

2018 ARTISTIC PLAN



Barkly
Regional
Arts



Musician Warren H Williams performs with WMC exchange program from Griffith Uni at the Desert Harmony Festival.

'The enduring purpose of BRA is to add living culture to the artistic merit of Australia whilst contributing creative industry opportunities in very remote communities.'

The mission, artistic vision and values emphasize;

- **Artistic merit**
- **Actively participate in the larger arts ecology**
- **Cultural diversity**
- **Rights and recognition**
- **Integrity**

BRA's programs have multiple positive artistic, cultural and wellbeing outcomes for remote Indigenous communities with enriched traditional and contemporary arts experiences. Such enrichment extends across the region and is presented to national audiences through showcase events and global audiences through digital media.



Multicultural Traditional Dance event



Artist Johnny Devlon teaching carving

- 1) To develop the competence and courage of local people to drive artistic development
- 2) To produce art with artistic merit and contribute to Australia's understanding of its diverse cultures
- 3) To push art boundaries by continuously developing organisational capacity
- 4) To always be recognised as an important element in the arts ecology of Australia through effective marketing
- 5) To contribute to a body of evidence which measures the value of arts to the Australian ecology.





'To produce artistic excellence and present the cultural diversity of very remote communities.'

Marlinja artist, participating in the Barkly Artist Camp in Elliott. Drawing workshop with bush plants.



In the centre of Australia, BRA offers a complete proven multi-arts package capable of delivering exceptional artistic merit, either alone or through our vast network of partners and arts professional in our environment of extremes.

Our capabilities to deliver the vision include a complete multi arts package delivered through:

- Capacity to deliver exceptional artistic merit in a harsh setting through our experience and expertise
- Being the 'go to' organisation to deliver arts in our vast region
- Innovation and a high levels of adaptability
- Connectivity to local, regional and national audiences
- High Indigenous employment and micro industry development in very remote communities
- Pathways to culture and the eight living languages across the Barkly Region
- Ability to enable events
- High value for money.



**BRA
MODEL**

Local
National
Global webcasting

AUDIENCE

Product
Program
Performance
Event
Workshop
Training & skills
Archive

OUTPUT

ARTS ECOLOGY

Board
12.4 FTE employees
Contract artists
Trainers

BRA TEAM

**BRA
PROGRAMS**

Media Mob
Artists of the Barkly
Winanajjikari Music Centre
Art School In Residence
Touring & Events
Desert Harmony Festival
8CCC Radio

BARKLY REGION

People
Communities
Elliott
Canteen Creek
Epenarra
Tennant Creek
Mungkarta
Marlinja

STORIES

Cultural
Traditional
Contemporary
Documentation
Archival
Research

We work across
320,000km², amongst
11 Indigenous
language groups in
very remote Australia

WINANJJKARI MUSIC MEDIA CENTRE



The Winanjjikari Music Media Centre will consolidate and develop local music and media resources, programs, personnel and operations to embrace the rapidly changing digital music and media future.

This will enable the very remote Barkly region to showcase and celebrate it's rich and vibrant Indigenous cultural landscape to all Australians.

2018 FOCUS: *Retention of a suitable workforce, The development of quality music products, Progress in developing BRA's ability to advance artists, Reinforcement of our local music industry as an integral part of the national music sector. Media sites updated, Increasing capacity, Utilizing training and employment programs, Marketing plans for all projects through multimedia.*

Undertake major event management for festivals & touring
WMMC is the regions production house for all event, touring and festival technical requirements. We undertake major event management of the annual Desert Harmony Festival, Tennant Creek Territory Day and a minimum of 6 touring productions yearly.

Undertake skills development, training, professional & personal development of ATSI people & communities in the Barkly region. Community events, fee for service work, projects, training, festivals and recordings allow the community to participate in our work. WMMC is a registered CDP program to place Indigenous people into 25 hours a week paid employment to undertake skill & capacity development. Media Mob employees are also part of a 3-year agreement with WOMAD for professional development employment and are invited to IRCA's & ABC Heywires annual festival/conference for personal networking and capacity building.

WMMC project resources utilised by wider community
WMMC are the go-to production house to support community events, activities, conferences, sports carnivals, shows, workshops and forums. BRA has developed an agreement with Bush Bands Bash, Alice Springs to provide resources & personnel.

Continue to develop Indigenous music media sector in the Barkly region.

An adjunct to our annual Desert Harmony Festival will be a WMMC camp for remote Barkly artists. The camp will have WMMC employees as mentors running workshop sessions. The purpose is to build the capacity of local mentors in order to strengthen the overall Barkly music and media sector.

Barkly Regional Arts is negotiating with The Griffyn Ensemble to experiment with new sounds and arts development through a project titled, 'Southern Sky'. The work will explore the constellations through songs, dances, media, art and stories around the theme of 'stars' associated with the Barkly region.

Market & promote Indigenous language & arts through digital media.

BRA create monthly artist profiles to promote our regions musicians, artists, dancers and art managers which are marketed across our social media and website platforms.

Language lessons and music media tutorials are being created for remote Barkly audiences.

To promote our visual art work more strongly videos around artwork pieces and artist will be created to market through our online gallery and S.A.M database so that buyers have a greater story to share and greater awareness about our region.



ARTISTS OF THE BARKLY



The program supports the creative practise & emergence of the Barkly Indigenous visual artists. The region is known for its vibrant & direct style of storytelling paintings, fibre art, cultural knowledge paintings, fabric printing traditional artefacts & printmaking. The priority communities include Epenarra Elliott, Canteen Creek, Tennant Creek & Mungkarta. The aim of the program is to sustain & enliven community arts enterprise within these communities.

2018 FOCUS: Continuous skill development, Ever-improving arts management, Facilities that support great art, Increasing access to art facilities

Develop and support local artists

BRA will continue employment of coordinators in 4 remote art centres to support remote artists. BRA will re-negotiate MOU's with Council and stakeholders to better improve the artists spaces where BRA to run its programs. BRA will continue to ensure artists have resources to develop their community enterprise.

Tennant Creek co-ordinators organise professional development opportunities, marketplaces, exhibitions to develop arts workers and artists across the Barkly Region.

BRA and Desert continue to host an annual Barkly Artist Camp in the Barkly region annually.

Develop the volume of quality art

To promote our visual art work more strongly, videos around artwork pieces and artists will be created to market through our online gallery and S.A.M database so that buyers have a greater story to share and greater awareness about our region.

Continue to promote artistic excellence

The Desert Harmony Festival is the major platform to showcase work through a major exhibition annually. The BRA online gallery is a present site with a focus on themed work, to keep work fresh for national audiences and our Instagram account has weekly updates of our regional work to promote our works broadly and tell our story. Greater focus on hashtags and storytelling through Instagram will be a focus in 2018.

Improve conditions in remote communities

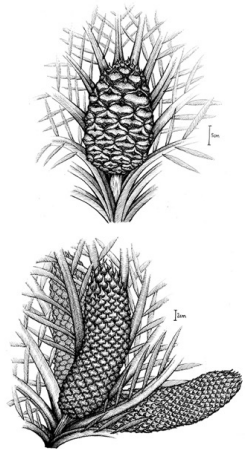
Barkly Regional Arts continues to support and advocate for the 'Artists of the Barkly' remote art centres. Updated MOU's with the Barkly Regional Council in relation to art centres are being done in 2018 under new strategic directions with the Council CEO and Mayor.

Develop networks to increase exposer opportunities for artists

Artist of the Barkly co-ordinators continue to nurture and seek new relationships to increase networks for artists. In 2018 BRA is supporting a new initiative in Katherine for an arts symposium whereby we will send up to 4 Barkly artists to attend.

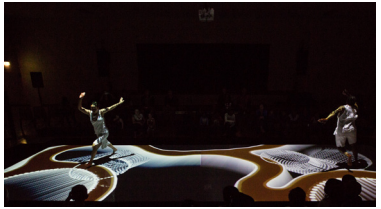
Develop art that reflects the region's 70% Indigenous people.

'Bush Botanics' is a new development work that is taking a new 'whole of region' approach to create an exhibition in 2018. The work will share knowledge and stories of local flora from the region and be a collaboration with the Central Land Council Rangers program, Traditional Owners, artists and linguists as we all share our skills and knowledge with each other.



TOURING & EVENTS

BRA is committed to providing access to productions from all over Australia to our Barkly audiences. BRA has the capability to not only buy in productions but provide technical resources and personnel from WMC, marketing, webcasting & documentation through Media Mob and BRA event management including operations and logistics. BRA also hosts a huge range of events throughout the Barkly and provides support for local and Territory events.



2018 FOCUS: Even greater increases in arts access, The quality of our products, Collaboration with major organisations

Get more of our work on tour

Two new developments are being created in 2018 for touring; 'Southern Sky' with Griffyn Ensemble which explores the constellation through music, media and arts and 'Bush Botanics' is a tactile exhibition that showcases local bush flora and its uses.

Bring tours to the region that will succeed

BRA is supporting a number of tours in 2018 that all have a community development arm as part of our commitment to two-way learning. Collaborations include: Griffyn Sky Ensemble, Darwin Symphony Orchestra, Opera Australia, Finucane & Smith, Artback NT, DesArt and the Kurruru Program.

Feed more of our products into the Desert Harmony Festival

The Festival is securing a hub space to allow productions to play over multiple nights thereby increasing our ability to have more BRA products showcased in the Festival.

Increase access to events

Greater focus is on event comfort for persons with a disability, aged care, mums and bubs and young people in 2018, as well as a pop up box office to get information into the town camps through our funded project 'Creature Comforts'.

Offer quality support for local events.

BRA offers a holistic approach with quality support through professional event co-ordination, technical production and crew, media documentation and artistic personnel.

ART SCHOOL IN RESIDENCE

The Art School in Residence allows young people in the Barkly region, to undertake intensive residencies with professional artists. The nature of the residencies is collaborative to blend indigenous practices and stories with the mainstream art-form. It is an art and culture sharing project to engage new audiences to the genres for the professional artists and create working experiences for local young people.



2018 FOCUS: *Connecting into creative industries, A stable of artist working with us to draw on, Young people graduating into creative industries, Fostering young people's artistic passion*

Work with successful arts companies

Through Touring & Events and the Desert Harmony Festival young people have the opportunity to develop work with professional artists.

Build career pathways and opportunities

Leadership development for young people plays a role in 2018 through youth events produced by BRA. A young person is mentored and employed to manage logistics for the Desert Harmony Festival and BRA Events. Digital media training for young people continues under our Media Mob program.

Develop long term meaningful partnerships

Projects continue in 2018 with Opera Australia, Melbourne City Ballet and Artback NT for residency development sessions.

Enhance the opportunities for young people to experience a professional art experience

Young people will work with artist Steve Langton to create musical sculptures in 2018. Tickets to Touring & Events that BRA bring in/create are under \$5.00 in order for young people to have access to professional activities. An exchange opportunity is being created for Barkly youth to attend art experiences outside of the region and also for interstate students to come to the Barkly through Opera Australia.

Invest in young people's artistic aspirations.

Built into the annual Desert Harmony Festival is 'Camp Harmony for young people. A week long camp for arts professionals to work with young people in a range of art forms to develop skills and create a performance piece to present to the community.

DESERT HARMONY FESTIVAL



The Desert Harmony Festival is to present a diversity of artistic programs and cultural maintenance initiatives celebrating the Barkly's Indigenous and multicultural community. The festival is the Barkly's main event to promote artists from the Barkly region, share culture for education and harmony, support community safety through participation and collaboration with a diverse range of community members & contribute to building a positive profile of the region for tourism and good word of mouth.

2018 FOCUS: Communities having fun annually, A successful outback festival, Maximum community involvement, Economic activity for artists and the region, A platform for showcasing our arts program

Build on our successful outback festival framework

'Creature Comforts' is a funded project for the 2018 Festival to build on tourism, event comfort, youth showcases, audience development and informal mentoring.

Develop a festival model — suited to our unique setting

The Festival is looking to secure a hub space in order to develop solid infrastructure for indoor and outdoor venue space, audience camping and the ability to program productions to play over multiple nights.

Strengthen community collaborations

'Community Initiatives' is a community stream that BRA offers to support local activities for the festival. Two new initiatives will also begin in 2018 with collaborations from Central Land Council for on country tours and local linguists providing scripted and rehearsed welcomes in language at all events.

Continue promoting the connectivity and role of our festival in the NT and nationally DHF works with Partjima, Alice Desert Festival and Wide Open Spaces in cross promotion. We also develop with Tourism NT develops an innovative marketing project each year.

Use the festival for education and raising cultural awareness, local, nationally and internationally. 'Go Walkabout' is a funded initiative that connects Australians into our festival and immerses them in our community to generate greater awareness of remote, Indigenous communities.

8CCC RADIO

This Tennant Creek station is a three-way partnership between BRA, 8CCC Alice Springs and CAAMA Radio. The station sits within the BRA premise to manage the station and make it available to the broader community.



2018 FOCUS: Increase listening audiences, Extension of quality local content, Increasing advertising revenue, A full time station manager (in partnership), Training offered to Indigenous peoples.

Build on the partnerships with 8CCC and CAAMA RADIO

CAAMA RIBS program will begin working from our 8CCC station in Tennant Creek in 2018 . A local person will be employed to run the program and receive professional training to develop a weekly show.

Develop more local content

Improved facilities and training programs in 2018 will support local people in developing skills to create local Barkly programs

Increase revenue

Working with CAAMA Radio, Barkly Regional Arts will support the program to create local sponsorship ads and assist with membership and fundraiser events.

Lift content quality

Barkly Regional Arts has committed budget for improving radio facilities in partnership with 8CCC Alice Springs and CAAMA Radio. These new facilities will be up and running in 2018 to assist with easier use for broadcasters, thereby improving quality outcomes.

Increase the number of live language broadcasts.

In partnership with the CAAMA Ribs program, Barkly Regional Arts will support their language programs to have greater content on air and at our community events.

ARC LINKAGE- Creative Barkly



Building and sustaining cultural and economic development in the Barkly Region

ARC Linkage Research Project with Barkly Regional Arts, Griffith University, Batchelor Institute of Indigenous Tertiary Education, RDANT and Southern Cross Uni.

The project

An effective and economically attractive way to address this need for evidence-based research

is through an ARC Linkage project that brings together academic experts and experienced researchers with highly experienced industry bodies, such as Barkly Regional Arts (BRA) and Regional Development Australia NT (RDANT). In this case, key representatives from BRA and RDANT join senior researchers from QCRC (Griffith University), Batchelor Institute of Indigenous Tertiary Education and Southern Cross University for a three-year period (2016 - 2019) to measure the social and economic impact that Barkly Regional Arts, and by extension the creative industries, are having on regional economies such as the Barkly Region.

2018 FOCUS: National linkages, Completion of research publication, Benefits to BRA e.g. a measuring tool for all programs, Validation of our artistic results.

Contribute data to the 'Creative Barkly' three-year ARC research project

Actively engage in 2018 research stage of developing 'case studies' that includes Barkly Regional Arts and the Desert Harmony Festival as case studies.

Validate our impacts regionally and within the national arts ecology through research

We continue to support as industry partners and participants the ARC linkage research project 'Creative Barkly'.

Build on research findings for maximum artist and community benefit.

Research findings will be collated and distributed in 2019.

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