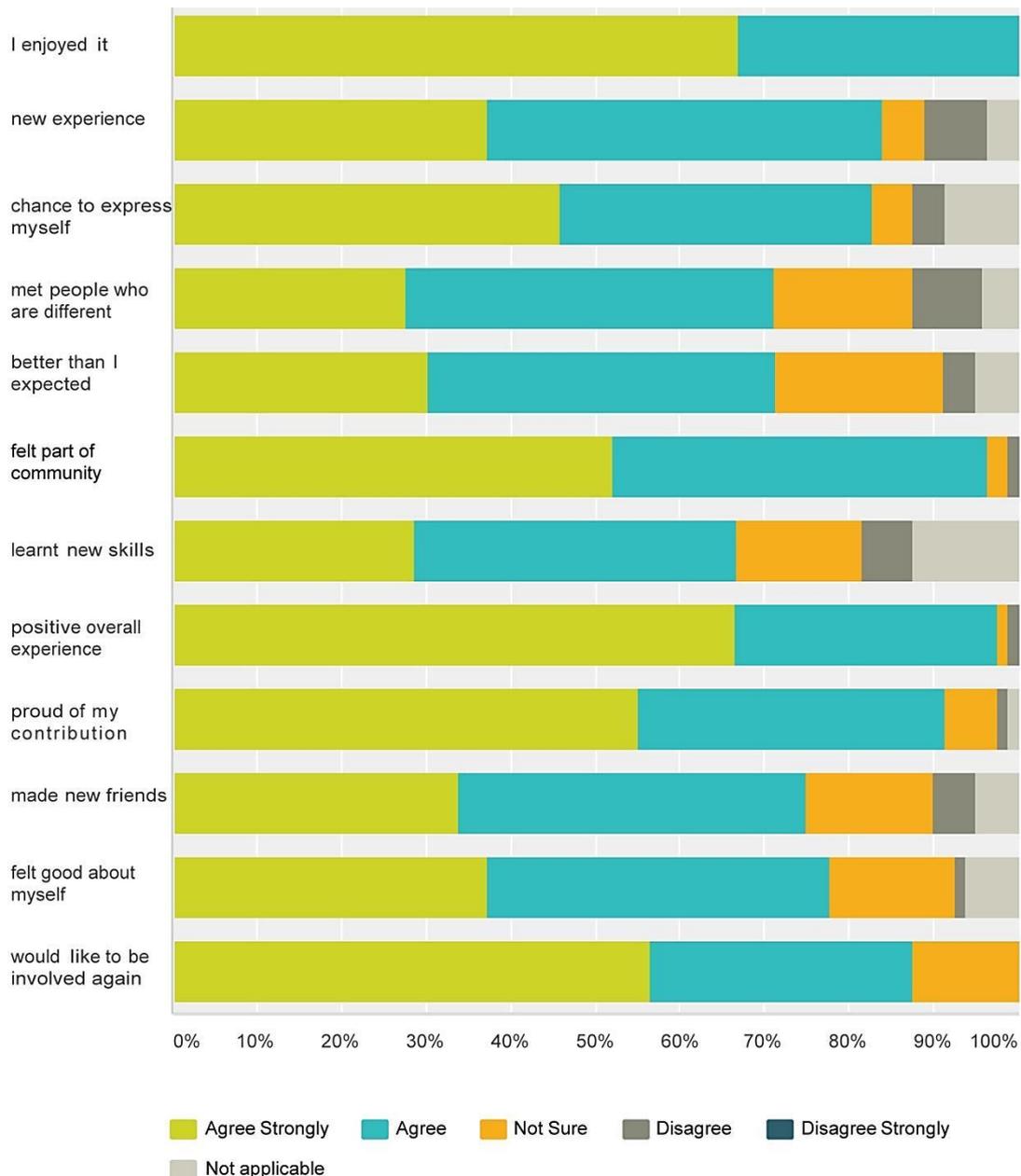
Support local community input.

3. The experience of participating

Participants were asked a number of questions about how they found the experience of being involved in the project/s: how strongly they felt about it overall, the best thing about it and whether anything could have been improved.

Strength of feeling about the experience (Q4 answered: 84)

Participants responded by indicating the extent of their agreement or disagreement with listed positive statements on a scale running from left to right, positive to negative. The statements were drawn from the 2012 *Just Add Water* survey, however some appeared to have difficulty in relating them to their role in recent projects which may account for the higher than normal rate of 'not sure' and 'not applicable' responses in a few cases.



	Agree Strongly	Agree	Not Sure	Disagree	Disagree Strongly	Not applicable	Total
I enjoyed it	67% 56	33% 28	0% 0	0% 0	0% 0	0% 0	84
It was a new experience for me	37% 30	47% 38	5% 4	7% 6	0% 0	4% 3	81
I had the chance to express myself	46% 37	37% 30	5% 4	4% 3	0% 0	9% 7	81
I met people who are different from me	27% 20	44% 32	16% 12	8% 6	0% 0	4% 3	73
It was better than I expected	30% 24	41% 33	20% 16	4% 3	0% 0	5% 4	80
It made me feel part of the community	52% 43	45% 37	2% 2	1% 1	0% 0	0% 0	83
I learnt new skills	28% 23	38% 31	15% 12	6% 5	0% 0	12% 10	81
It was a positive experience overall	66% 55	31% 26	1% 1	1% 1	0% 0	0% 0	83
I felt proud of my contribution	55% 45	37% 30	6% 5	1% 1	0% 0	1% 1	82
I made new friends	34% 27	41% 33	15% 12	5% 4	0% 0	5% 4	80
It made me feel good about myself	37% 30	41% 33	15% 12	1% 1	0% 0	6% 5	81
I would like to be involved in more projects like this	56% 45	31% 25	13% 10	0% 0	0% 0	0% 0	80

- Overall there was a very high level of agreement with all positive statements for both females and males, and across age groups.
- The strongest single scores were 'strongly agree' for 'I enjoyed it' (67%) and 'it was a positive experience overall' (66%).
- The combined 'strongly agree' and 'agree' responses were also very high for 'felt part of the community' (97%) and 'proud of my contribution' (92%).
- A substantial number of participants 'agreed' or 'agreed strongly' with 'it was a new experience' (84%) and 'the chance to express myself' (83%) and perhaps most telling was that 87% agreed that they 'would like to be involved again'.
- No one 'disagreed strongly' with any statement, although small numbers of participants disagreed with some, in particular 'met people who are different from me'. As explained above, this may reflect a mismatch between the statement and the nature and focus of recent projects.
- Several statements received a sizable number of 'not sure' responses, in particular 'it was better than I expected' (20% of total and 31% of males). The statement 'learnt new skills' also attracted a 'not sure' response from one third of male participants and relatedly scored highly for 'not applicable'.

The 'best thing' about the project for participants (Q5 answered: 82)

Participants were asked to explain in their own words what they had found to be the 'best thing' about the experience and almost all responded. The main themes emerging from their comments are summarised below with examples.

- Learning creative **skills**

Learning about what goes into a play

Learning to sing and dance on stage

A new opportunity to try something with a new approach

Getting to make my own song and learning new song writing skills

The challenge of being interviewed closely

Time-out to draw

- Social connection

New friendships, bringing the community together, seeing people blossom

The atmosphere created by the events, the sense of community and overall cultural experience has been a highlight

Hearing stories from other people about their life experiences

Involving the surfing community

Made my community come alive. My kids love it.

Being part of a caring community that was keen to be involved.

The overall friendliness of everyone.

- Sense of achievement, **self-confidence**

I made new friends and it made me feel more confident.

Felt good about self

Seeing the community shine through expressing themselves

Being supported to take risks with new, challenging work, and doing so

Feeling confident about creating a performance.

Best thing was hearing positive feedback about the event.

These events have helped grow the popularity of poetry here on the Fleurieu. The success of the Goolwa Poetry Cup in particular has put Goolwa on the poetry map throughout Australia.

- Support from **peers**

Meeting people who have the same interests as me and being able to express what I am passionate about.

The positive feedback I received.

Being involved with other artists and the interaction was most enlightening on different techniques

The support of Berenice and Carole

Meeting some other artists and trying out landscape painting in the field

Being with likeminded people

Ongoing collaboration at events and projects with my esteemed musician friends...locally and in Adelaide. it has encouraged me to share my music.

Working with a producer that encourages and supports my choices. Working with a colleague who has been supportive and inspirational. Support from Just Add Water staff.

- **Pleasure and enjoyment**

Being part of a most enjoyable community art event and looking forward to seeing the results of everyone's contribution at the exhibition coming up.

Enjoying the exhibitions and meeting visitors

To be around like minded people celebrating our surf culture. It was fun and positive. Most things were free for people. Catching up with friends and the opportunity to meet new people. Meeting the world class film makers and hearing them talk about their craft. The relaxed, positive happy atmosphere that engulfed the whole weekend.

Racing cars at the showground.

- **Creativity in community**

Positive feedback from families where all ages and abilities were able to create and make.

The end of year performance, how well it turns out.

Local live music

Getting visual art into the community

Seeing local history explored, documented and presented to the community, especially topics not covered in the print media.

Seeing how eagerly the broader community supports the arts here, and how much things have expanded over the last three years.

Lots of things to see and do and having it local.

Witnessing Goolwa come ALIVE!! Art 'is' the SOUL of Goolwa. Without the arts, Boating/Sailing Goolwa would lose its identity.

- **Making a contribution, being productive**

Feeling useful

Mentoring the young indigenous kids and seeing them try new things

Working with young people – watching them learn, change, adapt. It's interesting the way young people see the world.

It has resulted in being part of a support team behind the One River project. Rethinking and valuing my area of research on Murray River history. It has led to an invitation to contribute to another River project (exhibition/catalogue - Same River Twice (Murray Bridge/AEAF) in 2014/15.

Engaging Aboriginal young people in community activities

Being part of the arts community down south as well as mentoring the participant.

Imparting a sense of community in students through the arts and an appreciation of the importance of the arts in the health of our society.

Suggested Improvements in projects (Q6 answered: 79)

About half of male participants and just under two thirds of females said they thought there were things about the project that could have been improved. The comments from 17 males and 23 females offer more details and some suggestions for improvement, as the following examples show.

- **Positive feedback**

More of the same!

For a first-off effort it was very good

There's always room for improvement... Overall I have been impressed by how well the program has been managed and presented to the community

Nothing I can think of!

Everything was well organised, even a delicious lunch.

- **Administrative issues**

Venue organisation

Information on site for helpers about event

Comfort for the volunteers and visitors could be greatly improved at Signal Point by installing air conditioning

Maybe could have a screen up for people to see the AYAC surfing group in action to complement the board display

So much on offer it made it difficult to decide what to attend

It needs a better commercial outcome for it to be supported by business and be self-funding

I would have liked more feedback about what was happening along the way

I was disappointed with the narrow and somewhat minimal coverage in the local print media of both the festival and the entire list of participants

Marketing in general.

Maybe the timing of the event and to have more local support somehow

- **Project implementation**

More time to do sculpture for Contemperate

I think keeping it centred in Middleton would be a better idea... spread out along the coast to Goolwa and Port Elliot was just a bit too far. (SurfArtFest)

More rehearsal time

Our collaboration with council could have been so much more lucrative – in terms of opportunities for young people. Council were originally not very excited about the prospect of us being there spending \$1000s of dollars on young people in the region. Communications with the young person I was mentoring could have been better and this was sometimes frustrating.

Maybe a get together at the end to look at each other's work.

It would be nice if it was a regular event.

Several people commented on the impact of 'the weather' on their experience of 'Drawing on Country', for example: 'The weather – something the organisers can't control', and 'The wind was a bit ordinary'.

Two people commented on their own role:

I should have used a smaller canvas as mine was a bit too big to put on my lap

I could have been a bit louder!

Comments about the project and Just Add Water in general (Q8 answered: 48)

Two thirds of male respondents and half of the females offered general comments which were overwhelmingly positive, mostly offering thanks to the organisers and commending Council on its initiative and commitment.

- **Positive** feedback on projects

The teachers were kind and trustworthy

It was a good experience

I made new friends and feel a lot more confident

A great idea for a project

It was a fun day and a new experience for me

It would be nice if it was a regular event

Very generous and kind with her knowledge

The project was professionally planned, carried out and presented. Well done!

The funding was generous and should be sufficient in itself to attract interest from the most appropriate artists across the state. It was a most enjoyable experience.

All the people I had dealings with on the project I hold in the highest regard

Thank you so much! Homebrew and Nisa have elevated my level of functioning and I am much happier and more connected.

- **Appreciation** for organisers

I commend those responsible for the idea and the work involved in achieving such a good outcome.

Thank you for giving me the opportunity to be involved in things like this.

Thank you for running this program 😊

I am grateful for all involved for bringing this down here, it has moved us all to a new level and it will keep going in some form from now on.

Thanks to all who organise these events. I think we are extremely lucky to have such a vibrant program of art events in our community that we can participate in so easily.

I applaud the Alexandrina Council for its level of support for the Arts in this region.

Thanks Country Arts South Australia!

- **Community** impact

The excitement, color, sense of connection, life enhancement will be remembered for years to come. Well done to everybody.

Just Add Water has to have been the most interesting community celebration of the human spirit to have occurred in the Alexandrina electorate.

Goolwa came alive with the 'Just Add Water' Program. People have made lasting relationships from working within this program. It attracted great artistic talent which has influenced Goolwa as a whole. It lifted standards; demonstrated how talented our own community is while demonstrating how much talent is across the Fleurieu.

I think this is a good public image for Goolwa and impresses visitors.

- **Suggestions**

I'd like to see more of these projects in other regional areas. And would like to see the film Under My Feet shown in regional movie theatres.

Great, needs to be every two years.

It was a great idea and could be expanded.

I would have liked to see the mainstream media more involved.

- **Disappointment**

So many locals were interested in involvement initially, then they weren't around when it happened.

4. Looking ahead to the future

Participants were asked to indicate whether they would recommend getting involved in such projects to others and offered the chance to make suggestions for future projects.

Recommendation for others to get involved (Q7 answered: 77)

All of the female participants and all but 3 of the male participants said they would recommend that others get involved. 19 males and 26 females gave reasons for their answers and all of these were positive. The main reasons are summarised below with examples:

- **Because of what you learn**

Because it teaches you new skills

Great experience, learning opportunity

Young people meet other young people outside their school circle, they learn about themselves and their community, society in an experiential way.

- **Because of the way it makes you feel**

Good for the soul

It's fantastic

Relaxing, makes you part of the community, feel you can contribute to the community, great way to see life through the eyes of others and often they are travellers from outside the community

Being involved in arts projects is great for the soul, building confidence... be proud of their achievements.

It's a wonderful medium that reaches a wide audience.

Powerful sense of connection and feeling valued.

Its very satisfying and enjoyable.

To express yourself

To embrace yourself

Feel part of the wider story of your district.

- **Because it is good for the community**

Involvement in these projects gives a positive outlook for all.

Self-expression is a birth right and makes a healthier happier society.

Because it is bonding within the community.

Community spirit

Benefits our community

It's a team effort. Great for the community.

It's fun and helps build community

Gives something back to the community in the form of ideas they may have never come across and hopefully will draw people and artists from all over the state to the local area.

Community involvement increases success of your business.

- **Because it has social benefits**

Just a great atmosphere. Lots of colour and good vibe.

Because you can meet people and learn new things

Its an enjoyable way to be involved in art, meeting others who enjoy the same things

Many new friends or relationships are formed. Many heads working together can create amazing results.

The more the merrier.

I have recommended [to others] and they will!

- **Because of the level of support in Alexandrina**

Alexandrina Council has been incredibly supportive of these events, both the monthly readings and the annual Goolwa Poetry Cup and I would encourage anyone wanting to organise any arts project, program or event in regional SA to make Goolwa the place to go. This Council is very good for the arts in this region for both artists and audience.

Suggestions for future arts and cultural projects in Alexandrina (Q9 answered: 42)

42 participants added comments and suggestions. Some of them simply said 'no comment', while others were general statements of **support for the continuation** of *Just Add Water*, such as:

Alexandrina Council should keep doing what they are doing, because the arts program in this region is 2nd to none in SA & Australia.

Keep up the good work and utilise the facilities and talent that is available both local and further afield.

Keep it coming! Need to be sure that local Council has the right staff and enough of them to make such things sustainable long term. We love the staff we have at the moment!

Just keep them coming. It adds so much to our quality of life in this region. Makes us the envy of other adjacent council regions.

Others were specific suggestions for **particular initiatives** or interest groups including:

I'm excited about The Chart House proposal for young people. There is an age group 18-27 that this venue could become very important to. I would like to see it become a production house run by and for young people.

We should paint buses

More connection with Aboriginal community

Dance classes/workshops

Music festival eg ukuleles

River steamer forum (international) Maritime history focus.

A film festival

Interactive theatre

Acting workshops! Art workshops!

Get new people involved to inject new ideas, business people with good PR skills.

More artists in residence with local arts groups

Armfield Slip etc to expand their conceptual horizons

A changing program of ephemeral art pieces at a single central location so people would return to see what's new, rather than spread them out across all areas and be missed. The central location could change each year.... An artist in residence with Council's footpath team, for example, to explore different ways of making artistic interventions to punctuate the pavement surface... local youth could be involved.

And finally a statement about the **potential expansion** beyond Alexandrina:

I respected the 'Just Add Water' program because it was inclusive to all ages. This worked. Over time, it would be special to develop our very own Fleurieu Arts Program with the amalgamated support of all Fleurieu Councils. Funding is the big issue, but you see, Art & Culture is the intrinsic soul of the people; our people are the Fleurieu. Example: Ancient Roman Art & Culture was the most successful invasion [intervention] on its conquered people across Europe. With each Roman conquest, came their art, architecture and culture, which influenced all its conquered communities. This is the big picture.

Just Add Water – Cultural Places Local Contributors Survey 2013-2014

Who: Individuals who have contributed directly to the JAW program delivery as a volunteer, liaison person for groups or schools, project artist, gallery assistant or in technical roles, cultural or historical advisor.

What: mainly qualitative questions about how well the projects have achieved the overall objectives and contributed to creating a legacy for future activity in the region.

How: Survey Monkey™ on-line questionnaire

Approximately 80 individuals across 13 projects as well as individuals were invited to complete the survey. A total of 25 responses to the on-line survey were collected between November and December 2014. Not all respondents answered every question and the number of actual responses is shown in each case.

1. Respondents' roles in Just Add Water

(Q1 answered: 24)

Respondents were asked to indicate their main role in the program, bearing in mind some had played more than one role. The roles were reported as follows:

Role	Number of respondents
Lead artist in one or more projects (includes exhibitors)	8
Project coordinator	6
Operational staff (includes technical, documentation, volunteers)	4
School or community group coordinator	3
Community historian (includes researcher, consultant)	2
Cultural advisor local and regional Ngarrindjeri community (and participant)	1
TOTAL	24

2. Perceived achievement of Just Add Water – Cultural Places objectives

Respondents were asked to give their views on the extent to which the four key objectives of *Just Add Water – Cultural Places* had been achieved over the previous 3 years. For each objective they were asked to indicate their agreement or disagreement with a positive statement and to offer comments or reasons for their response.

None of the respondents disagreed with any of the statements although some neither agreed nor disagreed in each case and the strength of agreement varied between objectives.

These findings and associated comments – some of which were extensive and detailed – are summarised here and provided to Council staff in full for consideration.

Objective 1: Just Add Water has offered a good range of opportunities for community members and visitors to engage in arts and culture over the past 3 years (Q2 answered: 23)

20 respondents strongly agreed with this statement, 2 agreed and 1 neither agreed nor disagreed.

The comments identified particular aspects of the program which testify to a very high level of achievement, with the highlights being the scope and diversity of programming, the wide demographic catered for, the appeal to local and visiting audiences, attention to emerging as well as established local artists, and strong support from Council and Country Arts SA. A repeating theme, which reflects how deeply these opportunities are valued, is the concern from some in Strathalbyn that the program has focused too much on venues in Goolwa while neglecting other centres.

Such a wide selection of events – for different age groups – entertainment, education, promotion of history and enjoyment.

JAW has offered a **huge range** of arts & culture opportunities for the community & visitors from children's workshops (Sponge, Saltwater festival, Kumuwuki/sharing circle) lantern making, drawing & cutting designs for the inflatable whale kondoli, theatre performances, drumming/circus workshops, musical/ dancing opportunities, poetry, storytelling, sculpture along the coast, film & exhibitions.

In the projects I have been involved in definitely **more than 200 people have engaged** as audience and another 50 or so as participants. Also many artists have been engaged through the project.

The program has been a **showcase for locals, as well as visitors** alike. The diversity has been warmly welcomed by everyone. This shows by a high percentage of shows booked out at Centenary Hall.

Opened up a lot of opportunities for people to participate and view/see art/performances that they **would have to travel for**.

It all happened over 3 years so there was plenty of time to gravitate towards one or more of the many opportunities; **events were well publicised**; there was a very varied program which was conducted across a **wide demographic**.

Established artists were challenged to take a step or two up with their work (me, for example), **emerging artists were identified** and supported to develop their work ...and of course the endless events, theatrical and visual...it goes on.

The **support from council** & the Arts Officer, Leah Grace has enabled me to start up a monthly poetry reading event this year, Poetry On The Fleurieu, that is local & very popular, making it possible for the community to enjoy regular poetry without having to travel to the city.

... for the ones I have been involved with the **response and feedback from participants** have been of a very positive nature.

The involvement and attendance by 'community' has been easier for those in the western part of the Alexandrina Council region. As an Alexandrina Council initiative it has been regarded by many in, say, Strathalbyn as rather '**Goolwa-centric**'.

It is a result of many years of **combined experience** that a team from Country Arts SA combine their skills to create a program that stimulates community. There is no wishy washy attempt at outcomes as funds are difficult to come by so the program is driven by **process and goals** and continually scrutinized.

Objective 2: The Alexandrina community values arts and culture more as a result of opportunities provided by Just Add Water (Q3 answered: 22)

14 strongly agreed and 6 agreed with this statement, with 1 neither disagreeing nor agreeing.

The comments indicated that respondents believe great progress has been made, identifying some of the key ways in which shifts in community valuing have been achieved. They remain aware, however, that while not every community member will be interested in arts and culture as a priority, nevertheless there is still great potential for further development.

*I think **community members can see the positive outcomes** of the Just Add Water program. I have spoken to many parents who were **surprised at the standard** of the Wet PAint performances and surprised by the skill and talent of the young people - this is most gratifying!*

*I observed deep interest from members of the community in the range of activities - particularly **historical perspectives in events or displays or films**.*

*After talking to groups within the community for 'the rain curtain', they have all expressed how JAW has **helped groups & individual transform & grow** in many ways.*

***Exposure to arts** makes people aware of it, which in turn makes them value it.... After presenting their work to Goolwa Primary the number of participants in the project more than doubled.*

*I feel **there is more energy in the arts community** now. I know the elected members are conscious of the increase in arts activity and should be aware of the benefits it brings. I feel there is a slightly raised awareness of the arts more generally but I still think **there is a long way to go**.*

*It has also attracted **artists to relocate to Goolwa** and because of this it's becoming a real hub.*

*Lots of people weren't **into the arts** previously.*

Absolutely. Mainly because **it attracted folk who were not art viewers or event goers** really, prior to Just Add Water. Saltwater, for example drew in surfers of course, but also exposed them to many art events and opportunities. As for folk who were engaged in the arts prior to JAW, they had deepened their involvement and in some cases had their first paid gig as an artist.

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... Some just simply need to hold animosity towards the arts in order to maintain some distance from emotions I suppose. But **they are much quieter than they used to be...**

... we hear that some think there is too much money spent on arts, without understanding that a great deal of the funds did not come directly from rates. Within council there are still many that don't even seem to know it happened while there are others who are engaged. I think it will **take a little more time to see projects initiated by council directly before we know how the community values money being spent on the arts.**

Without being exposed to the different art forms people do not know if they like that kind of art, so giving them the opportunity to experience such variety locally is a fantastic aspect, as people will not travel long distances to the city on the "what-if we might enjoy it" theory, whereas **having more art locally, they will attend & then become regular patrons of the arts.**

There is still a lot more traction to gain – but there has been **a huge shift** in how much the community values and understand the benefits of arts and culture.

Objective 3: Just Add Water has helped to strengthen local commitment to arts and cultural planning and development in Alexandria (Q3 answered: 22)

11 respondents strongly agreed and 6 agreed with this statement, with 4 neither agreeing nor disagreeing.

Comments show respondents believe there is growing commitment within key organisations but that it is still fragile and needs constant building and reinforcement. There is clear recognition, though differing perceptions, of the key role that Council can and will play in future developments.

*I felt that members of the Alexandria Council **could have embraced the efforts of the program more** and had a far more co collaborative role.*

*... it seems that there is **strong Council support** for arts and culture in the area.*

*The community has experienced in most cases **a positive vibe** from local commitment to arts & culture development from Saltwater festival, stobie pole painting, change & adaptation, community theatre & music to name a few.*

*I am not sure about this. I feel as though there is **some momentum within council** to support Youth Arts... but not as much as I would like or expect to see.*

*The commitment amongst the arts community, I think, has strengthened. Also the Council has **expressed a stronger commitment** to the arts. This will filter out to others.*

*I think this **shows in the volunteering** in Goolwa, with keeping art galleries and Centenary Hall functioning.*

*Hard to tell really still. But **I have a good feeling about it.** Council have committed to some funding; staffing; some ongoing events etc; and locals are keen on having future events. We just have to get used to not having the level of funding and support that we've had, and **be realistic about making things happen** in other ways: seeking funds etc.*

*The last council election in the Goolwa ward was won on reducing council staffing and rates. In a climate where the federal govt is cutting allocations to councils, this does not bode well. However, there are **those in pivotal positions** who now see arts and culture as an important aspect of cultural planning and development. I would like to think we have **pushed the boundaries** a bit so that it is not just viewed as therapy, but **intrinsic to overall wellbeing** for individuals and community.*

*Local people now don't have to travel long distances to get "their fix" of art & they are **spending their dollars in the local economy** and so are visitors to the area attracted to this wonderful variety of the arts. Local community members are happy they have more to do & see. **Local businesses have good customers spending money** in their premises & planning for even more future events has been encouraged. I have been asked to add a poetry component to the Langhorn Creek Writers' Festival which was at risk with lower*

numbers, but I think adding more variety to their program after the success of my events / readings means it will not only continue, but **improve & thrive**.

It has moved arts from a satellite context much closer to **core business since 2012** within Council.

Objective 4: the Alexandrina community is better able to plan and deliver arts and cultural activities and events as a result of Just Add Water (Q5 answered: 23)

11 respondents strongly agreed and 7 agreed with this statement, with 4 neither agreeing nor disagreeing.

Comments convey a sense that exposure to high quality program delivery and having the chance to gain experience with support from Country Arts SA and Council staff have meant that inevitably there is a greater capacity and determination to continue. A few were more cautious in their optimism.

*Just by the process of doing something – even if unwillingly at times – **things will be learnt**. The huge effort members of the community put into the many projects mostly found their target.*

Great modelling and enthusiasm and I think lessons learned from Just Add Water will continue to be an influence. The challenge will be funding and scale.

Country Arts SA/ JAW has provided the **ground work & scaffolding** for the Alexandrina community to continue arts & cultural activities.

I am **not sure** about this.

The experience gained from Just Add Water, especially events like Kumuwuki, but also smaller events, has got numerous people up to speed on what is required. We also have **better arts infrastructure** now.

Since JAW started in 2012, **people now realise that the quality** of exhibitions and performances in Goolwa are well worth attending. Knowing this, planning ahead surely makes it easier to know that events will be well attended.

Although **systems are now in place** in the council we will see what the new elected members have on their agenda besides business opportunities and gopher tracks.

Hmm, some individuals and possibly some orgs maybe, but I think there needs to be some kind of **help for people wanting to access funding**, and advice.

I think that the two galleries, SCRAC and Signal Point are producing high quality exhibitions continuously now and that **has been a huge leap. Community based galleries are also** delivering great exhibitions so clearly we know what we are doing in this area.

If a position is not created for a community arts officer equivalent to what Di Gordon is doing at the moment then we have no chance of being able to continue planning and delivering arts and cultural activities because there will be no one to do it. It is a **highly specialised** field.

In terms of theatre, **we are at very early stage**. Centenary Hall is a bit out of most people's reach because it is too expensive to operate when there is not really much funding about for the level we are at. But it is growing, there are **small groups producing good stuff**. I think among the arts community we have individuals who can produce great activities and events, Saltwater showed that. I don't think at council level there is a great deal of confidence or real understanding of the arts to have council driven arts events beyond what Leah Grace and Di Gordon are able to achieve.

This has yet to be seen in subsequent years when any further delivery of arts and cultural activities is seen to be budgeted for and then delivered.

Having such an all-encompassing umbrella to cover the variety of arts in this region has helped **cross pollinate information** of gigs, **enabled organisers to plan events** so they don't clash, thus not cutting each events attendances & this cross pollination has also enabled "**sharing**" of audiences, people travelling from longer distances are more likely to attend if there are more than 1 or 2 events to enjoy.

The community still needs a **fair bit of assistance** from council staff to help with the **practical aspects** of realising arts and cultural aspirations.

3. Creative development for local artists and project staff

A concern with the question of community capacity to design and deliver programs as expressed in Objective 4 highlights the particular role of *Just Add Water* in fostering the development of artists and other project staff. Respondents were asked to consider the extent to which *Just Add Water* has created opportunities for professional development or employment for local artists in general as well as supporting and fostering their own (the respondents') development in their respective roles.

Employment or professional development for local artists in general (Q6 answered: 22)

In relation to the aim of *Just Add Water* in professional development for artists, 13 respondents 'strongly agreed' with the statement that it had created more opportunities and 5 'agreed', while 3 'neither agreed nor disagreed'.

Most respondents felt this aspect had been achieved in meaningful ways and gave clear examples. The question of being able to sustain this given the end of external funding for *Just Add Water* was raised.

*I have been fortunate to **experience development in coordinating** children's workshops from other professional artists.*

*Absolutely. This has been a major aspect of the program. In my little part I mentored 6 people working in the arts and culture sector, so I imagine **overall this would have been a very strong part** of Just Add Water.*

*As an artist who has received work through Just Add Water, **I have benefited directly**. I took the opportunity to have a go at a few things outside my normal practice - and this has been valuable professional development. I have also got to work with, and get to know better, a number of local artists, which may lead to further collaborations or new initiatives.*

*Personally the Just Add Water programme put me **out in the public arena**. Working away quietly for years this programme has given me new contacts and a chance to work in my field being creative.*

*Yes it did... Also there were many experiences for **artists starting out**, that educated them and gave them some experience.*

***Well it took a little while for me but in the last year I have certainly had employment** in the arts for the first time, and that has also been professional development for me. JAW appears to have created many opportunities for artist employment and development but probably more importantly for the long term, it has **given many of us a profile** that we didn't have before and given a great deal more credibility to us as regional artist. I feel so much more solid and confident as an artist in the state. I would say in the past three years I have developed far more than in the previous four years of my practice. It has been fantastic.*

*This may well have been so recently. Again the longer term **evidence is yet to be seen** of this **impetus being sustained**.*

*...[he] **mentored me** to give me **improved workshop facilitation** & individual mentoring skills so I can run workshops & mentor writers & poets for local members of our community. This interstate poet was paid & travel & accommodation costs covered.... I can now start to pay poets as feature performers at our monthly events & this will have a flow on effect in attracting more audience (& funds raised) so I can pay more local artists to perform. And as a local resource for workshop facilitation & mentoring of writers & poets **I will be able to pass on learned skills** to other locals for their improve professional development*

*I have worked extensively in regional SA and beyond and as a freelance artist have seen the **opportunities for both local artist and those such as myself** having strong links with this region as very positive with many wonderful arts outcomes.*

*Professional development opportunities were created. **Paid employment depends on funding.***

Effects of Just Add Water on personal interest and commitment (Q7 answered: 21)

Respondents were asked whether their involvement in the program had had any effects on their own interest in and commitment to arts and cultural activity. 20 of the 21 who answered this question confirmed that it had, most saying they were more committed than ever as a result of feeling **connected**, inspired by the **community and place**, and/or because of the **success of the projects** in which they were involved.

*Yes. The mouth of the River Murray is **an auspicious place** and the community are a part of that unique creative hub.*

*Gave me **first hand insight** into a range of cultural events and organizations that already existed within the community that I never knew existed.*

*I became really **interested in the importance of how local history** and the understanding of the past can assist people in the Alexandrina area to develop a stronger knowledge of the contributions of people in the past to building community. I also think the **sense of identity** would have developed through the 'Telling our Stories' films.*

*Through my involvement in JAW, I feel a **stronger desire to develop** & be a part of a group art or sculpture exhibition.*

*It has made me feel **well connected** to youth arts in Alexandrina. I have networks and ideas. Whether this will amount to anything in the future? Time will tell ☺*

*As a professional artist **my commitment was always there.***

*Most definitely. I enjoy being involved and have been involved in different aspects of JAW over the years. Spreading the word to visitors or even locals **has been a pleasure.** I guess being a local for over 30 years now, I am passionate about this town and what goes on.*

Makes me realise I don't have to be wedding photographer to earn an income.

*My enthusiasm is always there, but I already work in the area. However I can see how much enthusiasm there is and **have a broader sense of how I can work with my community** as well as with local govt staff to make things happen.*

*I am **more committed.** I love the diversity of the region. It gives great inspiration and people are generally willing to engage with me as an artist.*

*I'm very keen to continue to make theatre within Alexandrina because of the **enormous support provided to my event.***

*I have a history of interest and commitment to the arts... My involvement this year has **helped sustain** my commitment.*

*I am even more enthusiastic **after the successes of my projects** & events & because of the level of **support from council** & Leah Grace, Arts Officer I am prepared to **increase my involvement** in local community events & other programs with other organisers. I am even buying a property & **moving from the neighbouring council** so I can be in this council area, because of this **wonderful supporting culture** that exists here!*

*My involvement has been very positive and as also enables me to form links for ongoing workshops and **build connections in the community.** I will always have interest in creative activities within the Alexandrina council area.*

*As an arts worker it has **strengthened my resolve** to see it go further into the future and become more embedded in the community and council.*

Effects of Just Add Water on personal artistic or professional development (Q8 answered: 21)

Respondents were asked if there had been any impact on their own artistic or professional development. 18 replied that there had while 3 said there had not.

Many offered specific examples of areas in which they had developed and the kind of increased understanding and knowledge they had gained.

Yes – the process has been **best practice** and has stimulated and supported my own practice.

Inspired me to think more locally with regards to my art in terms of **utilizing local assets**.

I loved being a community history researcher and interacting with people who became the storytellers in the films for 'Telling our Stories'. It developed my **sense of the importance of gathering the small stories of events and artefacts and place**.

I have learnt a lot from other artists... Also working for & with other managing professionals has increased my awareness in **communication & working as part of a team** to complete a task.

It has **grown my knowledge and understanding of the ways that councils operate**. By mentoring young/emerging artists it has given me a clearer understanding of my own practice; what I value, **what my strengths are and the areas I need to focus on** developing further.

I have developed an interest in **a new medium**, due to being involved in Just Add Water. This may lead to a change in direction in my artistic work.

Not that I've found any hidden talent yet, but professionally I take my position of Front of House Manager at Centenary Hall very seriously and try to **run a professional venue** for people to visit and enjoy.

Given me more confidence and a belief in my art work.

I was involved in many things and at different levels: coordinator; lead artist; participant; volunteer; audience member, the lot! So I **got to learn many things**, and get off my own little beaten track a bit.

Massive. I have grown in **confidence and capacity**. While I have been creating my own collaborative projects for a while, during JAW I have been invited into projects that pushed me to develop professionally. Through JAW and other events during the last three years such as One River, I have **honed my skills** and recognised that what I do is a bit unique which has given me a great deal of confidence. It is also exciting to be involved in projects that **push the boundaries** of traditional community arts.

I have undertaken my own personal professional mentoring by Robin Archbold through one of the projects I attracted funding for from Country Arts SA & the Australian Government Regional Arts Fund (which I was assisted in applying for by Leah Grace, Arts Officer at Alexandrina Council & Di Gordon, Regional Arts Officer with Country Arts SA. I intend to **continue my personal professional development** in the next year in the areas of multi-media so I can learn to publish chapbooks, record & make CD's & DVD's to assist other poets / writers / performers produce material to promote themselves & / or for sale.

New skills with film and more confidence with community history projects. Inspirational.

I'm a **better arts worker** because of this program.

4. Future development of arts and cultural programs in Alexandrina

Aspects of Just Add Water that should be continued (Q9 answered: 19)

Respondents were asked to say whether there were particular aspects of *Just Add Water* they would like to see continued into the future. Some of these related to specific projects, while others to general principles or qualities and processes that had characterised *Just Add Water*.

- Particular projects or approaches

All of it

Youth focused programs. Focus on the telling of historical stories. Film events and documentation.

I think there are plenty more stories for **films!**

Theatre & art/culture workshops for **children**.

Wet Paint. This group has a lot of momentum behind it from **young** people. I would love to see an artist take the reins and be able to lead with vision. I would love to see the group be allowed to grow according to demand and to broaden the opportunities for arts practice that it offers. Those young people have many stories to tell and skills to grow and capabilities to grow which could be achieved through this project.

All of it! In particular, the **Fringe Caravan** and shows in Centenary Hall. I imagine the exhibition spaces will be booked out by local artists, even after Just Add Water, but a traveling exhibition would also be good.

Contemporary outdoor **sculpture trail**; Drawing on country; touring shows and exhibitions; The sponge.

Our Stories film making project.

Live shows that normally miss regional areas. The opportunity to work on projects with collaboration with other artists of different media.

- Standards and principles

Keep up the **standard** of performances coming to Centenary Hall including **international acts**.

The standard of programming

Keep bringing professional theatre companies to Alexandrina. And continue to **support the development of locally made theatre**.

I would like to see the **diversity** maintained

Exchanges between Aboriginal and local communities. Workshops to give people new skills.

I would like to see **potency and drive** maintained by the **appetite** that the community has developed.

New ideas or strategies for future support (Q10 answered: 14)

A number of respondents offered ideas or particular strategies to extend or add to existing proposals.

The Chart Room as a **production house** for young people's work.

I would like to see **more local artists employed** & maybe to have a proposal time of sculpture displayed at library first.

If the film society continues to grow, their ideas about **supporting local film-makers** may benefit from additional support.

Take advantage of Goolwa being a holiday destination. During Christmas and the New Year there is very little on to show the public that Goolwa is a place to be. **Even buskers in the street or open air performances around the rotunda** (Jazz Bands for example). In the past there used to be artists displaying their works on the lawns there. I know these things don't generate money but it's just a thought to keep people talking about Goolwa!

I think we need to have a good think about how we **support original/contemporary theatre** projects. We don't have the support or infrastructure in the same way the visual arts do so I have tended to do all my own shows through the visual arts. Something similar to what visual arts have would be good to **nurture theatre**.

An **Arts Hub** - a shared office space of some kind that can be used by local (visual/performing) artists and writers.

Living in Strathalbyn I am particularly aware of the youth suicide rate. I hope the AC will work towards ways cultural programs can be part of bringing meaning to the lives of youth and also those in the farming sector who have been affected. The scope for **community people as well as professional artists** to participate needs to be furthered.

Add **production of books, CD's & DVD's** of Just Water events & performances for promotion &/or sale to the public.

Woven sculptural forms which reflect the local environment combined with woven forms with function.

In-depth films which could be sold - to ABC, SBS.

I've watched **new engagement strategies** in ccd practise that are moving out of a 70s model find that very exciting.

Instead of money going to artists for workshops etc, community groups would benefit more from the money directly for a **particular resource, eg costumes**.

I am proposing a **thinker-in-residence** so we can clarify our strengths and weaknesses.

Other general comments and suggestions (Q11 answered: 14)

Just over half of the respondents took the opportunity to add final comments. Four of these comprised specific suggestions to Council about processes to support good practice in arts and cultural development, including appraisal of its outcomes:

*More **transparency around funding** from local councils – a bit hard to suggest something like this as the council has the right to do whatever it wants with it's money – just didn't seem very progressive.*

***More publicity!!!** Greater effort with the distribution of the 2015 JAW program.*

*I would like to see the Council make a **public commitment to continuing** this program with an evaluation of what this has contributed to the community culturally and economically.*

*That council has an in-depth reflection on what this project has provided the Alexandrina. That they **recognise the value and importance of what has occurred/**been achieved and take a proactive strategical approach to how they continue to achieve these outcomes...*

The other comments all **commended** the program organisers and expressed **appreciation**:

*Congratulations on the **commitment, energy and vision of Just Add Water** and its organisers and employees for the benefit of the Alexandrina community!*

***Brilliant job** & well done Jo Pike!*

*Personally, Just Add Water has **enhanced my life in Goolwa**. I love seeing the arts play a bigger role in people's lives because I am convinced of the benefits. I would like to see a Just Add Water program out every year from now on!*

*Thanks to Jo Pike, Ollie Black and Di Gordon for their **encouragement and support**.*

*Just thanks very much for bringing this fabulous support and experience to this area. It was the **right thing in the right place at the right time**. I only wish it could be continued and other communities could have the same experience we had. I realise that it's a mixed result and does not always work as well in some places but it's all a learning experience too! Many thanks again xx*

*In all it has been a **life changing time** for me and I am so appreciative of those who have made it happen.*

*I think the extra two years have proven to be critical in embedding the arts in the community as we have. If it had ended in the first year I think it would have been easy to have dismissed it... **three years is good because those extra years helped to get to the heart of the skills we have locally** which is the point, that we be better able to sustain ourselves when the program ends. It did appear that a lot of work at the beginning went to artists from Adelaide so while audiences were being developed, artists weren't necessarily so. So the next two years were the best for me. I love the local arts scene. That excites me far more than what comes in but that is probably because the programs that visit are often aimed at attracting strong audiences so they are more popular than challenging, but that is good. There is something for everyone. **It has been great, really great and a bit scary to see it end but good things are already happening and we are stronger for it**. So thanks.*

*A wonderful initiative by **Alexandrina Council making them the best supporter of the arts in SA**, which has made this such a vibrant community to live in & / or be involved with & I hope this continues for many years to come.*

My involvement over the years has been very positive and I have gained positive connections with many in the community !! thanks!

Well run program. Gave the community a positive sense of their self-worth.

We have been very fortunate – I think we are in the best place we have ever been to navigate into the future.

Just Add Water – Cultural Places

Focus Groups and Interviews with Council Staff and selected informants

Who:

- staff who had some involvement with *Just Add Water* in a range of different roles
- specialist arts and cultural staff; additional Council staff; Arts and Cultural Advisory Committee members.

What: with a total of 18 qualitative questions exploring aspects of the four program objectives focusing on areas of achievement, benefits of the program, effectiveness of delivery, community response, areas for improvement, future commitment and suggestions.

How:

- Focus Group discussions x 2 (18 individuals)
- Interviews (10)
- Total number of informants: 28

Summary of main points in discussion with examples

1. Increased arts and cultural opportunities for community members, artists and visitors

Overall assessment

- There was general agreement that many opportunities had been created and the overall appraisal ranged from 'pretty good' to 'particularly good', 'magnificent' and 'fantastic'.

when I came down to live here 10 years ago, I never felt like it was a cultural and art environment to be in, but I think that's really changed...

the ability to see something live and locally is fantastic.

Diverse opportunities

- The diversity of the program was a particular 'selling point', catering to a range of interests and engaging people from a range of demographic and cultural backgrounds.

I think the diversity has been its selling point and its strong point. It's fantastic. We've had people from right across the community and all corners of the community coming to this area and exploring not just the arts and culture but other things. So they're getting out and exploring their own backyard. People who don't normally get out and explore the region are coming together for this cultural event.

It's also because we've got such a diverse community, there's not really one or two options that cover everybody.

Council had exhibition space but I think Cultural Places and with Just Add Water generally has expanded the range of art forms that are accessible to people. So visual arts is one art form but there's many other art forms that have come on board in the last couple of years.

but also a lot of the indigenous stuff...[some] that's come into our region from all over Australia through this program has been fantastic as well.

Cross-generational appeal

- The activities catered to all age-groups and created opportunities for intergenerational relationships.

We've had stuff across all generations, I think, and that's been a very positive thing.

I just know, for example, my mum and my grandparents have been to events, and it's not just about just going to the show at Centenary Hall; they go for dinner somewhere first and spend their money locally and then they go to the show, and then they might go and have a coffee or a drink and catch up.

I think it's been particularly good, some of the children's programs, particularly during holidays and at Christmas time. There have been some fun events. We've got the schools involved, and I think that's probably broadened their curriculum a little bit that they wouldn't have probably been able to access because obviously at other times they'd have to travel to Adelaide, and that costs money for buses and things like that. So I think from the school's point of view, it's been great.

I think schools have got so much crammed into their curriculum and events that they've got for the kids already that it's sometimes difficult to add something else in. But I feel - I've got children at Goolwa Primary and at Investigator and at Mt Compass, and I feel like there has been a range of events that they have taken on...

[for instance] with 'Cranky Bear' we had buses from Victor Harbor coming over for it as well. They were totally booked out - all the school sessions.

So a couple of our Youth Theatre Group members ended up on Lake's Angel, another production, and all of the access to going to performances and live performances that, yes, if we ever did before, it had to be Noarlunga or Adelaide. So it's given us a good opportunity there. Again, with the younger age group as well, loads of fun things. Things that we just didn't get here before.

Community groups

- The investment in community development in the first year enabled many groups in the community to initiate projects which have since grown and strengthened. However, groups still need this kind of support.

[with the Create and Connect stobie pole project] even people who weren't involved in it could see that something was happening, and it's created a real interest to the town... I think that's a great legacy because now people have their stobie poles painted outside their homes with whatever they want on them... and it's helped to keep them [Create and Connect] running, because they now charge the people that are requesting their stobie poles to be painted.

And groups like the Ukulele group have gone ahead in leaps and bounds, with so many members and growing. And they play in public places all the time so give back to the community as well.

In the first year they [Just Add Water team] were more actively engaging with those managing community programs, so they would say "Great!" and be a part of it. It was more face to face, having a chat, very effective ... but it takes time and resources ... [we] have ideas but still need some input to get them off the ground.

Venues and facilities

- Access to high quality venues and facilities has been a huge advantage for both visiting shows and local artists' development.

Goolwa is becoming known because of the facilities- it's like an arts village. People come to the Hall for the first time and are amazed – they say they had no idea we had this...

We've got a reverse effect happening down here. Whereas people from here used to go to Adelaide to visit relatives, to go and see shows, we're now having people visit relatives down here to come and see shows in Centenary Hall, which is brilliant. So rather than people going out of the town to experience culture, they're coming to us.

We've been a long time user, our Youth Theatre Group, of Centenary Hall, so the upgrade to the hall has just been magnificent. It's given the young people that really great performance outcome - we've always had great outcomes, but it gave them a really fantastic theatre to work in... So hopefully with having this great theatre now, that will just always continue.

And it's not just being used for shows... I know for our local footy club last year, it was hired for our big event, like a formal event, so it's not exclusively for performances and things.

Publicity and promotion

- Publicity and promotion continue to be a challenge – despite considerable time and investment some people complain that they have not heard about available opportunities.

You know, you talk to locals and say, "I went to this last night, why weren't you there?" "Well I didn't know it was on."

I have the same thing. People come up to me the following week and go, "Why didn't we know about it?" I go, "What is the best way we can promote this to you for you to get the information?" They say, "Well, put it in the Times" – and it would have been in the Times, colour photograph in the week leading up to it, and they didn't see it!

Even though we have our beautiful Just Add Water book – or as I call it, 'the Bible' – it's amazing how many people, even those involved in the projects, are not reading it.

Marketing was difficult as the program was not finalised and printed til the year had well and truly started. This resulted in a loss of momentum. We have learnt from this and as a result the one for 2015 is coming out in December.

I understand there's probably a balance there, in that ... there is a capacity to the venues that we have, so across the whole region you're not going to be promoting it [too much], or you're going to be totally inundated. But at the same time, the fact that there are people within this local community that don't appear to know about it means that we're not getting the message out there somehow.

They have to want to know a bit more too. Getting people to actively seek their information rather than the notion of it being delivered right to you.

Not everyone is going to be interested in the end – it's like any other area in the community, like sport.

Accessibility

On the one hand the Just Add Water program has fostered an accessible environment, while on the other hand factors like transport, cost, and geography affect opportunities to participate to some extent.

I feel like arts is far more accessible in this region... if you come to an event here, everybody from all walks of life are here. It's not some kind of exclusive club, and I think that's the difference that this program has fostered ...it doesn't matter if you're a black skivvy wearing artist or... everyone mixes in together and it feels like it could be the footy game, where everyone's sort of joining in... That's a big credit to the program, I think.

There's a cohort here that don't have a lot of extra spending money. A lot of young people don't get that opportunity especially if their parents are struggling.

And transport... that's always going to be a bit of an issue down here and they'll continue to struggle with and work on as years go by.

My understanding was that a lot of the activities were very Goolwa-centric initiatives... I didn't hear of much happening around the place in Strathalbyn where I live for that period of time. So if anything I think it was a bit too Goolwa-centric.

2012 funding was centred in Goolwa...but in subsequent years it's definitely gone outside of Goolwa.

There's been a variety of things happening here each year, but now it's starting to broaden more and get out into the wider community, like Strathalbyn, Langhorne Creek, Mt Compass... I think we're getting better at it, but it's still got a long way to go.

Things like Drawing on Country goes all over, the ASO did a thing in Strath this year, the Poetry Cup...

2. Increase in the extent to which the community values arts and culture

Overall assessment

- Participants offered many examples that show how the general community has come to value the opportunities provided through *Just Add Water* and demonstrate that escalation in awareness of arts and culture over the past three years has resulted in greater appreciation of the social, economic and civic benefits.

Now even those not originally interested in art and culture are saying “I can get involved” and “I can do it” and “maybe I’ll give it a go”.

...and an acknowledgement that...we have some great artists and talented people through all generations, and a lot of us have known that, but now the general population and community do and they sort of admire it and have that pride.

Civic Identity

- The profile of Goolwa and surrounds has risen and there is a sense of civic pride associated with that which people are coming to appreciate.

My neighbour used to say to me... people were complaining that “we are just an art town now” and that it might be more valuable to perhaps open up the tunnels under the town and offer them as a tourist attraction. So that was about 2½, 3 years ago.... Just recently she said to me, she’s going to vote in this election because, “I don’t want this to stop. I’m really concerned that this will stop. We’ve got an identity now. We just used to be [known as] ‘down the road from Victor’. We’re identified now because of what’s been happening with the arts. I don’t want it to stop.” So there’s that shift in just a few years...

It’s our uniqueness and our difference, and we have people from around the country commenting on that.

There are two artists running [at Council elections], one who was not a great fan of Regional Centre of Culture when it first came, and has gone through such a shift that they are now running with a fairly major platform for the continuation of the arts and cultural program.

‘Spin-off’ activities

- Aside from high levels of participation in the *Just Add Water* sponsored projects and events, the many ‘spin-off’ activities initiated by community members as a result of the main program show they value the experience.

...and the community has been involved in it. They’ve helped design the images. In some cases they’ve helped paint the images. And now they just keep rolling on.

They’ve had a lot of Ngarrindjeri involvement with learning how to do different weaving and story-telling... there’s been a spin-off effect of a community group whose profile has been raised as a result of that.

...and as a result of that [‘yarnbombing’] now, we have people coming together on a voluntary basis to knit poppies that were designed for Federation Square on Anzac Day next year. [Now] we’re having our own event here in Goolwa. As well as people sending poppies to the Federation Square event, we’ll be having the poppies as an exhibition here as well...

Well, the film society... that’s just gone berserk, hasn’t it?

That’s just exponential.

Yes, and it’s going out to Clayton Bay and Milang now?

...and there was an inquiry from Strathalbyn as well about starting up there.

*The ukulele group is an example of one that got a real boost from the *Just Add Water* workshop in 2012, and your gallery exhibitions and things like that, more people are probably stepping forward for that sort of thing.*

I was approached by a lady in Strathalbyn to run a comedy festival aligned with Mental Health Week... the idea that she could actually do that and work in with a group, the Strath Youth Players, and put that on with a therapeutic mission behind it I think speaks quite loudly about connection and how that’s been strengthened in our community, understanding the value of arts and how helpful it can be in a variety of people’s situations.

‘Art envy’

- Visitors and people from outside of the region repeatedly express their appreciation of the opportunities available through *Just Add Water* which reinforces the sense of community pride.

It’s really lifted our profile

And we've got people from outside of the region already contacting us to say, "when's your Just Add Water program for next year coming out?"

I think plenty of people have moved to this town because of its new emphasis on arts. I know one artist that's actually said, "I moved from Adelaide", and they just love that there is a sense of being embraced and encouraged to continue their profession.

At the SurfArtFest... everyone was saying "what an amazing place to live, look at what they do here!" It was like one big 'love fest' all about the area and the community. Strangers were talking to each other saying "Wasn't that great? Are you going down to see the band? See you there for a drink." It was fantastic... I had friends from Adelaide who would have come down if it was more widely known.

And there's a lot of Council envy – so we get a lot of people from Victor Harbor going, "Why doesn't our Council do what your Council does?"

Increased volunteering

- The solid group of volunteers which has grown up to support the arts programs on a regular basis over the past three years is a clear sign that it is valued in the community.

Another area I think that's really seen an increase in interest and participation is volunteering. I think that's been a really good thing... So we've got some well-trained, good volunteers who are willing to support these activities. That makes it a lot easier for people to bring events and activities into the area, but also to assist and facilitate local people going to those things too.

General 'buzz'

- There is a tangible atmosphere of expectation that is now evident within the community.

Yes. I can't really quantify it, but ... you don't want it to stop now, because it has given us a little bit more sophistication, and it's been a taste of the city here with the performances and the exhibitions and so on. It just makes it a much more interesting and vibrant place to live.

It's wonderful to walk down the main street on a Friday night and see people teeming into Centenary Hall. I think that creates a buzz and sort of a feeling of belonging that perhaps the town has only had when there's like a major event on. So, to see that happen more regularly is really good.

...right from the moment you walk through the door and sit down, you can tell that audience is desperate, they're willing, there's so much energy and excitement that they're giving out already. Like, thanks for coming, we're just so glad you're here. They're absolutely eager to devour that kind of entertainment. It's sell-out crowds...and I think the town wants this stuff, and they're willing to support it.

It's raised the bar on people's expectations, too, the quality of what they really expect from art as well.

And that opening event [Watersong] was really perfect...people are still talking about that.

Economic flow-on

- It is hard to quantify direct economic outcomes from such a diverse and dispersed program, however there are certain trends that demonstrate the economic value that people attach to having more activity and support in the community. The program has attracted people and investment to the area in a number of ways.

...there are people who've actually bought and moved here because of what's going on. There are people who are planning to buy real estate here because of what's going on. I could give you names...

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. We've got regular clients coming back from Adelaide Hills, Victor Harbor, so it's not just our community.... So there's definitely economic development.

We've been able to beef up next year's program with private people coming in paying us 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.

We now have three businesses that previously weren't open late, that're staying open later, and another one coming on board to open for the evenings before a show, and looking to stay open after a show for drinks.

It's emerging as more of an opportunity for people to make a living through the arts because a lot of the other areas traditionally here in our region are disappearing. We don't have any manufacturing and we have very high unemployment, so I think the arts are being seen as more as a legitimate outlet now... in Strathalbyn we've got a number of studios that have been set up that attract local artists who are putting their works out for exhibition and sale... I think that's a lasting legacy of Just Add Water to put artists on the map as legitimately earning a living from their expertise.

The flow-on effect of advertising from particularly this one promoter's Facebook pages and flyers and things in Adelaide is huge. I don't have a quantifiable figure for that... but what happened is, her husband travels a lot for his profession, and she was at home with her daughter one weekend so they decided to come for a drive and see the whales.... So they went for a little drive around the coastline and had come back through Goolwa, fell in love with Goolwa, seen Centenary Hall and then rang and said, 'How can I get a show in here?', because that's what she does, she promotes her shows. Then she's since come back to visit, just on a family basis, bought accommodation, food, petrol, paid for the hire of the hall – all from that one trip where she just kind of wandered into town unexpectedly.

3. Strong local commitment to arts and cultural planning and development

Overall assessment

- Participants pointed to evidence that the experience of *Just Add Water* has led to a greater focus on planning for and supporting the development of arts and cultural initiatives by organisations responsible for structural and policy decisions in the region. At the same time there is awareness that while considerable progress has been made, such shifts are not set in stone and there is a need to continually reinforce their value for the wider community.

Alexandrina Council

- In the terms of the funding agreement with the South Australian Government in 2012 and then the Australia Council for the Arts in the extension of *Just Add Water* – Cultural Places, Council undertook to build on and maintain the progress that has been made over three years. This relies on a commitment from elected members, expressed in a variety of ways.

I think the community have made their voices known, because you see in the Chamber that in the budget bid process for this year – budget bid processes are very competitive because there's always too many projects for the funding available – but the arts and culture projects that were put up got through because elected members were obviously aware of the commitment and interest in arts and culture by the community. So they were competitive in a budget bid process, whereas three or four years ago that probably wouldn't have been the case. So I think there's definitely been a shift...that would have come about through the influence of the community.

...you go to events and you see them sell out and you see people enjoying themselves, and saying, "look, as a community, we can do this". It creates pride, and I see that pride reflected in the elected members when arts and cultural... reports come to Council.

This year the Saltwater ArtsSurfFest won an Australia Day community award – that makes a Just Add Water program initiative winning it for the past 3 years, whereas before that it probably never went to an arts project.

- Policy and funding decisions that define Council priorities indicate a level of commitment.
Council now has culture as a 'fourth pillar' in its reporting process.

I think the community strategic plan has definitely picked up on the arts and culture area more significantly than it did previously. That is a Council commitment. ...[although] we are moving into a new Council,

probably a new era..., the strategic plan has been committed to, so they do have a responsibility to uphold that.

And Council has introduced a new category of community grants, 'Connecting Community Through the Arts', for the first time, which says a lot.

There's ownership within the community over the arts and cultural program, but there's also a recognition throughout the Fleurieu and beyond that Just Add Water is Council's program, and it's our signature art and culture program for the year.

There's been a commitment from Council - they've offered the old Chart Room as a space for youth. So the offer has been put to young people to develop an expression of interest for the use of that space. So that means that there's capacity for not just the Youth Theatre Group but YAC and other young people to have a common space where they can continue to meet, run programs, use the space for a variety of purposes. I see that as a significant commitment by Council towards ongoing activities for the youth sector.

There are commitments in the long-term financial plans, but it doesn't mean it is guaranteed to stay like that. Things can change. Though I think that having such a successful program has made it hard for them to cut it, why would you do that, cut something that has brought you so much good publicity and recognition? That's just not good management.

I think the development of the spaces that we've had, particularly Centenary Hall and Signal Point, I think the rejuvenation of those physically and the facilities that have been created has gone very well. I think with Centenary Hall, we had like a three stage plan, and stage 1 has gone very well. It's an excellent facility. Stage 2 and 3 are kind of 'if, maybe, perhaps'. I think operationally, to see the best use of those facilities we need to make sure that things are completed.

It's great that it's happened, though it's given us a headache in that now we have to manage facilities that we didn't before.... It probably, I think, has also raised an expectation of what we're going to do for the rest of the region now, so there's going to have to be some budgeting and resourcing for that. That's going to be interesting, because we don't have that financial backing now from the State to make the rest of that happen.

- Commitment is also evident in the day to day practice of Council staff and the sanctioning of new ways of working across the organisation; examples include encouragement for bringing creative solutions to bear in all areas of Council work, and routine collaboration between cultural staff and other departments to break down unproductive 'silo' behaviour.

I think Just Add Water has probably indirectly brought out people's imagination and skills, operationally, continues to do so. A lot of the staff that we've got with us are, number one, being allowed to show their talents, their artistic talents, and it's happening right now... That's I guess why I'm here – because I feel like I'm representing that side of [Council that's] not directly [involved with] Just Add Water but indirectly this is what Just Add Water has helped to happen.

We're developing playgrounds that have an art concept to them, an imaginative place for kids to visit....

...that's not something that this Council probably would have thought about. They've [staff] been given the okay to be creative in the public realm, and are really activating our public spaces... so when we talk about doing a project now, it's not just about infrastructure, it is also about making it a space for people.

I think it also has helped with the Council in terms of departments working better together and actually thinking that they might need to bring someone from another area into the consultation process, whereas before you probably would have seen just that department going off and doing a project and then no one else knowing about it. Who would have thought an engineer and an art person would work together, like, a few years ago?

So, in my area, community wellbeing,... it's very, very practical dealing with day to day issues that people have that don't appear to match with arts, but seeing art coming in as a therapeutic option has been very positive. And I think that's been strengthened over the time we've had this Just Add Water program.

...arts is a great way to actually engage your community and to find out what they feel and what they want and to get people together...I would like to see more of that approach through Council formalised and less working in silos.

Community initiatives

- Local businesses and groups are recognising the benefits that flow from the increased activity and investing in commercial and community initiatives in ways that support arts and culture directly and indirectly.

Just Add Water was intended to raise the bar in terms of developing the exhibition spaces at the Old Police Station and Signal Point to a high standard. But because of the increased activity, and not everyone is at the stage where they can show their work in the Council galleries, so a whole lot of other spaces have sprung up. We now have several independent galleries like 'Art@Goolwa' that are booming and a lot of artists have got their start from there. Plus there are up to a dozen new small studio/workshop galleries run by individual artists.

...all of a sudden about 50 people came in [to the pub]. You wouldn't see that normally on a Saturday night, and that's great for local business, but it's also great that local businesses are staying open and being inclusive and giving people a place to go.

Volunteering in the arts venues represents a measure of the community's commitment to what has been started and a determination to see it continue.

The Arts and Cultural Advisory Committee has attracted new members who became involved through Just Add Water activities and are keen to support their continuing development. They are committed to consulting widely with people in all parts of the region to support local initiatives and provide useful advice to Council.

4. Increased local capacity to plan, deliver & evaluate arts & cultural activities and events.

Overall assessment

- Organisations large and small as well as artists and arts workers are reported to be better equipped to develop local initiatives from the ground up. The legacy of *Just Add Water* has been an increase in both practical knowledge of how to go about each stage of the process as well as a much greater sense that it is within their ability to design and deliver high quality programs.

Very importantly it's actually established a foundation for us to work on and actually build on what we've seen developed in Goolwa. You can't go backwards from here, really. You shouldn't. It's actually a very good kick off platform to say, well, actually this is what we've got as a baseline now, and we've got some excellent facilities that we can continue to utilise and develop. This is the ideas that have I guess progressed here; we can actually replicate that in the rest of the region. So, from a foundational perspective, I think it's been very, very good.

Skills and experience

- Knowledge about what is required to conceive and implement arts and cultural programs has been acquired through practical experience and the expertise of staff supported by Country Arts SA.

Because we had Ollie working here during 2011, she just happens to be the Community Cultural Development Queen of South Australia! That she has those skills and was here, so she kind of built that a lot, just because of who she is. If there was an arts officer here at that time for Just Add Water who didn't have those skills, that may not have happened as much... there is a capacity to increase and improve upon the really positive outcomes that have come already through that approach.

Those big events like that, the big outdoor events, and Saltwater Festival, which was just huge, a production manager – an excellent production manager was hired, so that part of the resourcing was fabulous, so that makes a big difference to the smoothness of an event.

It's now an experience more than just an idea, so people have experienced more.

So we've got some well-trained, good volunteers who are willing to support these activities. That makes it a lot easier for people to bring events and activities into the area, but also to assist and facilitate people going to those things too.

We've also, as a result of the resourcing that's gone into the development of a modern new theatre, the technical side and skills development there.

But it gives us a blueprint, doesn't it, for other projects, to say, well, this has really worked, so what did we do, and then it kind of helps then to get other projects running as well....

- There has also been a perceptible shift in thinking within Council about the potential to approach 'non-arts' areas of work differently as a result.

There has been a shift in our areas of buildings and legislation, I think it's actually broadened people's minds and thinking beyond just doing bricks and mortar....and it's actually become, I think, a leader in that area. I get a lot of contact from other Council people wanting to know how we did things, you know, and "how did you convince your Council and the community that this is the way to go". To me it didn't seem that hard, but probably because of the timing [of Just Add Water] and everything.

It's given us the opportunity to – rather than just go out and source an artist and certainly add some beauty and amenity to the play space – now it's all the community development that sits around that, and the engagement, and therefore we reach out to community and hopefully, with the end product, they'll be more likely to be engaged in the play space at the end. We could probably get a result by not doing it that way, but this would be a much richer outcome.

I don't know whether it's just coincidence that everyone's on the same wavelength and we like the same things, or whether the culture of the organisation has fostered the ability to do that. I don't know which one it is. But that shared vision has made this project so much easier.

With the town in the spotlight, I think this justifies spending money on streetscape upgrades, thinking about how traffic moves and parking in places like Signal Point, and trying to securing buildings when we can... [Are you saying it actually has a flow-on effect to other areas of Council's responsibility to manage the public image of the town, is that what you're saying?] I think so, yes... We've just purchased the Railway Superintendent's cottage... on the way to Signal Point, and that was done with a view of obviously developing that as part of that precinct....

Increased confidence

- With more activity and opportunities, groups who would previously have been uncertain about where to start are more able to embark on projects.

I think there's more confidence; people have more confidence to initiate things, because there's a kind of like a growing culture. Whereas before you might look a bit like a pimple on a pumpkin doing something, it's more just a part of what generally happens, so there's more confidence to step up and do something.

So that's given Cittaslow a huge amount of confidence in what they could do, and probably improve upon what they did as well... Because I have had the impression a few years ago that somehow it was viewed as just a catering group. We'll be hosting a Cittaslow international conference here in Goolwa in 2016, or 2017 [as a result of involvement in Kumuwuki/Just Add Water].

If it feels too hard then things don't happen, people get put off. But lately it's more like, not 'can I do it?' but 'which way will I do it?'

There's a lot of that happening now... people wanting to connect up with other organisations to talk about things, to make projects happen... Just as an example, someone contacted me and said that they really wanted to have a projection as part of the Anzac celebrations for next year. Although we can't get 'IlluminArt' in because they cost lots of money, we can use our own local resources to make a projection happen – on a smaller scale, but a really effective one. So I'm in the process of meeting with RSL, Heritage Centre, a private individual who first thought of the idea, and three local artists. So we will put together a 10-minute projection that will be played on a loop, the night before Anzac, and again in the morning before the Dawn Service.

Lessons learned for future development

- There is a determination in the community to continue to build on progress to date but this requires vigilance:

I think it's just so worthwhile – it's been a massive injection of energy and creativity to this community, and I think it's a train that we'd like to continue riding. I'm concerned that we're going to slow down in all the stations until we stop. That's a concern. Because I think the spin-offs that do happen for a community of this size are so good, it would be such a shame to lose that momentum.

We need to work with the community and we need them to pick this up and make it work for them. There is a responsibility there too because Council doesn't have the financial resources to do it all, to continue at the level at which it has been.

- Consolidating partnerships

It's about accessing the partnerships that we have developed over the last couple of years. Working close with Country Arts and other arts facilities and connecting with Adelaide performers and performance companies and just keeping that going, keeping those partnerships going. We'd like to think we're good at that down here, so it would be good to see that continue.

- Ensuring information for promotion and publicity is available in good time:

We need to make sure we have enough lead-up time for promotional material. Currently our draft program is with the designers and the printers to go through, so we're three months earlier than what we were last year in the planning process...

We lost a lot of momentum at the end of each year that took us a lot of time and effort to pick up again the following year, because the program was brought out March...Whereas this year we've put a lot of effort into getting it released in December, and at this stage we're on track. It caused some angst trying to lock in a few things, and there's a few things that aren't in the program because we can't lock the dates in. But I think just having that momentum to keep going and getting things out before Christmas... especially because we get such high visitation numbers over that period... and we've got a lot of significant things happening in January and February, and without that promotion, they wouldn't be as successful as we're hoping they're going to be. It's going to keep the momentum going right throughout the year. We're not going to have to work so hard to pick it up again. So that's a huge thing.

... the use of these two community notice boards

Electronic events screen in Council window

Social media could be used more...a coordinated approach across Council.

We've found 'word of mouth' and 'posters' are the best form of advertising.

- Thinking ahead and better planning for integration of art projects:

...we should be thinking about, when we're forward planning projects, that if we're going to have an arts component, making sure that we've factored that in. We probably should have thought that through a bit more. We knew lots of bits and pieces about it, but I don't think we saw it as big as it's become, which is great, but ideally in the pre-planning stages, obviously, we'd quarantined this chunk of money for the art, or if I went for a bigger grant so that I had more money. I think that's something in our project planning stage, thinking about arts preparation early.

- Encouraging arts and cultural staff collaboration with other Council staff to achieve more:

I think we could do a little bit better within Council as far as projects. We're sort of told who we've got to consult with, but sometimes it doesn't quite happen... We get to hear plenty of them, and we feel at the moment we get told that, "oh no, you've got to go through this or that process", and that can be a barrier... I think that could improve, for sure.

It's how we can make that shift, and whether that's through coming to some of your [department] meetings to know what's coming up in the planning, or occasionally someone from your department coming to the Arts Advisory Committee meetings to hear what's happening.

- Isolated comments about operational issues mainly associated with Centenary Hall:

The entire [ticketing] process has been challenging, we've had many hiccups...resourcing for back-up services was never factored into delivering the program... we still don't have a box office set up at Centenary Hall... it hasn't been a smooth process, having a lot of people involved and having to go back and forth and check things, with lots of crossovers, and 'who's doing which bit?'

It would be good to consider having more cabaret style events [at Centenary Hall] – they don't seat as many but people love them. And also there is the ongoing question about selling alcohol at events or not.

The foyer needs to be expanded as it gets crowded and hot at times, as well as having a proper box office.

There could be better audio contact with staff too for improved management of shows.



Station to Station rolling artwork, Seb Humphreys and KAB 101, photo Richard Hodges

