

2025 Audience Development Fund

The 2025 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 August 2025 by a three-member panel comprising Amy Lin, Change Advisor, Sydney Opera House; Maggie McDade, Public Program & Marketing Officer, Grafton Regional Gallery; Ashleigh Reardon, Exhibitions Manager, M&G NSW.

The panel assessed 10 applications from public galleries across NSW and awarded five grants to programs that aimed to develop new ways of engaging diverse audiences, connecting them to exhibitions and artists. The successful applicants developed innovative and collaborative proposals that targeted new and specific audiences and demonstrated how they would achieve ongoing engagement. High scoring proposals incorporated sustainable audience engagement opportunities through skills development, aligned resources and career pathway enhancement.

The assessment panel encourages all applicants to: contact M&G NSW staff prior to submitting their application to check the eligibility of their organisation and subject proposal; ensure the proposal will engage with a 'new' audience; address the selection criteria as this forms the basis of assessment; confirm artist fees are consistent with NAVA rates; and make engagement programs the primary focus of the proposal.



Image Credit:
Tweed
Regional
Gallery &
Margaret Olley
Art Centre. *Art
Play 2025* with
artist Kyra Togo

2025 Audience Development Fund Recipients

Tweed Regional Gallery & Margaret Olley Art Centre - *Baabinje's Backyard: Cultural Education Program for 3-7 years* (\$9,000)

Baabinje's Backyard is a cultural education program centred on Bronwyn Bancroft's solo exhibition, engaging preschool to Grade 2 children through First Nations art, storytelling and ways of knowing. Led by First Nations educators, the project fosters early gallery engagement while mentoring facilitators for sustainable, community-led delivery.

Saltwater Freshwater Arts Alliance Aboriginal Corporation – *WEAR YOUR POWER* (\$9,000)

WEAR YOUR POWER is a full-day wearable art workshop and exhibition, held at The Gallery, for LGBTQIA+ Aboriginal people from the Mid North Coast, while also welcoming non-indigenous LGBTQIA+ participants through an EOI process. Led by artist Dennis Golding, it celebrates identity, culture, and pride through storytelling and creative expression.

Mid-Western Regional Council (Mudgee Arts Precinct) - *The Archibird* (\$9,000)

The Archibird connects Mudgee's Arts Precinct to Putta Bucca Wetlands via vibrant bird murals, celebrating local avian life. Timed with an Australian bird exhibition, the project fosters community engagement and tourism, inviting audiences to explore art, nature, and culture across the region.

Goulburn Regional Art Gallery - *Speaking Collections: Youth Perspectives on Art* (\$9,000)

Goulburn youth will curate an exhibition from the Gallery's permanent collection, connecting with local artists to enable skill-building and creative exchange. Enlivening the collection through youth perspectives, the project nurtures the next generation through hands-on activities led by key staff, culminating in an exhibition and video dialogue with artists.

Museum of Art and Culture, MAC yapang, Lake Macquarie - *Art for All (AFA)* (\$9,000)

Art for All is an inclusive art program for youth with diverse voices. It provides a safe space to connect with artists and each other through engagement with exhibitions and practical artmaking workshops at MAC yapang and MAP mima.

For more information or to discuss a project please contact: Susan Wachter, Exhibitions & Programs Manager, susanw@mgnsw.org.au or Vanessa James, Exhibitions & Programs Coordinator, vanessaj@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.