

2016 Audience Development Fund

The inaugural round of the Audience Development Fund, a devolved funding program of the NSW Government through Arts NSW and administered by Museums & Galleries of NSW, was assessed on 24 October 2016 by a three member panel consisting of:

- Mikala Tai, Director, 4A Centre for Contemporary Asian Art
- Yaël Filipovic, Public Engagement Manager, Museum of Contemporary Art Australia
- Michael Rolfe, CEO, Museums & Galleries of NSW

The panel assessed 12 applications from regional galleries across NSW and awarded six grants to applicants who identified and targeted specific audiences with aligned and appropriate events and programs. The successful applicants put in place strategies for retaining the potential new audiences generated through their proposed programs.

In response to this initial round of ADF grants the panel advised that applicants need to target specific new audiences with very clearly articulated strategies to engage those target audiences and that the focus should be developing both access too and understanding of visual art. Applicants are also encouraged to conceive and trial new models for audience development rather than re-designing current programs.



Lismore Regional Gallery, Arty Party, 2015 – an LRG event with 100 Wonder Place and Roundabout Theatre in Spinks Park.

2016 Audience Development Fund Recipients

Ballina Shire Council (Northern Rivers Community Gallery) \$8,000

How to get a picture to tell 100 words is a pilot project to develop Northern Rivers Community Gallery's relationship with students across NSW and expand their audience reach to a new generation. The program will connect youth audiences with practicing artists and curators and allow a hands-on experience of curatorial practice and exhibition development.



Northern Rivers Community Gallery – recent all ages workshop as part of annual NAIDOC week exhibition.

Georges River Council (Hurstville Museum & Gallery) \$5,100

Home / On Country TALK workshops will connect people to Indigenous culture. Local secondary students with Aboriginal heritage will undertake a workshop with artist Sarah Rhodes. The artist will use photography to visualise a phrase translated between Aboriginal languages and English. A series of flashcards will be produced presenting language, culture and personal stories.

Lismore Regional Gallery \$8,000

Art Keepers is a Lismore Regional Gallery (LRG) and 100 Wonder Place partnership. Through three characters conducting roving mini-performances throughout the CBD the intervention is designed to increase awareness about LRG as they transition to a new building and consult with broad communities about engaging with the new facility.

Moree Plains Gallery (Moree Cultural Art Foundation Ltd) \$8,000

Re-Imaging Moree is a suite of public programs and practical workshops to complement the launch of Moree Plains Gallery's dedicated new media exhibition space, The Vault. The programs will focus on improving digital literacy and aim to build a new audience for photographic and film art in the Moree region.

New England Regional Art Museum \$7,900

A pilot program designed to deepen New England Regional Art Museum's partnership with University of New England International to provide opportunities for international students to have cultural learning experiences, language and professional development as well as interaction with the local art community. The program will include site visits, workshops and an ambassadors program.

Penrith Performing & Visual Arts (Penrith Regional Gallery & The Lewers Bequest) \$8,000

Five Feisty & Fabulous is an audience engagement project designed to build upon PP&VA's existing access programs for people living with disability. It aims to develop personal agency and voice through the acquisition of digital film making skills, culminating in an on-screen festival event and showcased through digital platforms.

For more information on the Audience Development Fund please contact:

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The Audience Development Fund is an Arts NSW devolved funding program, administered by Museums & Galleries of NSW (M&G NSW) on behalf of the NSW Government.