

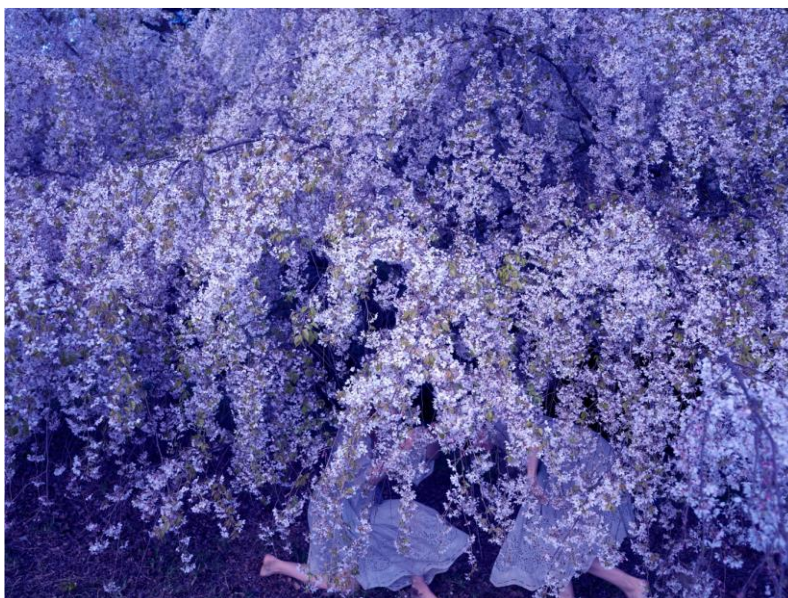
2021 Audience Development Fund

The 2021 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 15 September 2021 by a three-member panel consisting of:

- Brett Adlington, CEO, Museums & Galleries of NSW
- Yaël Filipovic, Public Engagement Manager, Museum of Contemporary Art Australia
- Cecilie Knowles, Public Engagement and Education Officer, Orange Regional Gallery

The panel assessed 14 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 address priority areas including people living in regional NSW, people living in Western Sydney, culturally and linguistically diverse people, First Nations people and young people.

Many of the successful programs employed digital strategies to increase engagement and access and engaged artists and creatives in delivering their projects. There was a focus in applications this year on creating programming to introduce new audiences to gallery collections and present them through a new lens in collaboration with the audience, as well as on projects led by young people encouraging involvement in the programming of the gallery and developing future audiences.



The panel encouraged future applicants to develop projects that relate to their artistic program 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.

2021 Audience Development Fund Recipients

Campbelltown Arts Centre, Fiction as Fact, (\$9,932)

Fiction as Fact invites a wide audience to contribute to the storytelling behind artworks from the Campbelltown City Council collection, held at Campbelltown Arts Centre. Captured on a microsite, audiences can access a range of collection artworks, encouraging 'civic curating' and view a series of new digitally commissioned responses to the artworks in the collection.

Bankstown Arts Centre (Canterbury Bankstown Council) - Zoom Lens, (\$5,068)

Zoom Lens is a youth initiative designed to increase participation of audiences between the ages of 15-18 (with particular focus on CaLD communities) from the Canterbury Bankstown area. The program will develop innovative digital, culturally relevant programming, co-designed by a volunteer committee, which is responsive to Bankstown Arts Centre’s artistic program.



Maitland Regional Art Gallery - Take One: Envisioning the future of performance-based practice for Lower Hunter audiences, (\$10,000)

Take One is a series of labs in performance-based practice at Maitland Regional Art Gallery. Presented in partnership with Upstage Youth Theatre, Take One targets marginalised and young audiences aged 12-18 in the Lower Hunter. Participants will connect with art and artists, develop confidence, and grow leadership and team skills.

Newcastle Art Gallery - NAG YAG Connecting Youth to Collection Project (Y2C), (\$10,000)

Newcastle Art Gallery Youth Advisory Group’s (YAG) Connecting Youth to Collection Project (Y2C) aims to increase youth engagement with the Gallery’s collection by showcasing the six key collecting areas (Printmaking and Drawing, Painting, Photography, Sculpture, Ceramics, and New Media) across four unified platforms - a collectable six-issue zine; an interactive digital platform; a video series; and six launch events.

Southern Highlands Gallery at Retford Park Ltd, Ngununggula - Education: Digital Resource Library, (\$10,000)

The Digital Resource Library will provide learning opportunities, access to artists and their ideas, and will inspire artmaking across a variety of ages. It will consist of short online workshop videos featuring activities designed and created by Ngununggula exhibiting artists.

For more information on the [Audience Development Fund](#) please contact: Susan Wachter, Funding & Programs Manager 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.

Images: Page 1) Tamara Dean, *Fleeting*, 2020, from High Jinks in the Hydrangeas at Ngununggula; image courtesy the artist and Michael Reid, Sydney 2) Members of Newcastle Art Gallery’s Youth Advisory Group holding their Zine, centred on the theme of connection during the COVID-19 pandemic. Included in the zine were poems, artworks, memes and collaborations by both emerging and established local creatives of all ages and backgrounds.