



ANNUAL REPORT 2015

"The rapidly evolving global economy demands a dynamic and creative workforce. The arts and its related businesses are responsible for billions of dollars in cultural exports for this country. It is imperative that we continue to support the arts education both on the national and local levels. The strength of every democracy is measured by it's commitment to the arts."

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About Us

Wellington Arts is a not-for-profit organisation that has been incorporated under its board, Wellington 2820 Incorporated. This structure ensures accountability and governance.

Wellington Arts has developed strategies, policies and processes to ensure its viability, sustainability and transparency while delivering a valuable and valued peak arts organisation for the Wellington district. Throughout February 2015 – January 2016 the Wellington Arts Committee have built good liaison with organisations, artists, performers and continue to connect with the many artists/ organisations within the Wellington LGA and beyond to further develop the arts network locally.

Wellington Arts has attracted good numbers to events as the arts sector develops into a positive environment for artists to gain support from the community. The Wellington arts community has also gained a level of confidence in delivering new and innovative arts projects to continue to build this positive influence in our community, by building on current events and creating new events where the community has supported this process.

The social outcomes of this arts and cultural sector has been difficult to measure however it has wide ranging benefits in creating collaborative partnerships, building social capital and developing a positive community to attract new residents.

Destination NSW's Mission is: To double overnight visitor expenditure by 2020 and maximise the benefits of the visitor economy for New

South Wales. Cultural Tourism development in Wellington (through increased events delivered by Wellington Arts) has created tangible and measurable economic benefit for the Wellington community. This is in support of economic deliverables for Wellington Council, meeting Council's expectations for increased visitors and overnight stays. These types of economic outcomes increase the Council's effectiveness in delivering tourism targets.

Wellington Arts is proud to present it's first Annual Report of the achievements made during it's first year.

Governance

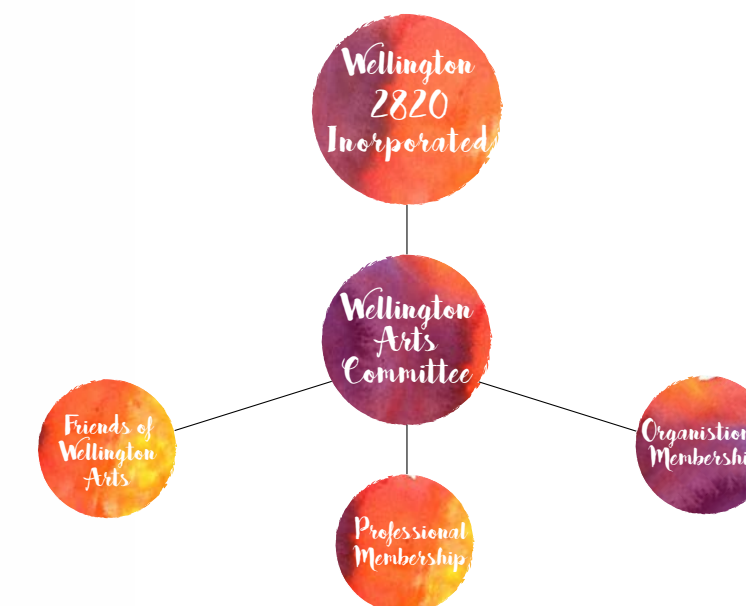
Wellington 2820 Incorporated Board

Chairperson	Peter Lewsam
Secretary	Danielle Anderson
Treasurer	Ab Towney
Director	Melissa Mills
Director	Herb Smith

Wellington Arts Committee

Chairperson	Danielle Anderson
Secretary	Kim Kiss
Treasurer	Marlene Jones
Committee Member	Jan Montgomery
Committee Member	Therese Woldhuis
Committee Member	Courtney Anderson
2015 Arts Coordinator	Susan Atkinson

Governance Structure



Chair Report

The past year has been a rewarding and challenging time for Wellington Arts. The concept of starting a local peak arts organisation in Wellington was exciting as artists, performers and organisations locally increased their engagement and enthusiasm in the organisation.

The amazing component to this process has become the level of interaction amongst artists, musicians and performers. One idea sparks another idea, a new opportunity to link with other individuals or organisations, to build collaborative projects, programs and events. The exciting element to this is that each new event is attracting different people to it, who are bringing their own ideas and skills to the table. This ensures each event or project is different from the last, building skills throughout the community and supporting other creatives in their own pursuit.

It is from this process that new events are being created to build on current events, brand new events are explored and delivered to create new experiences within our community, and when the question is posed “What do you think about this for a new event in Wellington?” the committee has responded by scoping the project, looking for avenues of funding it and drawing on the skills within the community to create a new opportunity.

Effectively, Wellington Arts has created a new and exciting process for arts and cultural development and furthermore economic development for Wellington. Cultural tourism has been a focus of economic development globally and this concept is being explored

each day by residents of Wellington. Artists are inspired to paint, performers are supported to perform and creatives are being inspired to create.

In a community of Wellington with a rich and diverse cultural history, we are fortunate that the community has taken up the challenge to develop this sector, so that the education of our past and the prospect of our future can be explored. I am reminded of a quote from Winston Churchill.

"The arts are essential to any complete national life. The State owes it to itself to sustain and encourage them... It fares the race which fails to salute the arts with the reverence and delight which are due."

Wellington Arts has taken on the challenge to rebuild this community from within, reinstating a level of confidence in the future. There have been many achievements throughout the year and we will build on these for the year ahead.

Danielle Anderson
Chair
Wellington Arts

Co-ordinator's Report

The Music In Between Festival capped off an exciting year for Wellington Arts. The inspired idea was hatched by local musicians and Wellington Arts. The five day event was embraced by the community, local businesses and visitors to the town. It was an ambitious project and that's what made it great.

Just after I started working with Wellington Arts I remember speaking to a woman who had just moved to Dubbo with her husband. When I mentioned what I was doing she said to me “We drove through Wellington but we didn't stop. Why would you?” It's hard not to be sad about the number of empty shops in Wellington and the state of many of the buildings in the town centre. They speak of better times, lost optimism about the future and the decline of civic pride. If you'd been passing through on the final day of the In-Between Festival you would have seen the main street lined with cars and Cameron Park full of people enjoying a twilight concert featuring local performers. And that's what it's all about. The concert said to me, this is a vital community full of talented people and a community hungry to support anything that's 'good for the town'.

That was certainly true of the Springfest Art Exhibition. There was an overwhelming response to the local art on show and the exhibition venue in the old Western Stores Building. With its towering ceilings, white walls and acres of space the ground floor of this Wellington landmark was transformed into a gallery any town or city would be proud of. There was genuine delight and wide smiles from the huge numbers of visitors to the exhibition. Again, it was an ambitious undertaking but one that spelt confidence and optimism.

There are many wonderful stories behind Wellington's local artists and performers. I've managed to capture only a few in my series of profiles for the Wellington Arts website to date so far but equestrian artist Gillian Ryan's story illustrates perfectly the richness and unique sense of place that exists in this part of the world:

"I started doing a lot of drawing in a drought, not for the money but as a distraction from what was going on outside. You knew you had to feed and you had to do the best you could with your stock but I would come in and lock myself away to draw."

The arts – be it music, paintings, drawing, prints, photographs, sculpture, textiles or ceramics- capture and express experience, observations and insights in a powerful way.

Wellington Arts was a vote of confidence in the Wellington community and its future when it was set up. The last year has shown that that confidence is well founded, just as it was when the magnificent fountain in Cameron Park was built back in 1909.

Susan Atkinson
2015 Arts Coordinator
Wellington Arts

Events

Wellington Jazz and Sculpture Festival

Wellington Jazz and Sculpture Festival, Inaugural Event was held 19th September 2015. As the first of its event, this was a success with local and regional sculptures entered. This Festival gained good support, creating a new opportunity for future exhibitions of this arts genre.

A total of 6 sculptures in the Open Section, 24 High School Sculptures and 100 Primary School Sculptures. Over 150 participants attended the day with a high level of engagement in voting for the viewer's Choice in each section. 15 local and regional Jazz performers supported the day, offering a different experience for the community, in a complementary fashion.

The event was held at Hermitage Hill Resort, with the event continuing at this venue 3rd – 4th September 2016. This will extend the event over two days this year.



Music In Between

Wellington Arts has also delivered Wellington Music In Between Festival, with the Inaugural Event held 13-17 January 2016. This event is one of its kind for the Wellington Community who have embraced the Festival as their own!

Taking advantage of Gulgong Folk Festival, Parkes Elvis Festival and Tamworth Country Music Festival attracting large numbers of tourists to NSW, travelling through Wellington, to create a reason for them to visit and stay. Wellington's wonderful natural attractions benefited greatly from the influx of visitors as did the venues of each event.

This Festival conducted 25 events over 5 days, creating an average of 78 participants at each event, with a total of 1808 'bums on seats'. This average exceeded the KPI set at 50 attendees per event. A total of 179 performances included professionals, walk up performers and Children performing Karaoke at PCYC.

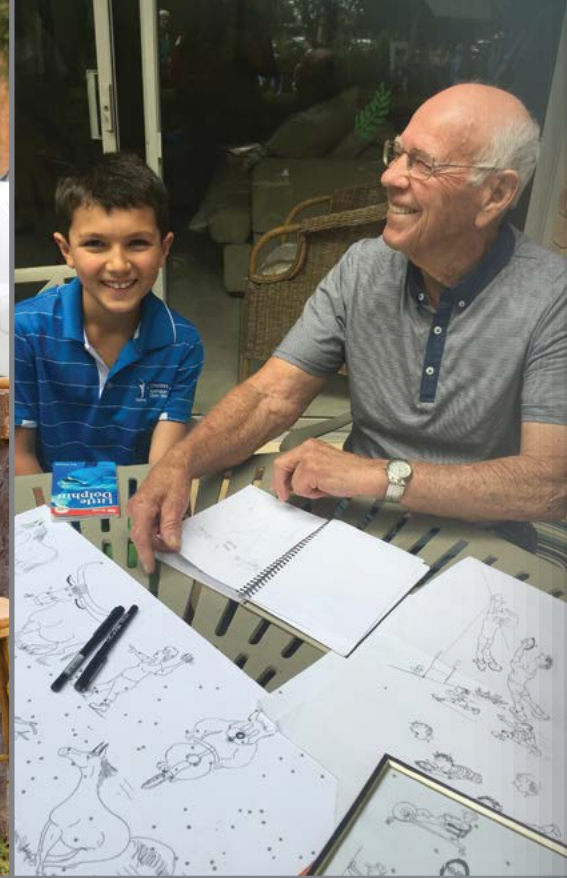


Arts in the Garden

Arts in the Garden was a wonderful exhibition of artists as they set up their works in the garden either on display or as a demonstration completing works throughout the day, discussing their artworks with participants and enjoying the day of entertainment by a number local performers.

This was an interactive day of arts and was a very successful inaugural event. The 2015 event was held in the garden of Vance and Jan Montgomery, however it is anticipated that future events will be held in different locations.

In support of Wellington Amateur Theatrical Society (WATS), 50% of the takings from the inaugural event went to WATS to support the purchase of sound equipment for their performances. The remaining 50% was retained by Wellington Arts to use in the development of the inaugural Cultural Festival currently being planned.



Exhibitions

Wellington Arts has conducted a number of exhibitions in Wellington and is looking to secure a permanent facility for local and touring exhibitions.

Wellington Arts Launch

At the Wellington Arts Launch artists were invited to exhibit only, to expose the artistic talent that is present in our community. This was only an introduction to local artists as there is an extensive list of artists locally that have been identified. These included artists and Photographers.

Quota Art Competition

Wellington Arts supported the promotion of the Quota Art Competition, this was an opportunity for a collaborative process with one of our member organisations. Quota members assisted Wellington Arts with their launch exhibition and Wellington Arts supported with equipment and promotion of the Quota Art competition. This is a valuable art competition for the Wellington area.

Survivors by Asher Milgate

Wellington Arts has promoted and encouraged the exhibition by Wellington Arts member, Asher Milgate 'Survivors'. This was an installation of photographs and recordings of local Wiradjuri Elders and is a wonderful opportunity for local residents to engage and to be educated about the history of our community. The exhibition was extended to two months and attracted in excess of 1200 visitors.

Springfest Exhibition

In conjunction with the 2015 Springfest, Wellington Arts conducted an exhibition with a Spring Theme. This was valuable in developing a network of local and regional artists with 22 artists exhibiting works. Artworks were also submitted by Wellington Preschool, Wellington Family Day Care, Wellington Primary School and Wellington High School.

Vases in the Valley

In conjunction with the Springfest Art Exhibition, Wellington Arts conducted a the inaugural Springfest Vase Competition, encouraging all residents to exhibit their vases in an aim to attract 1000 vases. As promotion for this event commenced 2 weeks out from the event, a collection of 468 vases were a valuable contribution. This event has the opportunity to become a major component of the Springfest event each year. This was also a wonderful opportunity for local residents to enter an art exhibition. Small certificates were awarded for fun and unusual prizes (ie most unusual design, brightest, most colourfull etc).



Workshops

Maranatha House Painting Workshops

A total of twenty four workshops for residents of Maranatha House, have been conducted during 2015. This assisted our senior residents in building their visual arts skills, as they were instructed by local artist Therese Woldhuis. Maranatha Staff considered this to be a valuable contribution to the lives of participating residents and Maranatha is now an organisation member of Wellington Arts.

Dance workshops

A series of Dance workshops were conducted by Dance instructor Zoe Taylor to prepare local dancers and students of the Dance Academy to perform at the Wellington Arts Launch February 2015.

Circus West Workshops

A FREE Circus West workshop for children was conducted in Cameron Park in the lead up to the Launch of Wellington Arts in February 2015. This workshop attracted approximately 25 children ranging in ages from Primary to High School. The children watched performers and then were shown basic techniques.

Drawing Workshop

A Drawing Workshop was conducted by Therese Woldhuis at WINS where children were given the opportunity to learn the basic skills of sketching. There were 20 children who participated in this workshop with photos of children and their works printed in the Wellington Times.

Music Workshop

A music workshop was held at the Senior Citizen's Centre, with the assistance of Wellington Town Band. This was a school holiday activity offering children the opportunity to hear accomplished musicians and were instructed to play a variety of instruments.

Singing Workshop

A workshop for a group of budding teenage singers in Wellington was carried out prior to the Music In Between Festival, to boost confidence of performers and to offer hints and mentorship from accomplished singers. Since the Festival, Wellington Arts has become aware of a number of teenage performers who have now come forward and they have been offered mentorship with a variety of performers locally, with this outreach increasing throughout 2016.

Christmas Decoration Workshop

A Christmas Decoration Workshop was conducted at the Wellington Community Christmas Party held in Cameron Park. Instead of organising a Wellington Arts Christmas Festival, Communities for Children coordinator Maree Thomas offered a workshop opportunity to Wellington Arts. Children were offered the opportunity to create imitation Lead Light Windows in Christmas Themes. These were taken up by 42 children aged 4 – 14 years.



Membership

Wellington Arts membership is open to the public. Financial members of Wellington Arts have voting rights at meetings. Professional and Organisation members are promoted through Wellington Arts website and social media.

Current Membership

Arts organisations \$150/pa

Benefits include;

- promotion of your product/events
- assistance with grants submissions and funding proposals
- links to your website/contact details
- voting rights at quarterly meetings

Arts Professionals \$50/pa

Benefits include;

- promotion of your product/events
- assistance with grants submissions and funding proposals
- links to your website/contact details
- voting rights at quarterly meetings

Friends of Wellington Arts \$10/pa

Benefits include;

- invitation to quarterly general meetings
- VIP tickets to arts events
- e newsletter for upcoming events

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Members

40 14 05
Friends of Wellington Professional Membership Community Arts Organisations



Regional Collaboration

The instigation of Wellington Arts was at a time when Wellington Council was a financial member of Arts OutWest and the Chair of Wellington Arts (Danielle Anderson) was a representative on the Arts OutWest Board. This direct association with our Regional Arts Board facilitated support and engagement with regional arts representatives and staff to ensure Wellington Arts received the appropriate guidance and support in the development of this organisation. A huge vote of thanks is extended to Tracey Callinan, CEO Arts OutWest for her dedication and commitment to supporting this process.

During this time Wellington Arts has conducted 2 Winter Network evenings, for local and regional artists to present their work and network ideas.

Wellington Council elected to transfer their Regional Arts membership to Orana Arts during 2015. Wellington Arts has been linking with Orana Arts gaining support in promotion of events.

Sponsorship

Wellington Arts has been financially supported by Wellington Council with seed funding. Rotary International Wellington and Infigen Energy generously donated funds to support the launch of Wellington Arts in February 2015.

This initial financial support has been crucial to the establishment and future success of the Wellington Arts program.

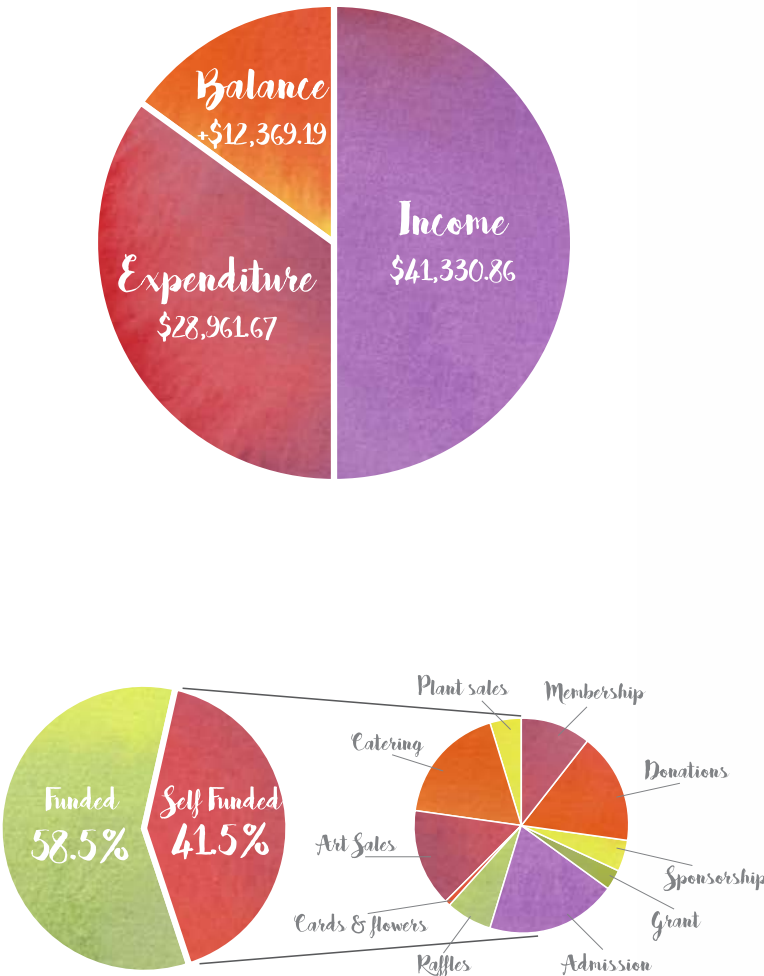


Financials

An increase of Wellington Arts’ profile and delivery of quality events, has increased its ability to attract sponsorship for future events, and its ability to attract high profile performers, increasing the social and economic benefits to the Wellington Community.

It is the areas of participation of creatives and their audiences that has been overwhelming. These calculations have far exceeded our expectations and need to be recognised as the component of arts in Wellington that acknowledge the need for this program. There is strong support within the community for events and participation. This has been evident by the numbers attending and the number of artists that are engaged in events. Artist numbers in Wellington continue to grow as they become more confident in the positive arts environment being developed in our community.

A number of resources have been purchased for Wellington Arts, these include: an office computer and arts display equipment. Further to this investment has been made in developing a business strategy, communications strategy, branding strategy and promotional material (logo, business cards, flags, banners etc). These expenses are essentially one off costs that will not be incurred during 2016.



Financial Report February 2015 – January 2016

Wellington Arts was launched 28th February 2015. The annual year for this organisation is February to January. The following Financial Statement has been compiled by Wellington Arts Executive for Wellington Council, ahead of an Annual Audit to be supplied to the General Manager, Wellington Council, once it is completed by our accountants.

Income	
Membership Subscriptions	
Friends of Wellington Arts	\$400.00
Professional Artists	\$700.00
Organisational Membership	\$750.00
Wellington Council Grant	\$24,200.00
Donations	\$ 2,850.00
Sponsorships	\$800.00
-Grants	\$500.01
Admissions	\$3,421.00
Raffles	\$1,152.75
Cards & Flowers	\$163.50
Art Sales	\$2,495.00
Catering	\$3,109.90
Plant Sales (Arts in the Garden)	\$788.70
Total Income	\$41,330.86

Expenditure	
Insurance	\$1,070.45
Registration	\$176.00
Governance Advice	\$1,210.00
Security Storage	\$1,012.00
Branding & Logo Design	\$1,280.00
Website & Facebook Design	\$1,000.00
Computer Purchase	\$720.00
Promotional Products	\$357.12
Advertising	\$1,375.37
Printing	\$3,466.00
Venue Hire (Civic Centre)	\$402.00
Performer Fees	\$2,200.00
Payments to Artists	\$1,871.25
Contract Arts Coordinator	\$9,642.50
Catering	\$517.10
Sound Equipment Hire	\$400.00
Arts Display Equipment	\$208.63
Donation WATS	\$2,048.25
Bank Charges	\$5.00
Total Expenditure	\$28,961.67
Balance Of Account	\$12,369.19

The Final Word

The past year has proven successful for Wellington Arts as KPIs across most areas were achieved. Further to this the level of engagement from creatives and the community has placed the organisation well in delivering a large number of events. The variation in events delivered from the forecasted events calendar, was due to the change in focus of the organisation through its development as the organisation delivered key events driven by the community and the collective of artists and performers. The benefit to this process has been the high level of engagement from local and regional artists in the Wellington Arts organisation.

By creating this inclusive organisation, Wellington Arts now boasts a valuable membership base, effective and engaged event sub committees that include creatives and non-creatives in developing and improving events for the future. Flow on events are developing as the creation of a collective space, encouraging arts activities is developed. Wellington Arts is creating a marketing environment to assist other organisations in building their events and creating new events.

The linkage of arts workshops to the community with a focus on youth and elderly groups, has engaged effectively to explore the arts and pass on skills. Where the elderly have participated in arts workshops, there has been a positive impact on their health and wellbeing, especially for the residents of Maranatha.

In its first year Wellington Arts has successfully established itself within not only the Wellington community, but also the region, as a

key organisation driving arts development. A focus has been placed on the positive impacts arts can have on economic development and tourism, with Wellington now being recognised as changing in a positive way, because of the economic development possible through the arts.

There is a growing understanding that arts has a presence in Wellington and that arts and culture are valued in this community. Major events are established on the regional tourism calendar to attract visitors and overnight stay to our community.

Wellington Arts can now be considered a valuable organisation within the community for Promoting, Educating and Developing Arts Culture in Wellington.

Wellington Arts can be found at:

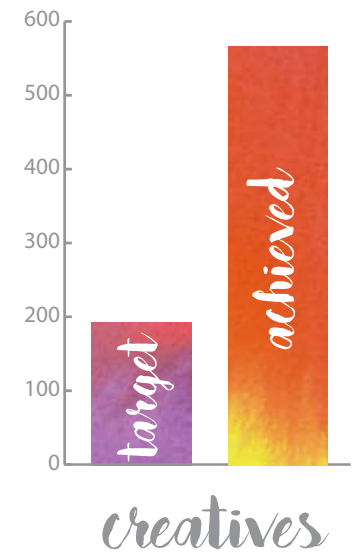
www.wellingtonarts.org.au

wellington arts delivered **Six** community events at a cost of **\$11,545** contributing **\$97,350** to the local economy



7.8% average pulling power to community across events **16.6%** pulling power for music in between

\$8.40 returned to local economy for every **\$1** spent on delivering an event





Website: www.wellingtonarts.org.au | **Mobile:** 0467 286 418 | **Email:** arts@wellington2820.org.au