

REGIONAL
arts
AUSTRALIA

80
YEARS OF
REGIONAL
PRACTICE

REGIONAL ARTS AUSTRALIA PARTNERSHIPS



... 80 YEARS
CONNECTING
THE DOTS

TRUSTED • PRACTICAL • NETWORKED



ARTLANDS 2021. PHOTO BY NICK HANSON

CONNECTION TO COUNTRY

Aboriginal and Torres Strait Islander Peoples represent 45 per cent of the population of very remote areas of Australia, and 16 per cent of the total population in remote areas.

Supporting a thriving, self-determined First Nations creative ecosystems that is embedded in place-based creativity and industry best practice is critical. We are committed to ensure Aboriginal and Torres Strait Islander voices and providing national awareness for diverse cultures, languages and knowledges of First Nations peoples.

REGIONAL ARTS AUSTRALIA ACKNOWLEDGE THE TRADITIONAL ABORIGINAL AND TORRES STRAIT ISLANDER CUSTODIANS OF COUNTRY THROUGHOUT AUSTRALIA AND PAY OUR RESPECT TO THEM, THEIR CULTURE AND THEIR ELDERS PAST, PRESENT AND FUTURE.

“I CAN'T SEPARATE
THE ARTS FROM
LIFE ... THEY ARE
THE SAME”

Miss Dorothy Helmrich OBE

ABOUT REGIONAL ARTS AUSTRALIA

REGIONAL ARTS AUSTRALIA (RAA) IS A NOT FOR PROFIT PEAK BODY THAT IS THE NATIONAL VOICE FOR ARTS IN REGIONAL AUSTRALIA.

We seek to ensure the arts in regional Australia are embedded within all of Government's plans for Regional Australia. We are critically positioned across multiple policy platforms to support strong partnerships between governments, industry, not-for-profits and commercial business.

We encourage programs that support a creative ecosystem that is interconnected and integrated across art forms, across communities and across landscapes.

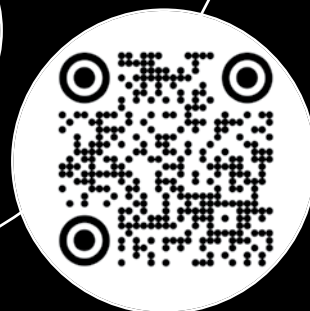
RAA's guiding principle is that 'place' is central to creative practice. It provides profound practical and emotional links between the economies and synergies of artistic and cultural practice.

Place-based initiatives seed longer-term cultural and economic sustainability, boosting local capacity, diversifying engagement and increasing accessibility and connection. Investment in innovative approaches within existing areas of strength make arts and cultural activities more accessible to all Australians.

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80 80
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PRACTICE**

THE NATIONAL VOICE
FOR THE ARTS IN
REGIONAL AUSTRALIA



IN 2023 RAA WILL CELEBRATE 80 YEARS SINCE BEING ESTABLISHED IN 1943 AS THE COUNCIL FOR THE ENCOURAGEMENT OF MUSIC.

In 1943 our founder Miss Dorothy Helmrich, affectionately known as Dot, envisaged a nation where people living in regional, rural, and remote Australia could contribute, participate, and enjoy the arts on equal level to those living in metropolitan areas.

For 80 years, RAA has been facilitating opportunities, increasing access, maintaining collaborative relationships, and providing timely support to celebrate Australian stories across art forms and across landscapes.

Regional Australia is changing and the role and value of regional arts sector is changing.

RAA has been an active voice in this changing environment supporting artists, communities, and the creative sector in rural and remote Australia.

We invite you to help us imagine the next 80 years of regional arts in Australia.

BENEFITS OF PARTNERING

PARTNERSHIPS ARE CRITICAL AND ARE KEY IN LEVERAGING CROSS INDUSTRY SUPPORT AND CHAMPIONING ARTS IN REGIONAL, RURAL, AND REMOTE AUSTRALIA BEYOND THE ARTS SECTOR.

By partnering with RAA your organisation/ company will:

- be aligned with RAA a nationally networked and deeply connected organisation whose reach spreads from major regional centres to some of the remotest part of Australia
- be contributing to the vibrancy, sustainability and liveability of regional and remote communities
- connect with the longest running arts organisation in Australia,
- amplify the voices, stories and dreams of regional and remote Australia

KEY METRICS

FACEBOOK	2021	2022
TOTAL FOLLOWERS	9245	11,129
TOTAL REACH - 12 MONTHS:	228,009	

INSTAGRAM	2021	2022
FOLLOWERS	3851	4728
TOTAL IMPRESSIONS - 12 MONTHS (Feed only, not stories):	247,264	

WEBSITE	2021 - 2022 (12 months)
PAGE VIEWS (total number of pages viewed)	58,062
USERS (users who have initiated at least one session)	24,427

Partnership levels encompass a number of benefits including:

Logo inclusions in event /program publicity and promotional materials

Logo inclusion on website and media releases

Joint marketing activities, campaigns

Speaking opportunities

Media opportunities

Invitations to Artlands 2023 and signature events

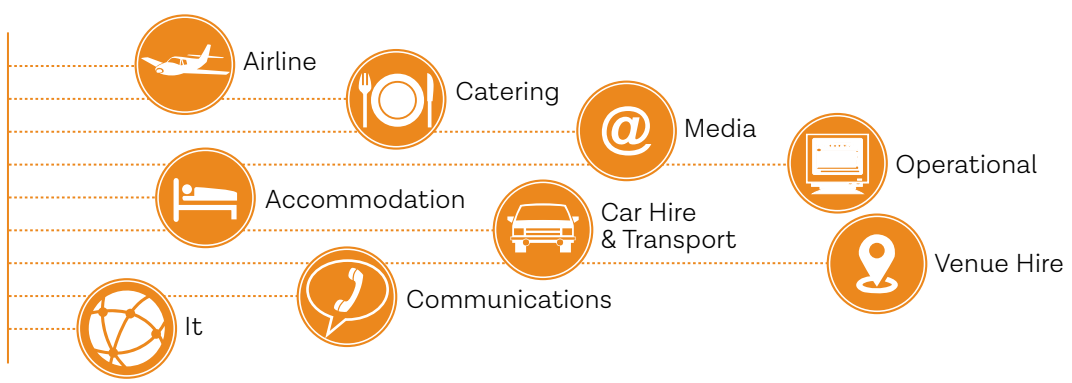


ARTLANDS 2021 DIGITAL SET UP PHOTO BY NICK HANSON

TOGETHER WITH OUR PARTNERS WE WILL:

- BUILD CROSS-INDUSTRY PARTNERSHIPS, IN AREAS SUCH AS HEALTH, EDUCATION, TOURISM AND AGRICULTURE
- DEMONSTRATE CAPACITY BUILDING WITHIN LOCAL COMMUNITIES AND COMMUNITIES OF CREATIVE PRACTICE
- PROVIDE NETWORKING, PROFESSIONAL DEVELOPMENT AND EMPLOYMENT OPPORTUNITIES
- ELEVATE THE SOCIAL IMPACT OF THE CREATIVE ARTS AND CREATIVE INDUSTRIES IN REGIONAL COMMUNITIES
- CONTRIBUTE TO THE ECONOMIC, ARTISTIC, CULTURAL AND COMMUNITY CAPACITY OF REGIONAL, RURAL AND REMOTE AUSTRALIA
- PRESENT HIGH LEVEL OF RETURN ON INVESTMENT

WE ARE SEEKING PARTNERS IN:



RAA ARE SEEKING PROGRAM PARTNERS TO ENHANCE REGIONAL ENGAGEMENT AND PROFESSIONAL DEVELOPMENT OPPORTUNITIES.

WE CAN TAILOR PROGRAMS TO MEET PARTNERSHIP OBJECTIVES.

REGIONAL ARTS FUND 2016-2021

SUPPORTING SUSTAINABLE CULTURAL DEVELOPMENT IN REGIONAL AND REMOTE COMMUNITIES IN AUSTRALIA

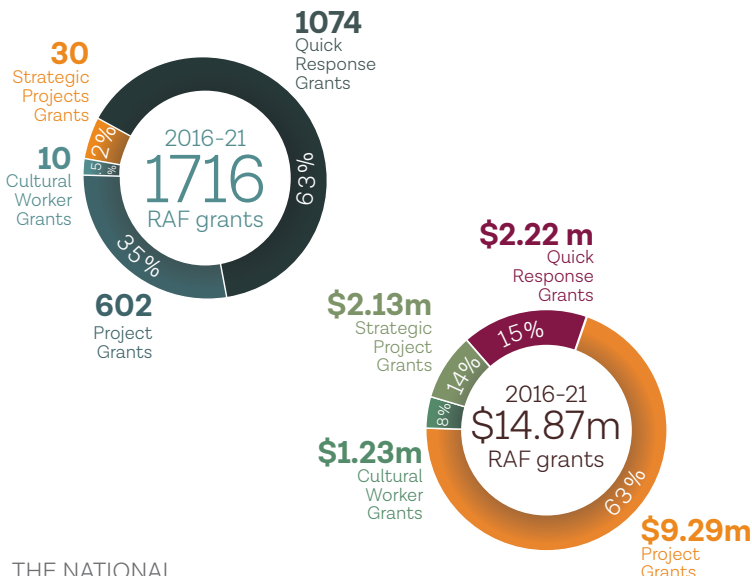
In 2016 the Australian Government and Regional Arts Australia entered a funding agreement for the delivery of the Regional Arts Fund. Regional Arts Australia managed the \$17.643m fund through a devolved funding model with Regional Program Administrators in each state and territory.

“ ... THE EVIDENCE SUGGESTS THAT THE RAF HAS A UNIQUE, AND VITALLY IMPORTANT, ROLE TO PLAY IN AUSTRALIA’S CULTURAL LIFE IN THE COMING YEARS – AND ONE WHICH WILL ONLY BECOME MORE IMPORTANT AS THE PROFILE OF REGIONAL AUSTRALIA EVOLVES.

Impact Analysis: Regional Arts Fund 2016-2021 Patternmakers 2022

OBJECTIVES OF THE REGIONAL ARTS FUND

- 1 encourage and support sustainable economic, social and cultural development in regional communities;
- 2 develop partnerships and networks which leverage support for projects and encourage ongoing collaboration;
- 3 develop audiences and broaden community engagement with the arts
- 4 increase employment, professional development opportunities and profile of regional and remote artists.





UNION 2018. ROUNDABOUT. PHOTO BY JACOB COLLINGS

OUR PROGRAMS

RAA SUPPORTS HIGH QUALITY PRACTICE THROUGH PROFESSIONAL DEVELOPMENT OPPORTUNITIES AND CROSS-SECTOR PROJECTS. OUR NATIONAL STRATEGIC PROGRAM IS DESIGNED TO SUPPORT A SUSTAINABLE AND VIBRANT ARTS AND CREATIVE SECTOR, ELEVATE THE PRACTICE OF ARTISTS AND PRACTITIONERS ACROSS REGIONAL, RURAL AND REMOTE AUSTRALIA, RAISE THEIR PROFILE AND PROVIDE PROFESSIONAL DEVELOPMENT OPPORTUNITIES.

With the support of the Federal Government Regional Arts Fund we opened two new programs for 2021-22, Regional Assembly and the Wellbeing Program, and continued the successful National Fellowships Program for a second year.

“ **RAA is committed** to maintaining strategic, collaborative relationships for the benefit of arts and creative practice across the country. We facilitate opportunities that strengthen artistic and creative practice and increase the access and participation of artists and organisations working in regional communities. ”

The objectives of our National Strategic Program were to:

- **Elevate and build** the practice of artists and arts workers across regional and remote Australia.
- **Raise the profile** of artists and arts workers across a range of artforms, stages of career, duration and geographies.
- **Provide** professional and industry development opportunities.
- **Build** connection and generate exchange.
- **Generate** strategic, collaborative relationships for the benefit of arts and creative practice across the country.



Throughout 2021-22 we delivered 7 national programs.

Project	Timeframe	Value
National Regional Arts Fellowships	January 2021 – March 2022	\$109,620
Sector Wellbeing	January 2021 – June 2022	\$12,800
Regional Assembly	January 2021 – June 2022	\$103,656
Artlands Participation Grants*	May 2021 - November 2021	\$55,000
Artlands Conversation Series #2	September 2021 – June 2022	\$43,420
Amplify	January 2021 – June 2022	\$25,000
Program Evaluation (RAF)	January 2021 – June 2022	\$28,500

These high priority strategic initiatives deliver professional and cultural development outcomes.

Between 2016 and 2021 we delivered multiple professional development and engagement programs.

- Amplify (annually)
- Regional Engagement Guidelines
- Artlands Participation Grants
- National Regional Arts Fellowships 2020 and 2021
- Artlands 2020
- Artlands Conversation Series #1 & #2
- Sector Wellbeing Program
- Regional Assembly 2021
- Program Evaluation / Impact Analysis

Programs can be viewed on our website.



ARTLANDS 2021. PHOTO BY NICK HANSON

ARTLANDS ²⁰²³

80 YEARS OF REGIONAL ARTS AUSTRALIA

AS PART OF THE 80TH YEAR CELEBRATIONS, RAA WILL DELIVER ARTLANDS 2023 AT THE NATIONAL GALLERY AUSTRALIA ON NGUNNAWAL AND NGAMBRI COUNTRY (IN CANBERRA) ON 6 - 8 SEPTEMBER 2023.

RAA will encourage people to bring their voice to the national voice for arts in regional Australia by bringing together more than 80 creative practitioners, First Nations leaders and cross-sector regional thinkers to take part in a special edition of Artlands.

Part symposium, part think tank, part workshop Artlands 2023 will comprise a series of facilitated strategic conversations that will inform the next 80 years of regional creative practice. Artlands23 will provide a space to conduct dialogue between practice and experience, between people and communities, between creative and regional industries.

This three-day event will be designed to facilitate the creation of an ambitious set of guiding principles for RAA and the regional arts sector as we go forwards.

TO ASK / TO HEAR
TO RECORD / TO DOCUMENT
TO ADVOCATE / TO ACT

WE ARE SEEKING
ARTLANDS PARTNERS

Artlands 2023 offers a range of partnerships that can be cash, in-kind or a combination for an accommodation and travel provider and venue / hospitality support.



ARTLANDS 2018. PHOTO BY DIANA DOMONKOS

WE INVITE YOU TO HELP US CELEBRATE 80 YEARS OF REGIONAL PRACTICE AND BE PART OF ARTLANDS 2023

RAA HAS A DEMONSTRATED HISTORY OF RESPONSIBLY WORKING IN REGIONAL AUSTRALIA.

WE ARE COMMITTED TO MAINTAINING STRATEGIC, COLLABORATIVE RELATIONSHIPS FOR THE BENEFIT OF ARTS AND CREATIVE PRACTICE ACROSS THE COUNTRY.

TO FACILITATE OPPORTUNITIES THAT STRENGTHEN ARTISTIC AND CREATIVE PRACTICE AND TO INCREASE THE ACCESS AND PARTICIPATION OF ARTISTS AND ORGANISATIONS WORKING IN REGIONAL COMMUNITIES.

Through a national approach, RAA ensures arts and creativity across regional Australia. Our priorities are to strengthen artistic and creative practice and we aim to work across industry and policy sectors to build a stronger, more diverse, and sustainable arts and creative industries sector.

WE ARE TRUSTED - PRACTICAL - NETWORKED and would welcome the opportunity to discuss a partnership in more detail and can be reached at any of the following details.

Let's Chat:
Ros Abercrombie | EXECUTIVE DIRECTOR
ros@regionalarts.com.au

Liz Zito | ARTLANDS PRODUCER
artlands@regionalarts.com.au

Regional Arts Australia | #Artlands2023
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REGIONAL arts AUSTRALIA 2023
80 YEARS OF REGIONAL PRACTICE