

2017 Audience Development Fund

The 2017 round of the Audience Development Fund, a devolved funding program of the NSW Government through Create NSW and administered by Museums & Galleries of NSW, was assessed on 18 September 2017 by a three member panel consisting of:

- Naomi McCarthy, Manager, Education, Penrith Regional Gallery & The Lewers Bequest
- Sabrina Roesner, Exhibitions Manager, Blue Mountains Cultural Centre
- Rachel Arndt, Gallery Programs & Touring Exhibitions Manager, Museums & Galleries of NSW

The panel assessed 12 applications from public galleries across NSW and awarded five grants to applicants who identified and targeted a diversity of audiences. The successful applicants provided strong contexts for how the proposed programs fit into their wider programming/exhibition schedules. They also demonstrated the development of strong partnerships with other arts and community organisations in their local areas.

General feedback from the panel advised that if programs related to a larger project, applicants should articulate clearly and concisely the relationship between the two and provide more in-depth detail about the program that will be funded by this grant. Many applications gave too much unnecessary and confusing information about wider projects within a tight word limit. Furthermore, budgets should be related solely to the program for which the applicant is seeking funding, not the wider program. The panel also encouraged applicants to take care with the quality of their written and visual support material.



Keg de Souza's 'Living Under the Stars' — at Fairfield City Museum & Gallery.

2017 Audience Development Fund Recipients

Fairfield City Council (Fairfield City Museum and Gallery) \$10,000

Soundground: A Musical Playground is a participatory audience engagement project, specifically designed for children and families from CALD backgrounds. This project will connect children and families in Western Sydney with opportunities to access multi-lingual workshops that interact, collaborate and produce creative works. Participating artists include Keg de Souza, Lucas Abela, Nicole Barrakat and Kim Siew.

Gurehlgam Corporation Limited - Yarrawarra Aboriginal Cultural Centre (Wadjar Regional Indigenous Gallery) \$9,700

Wadjar Regional Indigenous Gallery (WRIG) will engage years 5/6 Aboriginal students from 5 regional public schools to attend a workshop at Yarrawarra themed around embracing nature resulting in a public installation that will officially open and be on display for the duration of the *Birriimba* (embrace) exhibition.



Performance by Wadjar Ngarru dancers, public programs for the *Dreaming Trails* opening: Bush tucker & Medicine tour with local Elder Uncle Milton Duroux and art workshop with Gumbaynggirr artists Tony Hart at Wadjar Regional Indigenous Gallery, Yarrawarra Aboriginal Cultural Centre, July 2017.

Newcastle Art Gallery \$7,300

Newcastle Art Gallery will develop two new projects as part of *Last Fridays*, their free extended hours program held on the last Friday of every month. The new projects will be two special collaborative events partnering with two local arts groups, Independent Galleries Newcastle and Critical Animals in delivering Last Fridays April and September respectively. April aims to connect with local galleries across the city to present a coordinated 'up-late' experience for art lovers. September will be a partnership event presented in conjunction with the This Is Not Art (TINA) Festival and specifically Critical Animals.

Newcastle Historic Reserve Trust (The Lock-Up) \$10,000

Argo Pacifico Kids Club is a suite of public programs targeted at young people including young people with CALD backgrounds. This program will run in conjunction with the exhibition *Argo Pacifico*, where The Lock-

Up's spaces will transform into a surreal, fantastical, absurd carnival cruise ship via large and small-scale installations.

Verge Gallery \$8,000

Accessible Conversations makes pre-existing public programs hosted at Verge accessible online via captioned video documentation. This project aims to expand their existing audience by providing the opportunity for people who are not physically in Sydney or are not able to attend the conversations due to financial, physical or other boundaries.



A Third Space: Transience and Identity in The Transnational discussion at Verge Gallery, April 2017.

For more information on the Audience Development Fund please contact:

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