

PROFILE

NSW Tourism Awards. Silver.
Specialised Tourism Services (Mid
North Coast...the Creative Coast)

Gold - North Coast Tourism Awards.
Specialised Tourism Services (Mid
North Coast...the Creative Coast)

SERVICES

Doing what we have always done

- SmartART. Eight online tool boxes updated with all the latest in news and techniques.
- Opportunities. Notified more than 300 opportunities for artists in terms of grants, residencies, calls for work and calls for action.
- Grants. Thirty nine Letters of Support for grants for local artists, events and infrastructure
- Over 200 miscellaneous enquiries from where to buy clay or find a busker to sourcing creative NDIS providers and finding rehearsal and studio spaces.
- Maintaining and expanding our features on Creative Ageing, Teachers of Art, Arts related businesses Creative Pathways and local artist profiles

VIABILITY

- Secure Create NSW annual funding. \$140,000
- Support from our 6 Local Government Partners. Total contribution. \$71,879
- Successful Building Better Regions Fund grant. Regional Creative Ageing Plan. \$20,000
- Department of Family & Community Services grant. Let's Dance. Dance for Wellbeing. \$4,400
- Country Arts Support Grants. Three successful 2018 local projects, \$14,430, 6 for 2019.
- Auspiced funds for regional partners to the value of \$101,636
- Supported successful grants to the value of \$6.8million

THE ORGANISATION

Board Members

- Leigh Vaughan OAM. Chair
- Cr. Robert Turner. Deputy Chair
- Cr. Sue Jenvey. Treasurer
- Shelley O'Keefe. Secretary
- Cr. John Arkan
- Cr. Mark Baxter
- Cr. Steve Klipin
- Dr. Lisa Milner
- Lorrae O'Brien
- Cr. Claire Pontin
- Stephanie Sims
- Nyaree Donnelly (until June)



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arts MID
NORTH
COAST

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2018
THE YEAR
THAT WAS

arts MID
NORTH
COAST

OUR VISION

For the Mid North Coast

The Mid North Coast, a vibrant and diverse region embracing the creation, understanding and appreciation of the arts in fostering economic, community, cultural and environmental opportunities and benefits.

OUR MISSION

For Arts Mid North Coast

Arts Mid North Coast, the region's peak arts organisation, supports and collaborates with government, communities, organisations, business and individuals to build capacity and create opportunities for the arts and creative industries

Leigh Vaughan

Leigh Vaughan OAM
Chair, Arts Mid North Coast

Proudly supported by:



OUR GOALS

Focus

1. To generate increased opportunities for access, participation, training and education in the arts and creative industries (Capacity)
2. To generate increased visibility and awareness of the region's creative and cultural activity and opportunities. (Showcase)

Enablers

1. To develop and foster strategic partnerships, projects and networks that benefit the region's arts and cultural sector (Partnerships)
2. To encourage and support the arts, creative industries and cultural development in all strategic processes to provide leadership and ensure positive outcomes for local, community and regional initiatives. (Strategic)
3. To be an agile, dynamic, effective, accountable and sustainable organisation utilising relevant best practice technology and skills to promote and achieve excellence. (Governance)

PROJECTS & PARTNERSHIPS

Putting the arts of the Mid North Coast on the map!

- Delivered 2nd Mid North Coast Creative Ageing Festival. 92 events, up from 60 in 2017
- Partnering for third year with Screenwave who deliver SWIFF and Rec Ya Youth Shorts (now Nextwave)
- Partnering with Port Macquarie Museum to secure funding for a new online exhibition and associated collections management project
- Let's Dance. Two workshops of Dance for Wellbeing.
- Partnering with Arts 'n Bellingen for expanded 2019 Opening Up the Arts
- Partner with locally based Got Ya Back Productions and its show BANJO for a record breaking 2018 season at the Glasshouse & planning for a tour of 7 regional towns and cities+ Sydney in 2019.
- Working with the Mid North Chapter of Museums Australia
- Partner with SWIFF to present Film Industry Connect
- Supporting Film Outreach Australia to present to RADO Network and Artstate Bathurst plus advice on business model and planning



STRATEGIC PLANNING

Submissions to and for

- NSW Parliamentary Enquiry into Music and the Arts Economy
- NSW Creative Ageing Plan
- NSW Regional Cultural Infrastructure Plan
- Arts 2025
- Port Macquarie Hastings Council. Cultural Plan 2018-2021
- Port Macquarie Hastings Council. Glasshouse Strategic Plan
- Coffs Harbour City Gallery, Library & Museum Study
- Mid Coast Council Community Strategic Plan 2030
- Nambucca Shire Council Tourism Strategic Plan 2018-2023

PROMOTION

Showcasing our artists and events

- New website developed for official launch early 2019
- 32 page Creative Coast Booklet for publication in early 2019
- Arts Blast. Our fortnightly newsletter to 1500 subscribers featured nearly 400 events plus links to 100 news stories and opportunities
- Arts Blast Local. Special newsletters sent per local government area.
- More than a Beach, 59 creative activities for the family showcased over Summer (up from 42 in 2017).

PARTICIPATION

Engaged with and in

- ArtState Bathurst
- IGNITE Mid North Coast
- Create NSW Roadshow
- NSW Creative Kids
- NSW Regional Cultural Fund Roadshow
- AusDANCE NSW Creative Ageing Forum
- NCDN Forum. Nature Tourism & Public Art

- Through our Events Calendar, Arts Blast, Facebook, Twitter and ABC Radio over 2500 promotions of the wonderful creative events of the Mid North Coast
- Over 700 events promoted through our online What's On
- Page visits to website up 20 percent from 2016
- Facebook reach up 33 percent from 2017 and Engaged users 58 percent
- Twitter. A change in focus from a marketing tool to strategic resulted in increase in impressions from 103,000 to 354,200
- ABC Radio. 200+ events promoted on our weekly segment on ABC Radio Mid North Coast & Coffs Coast