

OUTBACK ARTS

community » culture » connection



2021 ANNUAL REPORT

WHO WE ARE //

OUTBACK ARTS INC.

Outback Arts is one of 14 Regional Arts Development Organisations in New South Wales, servicing the seven contributing local government areas of Bourke, Brewarrina, Bogan, Cobar, Coonamble, Walgett and Warren, plus all the towns and villages in between.

The region covers an area of 163,886 square kms and has a population of 26,400. Outback Arts supports and promotes arts and culture in the far west by working across a broad range of regional community arts development programs and initiatives.

Outback Arts works directly with artists, individuals, community groups and local government, supporting communities and sectors that have limited access to arts and culture.

Outback Arts respectfully acknowledges the Traditional Owners in our region, of the lands on which we walk and work and honour their Ancestors, Elders and emerging generations. Please be advised that this document may contain images and references to deceased people.

OUR VISION

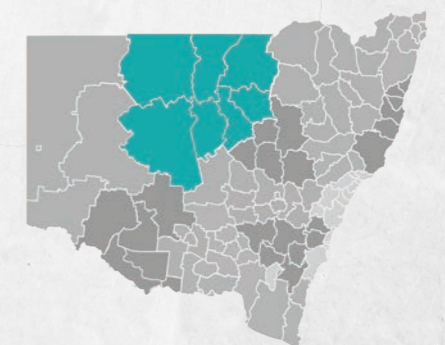
Outback Arts leads a rich and vibrant cultural landscape that contributes to a strong creative economy, recognising the bold regional identity.

OUR MISSION

We invest in our creative community through leading, connecting, engaging, and advocating, for access to creative opportunities relevant to the cultural life of our region.

WE VALUE

We value Community, Culture and Connection; with the provision of opportunities for access, participation, and presentation of excellence in our regional community.



FROM THE //



CHAIR

Casey Marshall-Siemer

2021 proved another interesting year for regional arts where both artists and arts organisations were forced to be dynamic and continue to adapt to operating in a pandemic. Despite the challenges Outback Arts was able to again deliver many fine programs and initiatives across our region.

The big news for us of course was the funding increase. The NSW Government, through Create NSW, will invest over \$3.4 million in the Regional Arts Network in 2021/22 that includes \$200,000 per annum to each Regional Arts Development Organisation (RADO) across the state, which is an increase from \$168,000 in core operational funds in 2020/21. The extra funding will serve to strengthen our ability to deliver to artists in our region.

The Art Gallery of NSW donated a slew of a gallery supplies to Outback Arts this year. This type of equipment is very hard to source locally, so we were grateful to receive an array of display items to ameliorate our exhibition capabilities.

Famine or flood is what my father used to say about this country. Certainly, we have experienced both in recent years. In 2018 UNESCO Australia released In their own words: the hidden impact of drought on children and young people, a report highly relevant to the regions we service. Key findings included that young people struggled significantly during the droughts and that access to recreational and creative expression to help them cope with the stress was very limited. To this end Outback Arts has been mindful, and in 2021 delivered a number of arts experiences and opportunities to

our youth including a puppetry tour, leathermaking workshops and the Young Outback Archies competition to name some.

In addition, our organisation has supported and led several other fantastic engagements this year including, but not limited to, music and culture festivals, podcasts, competitions, exhibitions, web series, webinars, an online maker's market and a comedy tour.

Highlights for me personally were the Outback Archies competition exhibition in Coonamble and the website launch of Living Art and Culture: Our Stories. The Outback Archies delivered many outstanding and diverse artworks from seemingly every possible corner of the 163,886 square kms we cover. Our Stories is a valuable, exciting, and interesting series of webisodes that explores how local indigenous artwork and cultural practices are inspired by the landscape and connects with Country. I believe it is an outstanding creative initiative.

Last, but in no way least, and perhaps telling of my previous cinematic work history, is a late entry to my highlights list... A Haunting. This installation on the Castlereagh Highway near Armatree is the most recent work by one of Australia's most renowned contemporary artists, both nationally and internationally, Tracey Moffatt. A wildly evocative piece that I am thrilled Outback Arts could support.

I'm proud of what has been achieved this year by our team and look forward to a 2022 calendar filled with art...in the outback.

FROM THE //



EXECUTIVE DIRECTOR

Jamie-Lea Trindall

In reading through the data for 2021 it's almost hard to believe we were subject to a pandemic, state-wide lockdown and community restrictions. In a year we thought would be slower than our usual, the creative passion, drive and dedication shone through from artists, audience and supporters alike.

The everchanging landscape of our current times adds layers of pressure, heavy processes and deeply considered thoughts for our team. As the Executive Director of Outback Arts, I am incredibly proud of the small but dedicated team that have delivered our services across the region over the last 12 months.

We are ever thankful to our core funding body Create NSW who have been right behind us with funding to support a myriad of activities in the first few months of the year; Festival of Small Halls touring 3 remote communities, Comedy shows across 4 locations, Puppetry performances and workshops across 7 major towns, and the inaugural Edge Fest in Lightning Ridge. These activities would not have been possible without the Create NSW Restart funding.

2021 was a remarkable year for telling the stories of our region, and although these beautiful outcomes were such a highlight for 2021, I want to also acknowledge they are developed with community, through consultation, planning and activity that is delivered sometimes over several years. Hence why the launch of our first mini-series of Our Stories films was so exciting! Albeit online, it was a wonderful way to connect our focus films with the 2021 NAIDOC theme Heal Country. These films are of the highest quality, with

stunning visuals and are a credit to the story teller and videographer Andrew Hull. They will continue to live on in our communities as vital resources for both education and history for years to come.

Staying with the theme of telling the regions story we launched our first major podcast story collection in partnership with our adopted sisters from Signal Creative with round two coming in 2022. Be sure to listen in to the characters, adventures and the best stories never told from across the region on all podcast platforms with Outback Outloud.

We were beyond thrilled to work with some incredible partners throughout the year, building partnerships in the industry is vital to supporting our artists in their careers and goes a long way in promoting our region including at an international level; we could not be prouder of our regions representation at the 'Unsettled' exhibition "the most important show the Australian Museum has ever done in its 194 year history." Or being called on for support by internationally acclaimed photographer Tracey Moffatt with an installation on our doorstep at Armatree, not to mention our donation from the Art Gallery of New South Wales.

Enjoy this annual report for all it has to offer in data captured, we hope it speaks volumes to the creativity, dedication and tenacity of our region right now.

PROJECTS //



900
ARTWORKS SOLD

\$31,000
ARTIST SALES

CREATIVE ARTS CENTRE

In 2021, the Outback Arts Creative Arts Centre was once again required to close its doors for a time due to the Coronavirus pandemic. The extended travel restrictions and lockdown concerns meant that the domestic tourism market didn't have the opportunity to develop in the same capacity as in 2020.

Despite the disruption the Centre was a hub for our lockdown response, including sending out Creative Kids Art Education packs and providing zero contact support. A comprehensive online gallery shop was developed facilitating art sales across the country and supported by dedicated social media channels, which have been very successful right from launch.



\$8,000
ARTIST GRANTS

CREATION & PRESENTATION GRANTS

This targeted Micro Grant funding round invited artists from across the Outback Arts region with a well-established visual arts practice to apply for support to produce and present a body of work. Recipients included artists working in a range of artforms including photography, ceramics and music.

This support has assisted the successful applicants to prepare exhibitions that will be shown at the Outback Arts Gallery, toured within the region in 2022 and supported a local band to produce their first EP release which was a sell-out.

PROJECTS //

3
VENUES

500
ATTENDEES

FESTIVAL OF SMALL HALLS TOUR

The Festival of Small Halls takes the best folk and contemporary acoustic artists and sends them on the road to tiny halls all over Australia. It is an opportunity for music lovers in rural areas to invite artists into their communities, providing the opportunity for these touring musicians to explore regional New South Wales in the spirit of hospitality and great fun.

Outback Arts partnered with the Festival of Small Halls to support Nymagee Community Hall, Marthaguy Hall and Burren Junction School of Arts Hall to host the performance tour in their space and utilise the opportunity to raise funds for their community groups. Another important aspect of the touring festival program is the opportunity for local musicians to support the headline performers as an opening act. This provided musicians in our region the opportunity to network with other performing artists and gain additional performance experience.

Proudly funded by the NSW Government's Restart Program.



6
CATEGORIES

60%
DATA COLLECTED

CULTURE MAPS

Culture Maps Outback NSW is a brand-new project initiated by Outback Arts to provide a completely interactive map to direct locals and tourists to the range of public art and cultural experiences available in the Outback Arts region. Maps for finding public art, heritage, galleries, where to shop for handmade, Aboriginal cultural experiences and arts and cultural events happening in our vibrant region.

Culture Maps Outback NSW is a collaborative project by Outback Arts supported by the seven Shire Councils across far Western NSW. Content for this website is being drawn from the Outback Arts' database, tourism teams at local Councils and local coordinators. This extensive data collection was initiated in 2021 and will be further developed and launched in 2022.

PROJECTS //

9 OUTBACK OUTLOUD

9 VENUES
100 INTERVIEWS
4000 LISTENERS

Outback Outloud is a community podcast and oral history recording project by Outback Arts, delivered in partnership with Signal Creative delivered over 2021 and 2022. The major outcome of Outback Outloud was the launch of a fully developed podcast series available on all major listening platforms. All community members were encouraged to come along and record their stories. Outback Outloud strengthens connections between people, teaches the value of listening to each other and promotes a greater understanding that everyone's story matters.

These interviews are unique perspectives, 100% unscripted, and are the greatest stories never told.

This project also involved free community workshop sessions where attendees learnt to use accessible tools to record their own stories and interview others in their community.

Series one of this project produced in 2021 collected stories from Walgett, Brewarrina, Bourke, and Cobar Shires. The second series will capture Bogan, Warren, and Coonamble Shires in 2022. Proudly funded by the NSW Government's Restart Program, Create NSW and Australian Council for the Arts.



4 OUTBACK LAUGHS COMEDY TOUR

4 TOWNS
230 AUDIENCE MEMBERS

After several reschedules, Outback Laughs was finally able to hit Outback roads just in time to finish off another challenging year with some much-needed belly laughs.

The tour brought a trio of talent to audiences at Nevertire, Coonamble, Walgett and Brewarrina. The line-up included the acclaimed Dane Simpson who is passionate about bringing world class performers to the region where he grew up, as well as fostering new talent and inspiring others in regional areas to consider a career in performing arts. Dane brought along headline act, Harley Breen. Harley is a seasoned professional and came out guns blazing, leaving audiences gasping for breath between jokes. Young upcoming comedian Nick Schuller jumped at the chance to join the tour gaining much experience and the opportunity to learn from two of the best.



PROJECTS //



*So entertaining
full of energy
& excitement!
Thank you for
coming to our
little town!*

7 PUPPETRY PERFORMANCE & WORKSHOP TOUR

7 TOWNS
11 WORKSHOPS
350 ATTENDEES

Professional puppeteer Jenny Ellis has been making puppets and bringing them to life for over 20 years. In 2021 she toured the entire Outback Arts region of Bourke, Bogan, Brewarrina, Cobar, Coonamble, Warren and Walgett, performing and hosting workshops for children of all ages.

Her performance 'A Little Bit of Blue' was an interactive environmental detective story, where as well as unraveling a mystery, the performance involved learning about the unique habits of an extraordinary Australian creature, the bower bird, and their fascination with the colour blue.

Jenny hosted workshops at schools and youth centres across the tour where children learnt to create their very own shadow puppets learn how to use them to perform using a shadow board.

Proudly funded by the NSW Government's Restart Program.

PROJECTS //

70 OUTBACK ARCHIES ART PRIZE

ARTISTS

100 ARTWORKS

17 LGA'S

The Outback Archies Art prize has been an annual project by Outback Arts for 11 years. Despite our regions artists facing many challenges through COVID-19 health concerns, lockdowns and flooding, the project was once again a huge success.

Nearly 100 artworks were featured in the exhibition coming from the far-flung rural areas of not only the Outback Arts region of Bourke, Brewarrina, Bogan, Cobar, Coonamble, Warren and Walgett Shires but also, Gilgandra, Narrabri, Moree, Gunnedah, Liverpool Plains, Gwydir, Tamworth, Broken Hill, Wentworth Shire, Central Darling Shire and the Western Unincorporated Area.

The exhibition was displayed from 6 November and into the New Year. Due to venue capacity restrictions, a private exhibition opening was held for the artists, their supporters and project partners. The gathering felt extra special as our communities had emerged from strict lockdowns, experiencing even further isolation than usual.

This popular exhibition and art prize is all about celebrating the colour, creativity and spirit of our communities as artists explore the theme 'Legends and Landscapes'. The artworks included in this exhibition are presented in four major artwork categories. They included Photography, Sculpture, Ceramics and Two Dimensional. In this year's Art Prize the Young Outback Archies category has grown to now include both Primary and Secondary School categories.



PROJECTS //

27 THE EDGE FEST

ARTISTS

1000 PARTICIPANTS

The EDGE Fest hosted in Lightning Ridge was an extensive festival program that was put together by a small group of passionate creatives from across Australia with a desire to provide many and varied opportunities for creative, cultural and healing experiences in the Outback Arts region.

The festival program included workshops in family history, poetry, meditation, tin camp building and music. There was also the opportunity to learn songwriting and translation techniques for First Nations language. There were food markets, and a host of live performances at locations in the community as well as at the Tin Camp performance space built as part of the festival program.

The program brought major contributors from across Australia and encouraged local creatives and community to get involved.

Proudly funded by the NSW Government's Restart Program.



CAPACITY BUILDING //

17 THOUSAND DOLLARS

COUNTRY ARTS SUPPORT PROGRAM

A diverse range of arts and cultural projects within the Outback Arts region received a little over \$17,000 in Country Arts Support Program (CASP) grants. CASP provides grants for local arts and community organisations to encourage the development of and public engagement with arts and culture in regional NSW.

8 PROJECTS

- » **Warren Chamber Music Festival (\$5,000)**
The inaugural Warren Chamber Music Festival 7-9 May 2021 inspired and educated audiences whilst boosting the local economy by facilitating four concerts of exceptional quality in the Warren Shire. Professional musicians and skilled local performers workshoped, rehearsed, and performed alongside each other.
- » **Brewarrina Shire Council, Resin Art (\$2,000)**
Brewarrina Shire Council held two four-hour, resin workshops, for 15 participants in each workshop, where they learnt how to work with resin and produced 3 items of resin work.
- » **Walgett Art Group, Wellbeing Weekend of Art (\$1,000)**
Coonamble Artist, Georgina Burton held a mixed media weekend workshop. The workshop welcomed all Artists in the Walgett Region and contributed to preparations to create a collection of work to be exhibited as part of a group exhibition.
- » **Marra Creek Recreation Reserve Land Manager, Lamp Shades & Cushions (\$1,500)**
Marra Creek enjoyed a Lamp Shade and Cushion workshop with Melinda O'Donoghue, from Bespoke Sewing and Design. The workshop developed the skills of the participants and provided a creative outlet and important social interaction for their isolated community.
- » **Lightning Ridge Arts & Crafts Council Inc, Leadlight window depicting local history (\$2,466)**
This project used leadlight artwork to present a scene depicting the original post office at Lightning Ridge which includes the mail coach and horses, early pioneers, mining scenes of men at work, community nurse and the women who supported them.
- » **Burren Junction Parents & Citizens Association 2021, School Play (\$1,000)**
A whole school musical drama production was produced in the Burren Junction School of Arts Hall. Children helped to write the play, build the sets, paint the backdrop and design the program. Every child, from Kindergarten to Year 6, took part.
- » **Coonamble Arts Alive Society Inc, A Craving for Colour (\$1,782)**
Jude Flemming taught 2 x 3-hour classes at the Talent Scouts Studio, Coonamble which focused on learning how to mix colours to create your own personal palettes in the students preferred medium.
- » **Warren Shire Council, Water Tower Mural (\$2,466)**
The project involved painting a mural on the Stafford Street water tower in Warren.

CAPACITY BUILDING //

35 ARTISTS SUPPORTED

SOCIAL MEDIA & WEBSITE BUILDING WORKSHOPS

100% POSITIVE FEEDBACK

While lockdowns were affecting our region, Outback Arts staff produced two new arts business development workshops which were delivered via Zoom. The two topics covered were, 'Social media 101, for creatives' and 'How to build a website'. These areas of focus were selected based on community consultation and were very well received. They were two-hour-long sessions that allowed time for participants to discuss their individual questions and challenges. Follow up support included a workbook for each participant to continue to use a reference, access to the recorded presentation and one on one sessions.

10 ARTISTS SUPPORTED

HOW TO WRITE A GRANT WORKSHOP

This was an excellent, well attended workshop for Aboriginal Artists or Organisations who currently write grants or are looking at applying for grants for individuals, businesses or community-based organisations. The topics covered included: The Grant Landscape, Where to find money, What to do before you start, How to apply, Budgets and Letters of Support. This was an Aboriginal Regional Arts Alliance Connect Project.



CAPACITY BUILDING //

40 ATTENDEES CULTURAL TOURISM WORKSHOP TOUR

ATTENDEES

7

LGA'S REACHED

Cultural Tourism is one of the fastest growing opportunities for Regional and Remote communities, through these workshops participants were provided tailored advice and information to support them in developing and promoting their Cultural Tourism concept taking it from an idea into a ready to roll business. Attendees finished the workshop with a 1-page business plan, resources, and support to take their business to the next step.

Those who attended the workshop or expressed their interest benefited from seven Zoom sessions covering the specific topics of:

1. Identify, understand, and define your Product
2. Networks and Support
3. Market Research
4. Business Structure
5. Pricing, Finances and Budgeting
6. Operational Systems
7. Marketing

This was a Cultivating Creative Communities project delivered by Lorraine Fishenden at 2 Rivers Pty Ltd and funded by Create NSW.



YOUTH CAPACITY BUILDING //

65 PARTICIPANTS CREATIVE KIDS BELT UP WORKSHOPS

PARTICIPANTS

6

TOWNS

'Belt up' were a series of children's leather making workshops held in January and February that were delivered across the towns of Bourke, Brewarrina, Cobar, Coonamble, Nyngan and Walgett and after a very successful outcome when the workshop was delivered in Warren 2019. Delivered by Rachael Fanning, she fostered a fun, relaxed atmosphere where the participants learnt new skills and took home a belt they had crafted themselves.

A total of 65 children participated in the workshop tour. Parents were consistently impressed with the quality of the product their kids had created. To fund these workshops Outback Arts is a registered Creative Kids provider which enabled most participants to attend for free.



72 PACKS DISTRIBUTED CREATIVE KIDS ART EDUCATION PACKS

Outback Arts have are pleased to be a registered Creative Kids provider and have utilised this service to supply free art education packs, direct to young people across the region. This was especially vital during the months that our communities were in extreme lockdown. Young people were provided the opportunity to choose between a drawing or painting pack that was bursting with supplies as well as an artform specific lesson plan expertly prepared by a Secondary school educator.



ABORIGINAL ARTS DEVELOPMENT //

ABORIGINAL ARTS DEVELOPMENT //

10 FILMS LIVING ARTS AND CULTURE: OUR STORIES

12,000
REACHED
ONLINE

7,000
NEWSPAPER
READERS

'Our Stories' delves deeper into the artistic and cultural practices of Aboriginal Artists and Knowledge Holders, using videography and creative delivery methods to record and share stories, identifying how their artwork and cultural practices are inspired by the landscape and how their work connects with Country.

In celebration of NAIDOC Week from 6 - 11 July, Outback Arts launched one film each day on their social media channels (@outbackarts). The COVID-19 risks at the time meant that many in-person events were postponed and Outback Arts felt this online launch would be a special way to reflect on the 2021 theme - Heal Country! The 2021 theme called for all of us to continue to seek greater protections for our lands and as is so clearly expressed in the 'Our Stories' films, Country is more than a place, it is inherent to the identity of Aboriginal people.

Artist and videographer Andrew Hull worked tirelessly to produce these heart-moving and powerful films. Sincere gratitude and respect to the Artists, Knowledge Holders and custodians who have shared their stories and time to create this series.

Living Arts and Culture is a unique program that records and promotes regional NSW Aboriginal artists and their rich culture on a national scale and beyond. This project is funded by the Australian Government Indigenous Language and Arts program, Regional Arts Fund, developed by Outback Arts in partnership with Gidgee Media, 2 Rivers Pty Ltd and Indigico Creative.



»
WATCH
FILMS



5 ARTISTS & KNOWLEDGE HOLDERS 'UNSETTLED' AT THE AUSTRALIAN MUSEUM

Opened in May of 2021, the exhibition 'Unsettled' at the Australian Museum in Sydney attracted enormous attention and widespread media publicity. In its midst were a number of Aboriginal Artists and Knowledge Holders from and connected to the Outback Arts region, who are promoting Aboriginal culture and truth-telling on a national scale. More than 100 contributions by First Nations peoples from across the country were received and over 80 significant cultural objects are included in the 'Unsettled' exhibition, along with long-hidden historical documents, large-scale artworks, immersive experiences and never-before-seen objects from the Australian Museum's own collections and beyond. Coonamble Wailwan Artist and Elder Uncle Sooty Welsh was delighted when he was invited to be part of the consultation process leading up to the exhibition and having two of his ceramic artworks included in the exhibition to be collected by the Museum.

"the most important show the Museum has ever done in its 194-year history."

- Kim McKay, Australian Museum CEO

Uncle Widdy Welsh, brother to Uncle Sooty contributed a significant installation representing the healing journey himself and others are on after the trauma they endured when removed as children. The exhibition was put together under the direction and guidance of First Nations Curator, Laura McBride, whose father John McBride hails from Coonamble. John McBride created a replica camp-style humpy made from tin and remnants salvaged from Tin Town, the camp in the Castlereagh River where the McBrides and many other local Aboriginal families lived in huts they built from kerosene tins and bush timber before local authorities permitted them to live in houses in the Coonamble township in the 1960s. Another Wailwan connection, Lawrence (Locky) Magick Dennis and his wife Fleur, worked with a team of craftsmen and Elders to create a whole room - a healing and reflection space they called "Winhangadurinya".



Outback Arts Executive Director Jamie-Lea Trindall and Communications and Touring Coordinator Maddi Ward attended the official launch Friday 21 May, feeling moved, privileged and inspired to see Outback Artists at the forefront of telling Aboriginal History.



ABORIGINAL ARTS DEVELOPMENT //

30 ARTISTS

ARTS LAW & ARTISTS IN THE BLACK

In June, Arts Law Lawyer Roxanne Lorens and Artists in the Black Coordinator John Waight delivered workshops and one-on-one sessions in Coonamble and Bourke.

2 TOWNS

This was an exceptionally valuable opportunity for artists across the Outback Arts region to learn what their rights are and how they can protect themselves. It was also important for those wishing to collaborate with creative practitioners to learn more copyright laws and how to have a successful collaboration. Over 30 artists directly benefited with these participants going on to educate and support others in their community.



20 ARTWORKS SOLD

CARRIAGEWORKS

14,946

ONLINE VISITORS

The Outback Arts region was once again represented at the 2021 SOUTHEAST Aboriginal Arts Market held online at Carriageworks. The market is carefully curated by Hetti Perkins and Jonathan Jones with the aim to promote our rich, unique and distinctive Aboriginal Art here in New South Wales. 26 Artists were invited to participate, including Wailwan artist Sooty Welsh and Wiradjuri artist Jamie-Lea Trindall, both based in Coonamble and part of the local Ceramics Collective. This opportunity has raised the profile of the Outback Arts region and supported the development of partnerships with large institutions.

EXHIBITIONS //

6 EXHIBITIONS

12,000 VIEWERS

OUTBACK ARTS GALLERY

'Unprecedented' by Prue Cullen

'Unprecedented' was born out of processing grief, both personally and for the environment. Using ceramic creations to present images of our natural world through a lens of childlike reverence. Prue's sculptural pieces of birds and animals, depict them as modern saints, set within ornate shrines.

Coonamble Shire, Local Waste 2 Art

A project by Netwaste, supported by Coonamble Shire Council and hosted by Outback Arts, this exhibition and competition provided aspiring and professional artists with the opportunity to explore and share their waste reduction messages whilst showcasing their artistic ability.

'Art 4 Ageing'

Presented by Department of Communities and Justice, Art of Ageing photographic exhibition was an initiative under the NSW Ageing Strategy 2016-2020 to demonstrate the diversity and contributions of older people in NSW.

'The Quilt Show' by the Material Girls

This highly anticipated annual exhibition showcases the talented patchwork artists in the region and the stories they tell with fabric and thread.

Regional Waste 2 Art

This regional exhibition showcased the winners from local Waste 2 Art Competitions across the NetWaste region and provided an excellent opportunity to promote the art and culture scene in our region.

Outback Archies Art Prize

In this annual art prize exhibition, artists of all ages and artforms explored the theme 'Legends and Landscapes' coming together to share their unique perspective. Nealy 100 artworks were presented in this year's exhibition, contributed by more than 70 artists from 17 areas of local government in regional NSW.

9 VENUES

3,000 KMS

OUTBACK ARCHIES TOUR

This tour took a selection of specially curated artworks from the 10th Annual Outback Archies Art Prize held in 2020, touring many of the major prize winners and judges' favourites. The exhibition showcased artwork by 22 artists, including our first ever Young Archies. These artists came together from the far-flung corners of regional NSW, stretching from Bourke and as far as Broken Hill. The exhibition was transported and installed by Outback Arts staff in nine venues, travelling over 3,000 kms.



COMMUNICATIONS //

18 NEWSPAPERS

MEDIA
RELEASES

7070
REACHED

Local newspapers play an important role in our communities. Outback Arts utilises this connection to keep readers informed by providing regular media releases and advertising when appropriate. Outback Arts greatly appreciates the support our regions newspaper outlets provide.

728 ELECTRONIC DIRECT MAIL

SUBSCRIBERS

38%
OPEN RATE

Outback Arts utilises the MailChimp platform to distribute a monthly electronic newsletter and regular updates by email directly to our subscribers. This is a valuable and well executed means of contact for many in our community which is evident by the above industry standard open rate achieved.

113,000 TV & RADIO

COMBINED
LISTENING
REACH

Outback Arts' makes good use of weekly and fortnightly radio interviews with 2WEB Outback radio and Coonamble Community Radio MTMFM. In addition to these Outback Arts regularly secures interviews with ABC Western Plains and other relevant channels including regional television outlets.

3525 SOCIAL MEDIA

FACEBOOK
FOLLOWERS

1910
INSTAGRAM
FOLLOWERS

535
TWITTER
FOLLOWERS

Outback Arts social media channels are a vital communication channel not only to provide updates to the community about Outback Arts activities and opportunities available but also to increase the organisations profile in the local community and promote our region abroad.

6,300
VISITORS

WEBSITE - OUTBACK ARTS

The Outback Arts website serves as a continued single location where visitors can learn more about the organisation, how to get in contact, receive updates on Outback Arts projects, industry news as well as opportunities and funding available to artists and organisations in our region.

14,300
PAGE
VIEWS

1,700
VISITORS

WEBSITE - LIVING ARTS & CULTURE

Living Arts and Culture is Outback Arts' Aboriginal Arts and Culture program. This program holds a dedicated website platform to provide a central location where all aspects of the program are housed as it continues to grow. In 2021, the completed films 'Our Stories' were added to the website.

3,600
PAGE
VIEWS

649
VISITORS
SINCE
OCTOBER

WEBSITE - GALLERY SHOP

As the Outback Arts Gallery Shop has become more established, the need to look at other sales opportunities for our regions artists was evident. After research on the most effective way to achieve this, Outback Arts launched their official online shop in October 2021, making the entire store available to buyers across the country. The shop promotes each individual artist, with their bio and additional contact information attached with each of their items.

4,623
PAGE
VIEWS
SINCE
OCTOBER

PARTNERSHIPS //

15
PIECES OF
SPECIALISED
EQUIPMENT

ART GALLERY OF NSW – DONATION TO THE OUTBACK

In May, Outback Arts were thrilled to secure a donation of specialised Gallery equipment from the Art Gallery of New South Wales. It was no easy feat transporting the equipment across its 530 km journey and relied on the support of family and friends assist the Outback Arts team.

530
KMS

The donation included gallery benches, plinths, perspex display units and more. These items may appear simple but are very costly to a non-profit organisation and are not easily supplied in our rural area. Outback Arts is not the only community gallery space in the region and with this ongoing partnership Outback Arts and the Art Gallery of NSW will be able to support the broader creative community in the region, helping to support the professional presentation of artists work and promote the Outback region as a primary tourist destination for arts and cultural experiences.



WHO WE'VE WORKED WITH

In 2021, Outback Arts had the privilege of working with a range of organisations and institutions through developed relationships that have supported Outback Arts programs and service delivery, providing opportunities for our regions artists and promoted our region on the National and International scene.

- » Local Government
- » Aboriginal Regional Arts Alliance
- » Koskela
- » Carriageworks
- » Australian Museum
- » Arts Law Centre of Australia and Artists in the Black
- » Art Gallery of New South Wales

GOVERNANCE //

OVERVIEW

The Outback Arts board is made of seven Shire Council representatives and three independents who have an interest in arts and culture in our communities. The board representatives provide the organisation with a diverse range of professional skills and a contact point for communication within each community.

Outback Arts is part of the Regional Arts New South Wales statewide network which provides industry support and development opportunities for organisation staff and receives core organisational funding from Create NSW.

Outback Arts Executive Director was appointed to the Create NSW Aboriginal Arts and Culture, Artform Advisory Board in 2021 to serve a 2-year term assessing state project and multi-year funding applications.

OUR BOARD

Casey Marshall-Siemer (Chair) - Independent Community representative

Kylie Harvey - Independent Community representative

Catherine Goldsmith - Independent Community representative

Cr Jane Keir OAM - Walgett Shire Council representative

Cr Pauline Serdity - Warren Shire Council representative

Cr Barbara Deans - Coonamble Shire Council representative

Sally Torr - Bourke Shire Council representative

Cr Donna Jeffries - Brewarrina Shire Council representative

Cr Veneta Dutton - Bogan Shire Council representative

Seigrid Peters - Cobar Shire Council representative

OUR TEAM

Jamie-Lea Trindall, Executive Director

Maddi Ward, Communications and Touring Coordinator

Polly Cohen, Administration Officer

Fleur Stubbs, Aboriginal Arts Officer

Michelle Williams, Casual Office Assistant

Greg Vaughan, Bookkeeper & Business Services



Cover Volker Leder, 2010 '10 miles to Lightning Ridge after the rain'

1 Outback Arts, Creative Arts Centre. **2** Castlereagh Connection **3** 'This Way North' performing at Mathaguy Hall **4** Local musicians with 'This Way North' and 'Bobby Alu' after their Festival of Small Halls Performance **5** Emma from Signal Creative, with Lily Shearer at the Brewarrina Outback Outloud Workshop **6** Dane Simpson, Harley Breen and Nick Schuller with audience members at the Nevertire Hotel. **7** Puppetry performance in Cobar. **8** Jenny Ellis Performing in Coonamble **9** 2021 Outback Archies Opening **10** Kelsey Iris performing at the Edge Fest in Lightning Ridge **11** Warren Chamber Music Festival **12** Cultural tourism workshop in Coonamble **13 & 14** Rachael Fanning teaching her belt making workshop in Coonamble **15** Artists featured in the 'Our Stories' project. **16** Jamie-Lea Trindall, Uncle Sooty Welsh and Maddi Ward at the official opening of the 'Unsettled' exhibition at the Australian Museum. **17** 'Ancestral Vase' by Uncle Sooty Welsh, collected by the Australian Museum. **18** Arts Law workshop in Bourke, at the Bourke Aboriginal Art Gallery. **19** Prue Cullen at her exhibition 'Unprecedented' at the Outback Arts Gallery **20** Outback Arts staff, Polly Cohen, Maddi Ward and Jamie-Lea Trindall with the truck of donated Gallery equipment.

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