

11.2 Mudgee Arts Precinct - Quarterly Report

REPORT BY THE MANAGER, COMMUNITY & CULTURAL SERVICES
TO 17 AUGUST 2022 ORDINARY MEETING
GOV400098, REC800038

RECOMMENDATION

That Council:

1. **receive the report by the Manager, Community & Cultural Services on the Mudgee Arts Precinct - Quarterly Report; and**
2. **note the recent services and activities provided with respect to Mudgee Arts Precinct.**

Executive summary

This report aims to familiarise Council with services and activities provided with respect to Mudgee Arts Precinct and related cultural activities for the period 1 April 2022 to 30 June 2022.

Disclosure of Interest

Nil

Detailed report

Programming

Mudgee Arts Precinct's third exhibition *Michael Bourke: A Brief History of Mudgee* opened on 8 April 2022. A well-known local artist, Michael's satirical and witty interpretation of the region was well received, particularly by members of the local community (including repeat visitors).

The exhibition was part of the gallery's mission towards assisting with the establishment of a 'cultural economy' with the artist selling all works from the exhibition except one, and receiving commissions for several new works and also a follow up exhibition at another local gallery later this year.

Having a local artist also enabled the gallery to facilitate school tours hosted by the artist. Michael gave 14 tours in total, including seven visits from Mudgee Preschool, St Matthews Catholic School, Mudgee High School, Mudgee Public School and All Hallows. In total, around 500 school children visited the exhibition as part of an official tour; many visited more than once.

The exhibition received very positive reviews through social media, as well as via visitor feedback.

Alongside *A Brief History of Mudgee*, the Precinct exhibited *The Princess and The Piano*. By local sculptor, Pamela Welsh, the exhibition comprised a series of six works based on the extraordinary story of Princess Alexandra of Bavaria who suffered from 'glass delusion' and believed she had swallowed a glass baby grand piano.

A total of 10,221 visitors came through over this period (up from the 4,240 visitors from the previous quarter). Organic word-of-mouth drew many people from the local community to see the exhibition, being accessible and targeted to people from the region.

Both Michael and Pamela featured in The Mudgee Guardian and were interviewed for ABC Central West. Pamela's exhibition was also reviewed in Arts Zine in May 2022, discussing her practice and the background to her figurative creations.

Education

The gallery continued to host educational tours and art activities for students in and visitors its exhibition spaces. Over the course of the April to June period. Almost 500 people attended these events, including participants from pre-schools, primary schools, and high schools across the region.

Mudgee Arts Precinct also continued to produce educational videos supported by the Museums & Galleries of NSW's *Let's Get Digital* program. Michael Bourke and Pamela Welsh's *'Making Conversations'* videos were published on 23 May on the Precinct's YouTube channel with a combined 95 views.

As part of Michael's exhibition, the Precinct also produced a video narration with Ken Sutcliffe to accompany the paintings as a QR code in the gallery space. This was posted on 8 April 2022 and had 559 views.

Community engagement

Mudgee Arts Precinct hosted artist talks with Michael Bourke and Pam Welsh as part of their exhibitions and shared insights into their creative approaches and artistic processes. These events were attended by 65 participants.

Community workshops linking to gallery exhibitions were delivered, as well as the annual Waste 2 Art community art exhibition and competition. The workshops were attended by 58 participants and 36 entries were received for the Waste 2 Art competition. Eleven category winners were featured in the Regional exhibition at Lithgow and Kandos Public School's *Fending off Flotsam* received highly commended recognition.

The Cultural Officer continues to forge strong relationships with art teachers from local schools and the increased engagement has resulted in local teachers linking their curriculums to coincide with gallery exhibitions.

Digital Marketing

Facebook

Facebook page reach 22,427	Facebook page visits 1,575	New Facebook page likes 128
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Instagram

Instagram reach 2,847	Instagram profile visits 790	New Instagram followers 115
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YouTube

Views 1,215	Subscribers 13
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Grant funding

Council has been successful in its application for LGA funding from Create NSW and will receive \$50,000 for programming in 2022/2023. The funding will enable the gallery to continue to program exhibitions of artistic excellence, produce accompanying educational and digital resources, host exhibition openings and ensure the artists and curators are suitably reimbursed for their contributions.

Council was also successful in its application for CHART Funding (Culture, Heritage and Arts Regional Tourism) from Australian Museums and Galleries Association for almost \$3,000 to assist with purchasing equipment for the Precinct's education programs.

Community Plan implications

Theme	Looking After Our Community
Goal	Meet the diverse needs of the community and create a sense of belonging
Strategy	Support arts and cultural development across the Region

Strategic implications

Council Strategies

A Strategic Plan for Mudgee Arts Precinct is currently in development and will be presented to Council shortly.

Council Policies

Not Applicable

Legislation

Not Applicable

Financial implications

Not Applicable

Associated Risks

Not Applicable

FIONA SHEARMAN
MANAGER, COMMUNITY & CULTURAL
SERVICES

SIMON JONES
DIRECTOR COMMUNITY

25 July 2022

Attachments: Nil

APPROVED FOR SUBMISSION:

BRAD CAM
GENERAL MANAGER