

## 2018 Audience Development Fund

The 2018 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 10 September 2018 by a three member panel consisting of:

- Tesha Malott, Director, University of Sydney Union Verge Gallery
- Laretta Morton, Director, Newcastle Art Gallery
- 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 have developed a varied selection of targeted programs. The successful applicants proposed events and activities that were innovative for and appropriate to their organisation and purpose, engaged targeted audiences and connected them with artists and visual arts practice.

The panel advised future applicants to ensure they define a clear target audience and appropriate programs and strategies for that audience. They also urged applicants to include support letters from community groups who would potentially be targeted or participating in a program. Applicants are also encouraged to clearly articulate the points of difference in the proposed activities from previous public programming..



African beading workshop with Dorothy Amoateng at Murray Art Museum Albury (MUMA) 2017, images courtesy of MUMA.

# 2018 Audience Development Fund Recipients

## **Artspace Visual Arts Centre Ltd \$8,000**

Artists Alfredo and Isabel Aquilizan will create an embedded community project, *The HOOP Project*, expanding Artspace's reach and depth with audiences in their neighbourhood by developing a community-led design initiative, site-specific installation and socially-engaged program around the public Woolloomooloo basketball courts.

## **4A Centre for Contemporary Asian Art (Asian Australian Artists Association Inc.) \$8,874**

From early 2019, 4A Centre for Contemporary Asian Art will launch its first major education program aimed at families and school-age young people, providing free access to artist-led educational programming focused on Asian and Australian contemporary art and culture.



Artist Kristone Kapistrano leading a workshop for 4A at the Chinese Garden of Friendship in 2017.

## **Coffs Harbour Regional Gallery \$8,710**

The *Overwintering Project* is a multidisciplinary arts project addressing environmental impacts on migratory shorebirds and their habitats, bringing together high school students, Elders, scientists, birders, poets and artists to learn about shorebirds, protection of their environment and to make art. The aim of the project is to strengthen connections between the gallery and local schools, their teachers and families, who have a

very diverse makeup with a large migrant and refugee cohort. The second targeted audience group is birders, birding groups, and by extension, people actively interested in environmental protection.

**Murray Art Museum Albury \$10,000**

Murray Art Museum Albury (MAMA) seeks to meaningfully engage young people within Albury's new migrant and refugee communities through free, monthly art-based programs which will form connections between participants through the experience of creating art and engaging with current exhibitions, creating a sense of belonging in the museum.

**Shoalhaven Regional Gallery, Nowra (Shoalhaven City Council) \$9,416**

*Breaking Down Barriers* is a project to work directly with local secondary schools to understand and address the barriers preventing visual arts students undertaking education programs delivered onsite at Shoalhaven Regional Gallery.

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.*