

PUBLIC REPORT

art at the heart

Regional Arts Australia National Conference

3-5 October 2008, Alice Springs

This report based on the final report presented to Regional Arts Australia, Arts NT, Australia Council for the Arts, Alice Springs Town Council and the Department of Families, Housing, Community Services and Indigenous Affairs.

The public report only includes information relevant to the general public.

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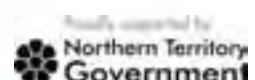
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art at the heart

2008 Regional Arts Australia National Conference

Final report

Table of contents

Report Structure	3
OVERVIEW	4
PRESENTERS AND PARTNERS	5
EVALUATION	9
a) Conference Aims and Objectives	9
b) Evaluation addressing Key Performance Indicators	11
c) Feedback	26
Delegate feedback.....	26
Volunteer feedback.....	30
DOCUMENTATION	31
a) Program	31
Conference Themes	31
Expressions of Interest	32
Keynote Speakers	33
Artistic Program	35
b) Marketing.....	40
c) Logistics.....	43
Alice Springs Town Council (ASTC) - Host Community	43
Management and Staffing.....	43
Registration	46
Cultural Protocols	46
Venues	47
Volunteers	48
Documentation	48
Traffic Management.....	49
Bus Transport.....	49
Delegate bags	49
art at the heart T-shirts	50
Gala Conference Dinner	50
Accommodation	50
APPENDICES	51
Appendix 1 – Expression of Interest form.....	51
Appendix 2 – Artistic Director Scope of Work.....	54
Appendix 3 – Communications Report	57
Appendix 4 – Alice Springs Town Council Report	65
Appendix 5 – Local Engagement Group Meeting minutes	76
Appendix 6 – Registration Breakdown and Progressive Participation by Delegates graph.....	94
Appendix 7 – Registration Form	96
Appendix 8 – Cultural Protocols	98
Appendix 9 – Venue Map	100
Appendix 10 – Volunteer Application Form	101
Appendix 11 – Volunteer Policy.....	104
Appendix 11 – Volunteer Policy.....	105
Appendix 12 – Bus Timetable and Map.....	107
Appendix 13 – Delegate Bag design	109
Appendix 14 – T-shirt Design	110
Appendix 15 – Templates.....	111

Report Structure

This is the public report for the **art at the heart** Regional Arts Australia national conference.

Evaluation

The opening section is an evaluation of the event addressing the following subjects:

- a) Conference aims and objectives
- b) Evaluation addressing Key Performance Indicators
- c) Feedback

Documentation

The second part of the report is documentation of the event and includes detailed reporting of the event outcomes and processes. This is presented in the following form:

- a) Program
- b) Marketing
- c) Logistics

OVERVIEW

Over one thousand people met in the desert town of Alice Springs from 2-5 October for Regional Arts Australia's sixth biennial conference, **art at the heart**.

art at the heart hosted 959 delegates, 192 conference presenters and 254 festival artists from diverse cultural backgrounds and geographic areas from regional and remote Australia. Approximately 45% of presenters were Indigenous and the Artistic program featured a ratio of 40:60 Indigenous to non-Indigenous artists.

The central focus of **art at the heart** was artistic and cultural exchange and cross cultural collaboration between Indigenous and non-Indigenous artists and cultural workers in regional and remote contexts.

art at the heart was designed to be an ideas incubator, development space and platform for delegates to learn new skills, create networks and generate new ideas. **art at the heart** aimed to link communities, artists, local councils and organisations in order to help create powerful connections and collaborations to sustain artists and stimulate arts activities across regional and remote Australia.

Regional Arts Australia worked with the Northern Territory Government through Arts NT and the Alice Springs community to produce an inspirational experience.

"It was inspirational. I feel very inspired to get back to work – to get things happening. I feel like I have fresh energy again to look at things." Delegate feedback

The **art at the heart** program explored the key areas of interest for the arts in regional and remote Australia through the following themes:

- Place and identity
- Arts partnerships, collaborations and exchanges
- Sustaining participation in the arts
- Creativity, innovation and change

The sixth biennial Regional Arts Australia national conference was presented by Regional Arts Australia and the Northern Territory Government through Arts NT, in collaboration with the host town of Alice Springs.

The Australian Government supported the conference through the Regional Arts Fund.

The Australia Council for the Arts supported the artistic program.

The Australian Government Department of Families, Housing, Community Services and Indigenous Affairs supported Indigenous participation in the conference.

PRESENTERS AND PARTNERS

Regional Arts Australia

Regional Arts Australia (RAA) is the peak body for the Australia-wide network of regional arts organisations delivering arts programs in regional Australia.

Regional Arts Australia promotes the development of the arts for the one-in-three Australians that live in regional, rural and remote parts of the country.

In partnership with its seven state and territory members including Arts NT, RAA works tirelessly to identify new ideas, directions, partnerships and commitments that will help ensure equitable support for regional arts, encourage continued artistic excellence and innovation and promote the role of the arts in building stronger, healthier and more sustainable communities.

Regional Arts Australia has set a number of important goals for achievement.

Resources

- To ensure that the Commonwealth and its agencies make an appropriate, equitable and ongoing commitment to the development of regional arts practice and to the role of the arts in developing and sustaining regional communities
- To gain the increased financial and logistical support of local government and regional development authorities for the conduct and promotion of regional arts activities towards the development of regional communities
- To secure appropriate resources for the servicing of Regional Arts Australia's responsibilities and the achievement of its objectives for the benefit of its constituents and people living in rural and remote communities
- To encourage the increased commitment and involvement of the corporate sector and representative regional industry bodies towards the further development of national regional arts initiatives

Market, Industry and Community Positioning

- Effectively position Regional Arts Australia as the national advocacy and industry development body within state, territory and Federal constituencies and Ministries, focusing particularly upon the role of the arts as a medium for positively addressing the broader social and economic issues of concern to rural and remote communities
- Develop complementary relationships with the Australia Council for the Arts and the Department of Communications, Information Technology and the Arts based on the effective joint servicing of regional areas with regard to the arts

Industry Development, Projects

- Develop key national projects and initiatives as a means of developing and sharing industry skills and experience, extending opportunities and promoting the arts to and within rural and remote communities and key stakeholder groups
- Provide optimum opportunities for the review and development of nationally consistent and endorsed development policies for the advancement of regional arts practices, promotion and activities

Structural Change

- Achieve a whole-of-government approach to the resourcing and promotion of regional arts consistent with the overall objectives of Regional Arts Australia and its constituents and stakeholders and all other key bodies representing regional artists, artworkers and arts programs

- Work with the Australia Council to develop an advisory process to represent the interests of regional arts in the development and implementation of policies and programs throughout the Council's range of activities
- Develop Regional Arts Australia as a strategic partner to the Australia Council and the Department of Communications, Information Technology and the Arts in the delivery and oversight of national regional arts programs and initiatives and in the formulation of Council policy

Arts NT

Department of Natural Resources, Environment the Arts and Sport (NRETAS)

Arts NT's primary role is to support and develop the artistic and cultural potential of the Territory through policy, operational and financial support and advice to the arts sector and to government. Through its programs Arts NT aims to develop responsive and appropriate mechanisms for the support and development of the Northern Territory's artists and the broader arts sector.

Arts NT aims to ensure that all Territory residents have access to a variety of arts and cultural activities either as audience or as active participants. Arts NT's programs and services facilitate a diverse range of arts and cultural activities across the Territory by:

- Managing an arts grants program open not only to artists and arts organisations but also community organisations interested in running arts activities or hiring artists for specific projects
- Funding to key arts organisations who provide core services and events
- Funding Festival development to support regional, remote and major urban showcases
- Supporting a physical infrastructure for arts and cultural activity including direct funding and in kind support through provision of office, rehearsal, workshop and storage accommodation
- Acting as national advocate and liaise with key government and non government agencies which will include hosting the 2008 Regional Arts Australia national conference **art at the heart** in Alice Springs
- Implementing regional and audience development initiatives such as research, reviews, scoping and pilot projects and funding to support key organisations working in these areas
- Managing of the Northern Territory Indigenous Arts Strategy, *Building Strong Arts Business*

Alice Springs Town Council

The Alice Springs Town Council (ASTC) services Alice Springs through innovative leadership and good governance. Alice Springs Town Council will provide and advocate for services to meet the present and changing needs of the Alice Springs community. The Principal Activities of Council are based on the five strategic focus areas:

Economic

Support for events which encourage a growing and dynamic economic base underpinning strong employment particularly in local industry and tourism. In the 2008/2009 year the Council will support Central Australian Expo, the AusInnovation Festival, public facilities and tourism grants.

Community Support

The goal of the community support focus is to provide a united, supportive and healthy community. Activities in this area include maintenance of ovals, parks and reserves, swimming pool, footpath program, community development grants, support for the Alice Springs Festival and the operation of the Public Library. 2008/2009 will see the resurface and repainting of the Netball Courts in Ross Park.

Environment

The focus of the environmental strategy is to lead Australia in the management of its arid land natural resources. The main activity of Council in this area is the on-going repair and maintenance of infrastructure in Alice Springs for drainage, road works, verge maintenance, waste collection, road resealing and tip face operations. 2008/2009 will see continued involvement in the development of Alice Springs as a Solar City and the introduction of a new strategy for the Landfill site.

Culture and Heritage

The Culture and Heritage strategic focus aims to promote Alice Springs as a community proud of its developing indigenous and non-indigenous history, heritage, arts and culture. Activities in this area include the maintenance of the Cenotaph on Anzac Hill, various cross-cultural activities, the maintenance of an Alice Springs art collection, implementation of the Council's Public Art Policy, an Ambassador program and the conduct of citizenship ceremonies.

Organisation

The organisational goal of Council is to provide an organisation dedicated to good governance, effective leadership and the provision of high quality services. The main activities in this area are the provision of support for elected members, recruitment and staffing for Council, rates management, financial reporting, media liaison and promotion and executive management.

Australia Council for the Arts

The Australia Council for the Arts is the Australian Government's arts funding and advisory body. It enriches the lives of Australians and their communities by supporting the creation and enjoyment of the arts.

The Australia Council cultivates the nation's creativity by investing in artists and arts organisations working in Aboriginal and Torres Strait Islander arts, community partnerships, dance, literature, music, theatre, visual arts and multi-artform practices.

In 2006-07, the Australia Council provided \$156 million in total funding through 1799 grants, projects and initiatives to artists and arts organisations. This funding supported the creation of 4476 new artistic works, the presentation of 3636 new artistic works and 9.3 million attendances at arts events.

The Australia Council:

- invests in the creativity of the nation's artists and opportunities for all Australians to enjoy their work
- supports Australian artists and arts organisations through funding programs
- builds the capacity of the arts sector by providing advice and operational resources
- researches the arts and culture to underpin our programs and the development of arts policy
- develops cultural policy and advises governments on issues relating to the arts
- facilitates partnerships between artists, governments and business that build a stronger arts sector
- promotes the value of the arts and helps build new audiences at home and overseas
- advocates with governments and the community to increase the role of the arts in the lives of Australians.

The Australian Government Department of Families, Housing, Community Services and Indigenous Affairs

The Department of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA) is the Australian Government's principal source of advice on social policy and is responsible for about a quarter of the government's budgetary outlays.

FaHCSIA works in partnership with other government and non-government organisations in the management of a diverse range of programs and services designed to support and improve the lives of Australians.

FaHCSIA, through its Office for Indigenous Policy Coordination, is responsible for coordinating a whole of government approach to programs and services for Indigenous Australians, and has a central role in the Australian Government's arrangements in Indigenous Affairs.

A large number of staff are employed throughout regional Australia based in Indigenous Coordination Centres. The centres help to implement a whole-of-government approach to delivering Indigenous services and programs.

EVALUATION

a) Conference Aims and Objectives

Regional Arts Australia

- The arts from across regional Australia are profiled and celebrated nationally
- The value of the arts in regional communities is promoted nationally
- Networking and professional development opportunities are provided for artists, arts workers and volunteers
- Ideas and strategies about arts projects and programs are exchanged
- Delegates leave inspired and charged with new ideas for their own communities
- A legacy of skills is left in the host regional community
- Raise the public recognition of the role and goals of Regional Arts Australia
- Raise the profile of RAA among decision-makers in government and the corporate sector

Arts NT (NRETAS)

- Profile Arts NT within the Department of Natural Resources, Environment and the Arts (NRETA) as a lead agency for delivery of regional arts activities and services within NT Government, arts sector and the general public
- Promote the role of Arts NT and NRETA throughout the Northern Territory
- Promote quality arts products and services created, developed and presented through Arts NT's funding programs
- Strengthen and expand current and potential strategic alliances of Arts NT through NRETA with other Northern Territory Government Agencies such as education and health providers and contribute to community cultural development and social well being
- Position and promote the Northern Territory as a dynamic, progressive and contemporary leader in the provision of Indigenous and non Indigenous arts products and services

Alice Springs Town Council

- Raise the national profile of Alice Springs by highlighting its cultural assets and improving its economy through the influx of up to 1,000 conference delegates and artists
- Increase the exposure of local artists to the work and practices of artists from other parts of the country and the world
- Showcase the work of local artists and provide broader networking opportunities
- Profile the Alice Springs region as a cultural tourism destination
- Expand employment opportunities for local artists, including young artists. This could include opportunities for mentorship's and exchanges

Australia Council for the Arts

- The Regional Arts Australia 2008 conference in Alice Springs learns from and builds on the success of previous conferences
- The traditional owners of the land of the Alice Springs region are acknowledged and involved in the development of the conference

- Significant inclusion in the conference program of artists who live in the regions and or regional arts projects
- The themes for the 2008 conference reflect the priorities for regional Australia
- New ways for artists and communities to work together to create and experience art are explored
- The artworks commissioned for the program represent a wide range of art forms
- The artworks commissioned for the program reflect the cultural diversity of Australia and represent a variety of regions
- A significant strand in the conference is supported by the Australia Council
- Skills, experience and confidence is developed in the host community
- Delegates and individuals from the Alice Springs community are engaged in cultural activity in meaningful and respectful ways
- Artist delegates return to their communities inspired to engage within their communities and within their arts practice.
- Delegates, the arts communities' and the Alice Springs communities' appreciation of the value of the arts is enhanced
- A legacy of skills, experience and confidence remains in the host community
- A culturally appropriate handover to the 2010 conference is carried out at the conclusion of the 2008 conference

The Australian Government Department of Families, Housing, Community Services and Indigenous Affairs

- Facilitation, preparation, participation and involvement of Indigenous organisations, Traditional Owners, Custodians of Mparntwe and Aboriginal people based locally or within the region, leading up to and during the event - **art at the heart**

b) Evaluation addressing Key Performance Indicators

Regional Arts Australia (RAA) set the following Key Performance Indicators for the conference in the Memorandum of Understanding between RAA and Arts NT NRETAS:

1. A national platform for regional arts, Regional Arts Australia and its Member agencies is achieved.
2. The conference receives positive exposure in local, state/territory and national media.
3. Delegates are engaged and involved in conference activities and events.
4. Delegates' safety and comfort is assured.
5. The entire conference program reflects a national configuration.
6. Successful local partnerships are established.
7. A minimum of 450 delegate numbers is achieved.
8. A range of regional artists are profiled.
9. The conference budget target is achieved.

1. A national platform for regional arts, Regional Arts Australia and its Member agencies is achieved.

As a national event **art at the heart** successfully created a platform for those who work in regional arts, Regional Arts Australia and its member agencies by:

1.1 Presenting conference and festival activities and locations devised to be:

- socially inclusive
- interactive and participatory
- safe and comfortable

As the first point of contact with the conference, the foyer or hub space was designed with the aim of transforming a corporate building into an intimate space that supported interaction. This was achieved by providing quiet relaxing spaces, activities that encouraged working collaboratively and by creating a space that looked less corporate and more like a gallery or arts space. When delegates arrived at the Alice Springs Convention Centre the conference hub space provided information about the conference program and also hosted interactive arts installations and activities including:

- making baskets with the Tjanpi Desert Weavers
- making postcards as part of the deLiver postcard project
- creatively representing individual relationships in the networking installation Map Me
- making beanies with the Alice Springs Beanie Festival

The hallways and courtyard close by the foyer were also filled with artworks on exhibit and things to do including:

- Lismore's Living Library book sessions

- 7 exhibitions and displays
- daily roving performances
- 2 booth spaces (Australia Council for the Arts and Tasmanian Regional Arts)

1.2 Presenting the overall presentation of an application based conference program to be:

- an ideas and networking space where delegates, presenters and participating artists could collaboratively investigate the current issues, challenges and innovations in the arts
- mutually informative for delegates, presenters and participating artists
- engaging with relevant national issues
- reflective of the complexity and diversity of viewpoints and issues in regional and remote areas

These points are illustrated both in terms of content and presentation.

To summarise:

- Four keynote presentations that offered viewpoints from the worlds of Indigenous Australians, leading philanthropists, cultural brokers and leading artist/observer and renowned facilitator. These presentations set up topics and questions that filtered into many other aspects of the conference
- Fifty six presentations under four thematic strands - Place and identity, Arts partnerships, collaborations and exchanges, Sustaining participation in the arts, Creativity, innovation and change. These related to the practical experience of artists, producers, community cultural development workers, staff from all levels of government, arts workers, arts administrators and arts organisations
- Regional Arts Australia staging two sessions – “Regional Arts Australia Speaks Out and ‘Delegates Speak Out’”. 118 delegates registered to attend the Regional Arts Australia Speak Out session and over 100 delegates attended on the day. 56 delegates were registered to attend Delegates Speak Out. This was the maximum capacity for this room set up. Staging these sessions allowed RAA a very direct way to connect with the conference delegates

1.3 Presenting people who work with and for the arts in regional, rural and remote Australia with the opportunity to meet, network and be inspired.

Each state across Australia was quite well represented. Varying factors affected numbers, including where the last conference was held and funding available in each state and territory.

International delegates numbered at four. The Northern Territory had the highest level of representation at the conference with WA, NSW, VIC and SA coming in next and all having reasonably similar delegate numbers.

UK	2
NZ	2
ACT	33
NSW	142
NT	233
QLD	98
SA	111
TAS	44
VIC	115
WA	153

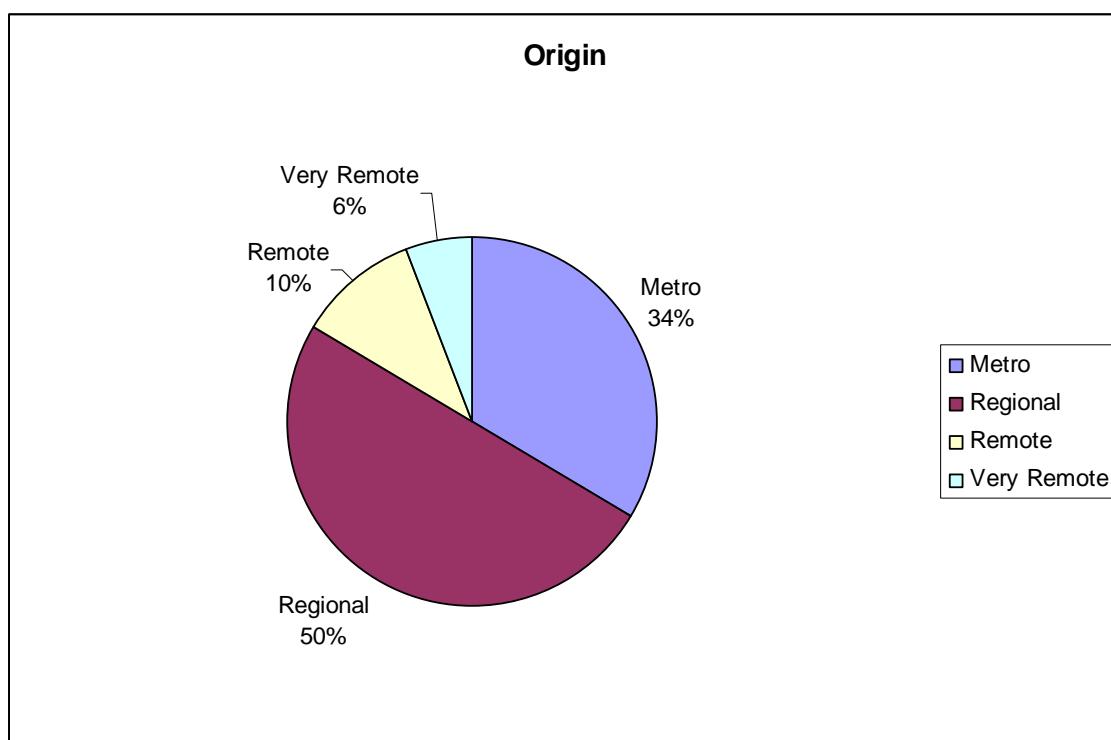
Total 933

Note: The remaining 26 registrations without an origin consist of Shake Creations staff and delegates who did not indicate a state.

Further detail revealed in the graph 'All participants by origin' presented below illustrates that **art at the heart** achieved a broad cross section of participation from metro, regional, remote and very remote areas.

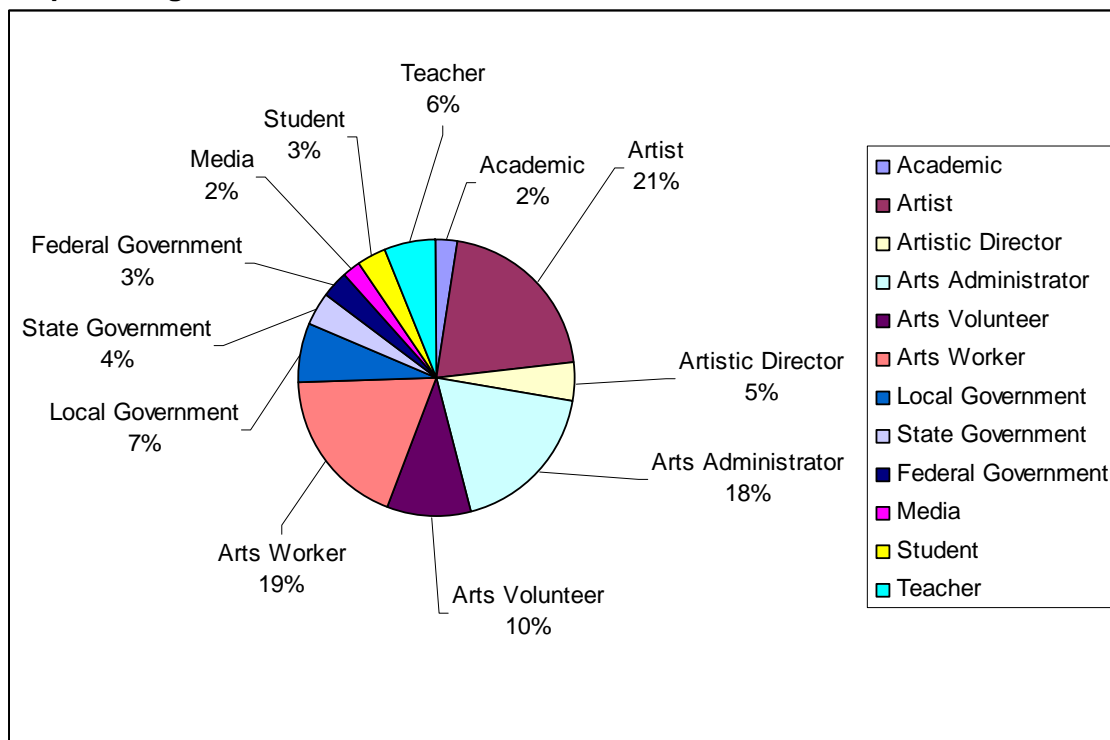
It must be noted that these statistics are collected from delegates' own assessment of whether their place of origin is metro, regional, remote or very remote. It is the belief of the Conference Coordinator that the statistics are skewed because of the irregularity and inaccuracy of self-assessment. It was noted during data collection that Alice Springs participants rated Alice Springs as regional and individuals from outlying communities rated themselves as remote. However in actuality, the ARIA (Accessibility/Remoteness Index of Australia) classifications rate Alice Springs as remote and the outlying communities are classed as very remote. It is the belief of the Conference Coordinator that a more correct picture would indicate a more even weighting between the regional and remote categories.

Graph: All participants by origin



1.4 Presenting a conference and festival program that attracted a broad cross section of people who work with and for the arts across Australia including: artists, academics, arts administrators, arts educators, arts volunteers, arts workers, students, community and cultural development workers, government representatives from all levels of government, students, writers and media. The graph 'Delegates role in the arts' presented below illustrates the broad cross section achieved. However it also must be noted that a majority of delegates acknowledged they held several roles in the sector with most being artists and arts administrators. This is reflective of the diverse positions and skills needed to work in this sector.

Graph: Delegates' role in the arts



2. The conference receives positive exposure in local, state/territory and national media.

Media coverage

A comprehensive marketing and communications plan was developed by the Conference Coordinator, Arts NT Project and Communications Officer and the Regional Arts Australia Communications Manager to ensure positive exposure in local, state/territory and national media. This document is a comprehensive 41 page document that detailed a consistent marketing plan involving a three-tiered approach from RAA, Art NT and Alice Springs Town Council to achieve the objectives of **art at the heart**.

The overarching goal of the **art at the heart** marketing plan was to increase awareness of Regional Arts Australia, Arts NT and Alice Springs and strengthen their respective profiles.

The marketing and communications tools employed successfully delivered the following outcomes:

- Increased awareness of the conference within the specific target market
- Increased awareness of Regional Arts Australia to the local community of Alice Springs and the Northern Territory
- Profiled **art at the heart** as a national platform for regional and remote workers in the arts
- Raised the profile of RAA, the Northern Territory Government and Alice Springs Town Council
- Profiled local and national artists within the conference program to the attending delegates and the national community
- Profiled the sponsors and government bodies to both general public and delegates
- Engaged delegates in conference activities and events

- Raised awareness of the diverse Indigenous communities in the region

art at the heart successfully profiled and celebrated the arts from across regional Australia and in turn all of the stakeholders involved in the conference.

- Regional Arts Australia was profiled as the peak body that advocates for the arts in regional, rural and remote Australia.
- Arts NT was profiled as the leading agency in the NT for delivery of regional arts activities and services within NT Government, arts sector and the general public and the national profile of Alice Springs was promoted through highlighting its cultural assets and showcasing local artists.
- Regional Arts Australia was positioned as the national advocacy and industry development body within state, territory and Federal constituencies and Ministries, focusing particularly upon the role of the arts as a medium for positively addressing the broader social and economic issues of concern to rural and remote communities.

This is aptly illustrated in Peter Garrett's speech to over 800 delegates at the Opening speeches on Thursday 2 October 2008.

"I do know that there's been a tremendous growth in regional arts activity and ...I'm really aware that there is a great deal of energy and a great deal of capacity in regional arts. I'm also aware that there's a great deal of need....

The fact of the matter is that we are creative people and we're discovering the benefits of that creativity and how it can actually help, heal, build and transform communities and some of you do that work and you experience it and I want to acknowledge that.

We're also a country that's growing rapidly in terms of its appetite and enthusiasm for engaging, and meeting those needs is challenging. It's challenging at the Federal level as it is at the State level and local level as well. But we're mindful of that increasing tempo of activity and the great enthusiasm and desire that you bring to regional arts."

*Peter Garrett AM Minister for the Environment, Heritage and the Arts
Opening Speech October 2 2008*

3. Delegates are engaged and involved in conference activities and events

art at the heart developed activities, events and spaces that left delegates inspired and charged with new ideas for their own communities, supported ideas being exchanged in safe spaces and allowed networking in comfortable ways. In this way delegates were able to experience arts projects critically, practically, physically, emotionally and aesthetically.

art at the heart aimed to create and present a conference and festival program that was:

- socially inclusive
- interactive and participatory
- safe and comfortable

In order to achieve this, the Conference Coordinator/Artistic Director identified five activities essential to delegates' making the best use of the conference experience.

- Networking
- Dialogue

- Volunteering
- Mentoring
- Leading

These activities were supported in the following ways:

3.1 Networking

Activities that encouraged networking:

- Presenting a central 'meeting place' and information point, where delegates could use an installation to network with others and leave or view publications, posters from others
- Presenting activities and installations that encouraged delegates to get 'hands on' and make a beanie, weave a basket or explore the knit graffiti
- Presenting the interactive installation 'Map Me', by Hugh Davies which was centred around the networking experience
- Hosting booths from interested organisations in a central area allowed delegates to meet arts organisation representatives informally in a comfortable space

3.2 Dialogue

Activities that encouraged dialogue:

- Presenting fifty six presentations that explored the practical experience of artists, producers, community cultural development workers from all levels of government, arts workers, arts administrators and arts organisations
- Presenting the Ngapartji Ngapartji theatre show and panel presentation that explored the models of practice behind the highly successful Ngapartji Ngapartji project
- Presenting the panel presentation from Experimenta about Media Art in Regional Galleries, Festivals and Public Spaces and also featuring a highly successful media art projection, 'Humanature' from artist Craig Walsh
- Presenting an Opening Ceremony that focussed on sharing quiet, intimate space as 'stories' were shared about arrival into Alice Springs
- Presenting a series of Lunchtime provocations that included workshops, encounters with performances and networking sessions in a more casual atmosphere
- Presenting a series of exhibitions and installations in each breakout room that led to discussion and dialogue. Some controversial artworks in particular led to increased dialogue between delegates as the role of art was brought into question.

3.3 Volunteering

Activities that encouraged volunteering:

- Providing the opportunity for a team of volunteers to assist event staff with the management and direction of delegates and to help at venues during the conference. Volunteers were allocated roles as bus marshals, Opening Ceremony marshals, venue assistants, door attendants (to check-in delegates at each session), and to help with installing specific events (eg ba-dum and Conference Dinner) according to their interests, skills and availability during the conference

3.4 Mentoring

Activities that encouraged mentoring:

- Presenting a Juggling Jam workshop as part of the Lunchtime provocations
- Presenting Apmeraltye Ingkerreke ~ People of the Land, All Together – a participatory cultural exchange between Arrernte families and delegates
- Presenting Lismore’s Living Libraries as a session and then also with a ‘couch’ where delegates could meet and borrow a living library book

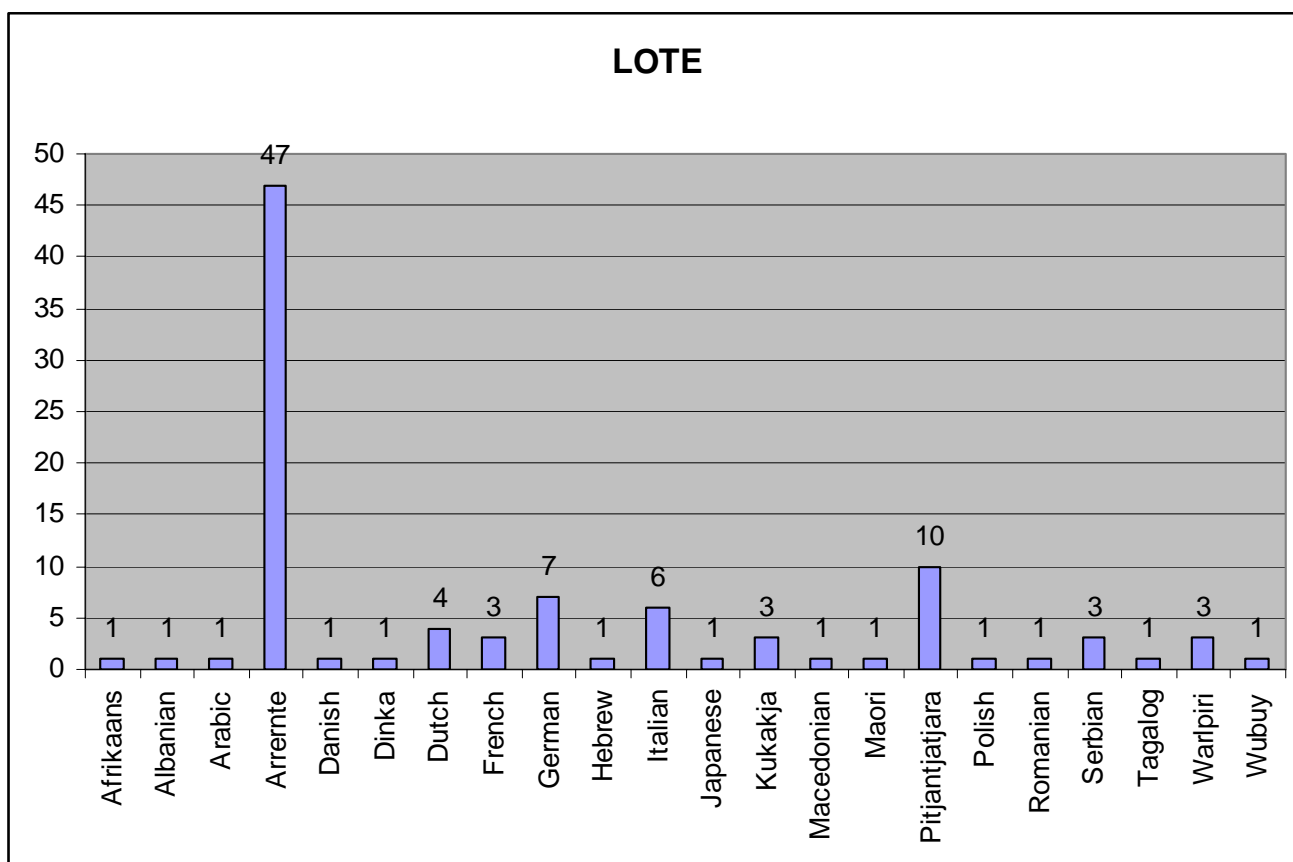
3.5 Leading

Activities that encouraged leading:

- Presenting the Tutti Ensemble performances and their experiential workshop with vision impaired performers
- Presenting Kurruru Youth Performing Arts performers facilitated an Aboriginal and Torres Strait Islander networking session and also a Cultural leadership session
- Presenting a program that featured 45% Aboriginal or Torres Strait Islander presenters. Of all conference participants, 19% were Aboriginal or Torres Strait Islander
- Presenting a program that featured 12% of all participants being from a non English speaking background. The most represented language was Arrernte followed by Pitjantjatjara.

Graph: Language other than English spoken at home – all participants

Note: Numbers at side axis represent numbers of people



4. Delegates' safety and comfort is assured

Ensuring the delegates' safety and comfort is essential in undertaking the management of all events. Making sure delegates feel comfortable is also an essential ingredient to ensuring that the delegates feel able to participate in all aspects of the conference.

art at the heart aimed at ensuring delegates' comfort to maximise active participation in the conference.

The delegates' safety and comfort was considered in the following planning and implementation:

- Selecting the venues – When selecting venues, the venue capacity and services (including emergency procedures), standard of facilities, proximity to other venues and accommodation and access were considered.
- During the conference the weather was hot. In organising the event the heat was considered but certain sessions required the outdoor experience so we risk management strategies were explored and upheld.
- Emergency procedures were obtained from each venue (where possible) and briefings with each venue took place prior to the conference taking place
- Contingency venues were researched but options were very limited.
- Wet and hot weather meetings were scheduled between the Conference Coordinator/AD, Head of Production and other staff throughout the program
- Scheduling the sessions – The presenters of each session were consulted with times. Outdoor sessions such as Apmeralaye Ingkerreke and Apmeyer Ayeye required outdoor settings. Each outdoor session had a venue manager who was responsible for putting risk management strategies into place
- Bus transportation – , The Conference Coordinator consulted with David Chalker, Senior Sergeant Officer in Charge at the Alice Springs Police Station regarding the scheduled bus transport of delegates. Alice Springs Police ensured there were no major traffic hazards that impeded traffic during the event. The Conference Coordinator undertook to notify all relevant stakeholders of potential disruptions to traffic and access.
- E-bulletins and website – Prior to the conference information was distributed to all delegates via the e-bulletin, the website and then again in the conference program about the weather conditions and the appropriate clothing needed for indoor/outdoor events that the program offered. Information recommended the use of sun block, wearing a hat, comfortable clothing, sensible shoes, bringing hot and cold weather clothing options for day and night activities, and carrying drinking water at all times.

5. The entire conference program reflects a national configuration

5.1 The art at the heart program explored the following themes:

- Place and identity
- Arts partnerships, collaborations and exchanges
- Sustaining participation in the arts
- Creativity, innovation and change

The conference themes were devised on the basis of:

- Focussing on Regional Arts Australia's national priorities from 2006
- Furthering the themes and following dialogue from previous Conferences

- Identifying issues that may be hard to approach
- Consulting with the local community to ensure input on local issues

The Conference themes were developed from the following research:

- Delegate feedback from 'Pacific Edge' Mackay Conference
- Minutes from Regional Arts Development Officers meeting in October 2007
- National initiative proposals developed by Regional Arts Australia
- Previous Regional Arts Australia Conferences
- Feedback from Alice Springs delegates who participated in 'Pacific Edge'
- Community forum hosted on November 12 2007 in Alice Springs

5.2 Presenting a conference program of presentations and workshops from 224 submissions selected from across Australia. Five submissions came from overseas, including America, the United Kingdom, Thailand and India.

These submissions were selected according to the following criteria. This criterion was recurrently addressed whilst the program content was in development.

- The program for the Regional Arts Australia 2008 conference in Alice Springs learns from and builds on the success of previous conferences
- The themes for the 2008 conference reflect the priorities for regional Australia
- New ways for artists and communities to work together to create and experience art are explored
- The traditional owners of the land of the Alice Springs region are acknowledged and involved in the conference program
- The artworks commissioned for the program represent a wide range of artforms
- The artworks commissioned for the program reflect the cultural diversity of Australia and represent a variety of regions
- Skills, experience and confidence is developed in the host community
- Delegates, the arts communities' and the Alice Springs communities' appreciation of the value of the arts is enhanced
- A legacy of skills, experience and confidence remains in the host community
- A culturally appropriate handover to the 2010 conference is carried out at the conclusion of the 2008 conference
- Delegates and individuals from the Alice Springs community are engaged in cultural activity in meaningful and respectful ways
- Artist delegates return to their communities inspired to engage within their communities and within their arts practice

6. Successful local partnerships are established

From the outset the local community were consulted and involved in the **art at the heart** conference. Collaborative local relationships were built through:

- Consultative committees;
- A focus on skills development sharing of knowledge and resources;

- Engaging the broader community in the conference and artistic program;
- A volunteer program

6.1 Local relationships created whilst developing the conference promoted the value of the arts to the wider community. (as per objectives from MOU held between Arts NT and ASTC)

Alice Springs Town Council

Alice Springs Town Council was responsible for the following contribution:

- In kind assistance
- Consultation with Arts NT to ensure that broad sponsorship was sought in the Alice Springs region
- Providing a program of local activities and events
- Profiling local artists and venues
- Ensuring community engagement according to best practice principles
- Identifying local champions and supporting the involvement of the local volunteer arts community
- Profiling the role of the local government in the arts
- Local marketing
- Logistics in relation to local activities
- Supporting the conference launch and other local events
- Facilitating meetings for the conference coordinator with local industry representatives and key stakeholders
- Consultation with the conference coordinator to identify and articulate local issues that may be profiled and facilitated through the conference process

Relationships with the following organisations, government agencies and NT enterprises supported the delivery of a high quality community and cultural event:

- Desert Knowledge Precinct
- Desert Knowledge Cooperative Research Centre
- Akeyulerre Centre
- Olive Pink Botanic Garden
- Alice Springs Desert Park
- Alice Springs Convention Centre
- Alice Springs Cultural Precinct,
- Tangentyere Artists
- Crowne Plaza Alice Springs
- Central Australian Aboriginal Media Association (CAAMA)
- Larapinta Valley Town Camp
- Cobb and Co Bus Company
- Cheeky Dog Designs
- Wildlife Park Services

6.2 Local community engagement throughout the development and programming of the conference was sought and valued. From the outset the local community were consulted and involved in the conference.

Consultation began with a forum that was held on 12 November to start engaging the local Alice Springs Community and get feedback on the direction of the Conference themes. Seventeen people participated, drawn mainly from the arts community, but also including professionals from the Department of Education, Alice Springs Town Council, local Aboriginal organisations and local Aboriginal people. This forum was developed and facilitated by Kieren Sanderson and Ruth Smiles, the Executive Director of Regional Arts Australia.

6.2.1 Local Engagement Group (LEG)

The LEG was created to ensure that the local community were involved in all aspects of the conference. This group hosted forty two representatives from local enterprise, arts organisations, NT Government agencies and the Alice Springs Town Council.

The main focus was to identify areas where the Alice Springs Arts Community might benefit from engagement with the conference, to maximise partnerships in the Alice Springs region, to plan local events which underpin and support the Conference, to expand employment opportunities for local artists, including young artists, to maximise the involvement of regional volunteers and to assist in ensuring the success of the conference.

Local Engagement Group (LEG) meetings took place over a 12 month period from 2007 to 2008. To ensure that the LEG felt ownership with conference, the LEG meetings focussed on 'how the local community could engage delegates in a positive way that left delegates feeling inspired?' and 'how the Alice Springs community could be left some valuable experiences and a skills base?' These two questions were raised consistently and ideas were spoken about, discussed and valued.

Outcomes resulting from the LEG meetings:

- Art Centre and Gallery Tours Result: Tangentyere Art Centre Tour Session
- Cultural exchange and holistic session Result: Apmeraltye Ingkerreke Sessions
- Engage delegates in the lead up Result: MySpace and Facebook website
- Lawn artists Result: Became apart of the IMAGINE ALICE tour
- Keynote speaker suggestions Result: MK Turner selected as Keynote speaker

6.2.2 Indigenous Advisory Group

art at the heart consulted with the Mparntwe custodians, traditional owners, and local Aboriginal people of Alice Springs through an Indigenous Advisory Group. The Indigenous Advisory Group oversaw the protocols, ethics, permission for land use, recognition for cultural heritage and other cultural issues that arose.

This group included:

- Custodians of Mparntwe - Custodians for the Alice Springs Cultural Precinct and Alice Springs Desert Park.
- Local aboriginal people
- Key organisations Lhere Artepe Aboriginal Corporation, DesArt and ANKAAA

6.2.3 Opening Ceremony

The Opening Ceremony for Regional Arts Australia's **art at the heart** conference successfully engaged the broader community in the conference and artistic program. The Opening Ceremony was a unique and intimate affair, designed to truly let Alice Springs residents welcome the 950 delegates from all over Australia.

The ceremony involved an intimate and quintessential ritual guided by 42 local hosts from the wider community of Alice Springs. Each host took charge of a group of delegates and made them a cup of tea, sat around a fire and told a story.

These hosts included local community champions such as Damien Ryan (Mayor of Alice Springs), Des Rogers, Thisbe Purich and Michael Watts.

The hosts told stories of 'arrival' from extensive research undertaken by the artistic team. Stories were diverse and varied to reflect the history of the township and included blind evangelist Moses Tjalkabota's travels through central Australia, Brian Bowman, an early cattle station owner's account of Alice Springs, W Rubuntja's memories of Alice Springs and even the host's own stories were included. The background soundscape provided an Arrernte story which provided a base for all of the other stories.

6.3 Legacy of skills left in local community (as per requirement from MOU held between Arts NT and ASTC)

A legacy of skills were developed in the host regional community and through careful consideration were distributed across individuals and organisations to best ensure that information, knowledge and resources were left in the local host community.

This was undertaken in a variety of ways: including: skills development and access to unique experiences for an Artistic Team, the Conference staff, artists and the wider community.

Skills Development:

- Working on an event this large allowed the Conference Coordinator/Artistic Director, the Conference Programs Manager, the Arts NT Communications Officer and the Arts NT Director the opportunity to test their skills at a high level of operations on a nationally significant event.
- Supporting the development of 'Apmeraltye Ingkerreke ~ People of the Land, All Together', which was offered to delegates at the Desert Knowledge Precinct. Apmeraltye Ingkerreke was an initiative of Arrernte women elders and their families. They created a showcase of their interconnected, living arts, cultural and healing practices in an experiential dialogue with conference delegates. This was the first time that this type of participatory cultural exchange had been shared by these Arrernte families in the context of a large national conference.
- To ensure skills development in the areas of greatest need in the local arts community, the Conference Coordinator resolved to create a mentoring relationship that supported one to two outstanding local artistic directors. The two Artistic Directors were Dani Powell and Alex Kelly and the Creative Consultant was Tim Newth also from the Northern Territory. This matrix of positions utilised the event as a training base and aimed to leave skilled practitioners in the host community. The relationships formed as part of this will also have further ripples into the Northern Territory arts community.
- The Conference Coordinator developed an Artistic Team to ensure that other key artists in the community were able to participate in skills development. The purpose of the Artistic team was to: support sustainable cultural development with the transfer of skills and knowledge relevant to the Artistic Direction of large scale contemporary arts events; and to allow the community greater involvement and ownership through assisting the overall Director position

Resource Development:

art at the heart supported resource development and identified where it was possible to leave these resources in the local community. This included:

- supplying Aboriginal Keynote speakers with a fantastic film narrative for their speaking engagement. **art at the heart** through the Northern Territory Government was able to give copyright of the films (which were created specifically to accompany the Aboriginal Keynote Speakers) back to the individuals. This is an extraordinarily important and valuable resource and tool for these aboriginal people and already has been utilised by two speakers again at the Desert Knowledge Symposium and Business Showcase on 3-6 November 2008.
- supplying Public Report with templates to the host community [See Appendix 15 - Templates](#)

7. A minimum of 450 delegate numbers is achieved

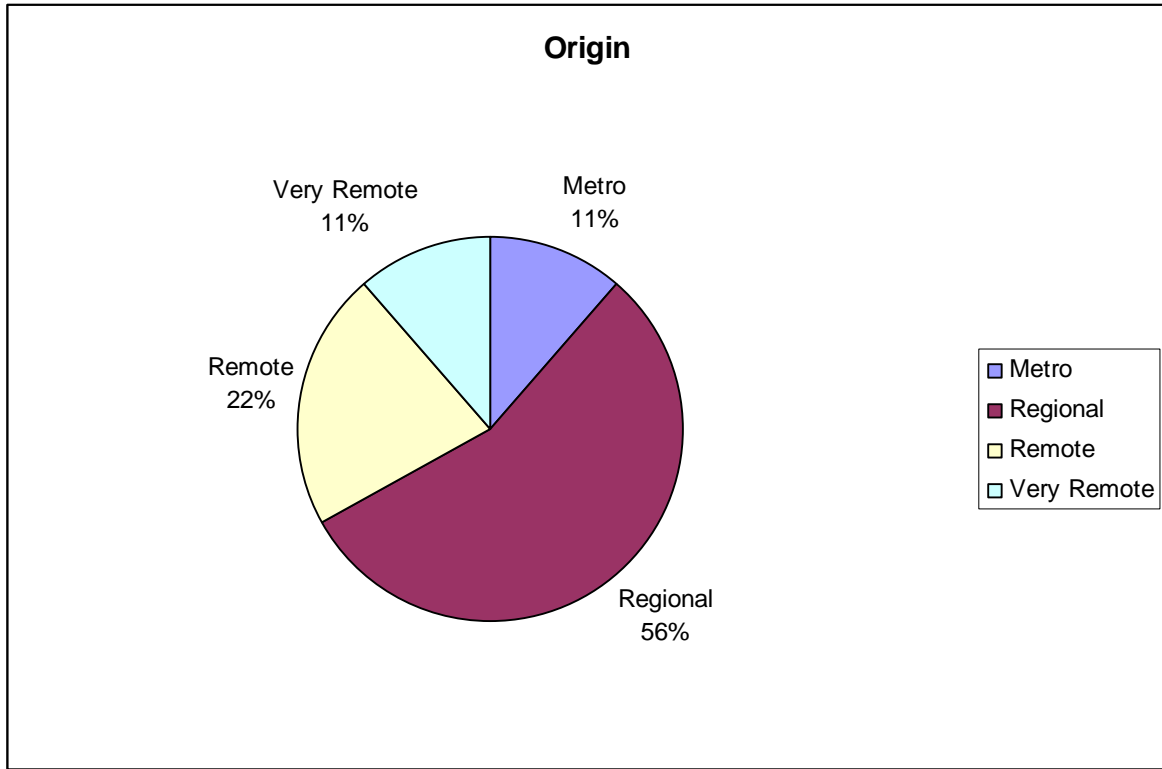
art at the heart hosted 959 delegates, 192 conference presenters and 254 festival artists from diverse cultural backgrounds and geographic areas from regional and remote Australia. Approximately 45% of presenters were Indigenous and the Artistic program featured a ratio of 40:60 Indigenous to non-Indigenous artists.

8. A range of regional artists are profiled

8.1 Origin of artists

- 254 artists from diverse cultural backgrounds and geographic areas from across Australia were profiled as part of **art at the heart**. **art at the heart** was also successful in showcasing Northern Territory artists and providing broader networking opportunities.
- 56% of artists identified as coming from Regional areas
- 22% of artists identified as coming from Remote areas
- 11% of artists identified as coming from Very Remote and Metro areas

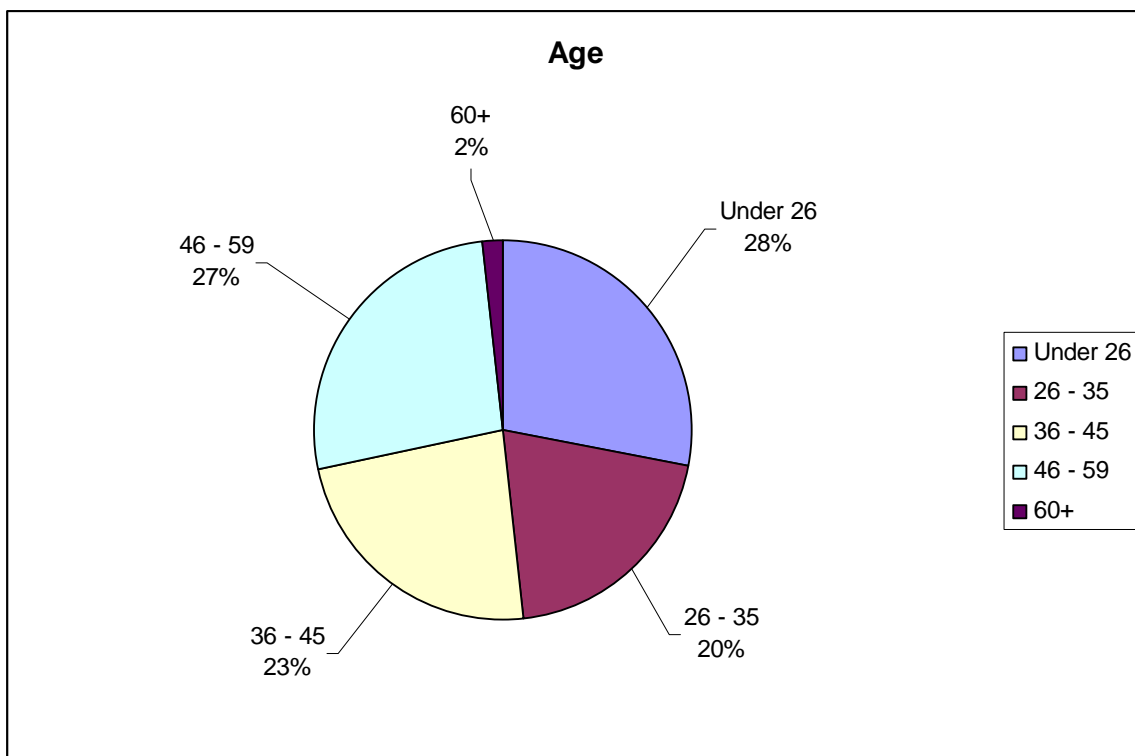
Note: It is the belief of the Conference Coordinator that the statistics are skewed because of the irregularity and inaccuracy of self-assessment.



8.2 Age of artists

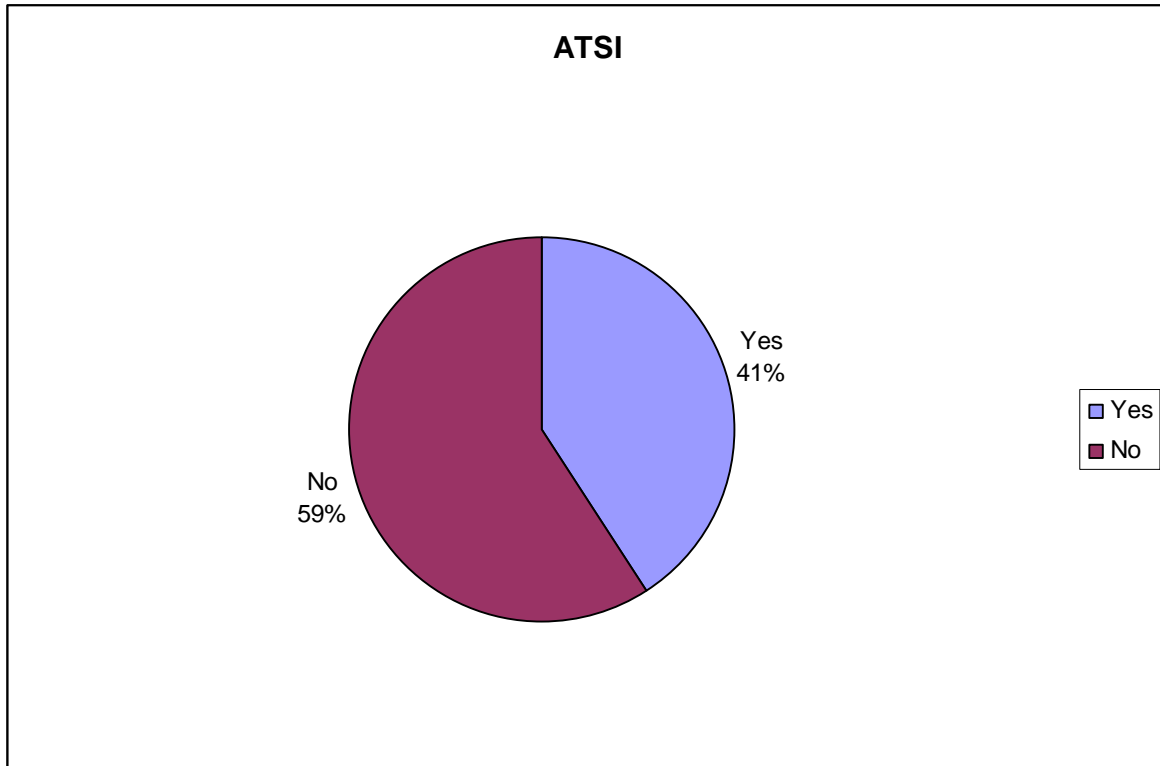
The age of artists and performers is fairly evenly distributed but most represented were in the under 26 age group and the 46-59 age group.

- 28% of artists were under 26
- 27% of artists were 46-59
- 23% of artists were 36 -45
- 20 % of artists were 26-35
- 2% of artists were over 60



8.3 Aboriginal and Torres Strait Islander artists

Of the artists and performers featured in the Artistic Program 41% identified as Aboriginal or Torres Strait Islander and 59% identified as being non Indigenous. The majority of these Indigenous artists and performers were from the Northern Territory.



9. The conference budget target is achieved

Financial contributions were made from Arts NT NRETAS, Regional Arts Australia, Australia Council for the Arts, Australian Government Department of Families, Housing, Community Services and Indigenous Affairs and the Alice Springs Town Council.

There was no underachievement of income from registrations income and no over runs in expenditure items.

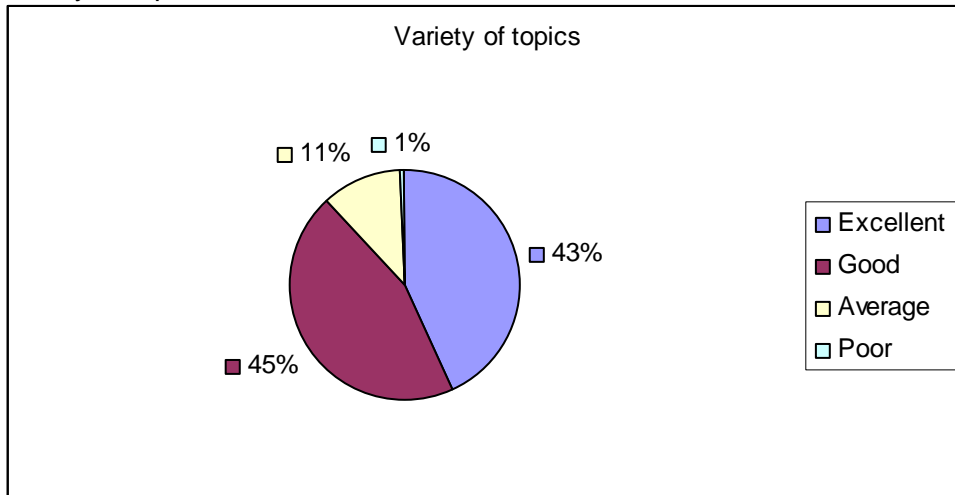
c) Feedback

Delegate feedback

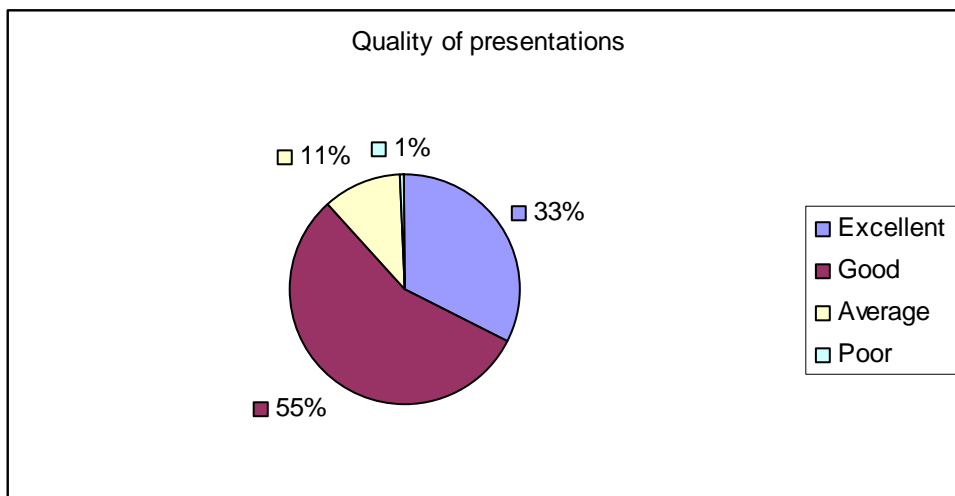
The total number of feedback forms received was 181. This is approximately 19% of all delegates.

Delegates were asked to rate the sessions, artistic components, venues and the event in general. The overall response was very positive

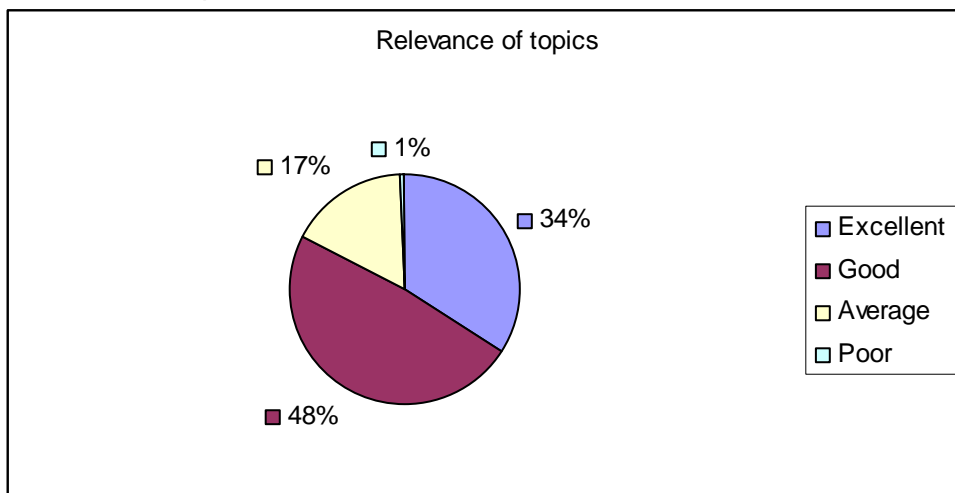
Variety of topics



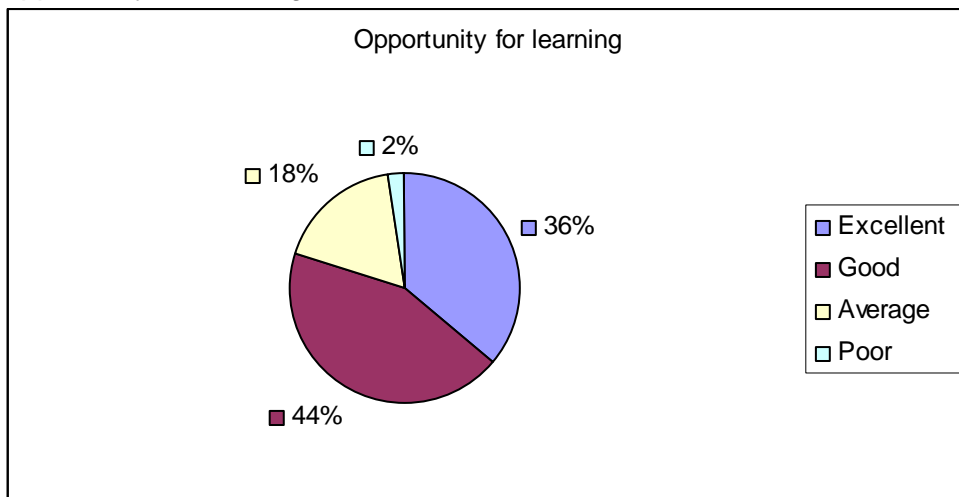
Quality of presentations



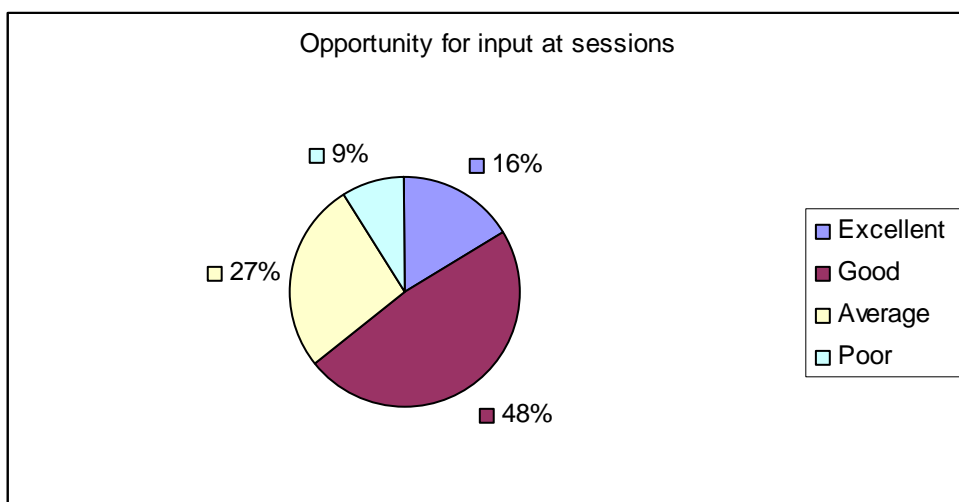
Relevance of topics



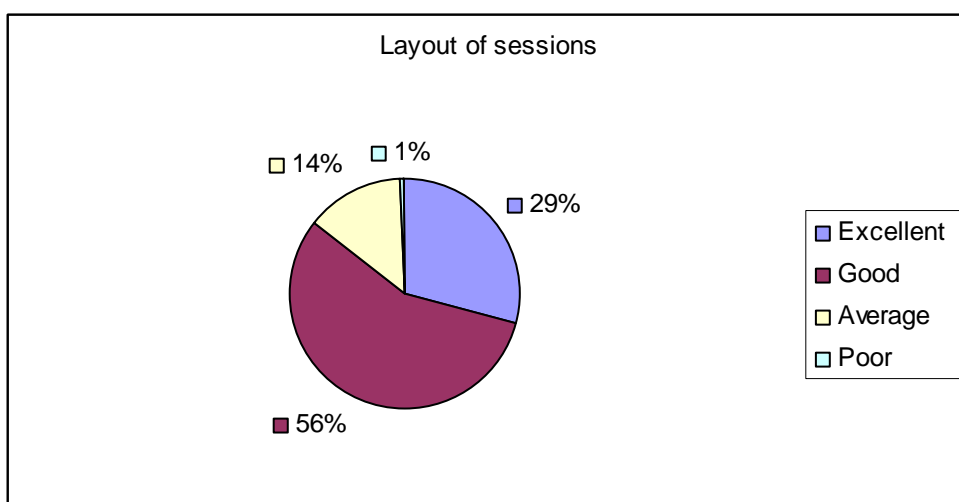
Opportunity for learning



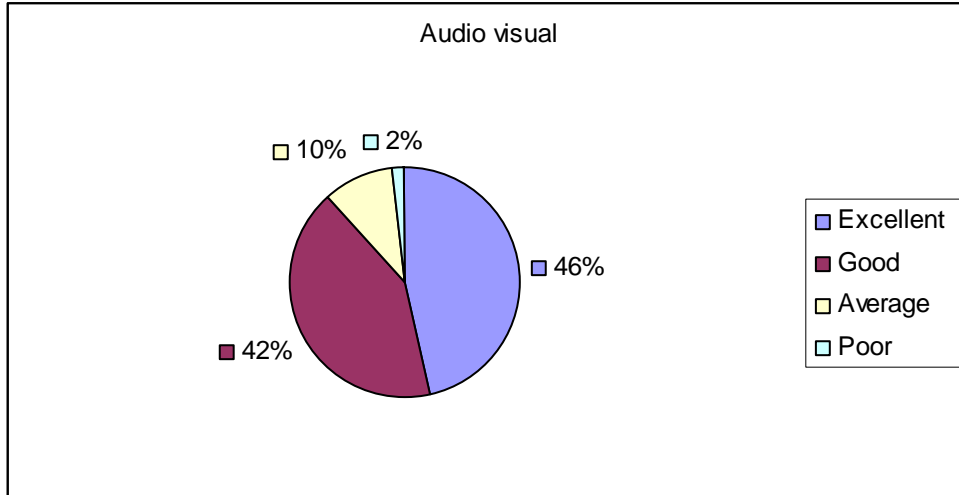
Opportunity for input at sessions



Layout of sessions

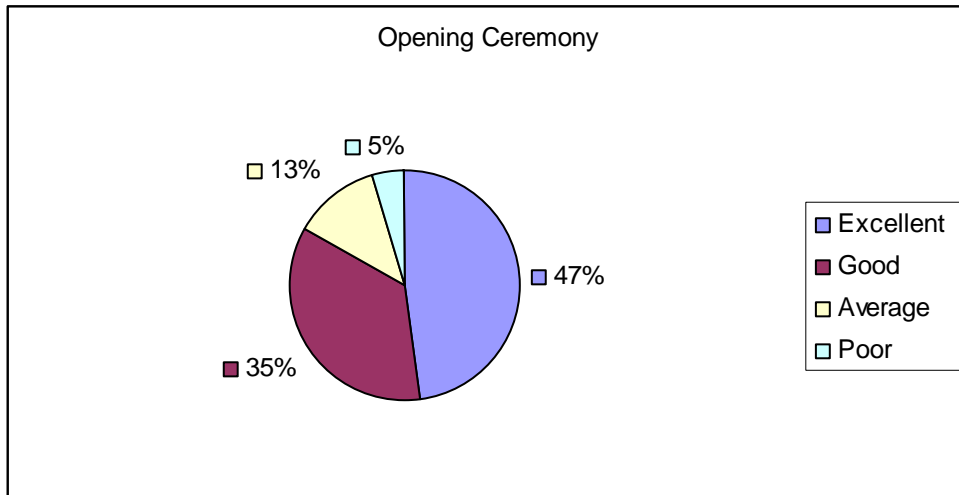


Audio visual

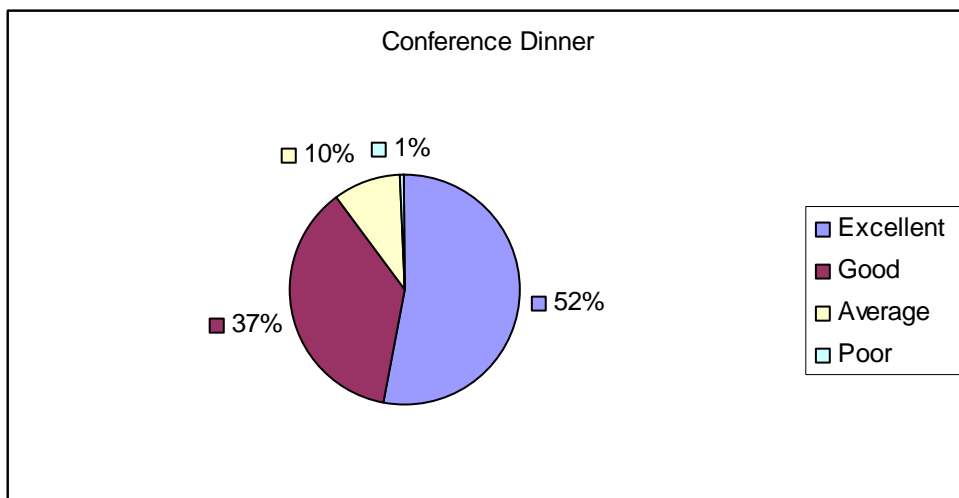


Artistic components

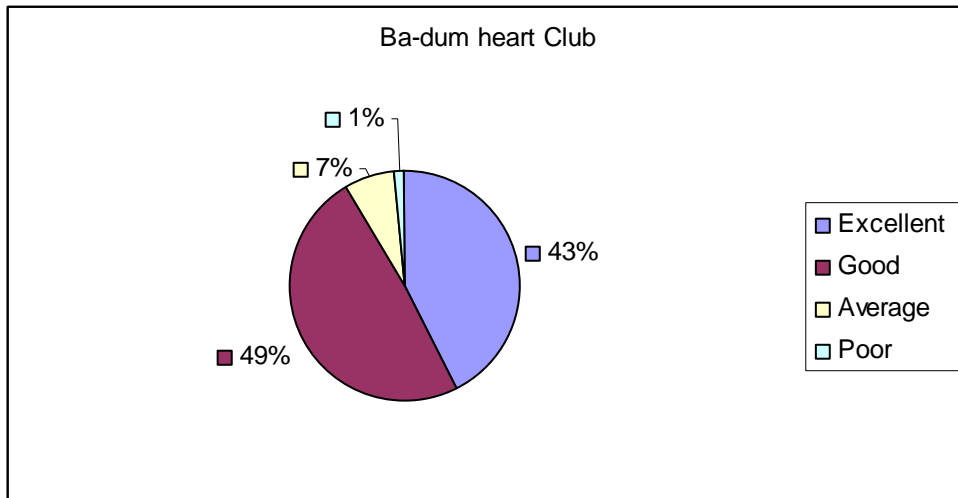
Opening Ceremony



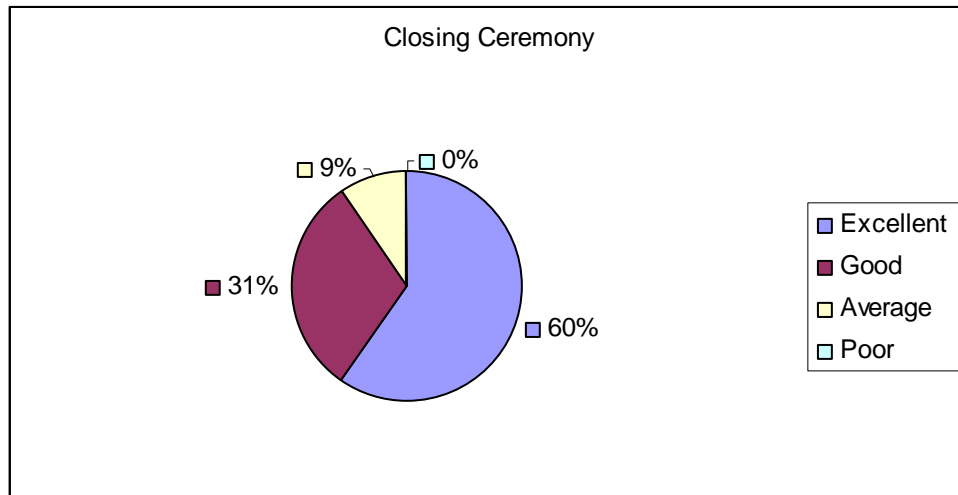
Conference Dinner



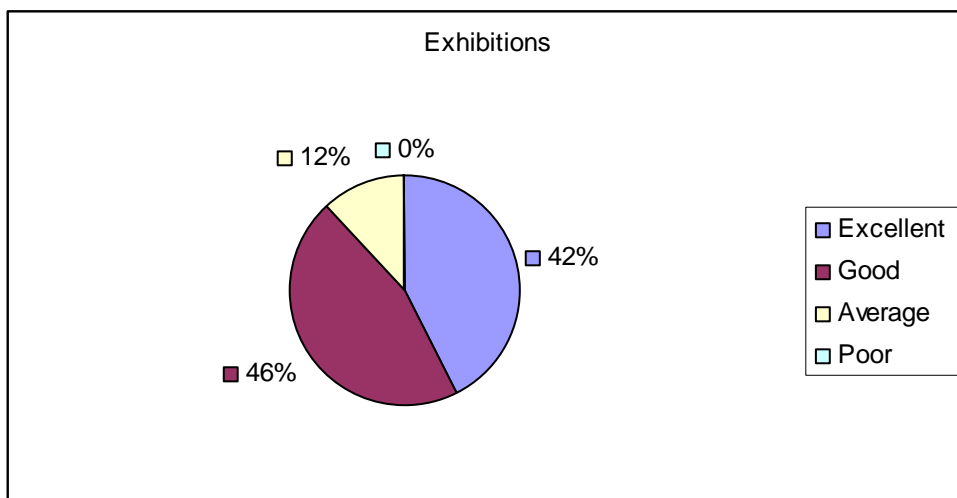
Ba-dum heart club



Closing Ceremony



Exhibitions



Volunteer feedback

12 evaluation forms were received. This represents 33% of the volunteers. The following are summaries of the feedback.

Comment on:

Pre-conference - Availability of information about becoming a volunteer

Summary

All feedback received suggests that information about becoming a volunteer was readily available.

Comment on:

Pre-conference – Amount of contact with event organisers

Summary

Volunteers were pleased with the amount of contact with event organisers prior to the conference.

Comment on:

Your confidence (or lack of) in the coordination of volunteers

Summary

Volunteers were confident with the coordination of volunteers.

Comment on:

Any benefits you hoped to gain by volunteering at art at the heart

Summary

Volunteers hoped to attend conference sessions, meet other artists and be a part of the event.

Comment on:

During conference – Your experience of the volunteer briefing (ie was this helpful? too long? unnecessary?)

Summary

Volunteers expressed that the briefing was necessary, helpful and of appropriate duration. A larger meeting place would have been better.

Comment on:

Your understanding of your role as a volunteer

Summary

Volunteers had a good understanding of what was expected of them.

Comment on:

How you felt about fulfilling this role

Summary

The volunteers were motivated and pleased to be undertaking the roles given.

DOCUMENTATION

a) Program

Conference Themes

art at the heart aimed to encourage the sessions to be presented in creative ways that were socially inclusive, accessible, fun and even challenging in the method of delivery. The themes encompassed a number of concepts which began as a series of dot point questions and then were refined into the following paragraphs by the Regional Arts Australia Communications Manager. Applicants were encouraged to explore the themes to make them relevant to their own circumstances and organisations.

The **art at the heart** program explored the key areas of interest for the arts in regional and remote Australia through the following themes:

Place and identity

Storytelling is as old as human existence. Since ancient times it has been humankind's way of connecting place and self. In the Central Desert region around Alice Springs, storytelling has been a central means of educating, entertaining and passing on the traditional stories of rich and complex cultures. Explore how the arts help explain and create a sense of place and identity in cultures across the world and how this connection influences policymakers, communities and individuals.



Arts partnerships, collaborations and exchanges

These days, being successful as an arts professional usually depends on negotiating relationships across education, justice, heritage, tourism and the environment. Not to mention the all too important partnerships with government, business and the philanthropic sectors. Making those relationships work for you means understanding differing business and cultural practices. The outcome is often a more dynamic and successful way of doing business. How are some smaller towns in regional Australia establishing themselves as vibrant cultural centres and how are those involved building those all-too vital community partnerships?



Sustaining participation in the arts

How important are bricks and mortar in sustaining the arts in regional and remote Australia? Is decent infrastructure essential to sustaining a flourishing locally-produced arts scene and/or attracting in product from elsewhere? What can you do to sustain a vibrant arts economy in your community and how do you bring in young people and provide them with skills and opportunities that keep them connected and can take them places? How can successfully communicating your message help the policymakers get it right?



Creativity, innovation and change

Policymakers now realise that the arts are about more than having a good time. They are being widely recognised as a measure of community health and a tool to improve and even save lives. Share in some practical strategies about how the arts serve as a vehicle to address disadvantage. What emerging art forms are being used here? Discover how they are creating inspiring new work and new ways of working - as well as providing fun and entertainment.



Conference Theme Development

A forum was hosted on 12 November 2007 to start engaging the local Alice Springs Community and get feedback on the direction of the Conference themes. Seventeen people participated, drawn mainly from the arts community, but also including professionals from the Department of Education, local Council, local Aboriginal organisations and local Aboriginal people. This forum was developed and facilitated by the Conference Coordinator/Artistic Director and the Executive Director of Regional Arts Australia.

The conference themes were devised on the basis of:

- Focussing on Regional Arts Australia's national priorities from 2006
- Furthering the themes and following dialogue from previous Conferences
- Identifying issues that may be hard to approach
- Consulting with the local community to ensure input on local issues

The following research supported the conference theme development:

- Delegate feedback from "Pacific Edge" Mackay Conference
- Minutes from Regional Arts Development Officers meeting in October 2007
- National initiative proposals developed by Regional Arts Australia
- Previous Regional Arts Australia Conferences
- Feedback from Alice Springs delegates who participated in Pacific Edge
- Community forum hosted on November 12 2007 in Alice Springs

Expressions of Interest

The Expressions of Interest document seeking creative concepts, ideas, workshops, interactive events and presentations was released on November 30 2007.

Submissions were due by January 31 2008. Consistent with the communication/marketing strategy, the call was publicised nationally using the website, e-bulletins, email distribution through Regional Arts Australia member organisations, Regional Arts Promoters Network (RAPN), printed media and media releases. Approximately 250 enquiries had been received via email, phone and in person as at January 15 2008.

[See Appendix 1 - Expression of Interest form](#)

Submission Selection

art at the heart received two hundred and twenty four submissions from all states in Australia. Five submissions came from overseas, including America, the United Kingdom, Thailand and India.

Submissions received from each State/Territory

ACT	3	SA	15
NSW	48	TAS	5
NT	50	VIC	43
QLD	23	WA	21

An Input Group read and ranked all submissions. This Input group consisted of Arts NT, NT Film and Araluen Arts Centre staff. The input group was created to support ownership and contribution from the staff involved.

The selected program consisted of 61 sessions. The final program consisted of 55 sessions with 4 plenary sessions.

Keynote Speakers

The research and selection for the Keynote Speakers was made by Executive Director of Regional Arts Australia Ruth Smiles, Conference Coordinator/Artistic Director Kieren Sanderson, Assistant Director Christine Silvester and Director of Araluen Cultural Precinct Tim Rollason.

Input was sought from:

- The Local Engagement Group
- The Indigenous Advisory Group
- Arts NT staff
- Lhere Artepe Aboriginal Corporation
- The Manager of Indigenous Arts (Arts NT) Stephanie Hawkins (regarding Indigenous Keynote Speakers)

The Final program consisted of the following Keynote Speakers:

Friday 3 October

Tom E Lewis an Australian actor and musician. He was born and grew up at Ngukurr (Roper River) in South Eastern Arnhem Land.

Margaret Kemarre (MK) Turner an Eastern Arrernte woman who has been at the forefront of cross cultural education between Aboriginal and non-Aboriginal people. She has had a long association with the Institute for Aboriginal Development as an educator, author, language teacher, interpreter and translator.

Djambawa Marawili is a leader of the Madarrpa clan and an activist and administrator on the interface between non-Aboriginal people and the Yolngu people of North East Arnhem Land. Djambawa's art is closely related to his role as a leader and he draws on the sacred foundation of his people to represent the power of Yolngu and to educate others in the justice of his people's struggle for recognition.

Kathleen Kemarre Wallace is an esteemed elder, and an artist of international renown. Locally, she is also famous for her storytelling and teaching. Kathleen has been instrumental in fostering the development of the Eastern Arrernte painting style, and her work is unique in its particular blend of story and visual design.

Master of Ceremonies Harold Furber: Harold grew up at the remote community of Minjilang (then a Methodist Overseas Mission) in Western Arnhem Land. As an adult he has worked in both the public and private sector and as an administrator and educator. Harold is the Chair of the Desert Peoples Centre.

Saturday 4 October

Peter Jenkinson OBE – Culture, Creativity and Everyday Democracy: The need for greater promiscuity

Peter Jenkinson has worked for over 20 years in the cultural sector, passionately advocating and acting for deep and lasting change across the cultural and political landscape. In his current role as an independent 'cultural broker' he works across a diverse portfolio of disciplines and sectors including broadcasting, public policy, regeneration, museums and galleries, and leadership development. Prior to this Peter has had a distinguished and award-winning career working across the arts and culture, including his role as founding director of the Creative Partnerships programme and the initiation and delivery of the world-class £21M The New Art Gallery Walsall. His key areas of interest include the critical roles of creativity, diversity, and broader cultural literacy across society as well as a commitment to building social justice and intelligent democracy. His most recent challenge, has been to establish and provide inspirational leadership to Creative Partnerships, the £150 million transformative creativity and education programme linking the very best of the creative and cultural sectors with schools in 36 of the most disadvantaged communities across England, not least and most importantly on the aspirations of local people.

The Australia Council for the Arts put forward the following session which was wholly created by the Australia Council for the Arts.

Artsupport Australia: Difference of Opinion: is philanthropy the solution?

High profile panellists with strong connections to the arts will discuss and debate whether philanthropy is the most effective means to tackle sustainability of arts and culture in regional Australia, especially focusing on Indigenous philanthropy. The session's aim is to be provocative, and together with the mix of experienced and inspiring panellists and facilitator, is sure to achieve this.

Jeff McMullen (facilitator) presenter of ABC TV's Difference of Opinion and former acclaimed Sixty Minutes journalist and trustee of Ian Thorpe's Fountain for Youth Foundation;

Jill Reichstein OAM Chair of the Reichstein Foundation and advocate of social change philanthropy. She is one of Australia's best known, most active and respected philanthropists.

Neil Balnaves Founder of the Balnaves Foundation, a charitable trust which invests more than \$2 million annually to support the fields of medicine and the arts. Neil will be joined by his daughter and fellow trustee, **Alex Honor**;

Helen Lynch AM Chairman of the Westpac Foundation and the Westpac Staff Superannuation Plan and an advisor to Mallesons Stephen Jaques. Helen has always been committed to the community, serving as director of a number of arts, charitable and government organisations.

Sunday 5 October

Anne Dunn - And the band played on

Anne Dunn has a consulting practice in facilitation, mediation, community consultation and organisational development. Ms Dunn is a former chair of the Community Cultural Development Board (CCDB) of the Australia Council, and has a career that spans 30 years in community arts and community cultural development. Formerly CEO of the City of Port Phillip in Victoria, her public service career in South Australia and the Northern Territory has included the positions of Commissioner, Public Service Board; Director-General of the Department of Local Government; and CEO of the departments of Arts and Cultural Heritage and Family and Community Services. She remains a practicing community artist.

The **Master of Ceremonies** for all of the plenary sessions was **Arthur Frame AM**, the Artistic Director and Chief Executive Officer of Queensland Arts Council. Arthur has nearly forty years experience in the arts. He is a published playwright and he has held numerous positions including - Artistic Director of Queensland's Gallery Theatre, Associate Director of Queensland Theatre Company and Director of Queensland Youth Theatre.

Artistic Program

Artistic Direction

In February 2008 the Artistic Director and Mentor Position was described. A scope of work was put out to tender. [See Appendix 2 – Artistic Director Scope of Work](#) After considering the two proposals, the Director of Arts NT asked Kieren Sanderson to fill the position of Conference Coordinator/Artistic Director and Kieren Sanderson accepted the dual position.

The Artistic Director position was responsible for establishing an overall artistic vision which was connected to place and reflected Alice Springs and the conference program. In shaping **art at the heart** the priorities for the conference and festival program were to expose delegates to new ways of working and thinking, cross cultural and intercultural work models, artworks that explored nationally relevant issues, were stirring to experience and could link to the conference program through conversation, debate and/or interaction with the delegates.

In order to achieve the necessary outcomes of two positions and attempt to keep a link to the original mentoring vision, an Artistic Team was created to assess the artistic submissions and to work on discrete projects and events as part of **art at the heart**. The Artistic Team aimed to allow the community greater involvement and ownership, and support local artistic development with the transfer of skills and knowledge relevant to the Artistic Direction and production of large scale contemporary arts events. This maintained one of the major objectives of Regional Arts Australia by ensuring that a legacy of skills was left in the host community.

The Artistic Team was initiated in April. This team worked together on assessing the submissions that were highly ranked by the Input Group. The Artistic Team consisted of:

Tim Newth - the Co-Artistic Director of Tracks Inc, the premier performing arts company of the Northern Territory. It is known for its innovative, large-scale outdoor performances that bring together participants from diverse cultures and artistic disciplines.

Dan Murphy - a self taught artist who has national repute as an innovative sculptor. Dan has lived and working in Alice Springs and Central Australia since 1994 and directed a local program for **art at the heart**, called Imagine Alice.

Damien Armstrong - an Arrernte man and one of the establishing artists of the renowned band, NoKTuRNL. Damien also works as a cultural guide at the Aboriginal Art and Cultural Centre in Alice Springs. Damien's most recent creative collaboration was with Craig Tilmouth, Warren H Williams and David Bridie, composing music for Ingkata, a bi-cultural opera.

Dani Powell - a performance-maker and director based in Alice Springs, whose independent works are location-based, interdisciplinary compositions featuring movement and dance-based performance. Dani is the Community Producer of Big hART's Pitjantjatjara language arts project Ngapartji Ngapartji and Assistant Director of the touring theatre production.

Jo Nixon was introduced to beanie making by her Aunty, Adi Dunlop. Jo has been the Executive Director of the infamous Beanie Festival for the past 8 years, overseeing the festival's phenomenal growth.

Alex Kelly - a media/arts practitioner and producer who has worked in community media as well as facilitating arts spaces and large-scale collectively run projects. Alex is currently Creative Producer of Ngapartji Ngapartji and Chairperson of the RedHOT Arts board.

Franca Barraclough has spent the last twenty years weaving performance and visual art together in her practice and professional career. Since arriving in Alice Springs in 1998 Franca's contributions to the local arts community have been prolific and consistent.

Following the assessment of artistic submissions the Conference Coordinator/Artistic Director allocated members of the Artistic Team to work on different events. The opening 'arrival' ceremony team consisted of Co-Artistic Directors Alex Kelly and Dani Powell, who were mentored by Tim Newth. Alex Kelly resigned from her position in late August due to personal differences with Dani Powell. Dan Murphy became the Artistic Director for the IMAGINE ALICE project with support from IMAGINE ALICE Program Manager Lucy Kenneth. Both regularly liaised with the Conference Coordinator/Artistic Director. The ba-dum heart club and the Gala Conference Dinner was programmed by Franca Barraclough and the Conference Coordinator/Artistic Director.

The final calendar of events which formed the Artistic and Social program of art at the heart included the following:

NGAPARTJI NGAPARTJI

Thursday 2 October, Friday 3 October and Saturday 4 October from 8.15pm Araluen Arts Centre, 61 Larapinta Drive, Alice Springs. For bookings Ph: 08 8951 1122

Ngapartji Ngapartji is an epic story of displacement as the Spinifex nation is swept up in the Cold War. Written and directed by Scott Rankin and performed by Spinifex man and master storyteller Trevor Jamieson, with an ensemble cast of elders and young people from his community. This incredible story is shared in Pitjantjatjara and English, inviting audiences into an intimate and rare experience of culture through dance, story and song. Big hART's Ngapartji Ngapartji is a long term intergenerational Pitjantjatjara language and arts project based in Central Australia. Presented by Big hART at the Araluen Arts Centre.

BA-DUM HEART CLUB

Thursday 2 October from 7pm, Friday 3 October from 7.30pm

Alice Springs Convention Centre, Courtyard: Barrett Drive. Enquiries Ph: 08 8951 1152

Ba dum is the evening hot spot that will revel creatively in the relentless rhythmic qualities of the heart organ as a powerful symbol for the creative forces associated with the Central Desert Region.

URBAN SCREENS

Thurs 2 Oct 6pm – 10.30pm

Fri 3 Oct 8am – 10pm

Sat Oct 4 8.30am – 10pm

Sun 5 Oct 8am – 12pm

Regional Arts Australia is partnering with Urban Screens to stage a large LED screen at Alice Springs during art at the heart. Urban Screens is holding an international conference coinciding with our conference 3 – 5 October and art at the heart will be broadcasting impressions from Alice Springs to the Federation Square in Melbourne and vice versa conference delegates can take part of the Urban Screens happenings in Melbourne, Berlin and other places around the world.

THE TOGART CONTEMPORARY ART AWARD (NT) 2008

Friday 3 October 6pm Official Opening

Thursday 2 October - Sunday 26 October, Witchetty's, Araluen Arts Centre, 61 Larapinta Drive, Alice Springs. Enquiries Ph: 08 8951 1122

The Toga Group and Artback NT: Arts Development and Touring present the first tour of the Togart Contemporary Art Award (NT) 2008 to the community of Alice Springs. The 2008 award exhibition showcases 33 artists from a broad range of cultural backgrounds and includes painting, photography, sculpture and jewellery. Well known Alice Springs artist Pamela Lofts will officially open the exhibition on Friday 3 October at 6.00pm.

INDIGENOUS FILM PROGRAM

Thursday 2 October 1.00pm - 3.00pm and Sunday 5 October from 4.00pm Araluen Arts Centre, 61 Larapinta Drive, Alice Springs. Enquiries Ph: 08 8951 1122

The free Indigenous Film Program will showcase Northern Territory Indigenous films and allow filmmakers to discuss their work with the audience. This program focuses on the 1967 Referendum and the forty years since. Both a celebration and a time for deep reflection, this program takes a look at the road since 1967 when the people of this country voted by an overwhelming majority to include Aboriginal people in the census and to empower the Federal Government to make laws on their behalf.

IMAGINE ALICE

From Thursday 11 September – Monday 6 October, Various venues around Alice Springs. Enquiries Ph: 08 8952 2392

Imagining Alice Springs and the reality of Alice can be poles apart. The longer you stay the more your imaginings change every time you leave. The vastness of the desert, the blue sky, the searing summer heat and the icy winter nights are things you can experience only by being here. Artists find themselves in a special place when they land in Central Australia. They are remote, sometimes isolated but always inspired. The land, the people and the culture combined create an environment for artists experienced nowhere else in the country. The Imagine Alice program of installation based works, exhibitions and other events gives local artists the opportunity to show their work and to exchange with artists from interstate. Linked under the umbrella theme of 'place and identity' IMAGINE ALICE is presented by RedHOT Arts and Watch This Space Artist Run Initiative. Works will be located at the Alice Springs Convention Centre, Crowne Plaza Alice Springs, Araluen Cultural Precinct, Watch This Space, Alice Springs Airport, Olive Pink Botanic Garden, town centre and business premises.

Artists in residence – New works

Tincture, Texture and Twigs Artist: **Philomena Hali** Venue: Olive Pink Botanic Garden, Araluen Arts Centre Mural Courtyard

Stories From the Tea Cup Artist: **Franca Barraclough** Venue: Alice Springs Convention Centre

Knit Graffiti Artist: **Nicky Schonkala** Venue: Alice Springs Convention Centre, Crowne Plaza, Araluen Cultural Precinct, Telegraph Station, Alice Springs Airport

Random Artist: **Dave Nixon** Venue: Alice Springs Convention Centre MacDonnell Room

gunta karnelare (earth echo) Artist: **Vicki West** (Launceston, Tas) Venue: National Pioneer Women's Hall of Fame

white broken promises black compromise Artist: **Vicki Couzens** (Warrnambool, Vic) Venue: Olive Pink Botanic Garden, Araluen Arts Centre (Sculpture Courtyard)

INTERFACE Artist: **Beverley Bloxham** (Toowoomba, Qld) Venue: Araluen Arts Centre, Todd Mall,, StoryWall

Linked exhibitions: *Rod Moss Retrospective*, *DeLiver* Postcards (Beth Sometimes & Jennifer Mills), *Alice in View* (artworks throughout town), *New Settlers Series 2* (Sue Richter at Watch This Space), **Things that go bump, spark, gush, whir...**(Kinetic works at Olive Pink Botanic Garden)

There were also events that were programmed to coincide with art at the heart and these formed part of the calendar of events that led into the Regional Arts Conference.

ERNABELLA ARTS CENTRE 60TH ANNIVERSARY CONCERT

Tuesday 23 September, Ernabella, Northern Territory

Ernabella Arts was established in 1948 and is the oldest continually running Indigenous Arts Centre in Australia. In 2008 Ernabella Arts celebrates its 60th anniversary and the artists invite you to their community to celebrate this incredible milestone in Australian Indigenous arts.
<http://www.ernabellaarts.com.au/>

NGAPARTJI NGAPARTJI

Wednesday 24 and Thursday 25 September, Ernabella, Northern Territory

Ngapartji Ngapartji is an epic story of displacement as the Spinifex nation is swept up in the Cold War. Written and directed by Scott Rankin and performed by Spinifex man and master storyteller Trevor Jamieson, with an ensemble cast of elders and young people from his community. This incredible story is shared in Pitjantjatjara and English, inviting audiences into an intimate and rare experience of culture through dance, story and song. Presented by Big hART

DESERT MOB SYMPOSIUM

Friday 26 September, Araluen Arts Centre, 61 Larapinta Drive, Alice Springs. Enquiries Ph: 08 8951 1122 <http://www.nt.gov.au/nreta/arts/ascp/araluen/>

An opportunity to hear Indigenous artists and art centre curators talking about their art and themselves. With a range of guest speakers the symposium provides an insight into the future of Indigenous art in Central Australia.

DESERT MOB DANCESITE

Friday 26 September Enquiries to Desart Ph: 08 8953 4736 <http://www.desart.com.au>

Showcases traditional dances from Central Australia and provides a cultural backdrop for further appreciation and greater insight into Central Australian Aboriginal culture, dance and connection to country.

DESERT MOB MARKETPLACE

Saturday 27 September, Araluen Arts Centre, 61 Larapinta Drive, Alice Springs. Enquiries Ph: 08 8951 1122 <http://www.nt.gov.au/nreta/arts/ascp/araluen/>

A wide selection of art and craft works from over 30 Aboriginal art centres available for sale. All works for sale are \$200 or under. Artists and community art centre managers will be on site to explain the works to the public.

DESERT MOB EXHIBITION

Sunday 28 September to 9 November, Araluen Arts Centre, 61 Larapinta Drive, Alice Springs. Enquiries Ph: 08 8951 1122 <http://www.nt.gov.au/nreta/arts/ascp/araluen/>

Exhibition opens Sunday 28 September, featuring works by Indigenous artists living and working in remote areas of the Northern Territory, South Australia and Western Australia. Always an exciting opening with spectacular works to view and purchase.

'MWARRE ANTHURRE' Art works: Communities thrive

2008 Charles Darwin Symposium Series

Wednesday 1 October 8.30am – 5.00pm, Centralian Senior Secondary College Building, Charles Darwin University, Grevillea Drive, Alice Springs. For a full program and to register go to www.cdu.edu.au/cdss

Over the last 30 years Indigenous arts have achieved extraordinary success. Since the development of acrylic 'dot painting' at Papunya in the early 1970s, contemporary Aboriginal art has become a multimillion dollar industry that is widely acclaimed in Australia and overseas. Government agencies are partners in this success through the cooperative development of policies and strategies designed to foster and support the arts. But how is success defined? Is it just record prices achieved at auction? Or do the arts play an important role in building social cohesion, cultural capital and business enterprise?

You are invited to participate in a free public forum to debate these issues with experts from the Territory and interstate. The program will bring together an exciting range of speakers plus exhibitions and performances by Indigenous communities.

A number of events were also timed to take place at the time of the Regional Arts Conference. See the following:

DESART IN THE PARK

Friday 3 October 6.00pm – 9.00pm, Alice Springs Desert Park, Larapinta Drive, Alice Springs. Enquiries Ph: 08 8951 8788

Enjoy a unique experience in the form of an Indigenous art market at the Alice Springs Desert Park. The event in collaboration with DesArt, the Association of Central Australian Aboriginal Art and Craft Centres will host approximately 10 art centres affiliated with DesArt, displaying and selling their works in the courtyard at the Alice Springs Desert Park. Art and craft items for sale will be capped at \$200.00 making it an affordable night. The night will include entertainment for the whole family comprising of live music and a variety of Central Australian films. Sumptuous food will be available during the evening.

ALICE DESERT FESTIVAL WEARABLE ART EXHIBITION

Get along to the National Pioneer Women's Hall of Fame and view this very special showing of what Alice artists create with natural fibre and found and recycled objects. A signature and sell-out event of the Alice Desert Festival every year, this is a must for all you craft specialists and those who just want to marvel at what can be made from junk! Until 19 October, 2 Stuart Terrace Info on 8952 9006. Daily 10am – 5pm (entry fees apply) <http://wearablearts.wikispaces.com>

ALICE DESERT FESTIVAL BUSH FOODS/WILDFOODS CULINARY CHALLENGE

Check out some of the restaurants in Alice that are participating in this unique challenge. See the signage in the window. Special 'Festival Dishes' have been held over so delegates can taste the flavours of Central Australia. The task in 2008 is to create a dish with wattleseed and another desert product. Last year we cooked, curried, seared and baked camel with great success. We wonder what Alice chefs will concoct this time? <http://bushwildfoods.wikispaces.com>

OCEAN TO OUTBACK - Australian landscape painting 1850 - 1950

Saturday 9 August – Sunday 19 October, Araluen Arts Centre, 61 Larapinta Drive, Alice Springs. Enquiries Ph: 08 8951 1122

National Gallery of Australia's 25th Anniversary Travelling Exhibition.

b) Marketing

1. Communications Objectives

The communications objectives outlined in the Marketing Plan were measures to assist the evaluation process. These include:

1.1 The number of delegates who sign up for the conference

Suffice to say delegate numbers were a resounding success. It is important to make a note of the significance of Alice Springs as a destination for artists and arts workers in Australia. Alice Springs is the central destination from which the art of the Central Desert can be seen, discussed and purchased. Alice Springs, is a tourism hub, and is the departure point for Uluru-Kata Tjuta National Park, Watarrka National Park and the MacDonnell Ranges.

1.2 Media coverage indicates the importance of the conference and RAA's role as the peak national body

Local, state and national media was achieved through the following activities:

- Media releases
- **art at the heart** e-bulletin
- radio / TV
- Newspaper
- Other print
- Artshub Online Magazine
- e-bulletins / e-newsletters
- websites
- **art at the heart** Registration brochure
- **art at the heart** website
- Facebook
- MySpace

[See Appendix 3 – Communications Report](#) – for detailed lists of media coverage.

1.3 The number of additional subscribers to the **art at the heart** conference e-bulletin

The e-bulletin subscriptions were taken up with enthusiasm and increased each month until the final number of subscribers totalled 1072.

There were 8 e-bulletins distributed and these were downloaded 2945 times. The most popular month being January 2008 which received 412 hits followed by June which received 322 hits. These periods received more hits due to the interest in the information those e-bulletins held. The expression of interest form was a part of the January e-bulletin. In June the program was announced and this formed part of the e-bulletin.

1.4 Measuring internet traffic to the **art at the heart** website

Internet traffic was consistent and the website formed the portal of information dispersal nationally and internationally.

As at 10 October 2008 the **art at the heart** website had received 87,898 visits with 3,366 registration forms downloaded.

Examining the website traffic measured in the *Communications Report*, it can be seen that the website traffic steadily grows over the period before the conference, receiving the most traffic in September just prior to the conference. The pages that receive the most traffic in ascending order are the:

- 1) home
- 2) registration
- 3) program and speakers
- 4) accommodation

2. Print

art at the heart received most printed coverage in the Northern Territory with 28 articles in Northern Territory newspapers including the Centralian Advocate, Alice Springs News, NT News, Tennant and District Times, Koori Mail, Katherine Times and Arafura Times. It should be noted that this coverage included promotion of the travel grants available from Arts NT for Northern Territory artists and arts workers.

Coverage from interstate was mostly focused in arts sector publications. This included an advertisement in Australian Art Collector (Nat), Queensland Arts Council 'Ontour' publication (QLD), Lowdown Magazine (Nat), Regional Arts Victoria GroundWork (Vic), Arts Monthly (Nat) and Trouble Magazine (Vic).

Coverage from publications that were distributed to the wider national community was minimal and included The Cobar Age (NSW), and The Northern River News (NSW).

3. Television

art at the heart commissioned a local television advertisement which aired on Imparja Television in the two weeks prior to the conference. This advertisement was funded by the Alice Springs Town Council Promotions, Events & Tourism Committee.

4. Web

The most effective tools for national communications were the Arts Hub diaries, **art at the heart** website, Facebook, MySpace, other websites and bulletins and newsletters from Regional Arts Australia member organisations and state arts marketing bodies. The Northern Territory and Alice Springs were profiled as valuing and supporting best practice in the arts and cultural sector and the value of the arts in regional communities was promoted through these outlets.

The Arts Hub diaries were personal and an effective way to communicate to a national audience the 'flavour' of the conference. Four diaries were written by the Conference Coordinator/Artistic Director and included:

- 19 December - The journey begins
- 1 February - It's hotting up
- 30 April - Plenty of action
- 7 July - Program launched and early bird extended

art at the heart received coverage in 55 other websites. These included nationally prominent websites in the arts and wider community such as: Aboriginal Art Directory, Australian Universities Community Engagement Alliance (AUCEA), ABC Indigenous Events Calendar, Arts Policy Online and Australia Council for the Arts.

art at the heart also received coverage on The International Federation of Arts Councils and Culture Associations (IFACCA) website. See the *Communications Report* for a more detailed overview.

5. Media Representatives

Throughout the lead up and at the conference Vivienne Skinner and Anja Bretfeld coordinated all media and communications with the conference. All documents were scrutinised by Ruth Smiles Executive Director of Regional Arts Australia, Nicky Schonkala Conference Programs Manager and Kieren Sanderson Conference Coordinator/Artistic Director.

Preferred media were invited by Arts NT to attend **art at the heart** and they received free registration and name tags for identification. Media kits were distributed to all media representatives.

The media kits were available at the media hub and distributed to media delegates when coming to the media hub to meet Anja Bretfeld and/ or Vivienne Skinner.

The media kit contained:

1. copies of all art at the heart media releases leading up to the event
2. Images on CD that relate to the prepared media releases for Friday and Saturday, pointing out highlights of the conference
3. Printed version of the images with acknowledgments
4. Cultural Liaison Protocol
5. Printed conference program

Invited media representatives included:

ABC local and national:

Sarah Aitken (Alice Springs ABC reporter)

Penelope Bergen (Alice Springs ABC Reporter)

Elenie Roussos (Darwin ABC Arts Reporter)

Stewart Brash (Alice Springs Station Manager)

Albert Koomen (ABC Sunday Arts TV - Film Producer)

Lyn Gallacher (Executive Producer – ABC Radio National - Artworks)

Kirsty Nancarrow (ABC Alice Springs Journalist)

Alice Brennan (ABC Alice Springs Journalist)

Mark Bowling (State Director of ABC)

Danielle Parry (ABC Stateline)

Other:

Koori Mail: Kirstie Parker (Arts Editor)

NITV: Trisha Morton-Thomas (Commissioning Editor)

Imparja TV: Tim Francis and Jessica Braithwaite (Reporters),

Centralian Advocate: Daniel Burdon (Arts Reporter), Dallas Frakking (Manager),

Alice Springs News: Kieran Finnane (Arts Reporter)

NT News: Ben Langford (NT News Entertainment Reporter),

The Australian: Natasha Robinson – NT Reporter, Nicholas Rothwell

CAAMA Radio: Steve Hodder

c) Logistics

Alice Springs Town Council (ASTC) - Host Community

The Memorandum of Understanding between Arts NT and the Alice Springs Town Council stated the ASTC's contribution towards the presentation of **art at the heart**.

Alice Springs Town Council was responsible for the following contribution:

- In kind assistance
- Consultation with Arts NT to ensure that broad sponsorship was sought in the Alice Springs region
- Providing a program of local activities and events
- Profiling local artists and venues
- Ensuring community engagement according to best practice principles
- Identifying local champions and supporting the involvement of the local volunteer arts community
- Profiling the role of the local government in the arts
- Local marketing
- Logistics in relation to local activities
- Supporting the conference launch and other local events
- Facilitating meetings for the conference coordinator with local industry representatives and key stakeholders
- Consultation with the conference coordinator identify and articulate local issues that may be profiled and facilitated through the conference process

For full details of ASTC's support of **art at the heart** see [Appendix 4 – Alice Springs Town Council Report](#) by Fran Stoops, Community Projects Officer, ASTC. This report discusses and defines the roles, responsibilities and obligations of the ASTC and presents an overview of the conference outcomes that were achieved in relation to the collaboration between ASTC and the partnership between Arts NT and Regional Arts Australia outlined in the Memorandum of Understanding.

Management and Staffing

The 2008 Regional Arts Australia National Conference, **art at the heart** operated with a four-tier committee and community engagement structure consisting of an Executive Management Committee, a Conference Management Team, Local Engagement Group and Indigenous Advisory Group. These committees provided a structure to keep stakeholders informed and allow local engagement in coordinating the event.

Central Conference Management Team (CCMT)

Kieren Sanderson	Conference Coordinator/Artistic Director
Nicky Schonkala	Conference Programs Manager
Michael Wells	Director Heritage and the Arts, Northern Territory Government (NTG)
Anja Bretfeld	A/Project & Communications Officer Arts NT, NTG

Extended Conference Management Team

Shake Creations	Production
I AM EVENTS	Registration Team
Tim Rollason	Director Araluen Cultural Precinct, NTG
Marion Maclean	Administration Manager Araluen Cultural Precinct, NTG
Simon Love	Graphic Designer Communication and Media, NTG
Territory Discoveries	Tourism NT, NTG
Ruth Smiles	Executive Director, Regional Arts Australia (RAA)
Vivienne Skinner	Communications Manager, RAA
Dan Murphy	Cultural Liaison Officer
Linda Chellew	Sponsorship and Community Partnerships
Joseph Pickett	Event Assistant
Karlee Foster	Event Assistant
Scott Large	Technical and Site Manager, Apmeraltye Ingkerreke
Drew Moynihan	Installation Coordinator
Vanessa Hutchins	Event Consultant

Executive Management Committee (EMC)

Ruth Smiles, Chair	Executive Director, RAA
Michael Wells	Director Heritage and the Arts, NTG and Director of RAA
Tim Rollason	Director Araluen Cultural Precinct, NTG
Lindy Allen	Chief Executive Officer, Regional Arts Victoria
Arthur Frame AM	Chief Executive Officer/Artistic Director, Queensland Arts Council
Craig Catchlove	Director Corporate and Community Services, Regional Host Representative, Alice Springs Town Council (ASTC)
Kieren Sanderson	art at the heart
Cecelia Cmielewski	Project Manager, Community Partnerships, Australia Council for the Arts
Chris Bonney	Program Officer for the Aboriginal and Torres Strait Islander Arts Board, Australia Council for the Arts
Lucy Kenneth	Director of RedHOT Arts and Director of RAA
Paul Jenkins	Director Tasmanian Regional Arts, 2010 Host State Representative
Harold Furber	Chair of the Desert Peoples Centre, Local Aboriginal Representative

Local Engagement Group (LEG)

Kieren Sanderson, Chair	art at the heart
Lucy Kenneth	RedHOT Arts
Jasmine Lance	Community Cultural Development Officer, ASTC
Fran Stoops	Community Projects Officer, ASTC
Peter Lawson	Tangentyere Council
Julie Fielke	Artback NT Arts Touring

Virginia Heydon	InCite Youth Arts
Jade Bitar	Watch This Space Artist Run Initiative
Judy Lovell	Through-arts Consulting
Liesl Rockchild	Tangentyere Artists
John Oster	Desart Inc
Tania Beattie	Desart Inc
Carmel O'Neill	Department of Education, Employment and Training (DEET), NTG
Jo Nixon	Alice Springs Beanie Festival
Danielle Loy	Red Dust Theatre
Tracy Spencer	Uniting Church/StoryWall
David Nixon	StoryWall/Welcome TV
Lisa Stefanoff	IAD press/Public Art Policy advisor
Sylvia Neale	Indigenous Officer ASTC
Meredith Campbell	Alderman (2007) ASTC
Linda Chellew	Consultant
Eugene Ragghianti	Alice Desert Festival Director
Elliat Rich	Designer

[See Appendix 5 – Local Engagement Group \(LEG\) meeting minutes](#)

Indigenous Advisory Group (IAG)

Dan Murphy	Cultural Liaison Person
Elaine Peckham	
Doris Stuart	
Harold Furber	
Damien Armstrong	
Amelia Turner	
Veronica Dobsen	
Lhere Artepe Aboriginal Corporation	

Management and Staffing

A total of ten positions (including Head of Production) were employed to undertake the direct event management of the conference. Two of these positions were dedicated to full time work towards the conference and the Conference Coordinator/Artistic Director managed nine staff.

Opening Ceremony staff

A total of five core staff were employed by the conference on the Opening Ceremony with another 16 artists and researchers being employed by the Opening Ceremony event team. Another 42 local hosts from the wider community of Alice Springs were paid a nominal fee for their participation in the Opening Ceremony. In total 63 people undertook the Opening Ceremony. See below position descriptions.

Artistic Vision: Alex Kelly, Tim Newth, Dani Powell

Artistic Director: Dani Powell

Associate Artistic Director: Alex Kelly

Creative Consultant: Tim Newth (Tracks)

Production Manager: Suzi Cordell

Sound Designer: Matt Cunliffe

Audio Research: Megg Kelham

Sound content: 'Soundlines' by Ursula Weck (2000) used with permission of the artist, with additional editing by Matt Cunliffe

Arrernte Story - Sourced in consultation with Lhere Artepe Aboriginal Corporation

Host Coordinator: Jennah Rose

Stage Manager: Jennah Rose

Assistant Stage Managers: Breda Knightly, Lowell Woods, Steve Jackson, Rowena Fairchild

Research Assistant: Michael Cawthorn

Installation Artists: Allison Hittman and Al Bethune aka Alchemical Artz

Performers: Miriam Bond, Steve Gumerungi Hodder, Roman Micairan, Jennifer Kroker, Frances Martin, Anyupa Butcher, Dan Keane

Registration

Registrations opened on 15 April 2008. Session nomination became available with the official **art at the heart** Program Launch on 25 June 2008 at the Alice Springs Desert Park.

Registration forms were available online, by fax, by email and by post.

Registration for **art at the heart** was not expected to be so successful but the expense of getting here changed delegates' experience into more of a 'holiday' which meant a lot of delegates stayed longer. This was pre-empted and thus a program was developed that spanned a ten day period with a number of unique events built into the marketing for the conference.

Most delegates registered as full delegates. **art at the heart** also experienced a great number of registration variations as seen in the registration protocols. **art at the heart** was lucky to have the Cultural Minister's Council (CMC) meeting hosted in Alice Springs in the days preceding the conference and 54 Ministers, advisors and other CMC attendees were invited to the conference Opening Ceremony and first plenary session.

Peak period of registration occurred just before the close of earlybird registrations on 1 August and just before the close of registrations on 15 September. The registration company were unable to cap the figures where required at 850 due to the amount of internal registrations and the tremendous amount of people who registered at this time. [See Appendix 6 – Registration breakdown and Progressive Participation graph](#) [See Appendix 7 – Registration form](#)

Cultural Protocols

art at the heart acknowledged the existing protocols of the following organisations and worked with these organisations and the Indigenous Advisory Group to develop Cultural Protocols. See [Appendix 8 - Cultural Protocols](#).

Central Land Council - a representative body promoting Aboriginal rights. It is a statutory authority under the Aboriginal Land Rights (Northern Territory) Act 1976. It also has functions under the Native Title Act 1993 and the Pastoral Land Act 1992. <http://www.clc.org.au>

Northern Land Council - a representative body established in 1973 to represent traditional Aboriginal landowners and Aboriginal people in the Top End of the Northern Territory of Australia. <http://www.nlc.org.au>

Lhere Artepe Aboriginal Corporation - represents Arrernte native title holders. <http://www.lhereartepe.org.au/>

Venues

The Alice Springs Convention Centre on Barrett Drive was the core venue of **art at the heart**. Conference sessions ran simultaneously across ten (10) venues located at the Alice Springs Convention Centre and Crowne Plaza Alice Springs (within walking distance from the Convention Centre). Another seven (7) session venues hosted off-site sessions. Conference venues are detailed below.

Special events included within the Artistic and Social Program, namely the Opening Ceremony and the Conference Dinner were staged off-site. The Opening Ceremony celebrations were held at the Alice Springs Convention Centre and the riverbank opposite. The Conference Dinner was held at the Alice Springs Telegraph Station on the evening of Saturday 4 October.

[See Appendix 9 – Venue Map](#)

17 locations hosted conference sessions:

Alice Springs Convention Centre, 93 Barrett Drive, Alice Springs

1. MacDonnell Room
2. Ellery Room A
3. Ellery Room B
4. Ellery Room C
5. Ellery Room D
6. Foyer
7. Amphitheatre

Alice Springs Cultural Precinct, 61 Larapinta Drive, Alice Springs

8. Araluen Theatre
9. Araluen Galleries
10. Witchetty's

Tangentyere Artists, 4 Elder Street, Alice Springs

11. Art centre

Crowne Plaza Alice Springs, 82 Barrett Drive, Alice Springs

12. Ballroom AB
13. Ballroom C
14. Spinifex Room

Desert Knowledge Precinct, South Stuart Highway, Alice Springs

15. Apmeraltye Ingkerreke Camp

Central Australian Aboriginal Media Association (CAAMA), 101 Todd Street, Alice Springs

16. Multimedia suite

Larapinta Valley Town Camp, Blain Street, Alice Springs

17. Outdoor Film screening

Volunteers

A team of volunteers was required to assist event staff with the management and direction of delegates and to help at venues during the conference. Volunteer application forms were distributed at the Local Engagement Group meeting on 4 June and the forms were emailed and posted to 21 arts organisations, the Alice Springs Town Council, 5 organisations for electronic distribution, and 10 individuals who had registered their interest in volunteering. [See Appendix 10 – Volunteer Application form.](#)

There was in total 36 volunteers. Volunteers were allocated roles as bus marshals, Opening Ceremony marshals, venue assistants, door attendants (to check-in delegates at each session), and to help with installing specific events (eg ba-dum and Conference Dinner) according to their interests, skills and availability during the conference. [See Appendix 11 – Volunteer Policy.](#)

Nine Arts NT staff were also recruited to supplement the team of volunteers and were allocated the same range of tasks. Each volunteer was sent a letter in the first week of September which detailed the date, time, venue and role for their allocated jobs, and briefing time.

Without the significant involvement of the trusted volunteer team and their contribution of skills, energy and time, (including the Apmeralthe Ingkerreke volunteers) the conference would not have run so smoothly. The importance of the volunteers as an unpaid source of labour cannot be underestimated. Ten days after the conference volunteers were sent a thank you letter. Volunteer Feedback form, a copy of the October 2008 edition of Art Monthly Australia and the Big Story Country Great Arts Stories from Regional Australia book, as a further thank you for their contribution to the conference.

Documentation

Documentation of **art at the heart** included still images, film footage and audio recordings of the majority of conference sessions and artistic elements. This was seen as essential to the archival process and became an integral part of the Closing Ceremony film and web pod casts that the Conference Coordinator/Artistic Director visioned.

The documentation and Closing Ceremony film was undertaken by Dave Nixon from Welcome TV who then subcontracted the following people to assist with this process:

Pip McManus (Photographer)

Joyce van Dijk (Photographer)

Pam French (Photographer)

James Spiers (Photographer)

Shane Mulcahy (Camera)

Welcome TV generated a number of films for **art at the heart**. These films have been requested by several delegates and have been a very successful method of archiving and profiling the event. The intention behind the Closing Ceremony film was to carry on the 'look' and 'feel' of the handover film *From the Edge to the Heart* created two years previously for Pacific Edge. The Closing Ceremony film aimed to summarise the outcomes of the conference, similar to what the Cultural Minister's Council does by issuing a communiqué, and as such has been successfully used by many delegates after the conference who wished to draw upon the 'feel' of the conference.

The Central Australian Aboriginal Media Association (CAAMA) also supported the documentation of **art at the heart** with a film crew. This crew consisted of:

Ben Foley

Tristram Malbunka

Suzi Taylor

CAAMA has supplied **art at the heart** with DVDs and actual footage of all events documented. In agreement with **art at the heart**, CAAMA in turn will use the footage for CAAMA News, CAAMA Radio and possibly National Indigenous Television. (NITV). **art at the heart** will be properly recognised in every instance.

Audio recordings were made by SHAKE Creations through their subcontractor Scene Change. Unfortunately a technical oversight prevented all recordings from being made as initially planned, resulting in not all of the conference sessions being available as pod casts from the **art at the heart** website.

Traffic Management

Traffic management logistics were minimal and were coordinated by the Conference Coordinator in consultation with key stakeholders Alice Springs Town Council, Alice Springs Police, Alice Springs Taxis, Territory Taxis and Dysons/Cobb&Co Bus company regarding any road closures, fencing, signage etc.

To ensure maximum efficiency, the Conference Coordinator consulted with David Chalker, Senior Sergeant Officer in Charge at the Alice Springs Police Station regarding the scheduled bus transport of delegates. Alice Springs Police ensured there were no major traffic hazards that impeded traffic during the event. The Conference Coordinator undertook to notify all relevant stakeholders of potential disruptions to traffic and access.

Bus Transport

Dysons / Cobb & Co were contracted to provide bus services during **art at the heart** to transport delegates:

- to venues other than the Alice Springs Convention Centre or the Crowne Plaza (both on Barrett Drive) – for conference sessions and for social events/activities
- from off-site venues to accommodation places in the evenings
- from accommodation places to the Alice Springs Convention Centre on Friday, Saturday and Sunday mornings
- from the Alice Springs Convention Centre to accommodation places on Friday, Saturday and Sunday afternoons

Buses had **art at the heart** colour logos and the name of the venue destination displayed in the front window. Delegates were required to show their art at the heart Identification Tag to gain entry onto the buses.

[See Appendix 12 – Bus Timetable and Map](#)

Delegate bags

It was agreed that the delegate bag should reflect the arts focus of the conference and be something that delegates would be likely to keep and use again.

Bags were supplied by Cheeky Dog Design based in Tennant Creek. This allowed the conference to showcase Territory artist Dion Beasley and profile designs reflecting the Central Desert area.

The conference bag was cotton drill (red) with contrasting lining (purple), shoulder strap (black), a Cheeky Dog print on one side (black) and the **art at the heart** text (black) on the other side. Two Cheeky Dog designs were chosen and modified to suit a one colour print. [See Appendix 13 – Delegate Bag design](#). This bag featured superior materials, quality and unique design. The bags were handmade by Joie Boulter from Cheeky Dog and screen printed by artists at Julalikari Arts in Tennant Creek.

Initially 500 delegate bags were ordered. Registrations were monitored to ensure that enough bags were being made. A late surge in registrations meant that more bags than initially planned were required. To supplement the Cheeky Dog bags I AM EVENTS ordered plain red cotton tote shoulder

bags. Cheeky Dog was able to provide 830 conference bags. The plain red tote bags were allocated to late registrants and staff.

Delegates and presenters responded very positively to the Cheeky Dog bags, commenting on the attractive design and re-usability of the conference bag.

art at the heart T-shirts

Black 100% cotton T-shirts featuring the **art at the heart** logo on the front were worn by all volunteers, Arts NT staff, I AM EVENTS staff and the documentation crew during the conference. This was for identification purposes. The logo was reduced to a 3 colour print to reduce printing costs. [See Appendix 14 – T-shirt design](#). Volunteers were asked to indicate their preferred T-shirt size on the volunteer application form.

The T-shirts were supplied by The T-shirt Warehouse in Alice Springs, although printing took place in Adelaide.

Some delegates and presenters expressed interest in buying a shirt. After the conference I AM EVENTS sent an email to all registered participants, asking if they would wish to purchase an **art at the heart** T-shirt at a cost of \$35.00. 42 people indicated their interest in purchasing a T-shirt. It was agreed that this was not sufficient numbers to warrant a print run of more shirts. Interested people were advised that T-shirts would not be available for purchase.

Gala Conference Dinner

The feature event on Saturday 4 October was a gala dinner at the historic Alice Springs Telegraph Station. Mistress of Ceremonies was Alice Springs' own Fiona O'Loughlin 'the funniest working mother in Australia today'. The evening included performances by Kurruru Dance Ensemble, red shoes co, the Polytoxic Silver Starlets, Wearable Arts outfits, the Waramungu Dancers from Tennant Creek and Tjupi Band from Papunya. The Regional Arts Australia volunteer award presentations were made for Sustained Contribution to the Arts and Youth Awards.

The venue was set for 800 dinner guests with 80 round tables featuring red tablecloths, chairs with red covers and glass vases with coloured water and floating candles as table centres. Guests were checked upon entry for the red wristband provided with their delegate Identification Tag.

768 guests attended the Conference dinner. 49 additional tickets were purchased for partners/guests.

Dinner was a two-course buffet selection, catered by Madigans (Wildlife Park Services). Beverages were available for purchase on the night.

The contingency venue for the Conference Dinner was the Greatorex Pavilion at Blatherskite Park.

Accommodation

Before the Conference Coordinator commenced, the accommodation had been outsourced to a Government Business Division – Territory Discoveries, to manage accommodation for delegates.

Approximately 577 rooms were held at various accommodation outlets around Alice Springs. 250 rooms were handed back at the request of **art at the heart** on August 22 2008.

APPENDICES

Appendix 1 – Expression of Interest form

EXPRESSIONS OF INTEREST

art at the heart

**Regional Arts Australia National Conference
3-5 October 2008 – Alice Springs, Northern Territory
Part conference, part festival – all art!**

Overview

The sixth biennial Regional Arts Australia national conference will be presented by Regional Arts Australia and the Northern Territory Government through Arts NT, in collaboration with the host town of Alice Springs.

After the success of the Pacific Edge in Mackay in 2006, **art at the heart** promises to be another great event embracing the theme – part conference, part festival – all art, to deliver the very best in regional arts performance and practice.

Alice Springs is known as Mparntwe to the Arrernte people, who have lived in the central Australian desert in and around Alice Springs for more than 50,000 years. **art at the heart** acknowledges the Arrernte people and the pivotal role they have in the life of this region. They have occupied and cared for this country over countless generations and continue to do so today.

art at the heart will explore the collective concerns and practices of those working with and for the arts in regional, rural and remote Australia. Ideas, strategies and skills will be shared and developed in discussions, debates, workshops and networking opportunities throughout the conference.

art at the heart will provide an opportunity for artistic and cultural exchange, cross cultural collaboration and best practice approaches to working in the arts. Artists, actors, academics, artworkers, curators, filmmakers, musicians, performers, producers, students, volunteers, writers, all levels of government and the wider community will gather in Alice Springs to discuss, celebrate and experience the arts and cultural achievements of regional Australia.

Location

Alice Springs Town Council is proud to be the local host of **art at the heart**. 'The Alice' is the geographical and spiritual 'Heart of Australia' and has a thriving arts community with a strong Aboriginal art movement, which is recognised in both Australia and internationally as one of the world's most exciting art movements.

Alice Springs is the communications and service hub for central Australia. With a population of around 24,000 people, Alice Springs is the second largest centre in the Northern Territory and is popularly known as 'the Alice' or simply 'Alice.' The town is 200 km south of the absolute centre of Australia, some 1200 km from the nearest ocean and 1500 km from the nearest major cities, Darwin and Adelaide.

Core Themes

We encourage creative concepts, ideas, workshops, interactive events and presentations that respond to the following core themes. Beneath each theme are potential strands that you may find relevant, you are invited to explore and adapt these for your own circumstances and experiences.

Place and identity

Storytelling as a medium for proclaiming connection to place and self.

The arts as a medium for finding and proclaiming identity, connection to land and celebrating heritage.

Cultural practices and sense of place.

How art that expresses connection to place influences policymakers, communities and individuals.

Arts partnerships, collaborations and exchanges

Negotiating successful relationships across education, health, justice, heritage, tourism, environment, private enterprise, not for profit organisations and the wider community.

Constructive dialogues and relationships across cultures.

Cross cultural practices, protocols and working relationships.

How partnerships, collaborations and exchanges encourage innovation and change.

Creating regional communities as cultural centres – who is leading the change and how?

Sustaining participation in the arts

Developing infrastructure that supports and sustains the arts in regional and remote communities.

Ensuring that resources and infrastructure grow creative capacity across communities.

Supporting experiences for young people in the arts that create new possibilities.

Communicating to others about the arts.

Helping policymakers make better decisions for regional towns.

Creativity, innovation and change

Emerging art forms and arts practice, creating and inspiring new work and new ways of working.

The arts as a vehicle for addressing social inequality and disadvantage and creating community vitality.

How arts and culture affect neighbourhood conditions and community dynamics.

How participating in the arts can be fun and create change.

Types of Presentation

We invite you to present your ideas, practice, event or research in creative ways that are socially inclusive, accessible, fun and even challenging in the method of delivery.

Presentations could include:

debates or panel discussions

skills and development workshops

networking events

performances

exhibition/ installations (with artist talks/workshops)

staged events (with question and answer time)

interactive acts of expression that draw upon the conference participants

collaborative events.

Proposals

Proposals should include: a two page brief outlining your idea, a budget and a one page curriculum vitae or biography of participants. You may submit photographs or DVDs to support your submission. Submissions will close on the 31st January 2008.

Proposals are being sought from artists and those who work in the arts, including volunteers, with ideas for presentations, exhibitions, displays or performances. While traditional presentation formats will certainly be considered, we are particularly interested in ideas that are receptive to audience participation or involve new ways of sharing ideas and information. Those considering submitting an expression of interest are invited to be as bold and imaginative as they like with their proposal.

For further information on the expression of interest or general enquiries please visit the [art at the heart website](#) or contact Kieren Sanderson, Conference Co-ordinator on:

Phone: (08) 8951 1151

Email: kieren.sanderson@nt.gov.au

Web: www.artattheheart.com.au

PO Box 3521, Alice Springs NT 0871

Proposals will be assessed by the Conference Management Committee of the 2008 Art at the Heart Regional Arts Australia National Conference.

The 2008 Regional Arts Australia National Conference is proudly supported by:

The Australian Government's regional arts program, the Regional Arts Fund, which gives all Australians, wherever they live, better access to opportunities to practise and experience the arts.



Australian Government

Regional Arts Fund

The Northern Territory Government.

The Australian Government through the Australia Council, its arts funding and advisory body.



Appendix 2 – Artistic Director Scope of Work

**art at the heart, Regional Arts Australia National Conference
3-5 October 2008 – Alice Springs, Northern Territory
Part conference, part festival – all art**

Presented by Regional Arts Australia and the Northern Territory Government through Arts NT, in collaboration with the host town of Alice Springs.

Scope of Work for the Artistic Direction of Conference events and mentoring of Artistic protégés

Introduction

1. This Scope of Work is for:

- a) The Artistic Direction of the major events in art at the heart. These events include the Opening Ceremony (Date: Thursday 2 October Venue: not yet decided) Conference Dinner (Saturday 4 October Venue: Telegraph Station/wet weather option indoors) and Closing Ceremony (Sunday 5 October Venue: Alice Springs Convention Centre)
- b) The mentoring of artistic protégés in conceiving, developing, and implementing the artistic program.

Project management

Project management in relation to this consultancy will be undertaken by Kieren Sanderson, Conference Coordinator, who has been employed by the Department of Natural Resources, Environment and the Arts (NRETA). The Conference Coordinator is responsible for the planning and development of Regional Arts Australia's 2008 National Conference and works as part of a conference team which includes the Director Arts NT, the Director of Alice Springs Cultural Precinct and the Executive Director Regional Arts Australia.

Artistic Team

It is proposed that the Artistic Director would head an artistic team. This team would consist of:

Conference Coordinator :

This position acts as the central point for all communications between the presiding committees, the artistic team and the production team.

Artistic Director and Mentor :

The Artistic Director is the central point of communications for the artistic team for all communications to the Conference coordinator.

This position has two central aspects to its operation – The conceiving, developing, and implementing of the artistic vision and the mentoring of two locally based protégés.

Artistic Protégés

The protégés will consist of two Alice Springs based Artistic protégés, one local indigenous person and one local non indigenous person, as selected by the Conference Coordinator.

The mentoring would not include any formal training but instead is based on the premise that the protégé/mentoree is a willing participant and the training environment is the actualisation of the above mentioned events.

The purpose of this mentoring is the transfer of skills and knowledge relevant to the Artistic Direction of large scale contemporary arts events to ensure a legacy of skills is left in the host community.

Production Manager

The Production Manager will be separately contracted by art at the heart. The Production Manager will coordinate technical specifications for each performance and special event, all venues and all conference sessions. The Production Manager will hire and supervise all technical personnel.

In consultation with the Artistic Director, the Production Manager will develop a schedule for technical rehearsals, oversee and manage bump-in and bump-out, and ensure that the Risk Management plan is adhered to.

Scope of Work

The scope of this consultancy includes:

Artistic Direction

1. Conceiving, developing, and implementing the artistic vision and focus of the
 - Opening Ceremony
 - Conference Dinner
 - Closing Ceremony
2. The major decisions regarding the artistic content for the overall Artistic Program in relation to the Conference Program
3. Liaison with the Conference Coordinator to ensure:
 - the aims and objectives of the Regional Arts Australia conference are adhered to (see attached)
 - the key performance indicators of all stakeholders are upheld (see attached)
 - efficient financial performance
 - effective management of logistics
 - effective reporting and documentation of the conference including an evaluation strategy
4. Liaison with the Production Manager to:
 - coordinate the technical specifications for each event
 - develop a schedule for technical rehearsals
 - oversee bump-in and bump-out
 - ensure that the Risk Management plan is adhered to
5. Liaison with the Conference Coordinator and Artistic Director of the program of local events (Imagine Alice TBC)
6. Liaison with the Indigenous Advisors to ensure cultural sensitivity and protocols are acknowledged

Mentoring

7. The mentoring of Artistic protégés in conceiving, developing, and implementing the artistic program.
8. The transfer of skills and knowledge relevant to the Artistic Direction of large scale contemporary arts events to the Artistic protégés.

ALL Tenders must include quotes for all works described

Selection Criteria

The criteria to be used in selecting the successful consultant include:

- The capacity to provide the complete scope of work
- The correlation between the quote and the art at the heart budget allocation
- Previous experience in artistic direction, mentoring and community cultural development
- Demonstrated experience in developing, delivering and evaluating major events including performing arts activities, workshops, projects and productions
- A high standard of verbal and written communication and interpersonal skills including the ability to communicate effectively with Indigenous people, young people, artists and artworkers, industry peers, media, government and non-government bodies and a range of stakeholders.
- Computer literacy is essential.
- Demonstrated high level project and time management skills with the ability to prioritise and meet deadlines.
- Demonstrated ability to lead and work as part of both artistic and non-artistic teams and to liaise effectively with colleagues and across the wider community
- A current NT drivers licence or eligibility to obtain

Appendix 3 – Communications Report

ART AT THE HEART 2008 REGIONAL ARTS AUSTRALIA NATIONAL CONFERENCE Communications Report as at 28 October 2008

By Anja Bretfeld, Arts NT Project and Communications Officer

Media Overview

Media Releases published

- 1 Nov - Alice Springs art leader takes helm of 2008 regional conference
- 27 Nov - Web-site launch begins countdown to art at the heart in Alice Springs
- 18 Jan - art at the heart submissions closing soon
- 15 April - Registrations now open for art at the heart
- 25 Jun - Three days in October will stimulate and inspire
- 25 Jun – Art at the Heart Full of Highlights (NTG Release)
- 8 Aug - Local and interstate artists IMAGINE ALICE
- 21 Aug - Big program of public events coming up in Alice Springs
- 11 Sept - Registration close 15 September for art at the heart
- 30 Sept - Arts take international stage in red centre as hundreds arrive in Alice Springs
- 30 Sept –Art At The Heart (NTG Release)
- 30 Sept – National acclaim for local arts volunteer (RAA Release)
- 2 Oct – Alice hosts Cultural Ministers Council (NTG Release)
- 5 Oct – National Release art at the heart (RAA Release)

art at the heart e-bulletin

- 24 Jan 2008
- 14 March 2008
- 15 April 2008
- 15 May 2008
- 26 June 2008
- 21 July 2008
- 20 Aug 2008
- 11 Sept 2008

Radio/ TV

- 15 Nov ABC Alice Springs Interview with Kieren Sanderson Conference Coordinator
- 27 Nov ABC Alice Springs Interview with Regional Arts Australia President Suzie Hazlehurst
- 16 April ABC Alice Springs Interview with Kieren Sanderson Conference Coordinator
- 13 Jun 8HA Interview with Kieren Sanderson Conference Coordinator
- 25 June ABC Alice Springs Interview with Kieren Sanderson Conference Coordinator/ Artistic Director
- 29 Sep ABC Bush Telegraph Interview Dr Judy Pippen, Director Creative Regions
- 28 Sep ABC Alice Springs re opening ceremony
- 1 Oct Arts Alive Interview with Suzie Hazlehurst
- 1 Oct Arts Alice Interview with Kieren Sanderson
- 2 Oct ABC Darwin Interview with Suzie Hazlehurst
- 2 Oct ABC Alice Springs Interview with Suzie Hazlehurst
- 2 Oct ABC Alice Springs plug ba-dum heart club
- 2 Oct SBS World News
- 3 Oct ABC Bush Telegraph Interview with Suzie Haslehurst and Moya Sayer-Jones
- 3 Oct ABC Alice Springs plug ba-dum heart club
- 3 Oct ABC Alice Springs Interview Tutti Ensemble
- 5 Oct ABC Alice Springs Interview Michael Wells
- 5 Oct ABC Radio National Artworks – Interview with Kim McConville – Beyond Empathy
- 5 Oct ABC Radio National Artworks – Opening Ceremony
- 14 Oct ABC Dubbo breakfast show
- 14 Oct ABC Radio National Bush Telegraph Interview with Suzie Haslehurst
- 26 Oct Radio National Artworks – Ngapartji Ngapartji

2 Nov Radio National Artworks – Tracks

Newspaper

9 Nov Centralian Advocate – Arts join up with regions
20 Nov Alice Springs News - Sanderson to run Art at the Heart
23 Dec NT News - ...
16 Jan Koori Mail – Arts conference in Alice Springs
1 Feb Centralian Advocate – Alice art show will be huge
24 April Centralian Advocate – Registrations now open for Alice Springs arts forum
1 May Alice Springs News - Talk of Town
8 May Alice Springs News – NT Budget: Nothing big for Centre
19 May Alice Springs News – Talk of Town
13 Jun NT News - Travel Grants ad
17 Jun Tennant and District News - Travel Grants ad
17 Jun Koori Mail - Travel Grants ad
18 Jun Katherine Times - Travel Grants ad
18 Jun Arafura Times – Travel Grants ad
19 Jun Alice Springs News - Talk of Town
20 Jun Centralian Advocate - Travel Grants ad
20 Jun NT News - Travel Grants ad
27 June Centralian Advocate – A taste of the arts, as well
31 July Alice Springs News – Harmony theme for Alice festival
12 Sep Centralian Advocate – Conference draws record response
12 Sep Centralian Advocate – Church joins festival with art on grass
12 Sep Centralian Advocate - Promotion for Advertising Feature
30 Sep Centralian Advocate – Thousands to arrive in Alice Springs
2 Oct Alice Springs News – Talk of Town and Special Feature
3 Oct Centralian Advocate – various and Special Feature
9 Oct Katherine Times – Katherine Regional Arts Listings
9 Oct Alice Springs News – Raging Rita – art can turn around decline in the bush
9 Oct Alice Springs News – Being in another place
15 Oct Katherine Times – Regional Arts Shine
16 Oct Tweed Echo - Regional Arts Conference
16 Oct The Flinders News - Art is in the heart for artist Judith
16 Oct Alice Springs News – In your Face
21 Oct Blackwater Herald – Arts in focus in nation’s centre
22 Oct Tennant Creek and District Times – Talent Showcase with a Barkly Flavour
22 Oct Parkes Champion Post – Heather wins Volunteer Art Award
22 Oct Central Queensland News – Local CHRC officer talks art at the nation’s heart
25 Oct St George & Sutherland Shire Leader – Beanies bridge cultural divide

Print

Alice Springs Town Council 2008 Calendar
Issue 43 Australian Art Collector
Nov 2007 Arts Monthly – Regional Arts Australia is Calling for Great Arts Stories
April 2008 Queensland Arts Council ‘Ontour’ Winter 2008
June 2008 Top End Arts – Off the Leash
Jun 2008 Desert News
Jun 2008 Lowdown Magazine
July 2008 Regional Arts Victoria GroundWork
Aug 2008 Arts Monthly artsnotes NT
Aug 2008 Lowdown Magazine
Aug 2008 Alice Desert Festival Program Guide
Sep 2008 Cobar Age (NSW)
Sep 2008 Queensland Arts Council Ontour Sommer 2008
Sep 2008 Trouble Magazine (Vic)
Oct 2008 Top End Arts – Off the Leash
Oct 2008 Qantas in-flight Magazine
Oct 2008 The Northern River News NSW

Artshub Online Magazine

2 Nov Announcements: Conference Boss for regional arts fest
28 Nov News: art at the heart website launched
3 Dec Announcements: Submissions closing soon
19 Dec - The journey begins
20 Dec News: Take part in art at the heart
1 Feb - It's hotting up
30 April - Plenty of action
8 May – Event Listing
13 June – Volunteers take heart from Country Arts funding
24 June - Warming the heart of regional arts
7 July - Program launched and early bird extended
11 July – Regional Arts to shine on Launceston
27 July – Billboard (sent out every two weeks and included in listing since May 2008)
8 Sep – Travelling to the heart of art
20 Oct – ABC TV puts Regional Artists on the digital map
24 Oct – Call for federal arts funds to be restored to regional Australians

E-bulletin/ E-Newsletters

from Nov 2007 onwards Regional Arts Australia
from Nov 2007 onwards Arts NT Ebulletin
Nov 2007 Darwin Visual Arts Association NT
Nov 2007 DEWHA – Australia's Culture Portal National
Dec 2007 DEWHA – Australia's Culture Portal National
Dec 2007 Association of Northern, Kimberley and Arnhem Land Artists (ANKAAA) NT
Dec 2007 Australian Network for Art and Technology (ANAT) National
Dec 2007 International Federation of Arts Councils and Culture Associations (IFACCA) National
Dec 2007 Mackay City Council QLD
Dec 2007 Top End Arts Marketing NT
Dec 2007 Country Arts SA
Dec 2007 Music NT
Dec 2007 Regional Arts Victoria
Jan 2008 Charles Darwin University (staff net) NT
Jan 2008 Country Arts WA
Jan 2008 Red Hot Arts NT
Jan 2008 Arts Queensland
Jan 2008 Tasmania Regional Arts
Feb 2008 NRETA CE Newsletter NT
Feb 2008 Red Hot Arts
Feb 2008 Arts Northern Rivers NSW
Feb 2008 Regional Arts NSW
Feb 2008 Canberra Arts Marketing
Feb 2008 Arts NSW South West
Feb 2008 Queensland Arts Council
Feb 2008 Bega Sear NSW
Mar 2008 Red Hot Arts NT
Mar 2008 Arts Northern Rivers NSW
April 2008 DEWHA – Australia's Culture Portal National
April 2008 Red Hot Arts NT
April 2008 Artabase National
April 2008 Arts Victoria
May 2008 Red Hot Arts NT
May 2008 Country Arts WA
Jun 2008 Red Hot Arts NT
Jun 2008 DEWHA – Australia's Culture Portal
Jun 2008 Facebook - message to art at the heart group members
Jun 2008 Facebook - message to art at the heart group members
Jun 2008 Propelarts WA
Jun 2008 Regional Arts Victoria

July 2008 Red Hot Arts NT
July 2008 24HR Art Gallery NT
July 2008 Facebook - message to art at the heart group members
July 2008 Ngapartji Ngapartji
July 2008 Arts Northern Rivers NSW
July 2008 Queensland Arts Council
July 2008 Regional Arts Victoria
July 2008 Regional Arts NSW
July 2008 Territory Craft NT
July 2008 Top End Arts Marketing NT
July Tourism NT E News NT
Aug 2008 Arts Northern Rivers NSW
Aug 2008 Craft Australia
Aug 2008 Arts WA
Aug 2008 Media Release from Steve Whan MP NSW
Aug 2008 Museums Australia (Victoria) INSITE
Aug 2008 Red Hot Arts NT
Aug 2008 Country Arts WA
Sep 2008 Red Hot Arts NT
Sep 2008 ANKAAA NT
Sep 2008 Artabase – Regional Arts Victoria
Sep 2008 Facebook – message to art at the heart group members
Sep 2008 Museums Australia
Sep 2008 Music NSW
Sep 2008 Next Wave NSW
Sep 2008 Ngapartji Ngapartji NT
Sep 2008 Regional Arts Victoria
Sep 2008 Queensland Art Council News
Sep 2008 Regional Arts NSW
Sep 2008 Tourism NT Tales of the Territory
Sep 2008 Territory Craft NT
Sep 2008 Ernabella Arts Centre
Oct 2008 Arts Northern Rivers NSW

Websites

Oct 2007 Arts Tasmania
from Nov 2007 on home page Regional Arts Australia
from Nov 2007 on home page Arts NT
from Nov 2007 on home page Regional Arts Victoria
Dec 2007 Arts connect
Dec 2007 Australian Business News
Dec 2007 Craft Australia Collections Council
Dec 2007 Dance Train Australia
Dec 2007 The Program
Jan 2008 Australian Universities Community Engagement Alliance (AUCEA)
Jan 2008 International Federation of Arts Councils and Culture Associations (IFACCA)
Feb 2008 Aboriginal Art News
Nov 2007 Aboriginal Art News
Jan 2008 Aboriginal Art News
Feb 2008 Alice Springs Town Council
Feb 2008 Collections Council
Feb 2008 Culture info (www.culture.info)
Mar 2008 Queensland Arts Council
Mar 2008 Future Now
April 2008 Alice Springs Town Council
from April 2008 onwards MySpace
from April 2008 onwards Facebook
May 2008 NRETA Intranet Home page

Nov 2007 Australia Council for the Arts
May 2008 Australia Council for the Arts
June 2008 Country Arts WA
Jun 2008 ABC News
Jun 2008 Alice Springs Convention Centre
Jun 2008 Australian Network for Art and Technology (ANAT)
Jun 2008 Artrato3 (personal blog page)
Jun 2008 Art Forum
Jun 2008 Aboriginal Art News
July 2008 Arts Law
July 2008 Arts Policy Online
July 2008 Indigenous Stock Exchange
July 2008 Ngapartji Ngapartji
July 2008 Queensland Arts Council
July 2008 RedHOT Arts NT
July 2008 Tracks Dance NT
July 2008 ABC Indigenous Events Calendar
Aug 2008 National Young Writers Festival
Aug 2008 Artist Career
Aug 2008 Tiny Purple Fish (personal blog)
Aug 2008 Government News
Sep 2008 Charles Darwin University
Sep 2008 Australia Council for the Arts
Sep 2008 Aboriginal Art Directory
Sep 2008 National Indigenous Times Calendar
Sep 2008 ABC Sunday Arts TV
Sep 2008 Tracks Dance
Sep 2008 Larapinta Creative Camps
Sep 2008 Department of Culture and the Arts WA
Oct 2008 Art North West NSW
Oct 2008 ABC News
Oct 2008 Charles Darwin University
Oct Arts Alive
Oct 2008 Arts Nexus QLD
Oct 2008 Keringke Arts
Oct 2008 NRETA Intranet Home page
Oct 2008 Olive Pink Botanical Gardens
Oct 2008 Queensland Arts Council
Oct 2008 The Black Book Events Calendar
Oct 2008 Urban Cinefiles
Oct 2008 Urban Screens VIC
Oct 2008 Australia Council for the Arts
Oct 2008 Aboriginal Art Directory

Registration Brochure

Arts NT 350
RAV (Vic) 1000
TRA (TAS) 500
Country Arts SA 3000
Country Arts WA 400
QLD Arts Council 5000
RANSW 3000
ACT 100
NT Arts Minister's Office (CMC letter) 70
Australia Council for the Arts 100
ASTC 30

Website Statistics

As of 10 October 2008 www.artattheheart.com.au had:

87,898 visits to the website

3,366 registration forms downloaded

Facebook and My Space

184 friends on Facebook

162 friends on MySpace with MySpace having received 969 views

art at the heart website statistics on a monthly basis

	27 Nov - 8 Jan	9-Jan - 1 Feb	2-Feb - 1 March	2 March - 2 April	2 April - 2 May	2 May - 2 June	2 June - 2 July	2 July - 2 August	2 August - 2 Sept	2 Sept - 10 October
- art at the heart Homepage	1931	3809	4979	6259	8081	9967	12710	15623	18733	22949
- Program & Speakers	1045	2432	2907	3502	4432	5300	7671	9714	11722	14389
- Thursday 2 October							493	1045	1591	2287
- Friday 3 October							500	1113	1753	2663
- Saturday 4 October							351	778	1203	1813
- Sunday 5 October							277	633	988	1359
- Artistic Highlights							244	523	786	1098
- Conference Venues								2	126	264
- Presenter Information							82	213	342	480
- Calendar of Events'									297	1780
- Registration	448	931	1234	1655	2702	3626	4940	6508	7791	9005
- Ebulletin	398	810	1014	1263	1539	1759	2088	2349	2671	2945
- Ebulletin subscriptions	265	462	554	660	763	834	923	986	1028	1072
- Ebulletin January		319	412	472	517	575	624	674	733	802
- Ebulletin March				616	764	829	897	952	1014	1066
- Ebulletin April					258	345	408	453	515	566
'- Ebulletin May						186	485	561	694	773
'- Ebulletin June							200	379	475	564
'- Ebulletin July								428	638	723
'- Ebulletin September									445	610
'- Ebulletin August										452
- Interview with PeterJenkinson								35	111	164
- Accommodation	379	748	992	1320	1819	2261	3131	3965	4791	5481
- More accommodation listing							52	152	423	737
- Important Information'									164	381
- From the Heart to the Edge Video	265	452	549	647	824	1017	1266	1481	1711	1979
- Contact	109	190	277	358	482	650	828	1016	1327	1513
- Sponsors	71	141	188	249	316	398	505	636	775	898

- Disclaimer	71	102	143	191	246	329	439	553	799	907
- Sitemap	71	110	159	212	283	376	494	619	826	942
- Media	355	608	772	969	1279	1545	1919	2252	2680	3116
- Media Release 1 November	67	110	149	186	241	297	363	424	488	567
- Media Release 27 November	41	74	108	133	169	218	266	308	375	436
- Media Release 18 January	0	91	134	165	208	254	303	343	398	450
- Media Release 15 April					21	82	140	184	232	290
- Media Release 25 June							22	81	142	198
- Media Release 8 August									49	99
- Media Release 21 August									24	94
- Media Release 11 September										67
- Media Release 30 September										55
- Artshub 19 December			62	118	172	227	289	340	396	463
- Artshub 1 February			99	194	252	304	355	401	461	515
- Artshub 30 April					15	217	297	357	423	477
- Artshub 7 July								193	331	409
Download registrations forms					457	804	1400	2014	2544	3366
Download registration brochures					271	482	851	1194	1389	1705
Download Central Australia Info							170	365	626	1134
Download Top End Info							72	163	289	492
Download What to do Info							31	72	113	195
Volunteer Application Form								25	79	150
Calendar of events									25	118
Indigenous Film Program										285
Total:	5516	11389	14732	19169	25368	31596	43562	56081	70471	87898
Difference to prior month		5873	3343	4437	6199	6228	11966	12519	14390	17427



ALICE SPRINGS TOWN COUNCIL

**REPORT ON ART AT THE HEART CONFERENCE OUTCOMES
ACHIEVED BY ALICE SPRINGS TOWN COUNCIL**

by

FRANCINE STOOPS

Community Projects Officer

Corporate & Community Services

Report to:

REGIONAL ARTS AUSTRALIA

NOVEMBER 2008

EXECUTIVE SUMMARY

This report discusses and defines the roles, responsibilities and obligations of the Alice Springs Town Council in the presentation of the 2008 Regional Arts Australia National Conference 'Art at the Heart'.

It presents an overview of the conference outcomes that were achieved in relation to the collaboration between Alice Springs Town Council and the partnership between Arts NT and Regional Arts Australia outlined in the Memorandum of Understanding.

Alice Springs Town Council was responsible for the following contribution:

- In kind assistance
- Consultation with Arts NT to ensure that broad sponsorship was sought in the Alice Springs region
- Providing a program of local activities and events
- Profiling local artists and venues
- Ensuring community engagement according to best practice principles
- Identifying local champions and supporting the involvement of the local volunteer arts community
- Profiling the role of the local government in the arts
- Local marketing
- Logistics in relation to local activities
- Supporting the conference launch and other local events
- Facilitating meetings for the conference coordinator with local industry representatives and key stakeholders
- Consultation with the conference coordinator to identify and articulate local issues that may be profiled and facilitated through the conference process

1. FINANCIAL ARRANGEMENTS

Appreciating the importance of the event to the community and seen as a showcasing opportunity, in kind support for the conference was given by the Alice Springs Town Council

Alice Springs Town Council's level of sponsorship underlines the recognition the benefits of a cultural event like Art at the Heart can bring to the region in community capacity building and strong arts business and contributed in kind assistance to the conference to the nominal value of \$20,000.

1.1 Funding and Sponsorships

Alice Springs Town Council's support for the pursuit of sponsorship and partnerships forged with national, state and local governments, local business, community groups, corporate sponsors and the tourism industry by Arts NT for the Art at the Heart conference assisted in paving the way for the building of a strong partnership within the arts industry, creating employment opportunities for local and regional performing and visual artists development, local regional audiences and also attracting delegates to the Alice.

Consultation between Arts NT and ASTC regarding sponsorship applications was paramount ensuring that requests by Arts NT for funding and sponsorship was fully supported by the Alice Springs Town Council

ASTC played an integral part in assisting with Arts NT's approach to the Council's Promotions, Events & Tourism Committee where they were successful in securing \$5000 to assist with local marketing of the Art at the Heart Conference.

Council also made a cash contribution of \$500 towards catering costs for the program launch.

2. CONFERENCE MANAGEMENT

2.1 Providing a program of local activities and events

Promotion of the event to the community and to conference delegates was well advertised locally by providing a program of local activities and events through the Alice Springs Town Council's media communication outlets so that Art at the Heart received a high profile media coverage to its target audience and also promoted and supported an inclusive, accessible and exciting programme of events and activities.

This was achieved through the ASTC website on the home page which linked to the Art at the Heart website. Specific activities and events were added to the ASTC Community Calendar, adverts were placed in the Talk of the Town promoting the program launch, and information was displayed in the Alice Springs Town Council foyer and the Alice Springs Public Library.

Free activities and events as part of the conference program such as Imagine Alice, Urban Screens, the Human Nature Project, StoryWall and the Ba Dum Club were promoted as well as general community happenings around town.

2.2 Profiling local artists and venues

Council was instrumental in promoting and profiling local artists again by way of promotion through Council's media outlets. Imagine Alice and Alice in view profiled many artists associated with the conference

As part of Alice Springs Town Council's in kind assistance, the Council Lawns and the Andy McNeill room were available for use as venues.

2.3 Ensuring community engagement according to best practice principles

Alice Springs Town Council was represented by the Corporate & Community Services Director and Council officers at the local engagement meetings. Council officers were also available if required to facilitate and assist where required and provided necessary input as per local government regulations.

2.4 Identifying local champions and supporting the involvement of the local volunteer arts community

Local champions identified and the support of the local volunteer arts community's involvement was once again promoted through the ASTC website and media promotion along with the Mayor's pivotal role as a host and dignitary speaker, the support of ASTC staff to who assisted with volunteering for the duration of the program launch and conference, the provision of venues for

distribution of volunteer application forms in both the ASTC Civic Centre and Alice Springs Public Library and the connection to Volunteering NT to help with the sourcing of volunteers

2.5 Profiling the role of the local government in the arts

Council has already a large involvement and participation in the arts and recognises the importance of local government contributing and hosting Arts events. It assists in developing collaborative relationships across the community inclusive of arts organisations and arts practitioners working with non arts organisations, local industry and the business sector

Two per cent of Council's budget is presently set aside for Public Art initiatives.

2.6 Local marketing

To positively promote the program launch and conference to the community in consultation with the Arts NT media and communications officer, Council took the opportunity to provide information through the use of Council's website, the Alice Springs News, radio interviews with the Mayor, media briefs, electronic mail and word of mouth.

2.7 Logistics in relation to local activities

Alice Springs Town Council Community Projects Officer, Fran Stoops was the central contact for Arts NT. The Community Project Officer undertook responsibility on behalf of Alice Springs Town Council to coordinate, arrange and promote relevant Art at the Heart projects where necessary by providing advice and support where appropriate to achieve the necessary outcomes.

Processes and structures were identified and established to assist Arts NT in the planning process.

Assistance with the overall operational planning was broken down into the following sub categories which were again broken down into identifying tasks and responsibilities:

- a) Venues, permits and site layout
- b) Resources, equipment and facilities
- c) Promotion & Marketing
- d) Control systems
- e) Communication Systems

a) Venues, permits and site layout

Correct permits regarding regulations for use and access to public places, installation of banners, activity and venue permits were required. Venues were booked and site layouts were requested to be submitted if required. Liaison between the Community Projects Officer and the Council's ranger department was necessary for this action to be carried out.

Fees were waived for both venues and permits

b) Resources, equipment and facilities

Supply of resources, equipment and facilities for the website launch, program launch and infrastructure for the conference was organised by the Community Projects Officer through Council's media and promotions officer, Technical Services and the Council depot

c) Promotion & Marketing

Through the collaboration between the Community Projects Officer and the town council's media officer with approval from Arts NT the conference was widely promoted through local means.

The following tools were used to effectively reach the target audience as an efficient way to achieve a general high level of event awareness:

- word of mouth

- Mayors radio interview
- The Alice Springs News
- ASTC website
- electronic and direct mail
- program of events
- information
- signage
- ASTC media release
- inclusion of ASTC 2008 calendar

d) Control systems

To manage the placement of equipment and services requested by Arts NT control methods such as checklists, running sheets, meetings and reporting processes were formulated so that Council could manage and achieve conference outcomes in relation to the Memorandum of Understanding

e) Communication Systems

Communication consisted of regular meetings, electronic mail and telephone calls with Arts NT staff. The Community Projects Officer was central in liaising with other Council Departments in their relevance to delivering the correct information for the project.

See attachment # 1 for breakdown of in kind support and infrastructure costs

2.8 Supporting the conference launch and other local events

Reconfirming the role of Council as a partner, support was provided in monitoring and ensuring that all communication between parties resulted in being scrutinised ensuring all outcomes were a success not only for the launch but for the duration of the operational, marketing and overall planning of the event.

The use of ASTC infrastructure, administration and expertise of particular Council staff and departments built on the establishment and collaboration of the partnership.

Support for the conference launch included the use, installation and removal of infrastructure, signage, promotion via ASTC media outlets, collaboration and assistance with provision of relevant contact details such as Aldermen and other ASTC representatives, use and fee waiver of the Andy McNeill room, cooperation with production management by the Community Projects Officer, \$500 cash contribution towards catering costs for the program launch and the purchase of a banner with associated Art at the Heart wording printed and provided by ASTC.

The Urban Screens became a Council organised project and was difficult to sustain for various reasons. However, it was promoted through Council channels, Council Lawns and facilities were utilised, fees waived and employees sourced to maintain the public toilets for the duration of the event.

Human nature Project by Craig Walsh was installed on the Uniting Church Lawns with the relevant permits submitted, promotion provided through Council channels and electricity provided by Council.

Alice in View as part of the Imagine Alice project required a permit and the support of the Alice Springs Town Council ranger department in securing their cooperation in the changed management regime of the Uniting church Lawns space for the duration of the project.

2.9 Facilitating meetings for the conference coordinator with local industry representatives and key stakeholders

A representative from Alice Springs Town Council attended the executive management committee. However, it was deemed that Arts NT were best suited to facilitate these meetings as they could better establish clear and concise objectives which was a key component in the planning of their event.

The diversity of skills and stakeholders on the committee, gave Arts NT a wide range of skills in areas such as sponsorship, marketing, promotions, administration, business and links with tourism. The diversity of skills ensured the events success.

2.10 Consultation with the conference coordinator to identify and articulate local issues that may be profiled and facilitated through the conference process

The Community Projects Officers knowledge of specific local issues regarding events were identified and articulated to Arts NT staff in regards to some of the following examples:

- The use of the Todd River for the opening ceremony would require written confirmation from the Lhere Artepe Aboriginal Organisation and/or approval from the Aboriginal Areas Protection Authority before a permit would be issued for the event by Council
- Due to unforeseen circumstances with the change of date for the Bass in the Dust event, Council porta loos had already been hired out. Council endeavoured to hire porta loos from Alice Equipment Hire as soon as possible so that the conference dinner met the correct requirements for the amount of toilets per person.
- The Urban Screens Project – this involved sourcing Council employees to maintain the public toilets during the event so that they were open for use outside of hours

3. CONCLUSION

In conclusion the collaboration between the Alice Springs Town Council and Arts NT has proven to be a successful community collaboration with the Art at the Heart conference being one of the many unique events held in Alice Springs which promoted a program that is rich in cultural and artistic diversity, exploring the potential to establish stronger links for promotion of Alice Springs by attracting interest both nationally and from the wider community.

The outcomes achieved by the Alice Springs Town Council and Arts NT are highly important for the development of the Alice Springs community and help to show that creative arts is accessible to all individuals. It builds on developing community identity and collaborative process on an ongoing basis with local business and corporate sponsors.

ATTACHMENT # 1

ALICE SPRINGS TOWN COUNCIL IN KIND SUPPORT FOR ART AT THE HEART CONFERENCE, 3-5 OCTOBER 2008

WEBISTE LAUNCH – 27TH November 2007:

- Use of Andy McNeil room and fee waiver
- Assistance with set up and break down of room and IT infrastructure
- Promotion of launch through ASTC media channels

PROGRAM LAUNCH:

- Community Project Officer assistance and expertise with administration, infrastructure, consultation with Arts NT staff and ASTC departments, bump in and bump out at launch
- \$500 cash towards catering costs
- Delivery, installation, removal and use of stage deck, stage legs, steps and flounce
- Purchase & provision of banner and cost to place removable lettering and Arts NT artwork
- Use of core flute signage – proudly supported by ASTC x 2
- Marketing through ASTC website, Mayor's radio slot,
- Promotion through ASTC media channels

ART AT THE HEART CONFERENCE:

SIGNAGE:

- Use of banner with Art at the Heart logo and removable lettering
- Printing and laminating of signage for venues

PROMOTION:

- ASTC website
- Inclusion ASTC calendar 2008
- Advertisements in Talk of the Town – Alice Springs News
- Mayoral weekly interview on radio stations 8HA, ABC, 8CCC, Territory FM & CAAMA
- Registration forms promoted through ASTC civic centre & Alice Springs Public Library
- Volunteer application forms promoted through ASTC civic centre & Alice Springs Public Library and Volunteering NT
- \$5000 for local marketing purposes ASTC Events, Promotions & Marketing committee
- Electronic mail
- Signage

INFRASTRUCTURE:

Use, delivery, installation & removal at the following venues:

Amperaltye Ingkerreke site – Desert Knowledge Precinct:

- ASTC shade structures plus sandbags x 2
- Delivery, Installation & removal
- Signage x 1 ASTC flag and base

Opening Ceremony Site – Todd River:

- Wheelie bins x 2

Conference Dinner – Telegraph Station

- Wheelie bins x 6
- ASTC Shade structure plus sandbags x 1
- Hire of porta loos x 2

Todd Mall Sails:

- Installation & removal of Art at the Heart banner

Urban Screens

- Wheelie Bins x 6
- Source employees to maintain public toilets for duration of event

Permits & Fees Waived:

- ASTC advertising banner
- ASTC (control of Public Places) By- Laws permit
- ASTC Todd Mall Activity Permit – Human nature project
- ASTC use of Council Lawns – Urban Screens
- Use of Andy McNeil room for conference activities and website launch

Volunteers:

- Fran Stoops, Community Projects Officer for duration of conference to assist with checking of delegates, Session MC, general assistance
- Fran Stoops, Community Projects Officer assistance with management of Wearable Arts models at conference dinner and bump out
- Anneke Rose, Alice Springs Public Library Promotions & Events Officer in attendance for duration of conference to assist with checking of delegates and general assistance
- Anneke Rose, Alice Springs Public Library Promotions & Events Officer assistance with disability access at the conference dinner

Miscellaneous:

- Community Project Officer Assistance & Expertise in event management
- Administration
- General information regarding available Council infrastructure and event expertise in consultation with Arts NT staff
- Discussions and advice with Suzi Cordell, opening ceremony production manager re permits with relevant permissions from Lhere Artepe & Aboriginal Areas Protection Authority. Risk management strategies

- Attendance of meetings with Arts NT staff, ASTC departments
- Attendance from ASTC host representatives of executive management and regional conference engagement committee meetings with Arts NT

Urban Screens:

- Liaison with Paul Staubli from Urban Screens Melbourne
- Liaison with ASTC Technical Services Department and Depot re use of Council Lawns, toilets available, wheelie bins
- Liaison with operator for Urban Screens
- Permits submitted
- Advert in Talk of the Town
- Event advertised through Mayoral radio interviews
- Wheelie bins x 6

CASH COMPONENT:

Assistance re catering costs – program launch = \$500

Publicity costs from Events Promotions Tourism Committee = \$5000

IN KIND SUPPORT:

Wages:

Community Project Officer wages plus on costs: \$7000

Depot wages plus on costs- \$1200

ASTC misc wages plus on costs - \$1000

Sub total = \$9200

INFRASTRUCTURE COSTS:

Website Launch: 27TH November 2007:

Use of Andy McNeill Room - \$150

Hire of IT equipment including installation = \$175

Sub total = \$225

Program Launch:

Hire of 1 stage deck/ legs/ steps/drapes = \$100

Delivery, Installation & Removal costs = \$75

Core flute signs x 2 @ \$10 each = \$20

Sub total = \$195

Advertising:

Talk of the Town:

22/05/08 - \$100

29/05/08 - \$100

05/06/08 - \$100
12/06/08 - \$100
19/06/08 - \$100
02/10/08 - \$100

Centralian Advocate:

3/10/08 = \$170.20

Sub total = \$770.20

Signage:

Cost to of banner & set up of logo and removable lettering = \$910

Use of banner with Art at the Heart logo and removable lettering = \$ 25 per day x 4 days = \$100

A3 size laminating x 150 = \$86.76

A4 size laminating x 50 = \$11.31

A3 black & white Printing – @ 75c copy = \$112.50

A4 colour printing - @\$1 copy = \$50

Sub total = \$1270.57

Venue Hire & Permit Fees

Andy McNeill room = \$150

ASTC (control of Public Places) By- Laws permit = \$50

ASTC Todd Mall Activity Permit – Human nature project = \$50

ASTC Vehicle permits = \$50

ASTC Council Lawns Event Permit – Urban Screens - \$80

Sub total - \$330

Amperaltye Ingkerreke site – Desert Knowledge Precinct:

Shade structures x 2 plus sandbags @ \$150 per day x 4 days = \$1200

Delivery, Installation & removal = \$150

Signage x 1 ASTC flag and base @ \$20 per day x 4 days = \$80

Sub total \$1430

Opening Ceremony Site:

240 litre wheelie bins x 2 including tip fee & cleaning \$18.70 per bin = \$37.40

Delivery & removal costs = \$30

Sub total = \$67.40

Conference Dinner – Telegraph Station

Hire of Porta loos x 2 = \$354.20

Shade structure x 1 plus sandbags per day = \$150

240 litre wheelie bins x 6 including tip fee & cleaning \$18.70 per bin = \$112.20

Delivery & pick up = \$100

Sub total \$716.40

Todd Mall Sails:

Installation & removal of Art at the Heart banner = \$75

Sub total \$75

Urban Screens:

240 litre wheelie bins x 6 including tip fee & cleaning \$18.70 per bin per day x 3 days = \$336.60

Delivery & removal = \$ 40

Sub total = \$376.40

IN KIND TOTAL = \$14705.97

CASH TOTAL = \$5,500.00

GRAND TOTAL = \$20205.97

Appendix 5 – Local Engagement Group Meeting minutes

art at the heart

Regional Arts Australia National Conference

3 – 5 October 2008

Alice Springs, Northern Territory

Local Engagement Group – Responsibilities
<p>To identify areas where the Alice Springs Arts Community might benefit from engagement with the conference;</p> <p>To maximise partnerships in the Alice Springs region;</p> <p>To plan local events which underpin and support the Conference;</p> <p>To expand employment opportunities for local artists, including young artists;</p> <p>To maximise the involvement of regional volunteers;</p> <p>To assist in ensuring the success of the conference.</p>

Regional Conference Engagement Committee - Members		
1. Kieren Sanderson, Chair	Kieren.sanderson@nt.gov.au 89511151	Art at the heart -Arts NT/RAA
2. Jasmine Lance	jlance@astc.nt.gov.au 89500530	Alice Springs Town Council
3. Letetia Polychronopoulos	marketing@catia.asn.au 89525199	CATIA
4. Peter Lowson	Peter.lowson@tangentyere.org.au 89522999	Tangentyere Council
5. Tracy Spencer	tracyspencer@internode.on.net	Uniting Church/StoryWall
6. LETTER Elaine Peckham	PO Box 1979 AS	Indigenous Traditional owner
7. Julie Fielke	julie@artbacknt.com.au ARTBACK NT PO Box 535 Darwin NT 0801	Artback NT
8. Penelope McDonald	Penelope.McDonald@nt.gov.au PO Box 3512, Alice Springs 0871	NT Film Office
9. Virginia Heydon	virginia@inciteya.org.au PO Box 3491 Alice Springs NT 0871	InCite Youth Arts
10. Dan Murphy	lovelybuckets@bigpond.com PO BOX 3143 ALICE SPRINGS NT 0871	Imagine Alice
11. Jennifer Howard	j.howard@caama.com.au	CAAMA
12. Rory Davis	rorydavis@musicnt.com.au	NT Music
13. Danielle Loy	redusttheatre@switch.com.au PO Box 2527 Alice Springs Phone: 08 8953 3305	Red Dust Theatre
14. Alex Kelly	alex@ngapartji.org	Ngapartji Ngapartji

15 .Marguerite Baptiste-Rooke	mcsca@alicesprings.net.au PO Box 8880 Alice Springs O871	Multicultural Community Services
16. Jade Bitar	wts@wts.org.au	Watch This Space ARI
17. Judy Lovell	thruarts@tpg.com.au	Through-arts Consulting
18. Patrick McCloskey	P.mccloskey@caama.com.au	CAAMA
19. Genevieve O'Loughlin	info@irrkeralantyearts.com	Irrkelantye Art Centre
20. Liesl Rockchild	liesl.rockchild@tangentyere.org.au	TangentyereArt Centre
21. Karin Riederer	tjanpi@npywc.org.au	Tjanpi Weavers
22. Anna Mackenzie	art@ngur.com.au	Ngurrurtja art Centre
23. Suzi Lyon	Suzi.Lyon@cdu.edu.au	CharlesDarwin University
24. Jill Walsh	publisher@iad.edu.au	IAD press
25. John Oster/Tania Beattie	rm@desart.com.au eo@desart.com.au	Desart Inc
26. Lucy Kenneth	director@redhotarts.com.au 3 Kekwick Ave Alice Springs NT 0870	Red Hot Arts
27 Carmel O'Neill	carmel.oneill@nt.gov.au	Dept of Education
28. Jo Nixon	beanies@octa4.net.au 7 Gall st Alice Springs NT 0870	Beanie Festival
29. Michele Castagna	michele.castagna@nt.gov.au	Arts Access
30. David Nixon	david@welcometv.com.au	StoryWall
31. Lisa Stefanoff	lisa.stefanoff@nyu.edu	IAD press/Public Art Policy advisor
32. Sylvia Neale	sneale@astc.nt.gov.au	Indigenous Officer ASTC
33. Fran Stoops	fstoops@astc.nt.gov.au 8950 0505	Community Officer ASTC
34. Pip Mcmanus	pipmcmanus@ozemail.com.au	Artist
35. Meredith Campbell	meredithcee@bigpond.com PO Box 8456 Alice Springs O871	Alderman ASTC
36. Linda Chellew	89536020 Linda.chellew@gmail.com	Consultant
37. Dugald Beattie	willieb@aapt.net.au PO Box 4534 ALICE SPRINGS NT 0871	CAAS
38. Alice Springs Art Foundation	asafinc@octa4.net.au PO Box 1854 ALICE SPRINGS NT 0871	Alice Springs Art Foundation
39. Alan Bethune	albethune@gmail.com	Festival décor artist

40. Nicky Schonkala	nickschonk@hotmail.com	Textile artist
41. Eugene Ragghianti	eugene@alicedesertfestival.com.au	Festival Director
42. Elliot Rich	design@elliatrigh.com	Designer
43. Pamela Lofts	pamlofts@ozemail.com.au	Visual Artist

Local Engagement Group Meeting Friday December 14th 2007

AGENDA

10.30am Welcome and Introductions

Go around the table. Everyone has 15 secs to state who they are and what they do in Alice Springs

10.45am

Role of this group – from kieren (HAND OUT)

History of previous conferences and RAA – Lucy Kenneth

10.55am

art at the heart –Background & Progress report from kieren (HAND OUT)

11.10am

Questions

11.20am

Go around group and List all suggestions for programming on white board.

11.40am

Discuss each suggestion and actions that arise and delegate actions to group members and staff

11.55am

Wrap up – (Ensure all have checked Contact list to email minutes)

12 midday close

art at the heart

Local Engagement Group Meeting

Venue: Witchetty's

Date: 13 Dec 2007

The meeting was hosted by **Kieren Sanderson** and **Lucy Kenneth**

Attendance

- Judy Lovell (Through Arts consulting) JL
- Tania Beatie (Desart) TB
- Peter Lowson (Tangentyere, Drum Atum) PL
- Nicky Shonkala (artist, Tjanpi, Board: Beanie Festival) NS
- Virginia Heydon (Incite Youth Arts) VH
- Danielle Loy (Red dust theatre) DL
- Penelope MacDonald (NT Film Office) PM
- Liesl Rockchild (Tangentyere Artist) LR
- Pamela Lofts (Visual Artist) PL
- Karin Riederer (Tjanpi desert weavers, NPYWC) KR

- Linda Chellew (Co-Creative consultancy) LC
- Carmel Oneil (DEET) CO
- Jo Nixon (A/S Beanie Festival) JN
- Dave Nixon (Welcome TV, StoryWall, Red Hot ARTS DN
- John Oster (Desart) JO
- John Weekes (Congress SEW) JW
- Sylvia Neale (A/S Library) SN
- Meredith Campbell (ASTC) MC
- Elaine Peckham (Custodian of Alice Springs)
- Lisa Stefanoff (IAD press) LS
- Elliot Rich (designer) ER

Apologies

- Jill Walsh (IAD Press)
- Jasmine Lance (ASTC)

Welcome by Kieren

Purpose of today's meeting - talked about Communities engagement to the conference.

Introductions

Went around the room and everyone stated who they were and what they did in Alice Springs

History of previous conferences and Regional Arts Australia – given by Lucy Kenneth (Director of RAA)

Role of this group – from kieren (HAND OUTS were passed around)

Committee Structure was presented by KS.

• Executive Committee:

- Conference Management Group: responsible for the overall management of the conference. The management committee is made up of staff from the conference manager -Arts NT.
- Local Engagement Group: focus on partnerships, local artist engagement, local events, opportunities and involvement.

art at the heart –Background & Progress report from kieren (HAND OUT)

- Expressions of Interest – soon to be announced and will provide the opportunity for everyone to become involved via this process. Stated that the community will benefit from this conference.
- Themes
- KS talked about skills development opportunities.
- Main Venue is the Convention Centre.
- That plenary sessions will be subdivided so that the number of people attending different sessions do not exceed reasonable size. This will ensure sessions are not crowded and meetings become more intimate in such case.
- Expression of Interest are due by the end of January. Assessment will follow and funds will be allocated to successful submissions. Important to note the Conference budget is limited and seeking support from elsewhere is necessary.

Sharing of views/ideas:

1. Airport

- Venue / introduction – Gateway to conference
- suggested to have a Strong presence possibly badged ambassadors or the ASTC town crier (options)
- Series of billboards leading into town from the airport – lead with public art

2. Arts and Health “well being”

A Holistic approach was discussed. The conference having an “Overall connection” to land, culture, place, healing.

Discussion about ensued with Key suggestions being that it become a strand, a focus, a day, space or place (story telling area)

3. It was suggested that Young people be able to engage with the conference. VH from Invite suggested Facebook and my space. Carmel and Kieren have already spoken and Carmel is looking into the potential of young people volunteering or doing work experience at conference.

4. Other suggestions for strands were - Young People - YPAA (Youth Org) -for young people working in the ART ..Young people Presenting to older mob

- Successful intercultural models
- Look at how art reflects society/current issues

ACTION

- Follow up with Carmel/ young people engaging with conference
Loom at my space/ facebook /blogging

5. It was asked “what are the outcomes for aboriginal Artists” and suggestions given from group – perhaps there could be breakout groups or sessions for aboriginal artists?

2

ACTION

Follow this item up with

- Desart
- Ankaa
- IAD
- MK Turner
- Lhere Artepe
- Dance site

6. It was suggested that we invite F.O.R.M it is a storytelling project that spans across the canning stock /route. KS suggested they put in a submission.

7. It was suggested that we look at Elluminate. as a way to hold online conference sessions with - international people.

This could be a cheap an effective tool and having a virtual space adds another dimension to the conference.

Contact sheet collected

Meeting closed: 12.30pm

LOCAL ENGAGEMENT Group MEETING AGENDA art at the heart

Date: Tuesday, 1 April 2008

Venue: Witchettys, Araluen Art Centre

1. Overview and Update

- Kieren Sanderson

2. Reports

- Artistic Program: Kieren Sanderson
- Imagine Alice: Lucy Kenneth
- Keynote Speakers: Kieren Sanderson

3. Other business

- Program Launch

2. Next Meeting

LOCAL ENGAGEMENT Group Meeting minutes art at the heart

Date: Wednesday 2 April 2008

Venue: Witchettys, Araluen Art Centre

Chair – Kieren Sanderson

Minutes – Sonja Maclean

- Welcomes
- Introductions

1. Overview and Update

- Kieren Sanderson

Update

Programming

- We received about 230 submissions, which is a fantastic response.
- Concepts were received from all states and we had 5 from Overseas - from America, United Kingdom, Thailand and India.
- Submissions received - Breakdown by state:
 - ACT – 3
 - NSW – 48
 - NT – 50
 - QLD – 23
 - SA – 15
 - TAS – 5
 - VIC – 43
 - WA – 21
- All submissions were read and ranked by an Input Group consisting of Arts NT, NT Film and Araluen galleries staff and then the final decisions making was carried out by the Directors of RAA/Arts NT/Araluen and myself.

The Conference sessions have been selected. The breakdown is as follows:

Geographic spread	Indigenous Organisations	Youth Organisation/ Youth participation	Cross Cultural Presentations	Workshops	Forums/panels	Disability led workshop
5 National 13 NT 4 WA 7 VIC 6 SA 5 NSW 2 QLD 1 TAS	5	6	15	8	9	1

- The rest of the submissions now fall into two categories – the unsuccessful submissions and the submissions for the Artistic Program. An unsuccessful letter has been finalised ready for dispersal and a letter to the submissions which fall into the artistic program category is in process and will be sent this week.

- The recent developments with the artistic direction of the event are: Kieren has been asked by Arts NT to undertake the Artistic Direction as well as remain the Conference Coordinator. A full time conference coordinator position has been advertised and the deadline for applications is the 01/04/08 and this role will begin fulltime by April 14. Aside from this Arts NT are now on that case regarding a Production manager as kieren hopes to have this position on and moving by mid May. We also have a recent newcomer to the conference team. Linda Chellew is the Sponsorship and Community Partnerships Manager and she is working casually.
- Kieren is creating an Artistic Team who will each have a role in the visioning of the event and also have particular elements they are responsible for as individuals. This team will consist of the AD of the local program of events called Imagine Alice – Dan Murphy. This program will profile all of the local events which are talking place and Lucy will talk to you about this. Imagine Alice will be profiled as part of the art at the heart program. The conference gala dinner will be artistically shaped by Jo Nixon from the beanie festival. The Heart club which is a floating venue at the moment for the delegates and public and will showcase a social program – Kieren is hoping that Red Hot Arts will allow her the use of Franca Barraclough's programming skills. Franca programmed last years Alice Desert Festival. Aside from this Kieren is still in conversation with some other local Directors and Producers and also Kieren is still finding the time to go and ask some local Indigenous artists and individuals to also work on the Artistic program.

However Kieren is still keen for the whole Artistic Team to be supported by a more skilled and experienced person, so Kieren is working on having a relationship with Tim Newth as an advisor to the group - Tim Newth is the Co-Artistic Director of Tracks. Tracks Inc. is the premier performing arts company of the Northern Territory. It is known for its innovative, large-scale outdoor performances that bring together participants from diverse cultures and artistic disciplines.

Kieren is still be responsible for the overall decisions of the aesthetic values and activities. But she will have the support of this team and the purpose of the group is really two fold

1. To allow the community to be more engaged in the conference
2. To allow the transfer of skills and knowledge relevant to the Artistic Direction of large scale contemporary arts events to individuals in the community.

An exciting aside is the next Cultural Ministers Council meeting is being hosted by (Marion Scrymgour) on 2 Oct 2008 in Alice Springs. The Cultural Ministers Council is an intergovernmental forum for ministers responsible for culture and the arts in Australia and New Zealand. The council promotes cultural and artistic expression to enhance national civic, social, political and economic development. It does this by co-operating, co-coordinating and collaborating on policies and initiatives of national significance relating to culture and the arts in Australia. So this means we have a fantastic opportunity to get these Ministers to attend the AATH Opening Event.

The council's interests include:

- creative arts, such as literature, musical composition and visual arts/craft
- performing arts, such as music, drama, opera and ballet
- Australian Indigenous arts and culture
- film and digital media production, distribution and exhibition
- collections, including those of museums, galleries, libraries and archives.

- Key Note speakers – confidential at the moment as conversations still taking pace and nothing is definite.

Minutes:

Indigenous participation re. Key note speakers. Suggestion that we do something similar to the 10/10 presentation as part of Tangentyere conference lats May – still need to talk to Tangentyere.

Suggested people include:

Note – no one has been asked yet so please do not approach these people yet.

- MK Turner, Rosalie Kunoth Monks– Rachel Perkins, Warren H Williams, Josie Douglas, Paul Achee, etc
- Asked for suggestions from the floor: Warwick Thornton (Indig Film Maker) etc

Suggested Mentoring and Indigenous Support:

- Public speaking support for Indigenous and non Indigenous – might take the form of a Group of Mentors – who ‘train’ speakers to develop content, speak to a diverse audience and provide ongoing support to develop a ‘paper’. Panel might be MK Turner, A professional speaker (news?) trainer etc. etc. (to be identified)
- Updates will be consistently available via the NT and redHOt Bulletins – including updates on The Arts Hub and the art at the heart e bulletins.
- Volunteers: looking for volunteers – again – potential training for volunteers ‘Creative Volunteers’ as a component.
- Airport welcome - Airport busses – Drumming kids can entertain and take delegates arriving, on a ‘journey’ into Alice Springs.
- Airport welcome - Welcome to Alice needs to have ENERGY both on arrival and at THE Opening.
- Story Wall (can travel) could be at the Airport – welcome potential
- Some more updates: we are talking to ABC at the moment about Second Life and perhaps having some session on that – we are also looking Eluminate as mentioned at the last meeting – we are hoping to try and get young people involved with this online technology.
- ABC and OZCO – ‘Artist Island’ (virtual) a way to talk to youth
- We should contact schools and try to contact the Schools alumni - ex and current school kids (youth)
- Talked about home-stays and alternative accommodation – Lucy will look at the possible ‘coordination’ of this kind of accommodation
- Gap Youth Centre – use for accommodation?? or Conference Camp – Lucy to follow up.
- Registrations open April 15th 2008. However, program details will not be available at this time. A general brief – will be provided.
- Registrations open mid April – keep updated via the ebulletin and the website. Kieren is also writing an article every north for arts hub which goes out to over 10,000 people

- Support from Arts NT – there will be grants available to support people with attending – this information is not yet available
- Volunteers – we will be looking for volunteers to assist us as room attendants, Marshalls, welcome at the airport, ground transport etc. We are currently creating a volunteer pack and will have more information available by Mid April.

2. Reports

- Imagine Alice: Lucy Kenneth minutes below
- Imagine Alice: Lucy talked of National body reps want to bring Artist / s to the conference re. Professional development and profiling opportunity. (ask her) TALKED of an Installation Artist residency.
- What is Imagine Alice: Regional based Artists to come to either work on own work or participate along side an Alice based 'local' artist.
- Show and tell – Little Red Book – outlines what Imagine Alice is – artists profiles etc. (book available at redHOT Arts. Other components – Artists interviews, David Nixon filmed interviews – installations, performance – exhibitions etc. Artist Symposium. And other Isolated events over 4 days.
- Virtual tour – Artist Bio's – available? Website tour of who's who in Alice Springs.
- Story Wall – master plan for the Central Area CBD NTG funded – organise meeting with church organiser. (Imagine Alice to follow up)

3. Other business

- Program launch – art at the heart program launch – a big event in the community – national media - Talked of engaging the Business community ie via 'Business at Sunset' – Story Wall – Desert Park event and promo, sports organisations, etc.
- Mall turns 21 in October – corresponding event perhaps??
- Question – are there going to be Art Centre and Gallery Tours? Discussion was that this is desirable. Further discussion on how this might occur. ie Bus – walking etc. kieren will liaise with DesArt regarding this.
- Debate – discussion – re lawn artists – linked with issues surrounding unscrupulous dealing – to progress via discussion – potential – John Oster, Minister etc.

3. ACTIONS FROM LAST MEETING

- At the last meeting it was suggested that we have some badged ambassadors at the airport – KIEREN has asked the ASTC if we are able to get this as part of the in-kind support they are giving us – as yet we have had no answer on that
 - Follow up with Carmel/ young people engaging with conference
Look at my space/ Facebook /blogging

Carmel has been unable to assist further with the conference as she has illness in her family, but we now have a new person on board working casually to assist the conference. This is Linda Chellew – Linda is the Sponsorship and Community Partnerships Manager and Linda is currently speaking to DEET/CDU and Youth Trax about involving young people in the conference as a training and work experience opportunity.

Next Meeting TBC - end of May

LOCAL ENGAGEMENT Group MEETING AGENDA
art at the heart

Date: Wednesday 4 June

Venue: Witchettys, Araluen Art Centre

1. Overview and Update

- Kieren Sanderson

2. Reports

- Artistic Program: Kieren Sanderson
- Conference program

3. Other business

- Program Launch

4. Next Meeting

5. Minutes for Local Engagement Group meeting

Date	4 June 2008
Present	Kieren Sanderson (Chair) Nicky Schonkala (minute taker) Fran Stoops (Alice Springs Town Council) Julie Fielke (Artback NT) Virginia Heydon (InCite Youth Arts) Sonja Maclean (Arts NT)
Venue	Witchetty's, Araluen Art Centre
Apologies	Eugene Raghianti, Lisa Stefanoff, Jasmine Lance, Elliat Rich
Time Commenced	12.10pm
Agenda Items	
1	Overview and update – Kieren Sanderson
2	Reports - Artistic Program – Kieren Sanderson - Conference Program
3	Other business - Program Launch
4	<u>Next meeting</u>

1 Overview and Update

Management and Staffing Update

Nicky Schonkala – Conference Assistant on board fulltime now.
 Production Manager – in the process
 I AM EVENTS handling Registration – appointed by RAA

Committee Meetings

art at the heart operates with a three-tier committee and community engagement structure consisting of an Executive Management committee, a Conference Management Team and a Local Engagement Group.

These committees provide a structure to keep stakeholders informed and allow local engagement in coordinating the event.

The **Conference Management Committee** meets every Monday with the Regional Office staff, Director of Arts NT, and the Arts NT Communications officer.

The **Executive Management Committee** meet approximately every 3 months and the next Executive Management Committee meeting is June 25 after the Program Launch. Unfortunately we thought RAA directors would be able to attend but only a few can do so at this time.

The **Local engagement group** has met four times now, two times this year.

Aboriginal liaison - art at the heart consults with the Mparntwe custodians, traditional owners, and local aboriginal people.

- A) Custodians of Mparntwe ~ The established group of Custodians for the Alice Springs Cultural Precinct and Alice Springs Desert Park.
- B) Local aboriginal group: This group is growing, but currently consists of Damien Armstrong, Amelia Turner, Mk Turner and Veronica Dobson.

Communications

art at the heart regularly published articles on **Artshub**

19 December - The journey begins

1 February - It's hotting up

30 April - Plenty of action

We also email out a monthly **ebulletin**, to subscribers, so if you want to subscribe you can go onto the website and do so.

January 2008

March 2008

April 2008

May 2008

Website statistics

The website statistics are looking good. The website has received 31,500 visits since the website launch last November.

800 people have downloaded the registration form and approximately 500 registration brochures have been downloaded.

You can also become a virtual friend of art at the heart

Art at the heart now has a myspace and a Facebook site. It would be great if locals who are signed up to either of these networks wanted to begin conversing with people in these domains. If you are interested let me know!

www.myspace.com/artattheheart

www.facebook.com/group.php?gid=10197789292;

Travel support to attend arts conference in Alice Springs

Extended to Wednesday 9 July

Please be advised that Arts NT is extending the closing date for travel support applications to attend the 2008 Regional Arts Australia national conference **art at the heart**. Applications can now be submitted until Wednesday 9 July. This accommodates the announcement of the conference program on 25 June, which will be available then from www.artattheheart.com.au. Support notifications will be given by 9 August.

Applications submitted to Arts NT by Friday 30 May will be assessed in the first round and notifications will be given by 30 June to allow applicants to register at early bird rates. Unsuccessful applicants can resubmit their application to the second round.

Travel support of up to \$1,500 is available to Territorian artists, arts workers and volunteers wishing

to attend the **art at the heart** conference in Alice Springs from 3-5 October. The support can cover direct travel expenses including fares and accommodation, but excludes conference registration costs. A discounted registration rate is available to members of key arts organisations funded by Arts NT under the key arts organisations program through the RAA affiliate member discount rate. More information is available on www.artattheheart.com.au.

To discuss applications for Travel Support Grants please contact Arts Officer Michelle Broun at Michelle.Broun@nt.gov.au, after Monday, 2 June.

Alice Springs Town Council

I just wanted to thank Fran Stoops and Craig Catchlove for their support from ASTC. Craig is on the EMC and Fran is working hard with art at the heart, and we feel very supported. Thanks Fran

2 Reports

Artistic Program

Artistic program – staged events

art at the heart aims to expose delegates to artworks that

: catalyse new ways of working and thinking,

: cross cultural and intercultural work models,

: inspire conversation about issues relevant in regional areas now

: can link to the conference program through conversation, debate and/or interaction with the delegates.

Indigenous Film Program

The Indigenous Film program will showcase Northern Territory Indigenous films and allow filmmakers to discuss their work with the audience. This program focuses on the 1967 Referendum and the forty years since. Both a celebration and a time for deep reflection, this program takes a look at the road since 1967 when this country, voted by an overwhelming majority to include Aboriginal people in the census and to empower the federal government to make laws on their behalf.

Opening ceremony

Top Secret !

“Ba dum” Heart club

7pm – 12midnight

Ba dum is the evening hot spot, showcasing the pulse of regional arts performance.

Programming currently underway

Theatre show throughout the conference TBC

Gala Conference dinner

The feature event on Saturday October 4 will be a Gala Dinner hosted at the Telegraph station that will be uniquely Territorian, with a flavour and charm that reflects the warmth of the Alice Springs community.

The evening will include the Regional Arts Australia volunteer award presentations - the Sustained Contribution and Youth Awards.

IMAGINE ALICE is a program of installation based works and associated events linked under the umbrella theme of ‘place and identity’. The program will result in wide participation of locally based artists in the artistic program of *art at the heart* Regional Arts Australia national conference in Alice Springs in Oct 2008.

The IMAGINE ALICE works will be located at the convention centre, the airport, town centre, Araluen Arts Centre, business premises and other venues. The Imagine Alice program is a partnership between two Alice based organisations RedHot Arts and Watch this Space.

TogArt Contemporary Art Exhibition

An exhibition celebrating the outstanding work of Indigenous and non-Indigenous artists inspired by the Northern Territory

Social Program

Events happening around Conference – these events will be profiled to the conference delegates in promotional material.

CDU symposium

An interesting event coinciding with **art at the heart** is a symposium led by Charles Darwin University to be held in Alice Springs on Wednesday 1 October 2008. The symposium will explore the role of the arts in aiding social cohesion. Looking into the future the symposium will ask: Can the public and private sectors and cross-cultural artistic ventures add to social cohesion? For more details please contact the Charles Darwin University on 08 8951 1122.

DesArt in the Park

The event in collaboration with DesArt, the Association of Central Australian Aboriginal Art and Craft Centres will host approximately 20 art centres affiliated with DesArt, displaying and selling their works in the courtyard at the Alice Springs Desert Park. Art and craft items for sale will be capped at AUD\$200.00 making it an affordable night.

The night will include entertainment for the whole family comprising of live and a variety of Central Australian films. Sumptuous food will be available during the evening. The Alice Springs Desert Park is not often open at night so this event is an exciting way to enjoy the park.

Desert Mob Exhibition

Desert Mob has become the annual highlight of the Araluen exhibition program. In 2007 the exhibition displayed 342 works from 35 Aboriginal art centres in Central Australia, with works by artists living and working in remote areas of the Northern Territory, South Australia and Western Australia.

This exhibition provides a unique opportunity to view and purchase art works from both new and established artists, all in one place, directly from the art centres. The participating art centres are owned and managed by the Aboriginal people in their own communities. The main focus of these art centres is to encourage the production of art and craft by local community artists and to assist them with the sale and promotion of their work.

Conference Program

Sessions

We have over 60 sessions at this conference and Nicky and I have been run off our feet getting all of the content ready for agreements and contracts and the session nomination form and the Printed program.

All will be revealed at the program launch

Registration – we have approximately 15,000 Brochures being distributed around Australia. You can pick one up today if you don't have one already!

Volunteers – We are looking for a number of Volunteers at the conference. It will be a great opportunity to gain experience at the conference. Nicky is going to speak now about this opportunity.

Nicky: Volunteers are required for the following tasks:

Meet and greet and/or cultural host

- welcome delegates as they enter the event/venue
- take tickets at door of the venue (if ticketed event)

- meet, greet and check accreditation of delegates for each session
- assist disabled and elderly patrons into the venue (as required)
- provide information about Arrernte culture and Alice Springs (cultural host)

Marshals

- assist and direct delegates to/from conference session and between venues
- assist with directional signage
- provide information to delegates about **art at the heart**
- assist with safe evacuation in the event of a fire or emergency

Assistant to venue managers

- assist in venue set-up including tables, chairs and signage
- assist in tidying venues between sessions
- meet, greet and check accreditation of presenter/s for each session
- general assistance as required by Venue Manager

Volunteers will be provided with:

- an induction briefing on Thursday 2 October 2008 (venue and time to be confirmed)
- a name tag for identification and access
- morning or afternoon tea (as applicable) for half day shifts
- morning and afternoon tea and lunch for full day shifts
- free admission to the Heart Club on Friday 3 October 2008 (for 18 years and older)
- a limited edition **art at the heart** T-shirt – This is to be worn for identification purposes during volunteer shifts and is a thank you from the Conference for volunteering.

Volunteers will be asked to commit to either half or full days from Thursday 2 Oct – Sunday 5 October.

Forms will be emailed and distributed this week to invite members of the community to participate as volunteers. For more information or to refer anyone on phone 8951 1152

Discussion: - Additional places and ways to connect with volunteers were suggested:
 - Red Cross, St Vincent De Paul, Senior Citizens, Make a Wish Foundation (for donation to their charity). Plus use of radio – CAAMA, Sun FM
 - Consider evaluation of volunteers after the event

3 Other business

Program Launch

Invites are going out this week. Until then pencil this date into your diary – June 25 10.15am at Madigans at the AS Desert Park. Minister for the Arts Marion Scrymgour will officially launch the program and I'd love to see you all there.

We will have some highlights from the conference on display, some performance and some entertainment that we hope will excite you!

If you think you are keen to come as a delegate or as a volunteer or you know someone else who is, but they aren't sure if they are on the invite list, can you speak to me after this meeting and I will get your details

Discussion: - ideas for decoration and entertainment from Virginia H
 - confirmation of ASTC support and logistics from Fran S

4 Next meeting: TBC

Meeting closed: 12.45pm

LOCAL ENGAGEMENT Group MEETING AGENDA

art at the heart

Madeline – Minute taker

Nicky – Time keeper

Kieren - Chair

Date: Thursday, 30 October 2008

Venue: RedHot Arts Space

1. Introduction to structure of meeting

- Kieren Sanderson **1min**

2. Reporting 15min

- Kieren Sanderson – attendance - CMC ministers present - \$ figure put onto conference– read out some quotes.. (5min)
- Nicky Schonkala – show feedback forms, Look at graphs provided by IAMEVENTS, talk about success of volunteers and talk about local Alice Springs suppliers used (overview) (5min)
- Fran Stoops – ASTC in-kind support list it out – I reckon its impressive (5min)

3. Debrief (35min)

Kieren Sanderson to facilitate discussion about the following

- Did you feel there was enough time in preparing for this event?
- In your opinion how well did we do?
- What would you suggest can be done better in the future?

4. Questions for LEG (9min)

- What templates do you think would be useful for the AS arts community to have access to?

Minutes Local Engagement Group Meeting	
Date	30 October 2008
List of who is Present	Kieren Sanderson (AD art at the heart), Nicky Schonkala, (art at the heart) Fran Stoops (ASTC), Marion Braun (Alice Desert Festival), Nicole Sarfati (RedHOT Arts), Pam Lofts, Keiran Finnane, Jasmine Lance (ASTC), Pip McManus, Virginia Heyden (InCite Youth Arts), Lucy Kenneth (RedHOT Arts), Mardijah Simpson, Julie Fielke (Artback NT), Madeline Maynard (Arts NT, minute taker)
Apologies	Tracy Spencer, Jo Nixon
Time Commenced	1245

Agenda Items	
1	Overview and update: <ul style="list-style-type: none">• Welcome• Purpose of meeting This meeting is essentially a debrief for us to give you some information and for you to give us some information. So firstly we will report to you – as you can understand what we are providing is a very small overview and is what we can provide to you in such a short amount of

	<p>time. The second part of this meeting will allow you to feedback to us through responding to some questions about the conference.</p> <p>Before we begin I want to state that the purpose of a debrief is to look at improving performance and should not be used as a method of apportioning blame for any failings identified and I would ask all of us to be considerate in this fact when giving your feedback.</p>
2	<p>Reports 2. Reporting 15min</p> <ul style="list-style-type: none"> • Kieren Sanderson – attendance - CMC ministers present - \$ figure put onto conference– read out some quotes.. (5min) • Nicky Schonkala – show feedback forms, Look at graphs provided by IAMEVENTS, talk about success of volunteers and talk about local Alice Springs suppliers used (overview) (5min) • Fran Stoops – ASTC inkind support
3	<p>Discussion on :</p> <ul style="list-style-type: none"> - Preparation of the event - How the event went - Suggestions on how it can be improved
4	Questions
5	<u>Next Meetings – Final</u>

Discussion:	<p>Kieren briefed on the strategic aims and objectives, performance indicators, purpose of the conference and its national aims in accordance with the RAA and Arts NT Memorandum of Understanding.</p> <p>Issues that were covered:</p> <ul style="list-style-type: none"> - improving performance - running of conference - LEG involvement (in response to Marion Braun’s question – How did it all start?) Keiren outlined the early processes ie Arts NT, RADO’s, national directives then to applications to be a presenter, programming groups – Arts NT and RAA 250 applications total with 61 sessions only. - Participation communicated to Alice Springs art groups
<u>Reports:</u>	<p>Key Performance Indicators – Initial aim was to attract 450 delegates, to be capped at 850</p> <ul style="list-style-type: none"> - resulted in over 1000 people participating – biggest art conference in Australia - 950 delegates
	<p>Cultural Ministers Meeting – Held 2 days prior to art at the heart conference</p> <ul style="list-style-type: none"> - 23 Ministers attended the opening ceremony - 54 Ministers attended the Friday Keynote plenary session - Minister Marion Scrymgour stated on her letter to Kieren that the conference injected 2 million dollars into the Alice Springs community - Mentioning the CMC decisions re art industry in the Northern Territory and the Code of Conduct??

	<p>Direct feedback – Overall feedback was positive: 180 feedback forms returned Successful projects that came from ideas at the LEG – Sacred Sites Tour, Imagine</p>
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	<p>Alice, Apmeralthe Ingkerreke Networking opportunity Show casing local artists Real connection with indigenous culture Good opportunity to meet people Issues presentation Introduction to traditional owners of the land Feedback from local NT Artist Access to local culture</p>
	<p>Nicky Schonkala – Volunteers Nicky expressed her gratitude and appreciation to the 36 volunteers, mainly local Alice Springs Convention Centre showcase Local business – business opportunities were filtered through</p>
	<p>Nicky presented the Feedback Graphs from IAMEVENTS covering : Opening Ceremony Installations / Exhibitions ba-dum heart club Closing Ceremony Conference Dinner Registration Fee Transport Signage Catering Transport Delegate Bags</p>
	<p>Fran Stoops (ASTC) – explained the ASTC role and contribution</p> <ul style="list-style-type: none"> - art at the heart started with Fran Kilgariff – previous town Mayor - Main role of the ASTC was to ensure that the infrastructure was available, liaisons with different government departments, programme launch, expertise advise - In kind support for logistics for opening ceremony, conference dinner and Urban Screens
Discussion	<p>Did you feel there was enough time in preparing for this event?</p> <ul style="list-style-type: none"> * Seed Funding for Artistic Program needs to be available 2 years prior - local context (development) - have focus group meetings to consider what has/hasn't worked in the past – could be in each region - for RADOs <p>* Organisational Structure – requirement of an Artistic Director, General Manager, Production Manager, Events Assistants, Administrative Support, events liaison with the community</p> <ul style="list-style-type: none"> * Required longer lead time – lack of time/assistance, needed an AD 2 years out. * NTG saw and treated as a conference rather than a major Art Project * Could focus more on artistic program with time and development

Questions:	What templates do you think would be useful for the AS arts community to have access to?
Discussion:	- contracts
Other Businesses:	How will skills be left in the community? (Nicole Sarfati) - upskilling of locals – particularly Indigenous

	- Project Management skills for people working on different elements of the conference
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Meeting closed	1500			
Date and time of next meeting	Final Meeting			
Checklist of Actions				
		Person/s responsible	Date completed	Done?
Action 1	Report to be available in December	art at the heart team		
Action 2	Community Templates	art at the heart team		

Summary of Feedback from LEG Meeting 30 October

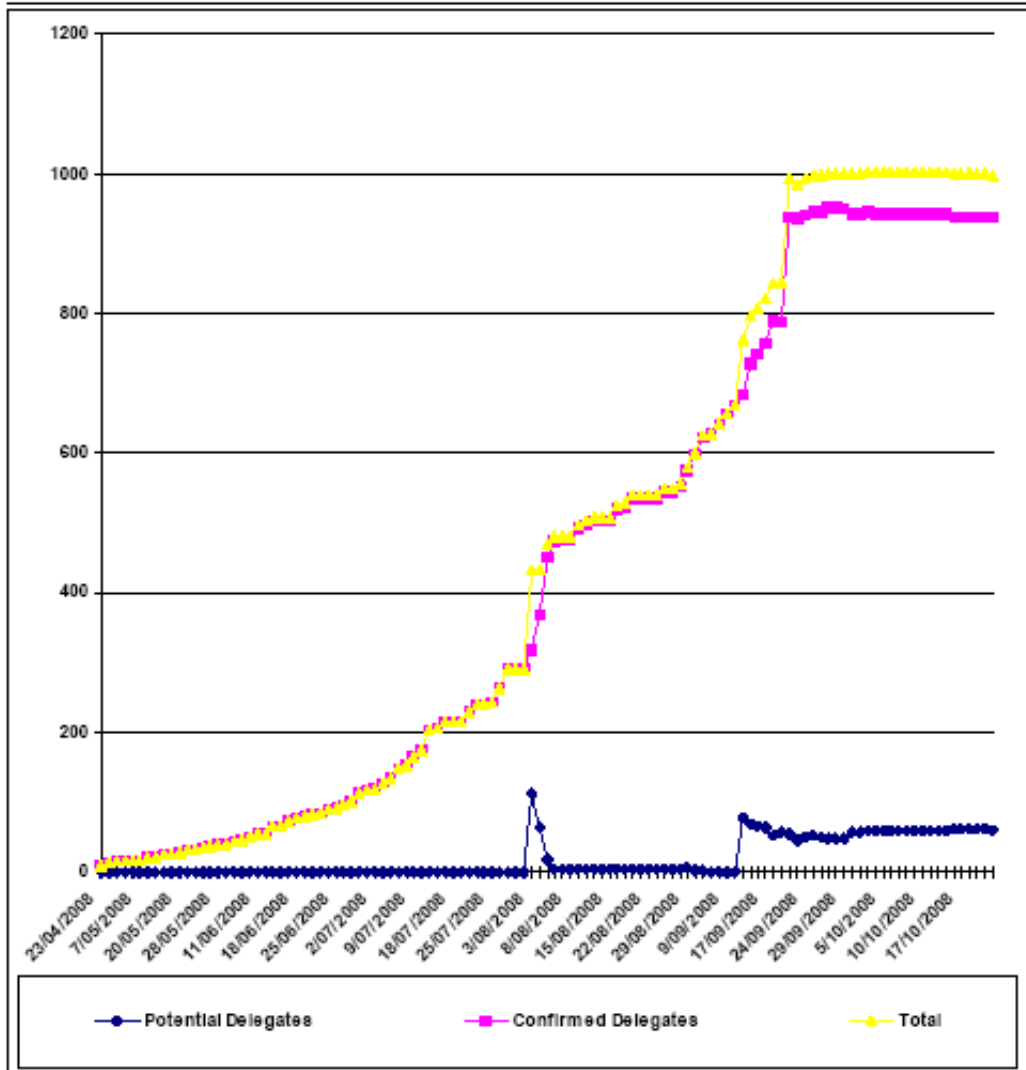
Highlights	Low Lights
Bus Tours	Expense
ASCC Worked	Too hot on buses
Ba Dum Club	Art workers could not participate – in kind support
Polytoxic	Workers – funding
Knit graffiti	Lack of outdoor venues
Craig Walsh - humanature	Alice in View
Sacred Site Tour	Humanature – loss
Food	No opportunity to get involved
Service at Convention Centre was great	More physical ways of networking
No Lines	Look at the length of the conference
Closing Ceremony Film	More aboriginal story tellers @ opening ceremony to get the “hit”
Rita Rodeo’s film and context presentation	Not strong enough
MacDonnell Room	Jam-packed
exhibitions	Philanthropy sessions – too long
A shot in the arm	Big Orgs – too long
Talks delivered in performances and visuals	Conflation of regional arts and community arts
Accessible	Take it seriously with more curation
Media art session	Alice in view – local project not enough time, more curation needed
Bird Choir	Confusion on which session
Artistic Feedback – Opening Ceremony	
Highlights	Low Lights
Great Concept	Couldn’t hear the story tellers
	Orange performers – misunderstood
	More traditional dancing
	Liability – time constraints

Appendix 6 – Registration Breakdown and Progressive Participation by Delegates graph

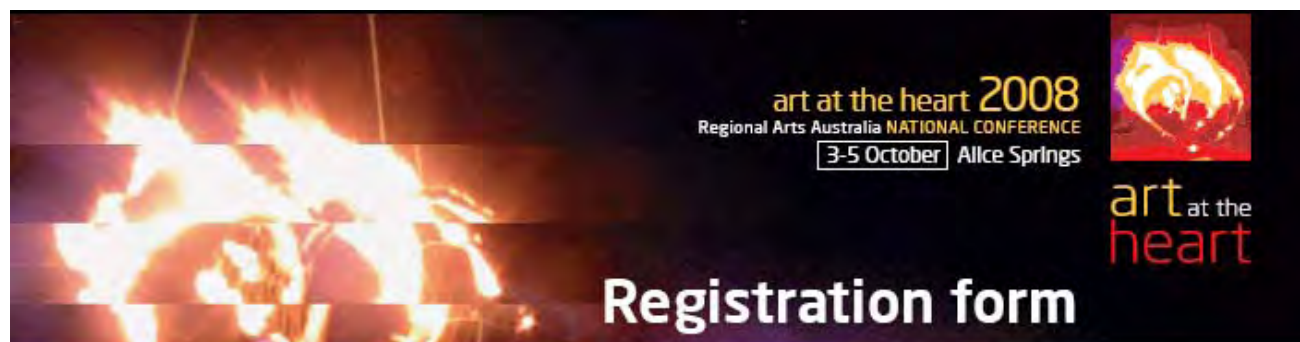
Breakdown of registrations

Full Registrations	Number
Corporate/government Earlybird Registration	32
Corporate/government Full Registration	29
Individual Earlybird Registration	125
Individual Full Registration	57
Performers/Presenters Full Registration	99
RAA affiliate member Earlybird Registration	228
RAA affiliate member full Registration	77
Tertiary Student Full Registration	25
<i>Total Full Registrations</i>	<i>672</i>
Full Complimentary Registrations	Number
Full Complimentary Key Note Speaker Registration	12
Full Delegate Registration - Complimentary	14
Full Delegate Registration - Complimentary Documentation Crew	4
<i>Total Full Complimentary Registrations</i>	<i>30</i>
Partial Registrations – Friday	
Friday - Day Registration (RAA affiliate member)	2
Friday - Day Registration (Individual)	21
Friday - Day Registration (Performers/Presenters)	42
Friday - Day Registration (Corporate/ Government)	11
Friday - Day Registration (Tertiary Student)	8
<i>Total Friday Registrations</i>	<i>84</i>
Partial Registrations – Saturday	
Saturday - Day Registration (Individual)	13
Saturday - Day Registration (RAA Affiliate Member)	2
Saturday - Day Registration (Presenter/Performer)	27
Saturday - Day Registration (Tertiary Student)	2
Saturday - Day Registration (Corporate/ Government)	4
<i>Total Saturday Registrations</i>	<i>48</i>
Partial Registrations – Sunday	
Sunday - Day Registration (Tertiary Student)	2
<i>Total Sunday Registrations</i>	<i>2</i>
Partial Complimentary Registrations	
Friday and Saturday Conference - No Dinner - Keynote Presenter	4
Friday and Saturday Conference – Yes Dinner - Keynote Presenter	1
Friday, Saturday, Sunday delegate WITH Dinner Staff	3
Friday, Saturday, Sunday delegate No Dinner Staff	48
VIP Friday Morning Tea only	40
Carer Registration - Friday Only	3
Saturday Presenter Complimentary	1
Sunday VIP Pass	1
Media	22
<i>Total Partial Complimentary Registrations</i>	<i>123</i>
<i>Total Registrations</i>	<i>959</i>


Progressive Participation of Delegates



Appendix 7 – Registration Form



art at the heart 2008
 Regional Arts Australia NATIONAL CONFERENCE
 3-5 October Alice Springs


art at the heart

Registration form

How to register

Please forward this completed registration form to:

I AM EVENTS
 PO Box 278, Albion QLD 4010
 Ph: (07) 3834 3333
 Fax: (07) 3839 2409
 Email: info@iamevents.com.au

You can also register online at www.artattheheart.com.au following the link Registrations.

Once your registration is received by I AM EVENTS you will be sent a letter of confirmation and a tax invoice indicating your payment. All registration fees must be received in accordance with the terms and conditions of your selected registration type.

During July all delegates will be sent a session preference nomination form. This form must be completed and returned to I AM EVENTS by 15 September 2008. Places in some sessions will be limited so return your session preference nomination form as soon as possible.

Delegate details

Title:	Full name:	Special dietary requirement:
Organisation:		
Position:		
Postal address:		Special needs (ie. access):
Suburb/City:		
State/Country:	Postcode:	
Phone:	Facsimile:	Preferred name for name badge:
Mobile:	Email:	
Preferred correspondence: <input type="checkbox"/> Email <input type="checkbox"/> Fax <input type="checkbox"/> Post		

Have you already booked your accommodation? <input type="checkbox"/> Yes	Please provide an address of your booked accommodation to coordinate the bus pick up:	<input type="checkbox"/> No You can organise accommodation and travel by contacting Territory Discoveries on 1800 642 343 or email groups@territorydiscoveries.com
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Registration options Tick ✓ registration type

Registration Type	Individual		RAA affiliate member *		Corporate/ government		Tertiary student **		Performers/ presenters	
Earlybird registration	\$480		\$450		\$725		-		-	
Full registration	\$520		\$480		\$790		\$320		\$385	
Day registration - Friday	\$190		\$190		\$290		\$110		\$165	
Day registration - Saturday	\$190		\$190		\$290		\$110		\$165	
Day registration - Sunday	\$85		\$85		\$145		\$60		\$75	

If registering as a Regional Art Australia Affiliate Member please specify organisation:
If registering as a tertiary student please provide student ID number and fax through copy of card:
If registering as a conference presenter and/or performer please specify session title:

* To be eligible for this registration, a delegate must be a member of a Regional Arts Australia affiliate organisation: Country Arts SA, Country Arts WA, Queensland Arts Council, Regional Arts NSW, Regional Arts Victoria and Tasmanian Regional Arts. In the Northern Territory members of key arts organisations funded by Arts NT are also eligible for this registration type.

** To register as a tertiary student, you are required to be enrolled full-time and provide a copy of your student identification card.

Social program fees are for Day registrations or for Full registration delegates who would like to bring a guest or two. Please ✓ for Social Program and complete guest details.					
Conference dinner	\$100		Title: Full name: Organisation: Position: Guest special requirements:		
Conference dinner	\$100		Title: Full name: Organisation: Position: Guest special requirements:		
Heart club Thursday night	N/A		Heart club Friday night	N/A	Entry is free on both nights
Total payment due:			Registration fee:		
			Social program fees:		
			TOTAL:		

Terms and conditions

Earlybird Registration: In order to receive the discounted Earlybird registration fee, you must send the completed the registration form and payment to I AM EVENTS by 1 August 2008.

Full Registration: The last date for registration is 15 September 2008. No late registrations will be accepted. Full payment for your registration must be received by 15 September 2008. If fees are not received in full by 15 September 2008, the Organisers cannot guarantee entry to these persons.

Cancellation Policy: Written notifications cancelling conference and/or additional tickets will be accepted and a full refund provided less an administration fee of \$99 (incl GST), if received by I AM EVENTS by close of business Monday 15 September 2008. After this date only substitute registrations will be accepted as no refund will be granted.

Insurance: Registration fees do not include insurance of any kind. Participants carry their own risk for personal injury or loss of property, including baggage during the conference. We strongly recommend that at the time of booking your travel, you take out a travel insurance policy. The Organisers are in no way responsible for any claims concerning insurance.

Privacy: The purpose of collecting your personal information is to register you for art at the heart. Your personal information will be provided to Arts NT and I AM EVENTS in order to process your booking.

Photography: A photographer will be taking photos for the purposes of future marketing of Regional Arts Australia and Arts NT. Upon registering you provide consent to Regional Arts Australia and Arts NT to use your image for this purpose only.

Disclaimer: The information in this brochure is correct at the time of printing. The Organisers reserve the right to change without notice any aspect of the program. For regular updates and changes please go the conference website: www.artattheheart.com.au

- I have read the Privacy Terms and Conditions outlined above
- I authorise for the personal details I have given to appear on the delegate list and to be passed on to the conference corporate partners if required
- I have read the Cancellation Policy of this registration outlined above
- I have read and accept the Terms and conditions outlined above

Payment options

Credit Card	
<input type="checkbox"/> Please debit my credit card for the amount of <input type="text" value="AUD \$"/> for the total above. Note: if paying by credit card a 2% surcharge will apply	
<input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> Bankcard <input type="checkbox"/> Diners <input type="checkbox"/>	
Credit Card number:	Cardholders name:
Expiry date:	Signature:
Cheque or money order	
<input type="checkbox"/> Please use the enclosed cheque/money order for the amount of <input type="text" value="AUD \$"/> made payable to I AM EVENTS	
Electronic transfer	
<input type="checkbox"/> I will transfer the amount of <input type="text" value="AUD \$"/> to the following account:	Account name: I AM EVENTS - art at the heart conference 2008
	Bank: Suncorp Metway
	BSB: 484 799
	Account #: 029640576



Appendix 8 – Cultural Protocols

art at the heart

REGIONAL ARTS AUSTRALIA NATIONAL CONFERENCE

Liaison and working with Aboriginal people protocols

“Protocols (in this case) are therefore concerned with providing a formal recognition, respect and appreciation of "difference" or of "both ways." In this way, protocol can provide a formal basis for collaborative and respectful organisational relationships.”

Tangentyere Council 2000.

Key purpose

This document describes how **art at the heart** Regional Arts Australia national conference is working with the traditional owners, custodians of Mparntwe and locally based Aboriginal people.

art at the heart also acknowledges existing protocols at organisations such as:

The Central Land Council - a representative body promoting Aboriginal rights. It is a statutory authority under the Aboriginal Land Rights (Northern Territory) Act 1976. It also has functions under the Native Title Act 1993 and the Pastoral Land Act 1992. <http://www.clc.org.au>

The Northern Land Council - a representative body established in 1973 to represent traditional Aboriginal landowners and Aboriginal people in the Top End of the Northern Territory of Australia. <http://www.nlc.org.au>

Lhere Artepe Aboriginal Corporation - represents the three Arrernte Native Title Holders of Alice Springs, Mparntwe, Antulye and Irlpme <http://www.lhereartepe.org.au/>

Aboriginal Advisory Groups

art at the heart consults with the Mparntwe custodians, traditional owners, and local Aboriginal people. It should be noted that Arrernte man, Harold Furber is a member of the Executive Management Group of **art at the heart** and has had input into this process.

A) Custodians of Mparntwe ~ The established group of Custodians for the Alice Springs Cultural Precinct and Alice Springs Desert Park.

B) Local Aboriginal group: This group is growing, but currently consists of Damien Armstrong, Sylvia Neale, Amelia Turner, Mk Turner and Veronica Dobson.

art at the heart has the following core values:

Acknowledgment

art at the heart will give proper credit and appropriate acknowledgement to all artists, presenters and performers including all Aboriginal and Torres Strait Islander people

Aboriginal and Torres Strait Islander people will be given proper credit and appropriate acknowledgement for the use of their cultural material.

Intellectual Property

art at the heart recognises all laws in relation to intellectual property, and agrees to negotiate up front with Aboriginal and Torres Strait Islander people about any use of an artist's story; the use of any artwork or performance in whatever form produced by the artist; or the use of any images of the artists themselves. No use will be made of any story, artwork, performance or image without the specific agreement of the artist. Community ownership of a cultural story will be acknowledged as appropriate.

Respect

art at the heart acknowledges the rights of Aboriginal and Torres Strait Islander people to own, maintain and display their cultures. Diversity within Aboriginal and Torres Strait Islander cultures should be acknowledged and supported. Aboriginal and Torres Strait Islander worldviews, lifestyles and customary laws should be respected in contemporary life.

Consultation and Consent

art at the heart will consult with the advisory group to ensure the ways in which their history, community, interviews, lives and families are represented respects their moral and community cultural rights to control such representations.

Aboriginal and Torres Strait Islander people will be consulted on the use and representation of their Aboriginal and Torres Strait Islander Cultural and Intellectual Property.

Prior to use, Aboriginal and Torres Strait Islander peoples will be informed on the implications of consent.

Consultation will address the communal nature of Aboriginal and Torres Strait Islander society and cultural expression.

Confidentiality

art at the heart respects the right of Aboriginal and Torres Strait Islander people to keep secret and sacred their cultural knowledge and will conform with this request. Sacred and secret material refers to information that is restricted under customary law. For instance some information may only be learned or viewed by men or women, or only after initiation.

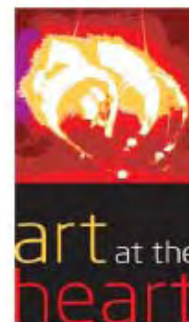
Aboriginal and Torres Strait Islander people have the right to maintain confidentiality about their personal and cultural affairs.

art at the heart recognises and practices the protocols identified in the five art form specific Australia Council for the Arts Indigenous protocols guideline booklets available from the series includes protocols relating to “media arts”

<http://www.australiacouncil.gov.au/publications>

Appendix 9 – Venue Map





Volunteer Application

INTRODUCTION

The Northern Territory Government through Arts NT is hosting **art at the heart** – the 2008 Regional Arts Australia national conference. Part conference, part festival – all art, this event will take place in Alice Springs, Northern Territory from 3-5 October 2008.

The **art at the heart** conference will provide an opportunity for artistic and cultural exchange, cross cultural collaboration and best practice approaches to working in the arts. Artists, actors, academics, arts workers, curators, filmmakers, musicians, performers, producers, students, volunteers, writers, all levels of government and the wider community will gather in Alice Springs to discuss, celebrate and experience the arts and cultural achievements of regional Australia.

VOLUNTEERING FOR **art at the heart**

To ensure that this nationally significant event is a success, we need your help. Why not be a part of the team that will showcase the best in regional arts practice and performance?

Volunteers come from all walks of life, are of all ages and nationalities and have a vast array of skills, knowledge and experience. As a volunteer you will have the opportunity to share your existing skills and gain new experiences, develop friendships, and make contacts for future employment in the industry. People who volunteer at **art at the heart** will be an integral part of the conference team.

POSITIONS VACANT

We are seeking people for the following tasks:

Meet and greet and/or cultural host

- welcome delegates as they enter the event/venue
- take tickets at door of the venue (if ticketed event)
- meet, greet and check accreditation of delegates for each session
- assist disabled and elderly patrons into the venue (as required)
- provide information about Arrente culture and Alice Springs (cultural host)

Marshals

- assist and direct delegates to/from conference session and between venues
- assist with directional signage
- provide information to delegates about **art at the heart**
- assist with safe evacuation in the event of a fire or emergency

Assistant to venue managers

- assist in venue set-up including tables, chairs and signage
- assist in tidying venues between sessions
- meet, greet and check accreditation of presenter/s for each session
- general assistance as required by Venue Manager

We have limited volunteer positions available and will be finalising our recruitment in late August 2008.





APPLICATION FORM

Applicant details

Name.....

Address.....

Home phone number

Mobile phone number

Email address

Best form of contact

How did you find out about becoming a volunteer for **art at the heart**?

.....

What area of volunteering are you interested in? *Please tick one or more of the options below.*

- Meet and greet and/or cultural host
- Marshal
- Assistant to venue managers

What is your main artistic area of interest (music, theatre, dance, film etc)

.....

What are your skills and experiences? *Please tick one or more of the options below.*

- Office, reception & administration experience
- Event & conference experience
- Front of house – ushering, promotions, information
- Customer service
- Other

Please detail any previous work experience you have undertaken relating to the option/s ticked above (volunteer or paid).

.....

.....

.....

Why do you want to volunteer for **art at the heart**?

.....

.....

.....

Please state your present health condition. Please include any injuries / illnesses which may affect your capability to volunteer.

.....

.....

.....





Volunteers will be provided with:

- an induction briefing on Thursday 2 October 2008 (venue and time to be confirmed)
- a name tag for identification and access
- morning or afternoon tea (as applicable) for half day shifts
- morning and afternoon tea and lunch for full day shifts
- free admission to the Heart Club on Friday 3 October 2008 (for 18 years and older)
- a limited edition **art at the heart** T-shirt – This is to be worn for identification purposes during volunteer shifts and is a thank you from the Conference for volunteering.

Please circle your preferred T-shirt size:

Women's:	8	10	12	14	16	18
Bust (cm)	77	82	87	92	97	102
Men's:	S	M	L	XL	2XL	3XL
Chest (cm)	107	112	117	122	127	132

Please tick your availability as a volunteer for the event. A volunteer orientation and induction (for all volunteers) will take place on Thursday 2 October 2008.

Date	AM	PM	ALL DAY
Thursday 2 October			
Friday 3 October			
Saturday 4 October			
Sunday 5 October			

Terms and conditions

I,applied to become a volunteer for the **art at the heart** Regional Arts Australia national conference, and in doing so I agree to the following terms and conditions:

- I understand that there is no remuneration associated with volunteer work and this application does not constitute a contract of employment.
- I understand that the information I provide will only be available to the Department of Natural Resources, Environment and the Arts and that it may only be used for its intended purpose. For further information, this Department's Privacy Statement can be viewed at <http://www.nt.gov.au/nreta/copyright/pdf/NRETAPrivacyStatement.pdf>
- I agree to read the 'NTG Code of Conduct' and I will conduct myself appropriately in line with these guidelines. NTG Code of Conduct is available at: http://www.ocpe.nt.gov.au/ntps_careers/working_in_ntps/pay_and_conditions/code_of_conduct





- I agree to attend all shifts, as detailed in the schedule supplied to me by the Volunteer Coordinator. If I am unable to attend any particular shift, I will advise the Volunteer Coordinator at the earliest possible opportunity. I understand that the schedule may be subject to change; even though, all care will be taken to give 24 hours notice of such changes.
- I agree to perform tasks allocated to me to the best of my ability and to follow the directions and supervision of the Volunteer Coordinator or other Department employees appointed as my supervisor.
- I understand that an **art at the heart** T-shirt will be issued to me and I will wear this T-shirt to all official shifts. I understand that I am responsible for the laundry and maintenance of this T-shirt.
- I am responsible for my personal property, including vehicles, at all times, and Arts NT will not accept responsibility for any loss, whatsoever experienced by me.
- I have provided details of any injury or illness I have, current or previous, which may need to be accommodated.
- I agree that if I fail to follow directions by the Volunteer Coordinator, my volunteer role may be terminated and that I will immediately return any T-shirt and volunteer passes issued to me.

Applicant signature Date

Thank you for your interest in becoming a volunteer at **art at the heart**.

For more information about the conference visit the website www.artattheheart.com.au or contact the Conference Assistant, Nicky Schonkala on (08) 8951 1152 or email artattheheart@nt.gov.au

PLEASE RETURN THE VOLUNTEER APPLICATION FORM TO:
Nicky Schonkala
Conference Assistant
Arts NT, art at the heart
PO Box 3521
Alice Springs NT 0871

Fax: 08 8951 1161

APPLICATIONS MUST BE RECEIVED BY FRIDAY 15 AUGUST 2008



Volunteer Policy

INTRODUCTION TO art at the heart

The biennial Regional Arts Australia national conference, **art at the heart** will be held from 3 – 5 October 2008 in Alice Springs, Northern Territory. The Northern Territory Government through Arts NT is hosting the event – which will be part conference, part festival – all art.

The **art at the heart** conference will provide an opportunity for artistic and cultural exchange, cross cultural collaboration and best practice approaches to working in the arts. Artists, actors, academics, arts workers, curators, filmmakers, musicians, performers, producers, students, volunteers, writers, all levels of government and the wider community will gather in Alice Springs to discuss, celebrate and experience the arts and cultural achievements of regional Australia.

THE ROLE OF VOLUNTEERS AT art at the heart

Volunteers will perform the following tasks:

Meet and greet and/or cultural host

- welcome delegates as they enter the event/venue
- take tickets at door of the venue (if ticketed event)
- meet, greet and check accreditation of delegates for each session
- assist disabled and elderly patrons into the venue (as required)
- provide information about Arrernte culture and Alice Springs (cultural host)

Marshals

- assist and direct delegates to/from conference session and between venues
- assist with directional signage
- provide information to delegates about **art at the heart**
- assist with safe evacuation in the event of a fire or emergency

Assistant to Session MC

- assist in venue set-up including tables, chairs and signage
- assist in tidying venues between sessions
- meet, greet and check accreditation of presenter/s for each session
- general assistance as required by Session MC

Other

- volunteers may be called upon to help with installation of off-site venues

GUIDELINES FOR VOLUNTEERS

Supervision and support

Karlee Foster (Event Assistant) will supervise volunteers during **art at the heart**. Any questions or problems should be directed through the supervisor. Volunteers will have an allocated space at the Alice Springs Convention Centre (Room D) to use as their base.

Briefing

A briefing will be held for all volunteers on Thursday 2 October from 2.30pm – 3.30pm at the Alice Springs Convention Centre, Room D. All volunteers will be required to attend. The briefing will involve:

- an event briefing
- distributing nametags and T-shirts
- explanation of job roles and locations
- explanation of transport available to volunteers
- discussion of occupational health and safety considerations
- explanation of volunteer rights and responsibilities

- explanation of emergency procedures

Rights and responsibilities

Volunteers at **art at the heart** are expected to:

- be present and ready to begin work at the agreed time
- behave in a safe and responsible manner at all times
- treat all conference participants, including artists, delegates, staff and fellow volunteers in a courteous manner
- refer any questions from the media back to the appropriate staff member
- remain drug and alcohol free and refrain from smoking whilst fulfilling your capacity as a volunteer worker
- follow any additional instructions given by your supervisor

In turn, **art at the heart** will endeavour to provide volunteers with:

- a safe and supportive working environment
- recognition of your efforts
- opportunities to learn and develop new skills, while meeting and working alongside other volunteers
- where appropriate, opportunities to interact with artists and the community

Occupational health and safety

While on the grounds of conference venues there are a number of health and safety issues to be aware of. These issues are outlined below, and will be detailed further at the volunteer induction. On arrival, volunteers must sign in to begin work, and then sign out on departure or the end of a shift.

- footwear and clothing appropriate for the volunteer position must be worn at all times
- hats, sun-block and protective clothing should be worn while working outdoors
- care must be taken when handling heavy or awkward objects and help sought if needed
- in the case of an emergency, follow the emergency procedures as explained at induction

Insurance

Volunteer workers at **art at the heart** will be covered by each venue's public liability insurance if working at the Crowne Plaza, the Alice Springs Convention Centre, Madigans Function Room and Larapinta Valley Town Camp. If working at the Araluen Cultural Precinct, the Alice Springs Desert Park, Blatherskite Park, CAAMA, the Desert Knowledge Precinct or the Opening Ceremony on the banks of the Todd River, volunteers will be covered by the Northern Territory Government's public liability insurance. Volunteers at the Conference Dinner at the Telegraph Station will be covered by Madigans (the caterer's) public liability insurance.

Dispute resolution

In the unlikely event of any dispute, the matter shall be resolved in conference between the parties involved or between the parties and others. Should no agreement be reached the matter in dispute will be referred to arbitration by an independent arbitrator agreed upon by the parties.

Appendix 12 – Bus Timetable and Map



Bus timetable for art at the heart

Accommodation route

Buses will travel to accommodation points shown over the page. If your accommodation is not marked, find the closest point on the map to take advantage of the hotel pick-up and drop-off services each day. For bus departure times see table on reverse side.

You will need your conference nametag to ride the bus.

 = pick-up point  = return trip

ASCC = Alice Springs Convention Centre
Olive Pink = Olive Pink Botanic Garden

Note: Buses leave at the times listed.

Please be at pick-up point 10 min before departure time.

Thursday 2 October

Indigenous Film Program (bus to Araluen Arts Centre)

12:30pm To Araluen Arts Centre from ASCC
from ASCC via CBD - Diplomat (will require receipt on Gregory Cir)
from ASCC via Olive Pink (carpark)

4:00pm From Araluen Arts Centre to ASCC
to ASCC via CBD (Diplomat Hotel)
to ASCC via Olive Pink (carpark)

Apereraltye Ingkerreke #1

12:45pm ASCC (side carpark)

4:10pm From venue to ASCC

ba-dum heart club (ASCC, Courtyard)

11:00pm & midnight

From ASCC to Accommodation route

Other buses leaving ASCC (side carpark)

7:15pm to CBD (Diplomat Hotel)

7:30pm to Ngapartji Ngapartji (bus to Araluen)

Friday 3 October

8:15am – 8:45am

Buses will travel Accommodation route to the ASCC (see times overleaf)

Tangentyere Art Centre tour

11:00am ASCC (side carpark)

Sacred Sites tour

11:10am ASCC (side carpark)

Apereraltye Ingkerreke #2

1:30pm ASCC (side carpark)

5:05pm From venue back to ASCC

Floor talks in Araluen Galleries

1:30pm ASCC (side carpark)

2:30pm From Araluen Arts Centre to ASCC

Sacred Sites tour

1:40pm ASCC (side carpark)

Togart Contemporary Art Award - Floor Talk

2:35pm ASCC (side carpark)

3:35pm From Araluen Arts Centre to ASCC

Indigenous Film Program

3:50pm ASCC (side carpark)

5:10pm From Araluen Arts Centre to ASCC

Apereraltye Ayeye - Town Camp Stories on Film

5:45pm ASCC (side carpark)

8:15pm From venue to Accommodation route

Apereraltye Ingkerreke #3

6:15pm ASCC (side carpark)

9:40pm From venue to Accommodation route

Togart Contemporary Art Award Opening & Ngapartji Ngapartji (bus to Araluen Arts Centre)

5:45pm ASCC (side carpark) to Araluen

Bus to Accommodation

5:30pm From ASCC (side carpark) to Accommodation route

ba-dum heart club (bus to ASCC)

7:15pm & 8:30pm

Accommodation route to ASCC

11:00pm & midnight

From ASCC (side carpark) to Accommodation route

Saturday 4 October

8:15am – 8:45am

Buses will travel Accommodation route to the ASCC (see times overleaf)

Apereraltye Ingkerreke #4

11:00am ASCC (side carpark)

12:50pm From venue back to ASCC

IMAGINE ALICE tour

11:15am ASCC (side carpark)

Sacred Sites tour

11:15am ASCC (side carpark)

Apereraltye Ingkerreke #5

2:50pm ASCC (side carpark)

5:10pm From venue back to ASCC

The Hero Project - creative community empowerment through digital media (CAAMA)

2:50pm ASCC (side carpark)

5:25pm From CAAMA Media Suite to ASCC

IMAGINE ALICE tour

3:00pm ASCC (side carpark)

Sacred Sites tour

3:00pm ASCC (side carpark)

Bus to Accommodation

5:30pm ASCC (side carpark)

to Accommodation route

Conference Dinner

(bus to and from Alice Springs Telegraph Station, TS)

NB: These are the only buses to TS, don't miss them!

6:30pm Accommodation route to TS

6:30pm Barnett Drive, Lasseters Hotel Casino, Crown Plaza & Desert Palms to TS

10:30pm / 10:45pm / 11:00pm / 11:15pm / 11:30pm / 11:45pm / midnight

From the Telegraph Station to Accommodation route

From the Telegraph Station to Accommodation route

Sunday 5 October

8:15am – 8:45am

Buses will travel Accommodation route to the ASCC (see times overleaf)

12:30pm ASCC (side carpark)

to Accommodation route



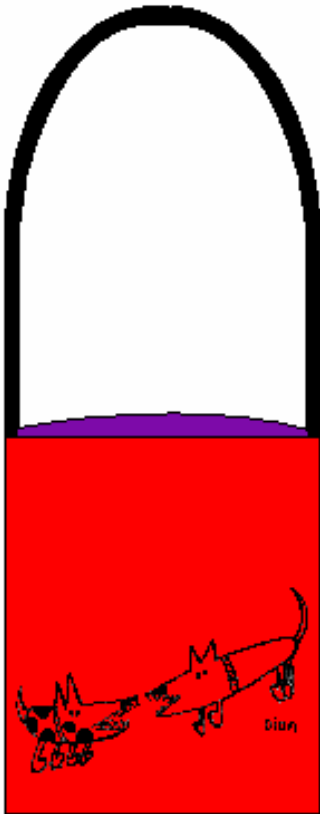
art at the heart Accommodation Route
 Buses will LEAVE at the times shown,
 please be at bus stop 10 minutes prior.

- | | | |
|--------------|--|----|
| Bus 1 | | |
| 8.30am | Voyages Alice Springs
<i>(Alice's Secret walk to Voyages)</i> | 1 |
| Bus 2 | | |
| 8.15am | Alice Lodge Backpackers | 2 |
| 8.20am | Alice Motor Inn | 3 |
| 8.25am | Annie's Place | 4 |
| 8.30am | Alice on Todd | 5 |
| Bus 3 | | |
| 8.15am | Heavitree Gap Outback Lodge | 6 |
| 8.25am | All Seasons Oasis | 7 |
| 8.30am | Toddy's Backpackers Resort | 8 |
| 8.35am | Alice Tourist Apartments
<i>(pick up @ IGA across the road)</i> | 9 |
| Bus 4 | | |
| 8.15am | Araluen Arts Centre <i>(from Entrance)</i> | 10 |
| 8.25am | Desert Rose Inn | 11 |
| 8.30am | Elkira Court Motel | 12 |
| 8.35am | Diplomat Hotel | 13 |
| Bus 5 | | |
| 8.15am | White Gum Motel | 14 |
| 8.20am | Quest Alice Springs | 15 |
| 8.25am | Aurora Alice Springs | 16 |

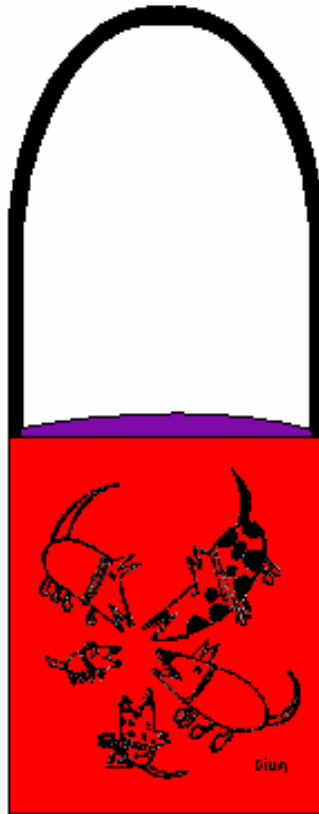
Please see maps A & B in **Central Australia Holiday & Visitor Guide** in your delegate bag for more details.

Appendix 13 – Delegate Bag design

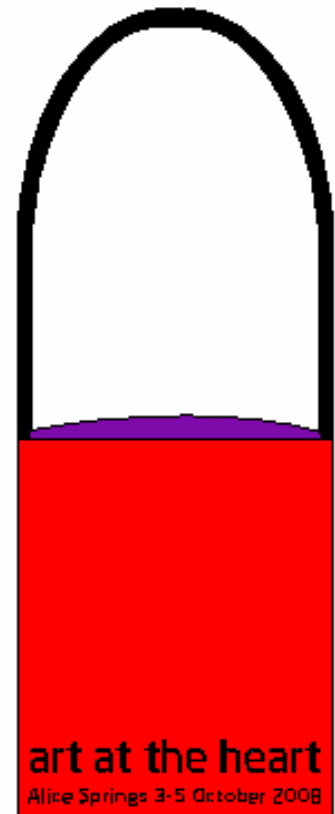
front
design 1



front
design 2



back





TALENT RELEASE AUTHORITY

Regional Arts Australia and the Northern Territory of Australia (The Northern Territory Government) are collecting the information in this form to obtain permission to use visual and audio recordings for Regional Arts Australia and Arts NT advertising, documents and promotional materials. Visual and/or audio recordings, or other personal information described in this form may be supplied to contractors or service providers engaged by Regional Arts Australia or the Northern Territory Government to develop or produce advertising, publications or promotional materials, but will not be provided to any other person or organisation for purposes other than Regional Arts Australia or Northern Territory Government for advertising, publications and promotions. You are entitled at any time to access and amend the information provided by you on this form.

Regional Arts Australia, 2 McLaren Parade Port Adelaide SA 5016, Australia
Arts NT, Northern Territory Government, GPO Box 496, Palmerston NT 0831, Australia

I, _____	
of (address) _____	
Telephone: _____	
Mobile: _____	Email: _____

- a) I agree to appear in visual and/or audio recordings which can be used in advertisements, documents, any publication and other promotional material published by Regional Arts Australia and the Northern Territory Government.
- b) I give permission for my name and visual and/or audio recordings of me to be used in advertisements, documents, any publication and other promotional material published by Regional Arts Australia and the Northern Territory Government.
- c) I assign any rights I may have in the visual and/or audio recordings and associated advertisements, documents, any publication and promotional material to Regional Arts Australia and the Northern Territory Government.
- d) I am free to enter into this Agreement, and to appear in the proposed advertisements, documents, any publication and other promotional material published by the Regional Arts Australia and the Northern Territory Government.
- e) This Agreement is made under the laws of the Northern Territory and any dispute can be taken for resolution by the courts in the Northern Territory.

Wherever possible, Regional Arts Australia and Arts NT will remain sensitive to and understanding of cultural, family and personal sensitivities.

Are you of Aboriginal or Torres Strait Islander descent? Yes No

Any special consideration for use of the visual/audio recording(s):

Brief description of visuals/audio recorded:

Date:

Signed:

(if minor, signature of parent/guardian)

Collected on behalf of Regional Arts Australia and the Northern Territory Government by:

Name:

Signed:

For more information please contact: Arts NT on 08 8999 8921



Information about having visual and/or audio recordings taken of you

Before you agree to have any recordings taken of or including you from art at the heart, there are some important things you need to know.

Note: Where *photo* or *photograph* is used, the same applies to any other recordings, such as video, film and sound.

What will happen to my photograph once it is taken?

Regional Arts Australia and Arts NT will store your photograph digitally in its photographic database and library. The talent release form that you signed will be placed in a file. The photograph and the form will be cross referenced to ensure we have your permission to use your photograph.

Who can use my photograph?

Once stored in the database, your photograph may be used by Regional Arts Australia and Arts NT. Your photograph cannot be shared with any person, organisation or company outside of Regional Arts Australia and Arts NT without your express permission. This includes private companies, political parties, advertising agencies and charitable organisations.

Where will my photograph be used?

Your photo may be used in a variety of applications, ranging from small newsletters to major displays. Some of the typical places you might see your photo include:

- In newsletters distributed in the Territory and interstate in both printed and electronic format.
- In advertisements in newspapers, magazines or television in the Northern Territory and the rest of Australia.
- In a range of printed publications such as government strategy documents or brochures promoting or explaining government services.
- On Regional Arts Australia and Arts NT websites.
- On Regional Arts Australia and Arts NT displays.

What if I don't want my photograph to be used somewhere?

It can be quite a surprise to see your photograph blown up two metres tall at a display, or to suddenly find yourself appearing on television. You need to be aware that your photograph may be used in these situations unless you ask for it not to be. If there are circumstances where you do not want your photo used, make sure you write that down on the Talent Release Form you sign. Or if you are giving permission for your photograph only to be used for one purpose, you also need to write this down.

I had my photograph taken some time ago and I no longer want it used. How can I get it taken out of the database?

You should telephone the number on this form to discuss this.

Why do you need to know if I am Indigenous?

We appreciate that if you are Indigenous, there may be certain cultural sensitivities about using your image.



Disclaimer:

Every care has been taken in compiling this report. No guarantees or warranty, expressed or implied, including warranties of merchantability and fitness for any purpose are made by the Northern Territory of Australia as to the currency, accuracy, quality, completeness, availability or usefulness of data, information, product or process disclosed ("the material"), projection or advice contained. The Northern Territory of Australia accepts no responsibility or liability for any losses or damages, including incidental or consequential damages, resulting from use or reliance of the material.