

2020 Audience Development Fund

The 2020 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 7 September 2020 by a three-member panel consisting of:

- Lee-Anne Hall, Art Gallery Director, Wagga Wagga Art Gallery
- Alice McAuliffe, Community Development Officer, Woollahra Municipal Council
- Rachel Arndt, Gallery Programs & Touring Exhibitions Manager, Museums & Galleries of NSW

The panel assessed 15 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 target priority areas including people living in regional NSW, people living in Western Sydney, culturally and linguistically diverse people, First Nations people and young people.

A majority of the successful applications this year focus on developing engagement with young people from their respective communities. Developing safe and inclusive spaces and employing youth-led programming these programs aim to swell the next generation of audience and supporters for their institutions as well as broadening connections and understanding of artistic practice in this younger cohort.



Wendy Murray, lead artist for Blacktown Arts' *The Poster Centre*. Photos: Wendy Murray by Josh Morris

The panel encouraged future applicants to develop projects that were outside the scope and experience of their current public programming and to ensure that they contact M&G NSW staff prior to writing the application to discuss eligibility and receive advice on selection criteria and budget.

2020 Audience Development Fund Recipients

Bathurst Regional Art Gallery \$7,512.50

BRAG's *Youth Advocates* is a yearlong pilot program that is a peer-led group of young people aged 15-25 years living regionally in the Bathurst area. The program focuses on connecting BRAG with the 'Next Generation' and offering an opportunity for young people to develop 'life skills'.

Blacktown City Council (Blacktown Arts) \$10,000

The Poster Centre is a dynamic and creative artist-run print studio workshop for the culturally diverse, young and First Nations people of Blacktown. Community members will engage with contemporary artists to create striking posters to voice their concerns and issues. The project will increase immediate and future audiences.

Blue Mountains Cultural Centre \$7,512.50

Open Sessions is a Blue Mountains Cultural Centre public program that creatively engages local young people (ages 13–18) to build community and discover skills and passions. The program offers a safe and empowering space to meet with creative peers and mentors over collaborative art making activities, food and music.

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

This project explores and showcases the connections between contemporary new media and visual artists, musicians, performers and videographers living and performing in western Sydney. *TRAVELLING SOUNDS: BEHIND THE LENS* is an innovative and timely audience-based program; a collaboration between young western Sydney creatives, FCMG and other western Sydney organisations.

Orange Regional Gallery \$9,975

Orange Regional Gallery's *Artist Educator Pilot Program* will trial a model of audience engagement where selected, exhibition-linked activities are developed and delivered by practicing artists. Funding will create employment and professional development opportunities for local artists while complementing the development of a new Gallery Youth Council.



Artist-led workshop with Heather Vallance, Orange Regional Gallery, 2018.

For more information on the [Audience Development Fund](#) please contact: Susan Wachter, Gallery Programs Coordinator susanw@mgnsw.org.au

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.