

## 2019 Audience Development Fund

The 2019 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 5 September 2019 by a three-member panel consisting of:

- Grahame Kime, Arts Centre Coordinator, Hazelhurst Arts Centre
- Adam Porter, Curator Contemporary Visual Art, Campbelltown Arts Centre
- Rachel Arndt, Gallery Programs & Touring Exhibitions Manager, Museums & Galleries of NSW

The panel assessed 11 applications from public galleries across NSW and awarded five grants to applicants who have developed a range of programming that targets a breadth of audiences. The successful applications focus on priority areas including people living in regional NSW, people living in Western Sydney, culturally and linguistically diverse people, people with disability and young people.

A majority of the successful applicants will also employ artists to lead their engagement programming; further developing a direct understanding of artistic practice in their audiences, opportunities for artists and building stronger relationships between public galleries and the artists they exhibit.



Beastman, *Conflux*, 2018, located in Russell Lane, Goulburn. A proposed work in the *Art Walks* tour.

The panel advised future applicants to ensure they clearly articulate the points of difference in the proposed activities from previous public programming. In addition, it was advised that the target audience should be clearly defined and appropriate programs designed to engage with that audience.

## 2019 Audience Development Fund Recipients

### **Goulburn Regional Art Gallery (Goulburn Mulwaree Council) \$10,000**

*Art Walks* is a guided video tour featuring artists speaking about their public artworks located between Goulburn Visitor Information Centre (VIC) and Goulburn Regional Art Gallery. Over 40,000 visitors pass through Goulburn VIC annually and *Art Walks* will develop this group as a new audience for Goulburn Regional Art Gallery.

### **Northern Rivers Community Gallery \$10,000**

*Citizen Science* explores ways of understanding rivers, as complex environmental, historical and social phenomena. This series of interactive educational experiences combines art, citizen science and technology to engage audiences with new ways of seeing waterways in conjunction with the *Speaking with the River* exhibition.

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

*PLAY* is a project developed to coinciding with the exhibition *Rosie Deacon Solo* (working title) that aims to facilitate direct engagement with The Lock-Up's program by people who identify as having a disability. It includes a range of inclusive initiatives aimed to increase participation, community connection and access.

### **UNSW Galleries \$5,034**

A pilot education program to target and develop young school-aged audiences at UNSW Galleries. This is the Galleries first program connecting students from low SES schools with artists and cultural learning experiences and will improve and increase access and participation with this audience group.

### **UTS ART (UTS Gallery) \$9,966**

UTS ART *Live/Respect Now Always* will engage young and culturally diverse people new to Australia and to University in an arts project led by Frances Barrett and via social media. This project will connect new audiences with contemporary art practice and UTS ART's artistic and public programs.

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.*