

# AWESOME 2018

## ANNUAL REPORT



# CHAIR'S REPORT

## VISION, MISSION, VALUES

### AWESOME Arts

Our **VISION** is for AWESOME to be internationally recognised as an innovative, dynamic platform through which children access and engage with the arts, nurturing values that endure into adulthood.

Our **MISSION** is to provide ever-expanding opportunities for Western Australia's children to actively engage with the arts, intensifying their connectivity with the broader world in which they live.

Our **VALUES** are predicated on our organisation's imperatives.

We are intent on offering 'quality', 'impact', 'reach' and 'value' for our children, their parents, and their educators.

We value our ability to offer different ways of thinking about and 'imagining' our world. We value our ability to serve as a catalyst in inspiring children's creativity.

We value our role in promoting quality engagement with the arts that will have enduring benefits as today's children move towards adulthood.

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What a wonderful year 2018 proved to be for the team at AWESOME.

We kicked off our festival season with over 60 awesome children descending upon our Arts Minister, the Hon David Templeman, during a press conference outside Parliament House, and using their ingenuity and creativity to surround him with a cardboard fort in a matter of minutes. Thank you Minister for your good humour and support!

Once again, our CEO/Artistic Director Jenny Simpson and her phenomenal team at AWESOME delivered a Festival program to rival any international arts festival, and received an outstanding response from the Western Australian community. We welcomed artists from all over the world to the event, joining the ever-growing pool of talented local artists who we are so fortunate to have here in Western Australia. It is a privilege to watch children come alive as they participate in the creative world of AWESOME.

Throughout 2018, the team also delivered 22 residencies in partnership with schools across Western Australia, as part of the Creative Challenge program. These residencies change the lives of over 700 children every year by instilling creativity in the classroom and celebrating the talents and stories of young people in regional and remote Western Australia.

Our team at AWESOME is small but mighty. Amidst a challenging funding environment, they have once again worked tirelessly to deliver a year of arts programming to be proud of. I would like to thank my fellow Board members for your unwavering support and enthusiasm and a special thank you to our outgoing Chair, Louanne Munz, who left us in 2018 after 6 years with AWESOME.

To our sponsors, artists and volunteers, I say a very big thank you on behalf of the Board. And to Jenny and the team, you are truly AWESOME. Finally, to all the Mums, Dads, Grandparents and carers who come back year after year to support AWESOME, thank you for recognising the power and importance of creativity in children's lives.



Derry Simpson  
Chairperson

AWESOME Arts Australia Ltd.

# CEO/ARTISTIC DIRECTOR'S REPORT

2018 was a fantastic year for the company and I am delighted to present our 2018 Annual Report.

The Creative Challenge program continued to thrive under the leadership of Miranda Stephens with a total of 22 residencies delivered in partnership with schools across the state. These important residencies change young lives and empower teachers to incorporate creativity into their classrooms every day. Huge thanks go out to our amazing artists, teachers, principals and most of all, the students.

The 2018 AWESOME Festival program met with a phenomenal audience response and it was a real privilege for us to experience such exhilarating enthusiasm from Western Australian families. The AWESOME Festival continues to cement its position in WA as our premier event for families and schools.

I'd like to thank our supporters – sponsors, funders, donors, venues and peers. Without your generous support our work would not be possible. Particular thanks go to UWA for being such great friends and partners as well as the huge team of volunteers upon whose shoulders we stand when it comes to running the Festival. Speaking of volunteers, we have a Board of Directors that is second to none and your wisdom and guidance throughout the year is deeply valued. In 2018 our Production crew shone under significant pressure and they reinforced to me that we really do work with the best people in the business.



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It is very hard to put into words the sheer dedication, passion and hard work that resides within our talented staff. Alex, Brianna, Miranda, James, Amanda, Nadia, Lucy, Jenna and Sam, it is a pleasure to work with you and the success of the 2018 Festival is yours.

Thanks for a great year!

Jenny Simpson  
CEO & Artistic Director  
AWESOME Arts Australia Ltd.



Image by James Campbell

# 2018 AWESOME FESTIVAL OVERVIEW

The 2018 AWESOME International Arts Festival for Bright Young Things was held at the University of Western Australia on Friday 28 and Saturday 29 September, with a season in the Perth Cultural Centre from Sunday 30 September to Friday 12 October. It is estimated the 2018 event was attended by more than 169,000 people. The AWESOME Festival continues to attract new audiences with 51% of Culture Counts survey respondents indicating that they had visited the AWESOME Festival for the first time. 96% of visitors suggested they had a positive overall experience at the event and 94% indicated that the AWESOME Festival provides an opportunity for their children to have high quality arts experiences they might not otherwise be able to see.

## CONCESSION TICKETING PROGRAM SUPPORTED BY BHP

With support from the BHP South Flank Project, and matched funding from Fluor Australia the 2018 AWESOME Festival offered subsidised concession tickets to make a visit to the Festival more affordable for low income families. AWESOME offered discounted and subsidised tickets to families with valid Government issued pension and health care cards in addition to facilitating unique experiences for disadvantaged community groups. The support from BHP enabled AWESOME to offer subsidised tickets to 748 people.

2018

## AT A GLANCE

- AWESOME attracted over **169,000 visitors** to the AWESOME Festival
- **51%** of the surveyed audience **visited the AWESOME Festival for the first time**
- AWESOME worked with **69 schools**
- AWESOME Engaged **88 Western Australian Artists**
- Our **artists travelled 38,743KM** to facilitate Creative Challenge Residencies
- AWESOME Engaged **171 volunteers** who donated **2,890 hours** of their time to the AWESOME Festival
- AWESOME delivered projects within **18 different local government localities**

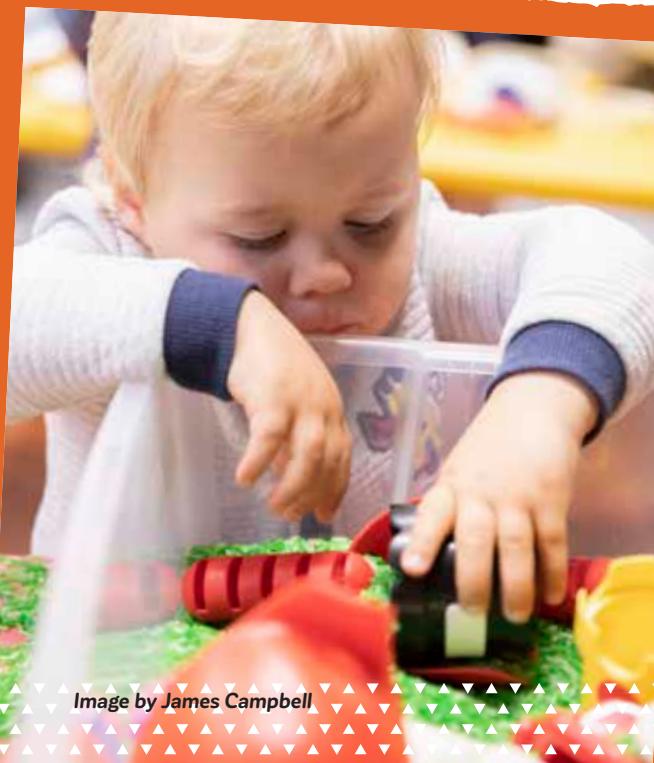


Image by James Campbell

# VOLUNTEERING

BY BRIANNA WOTZKO

## REPORT

171 volunteers participated in the 2018 AWESOME Festival contributing over 2890 hours assisting the event. There was an average of 38.6 volunteers on site a day during the general public season of the festival. Friday 28th September was the largest day of volunteering with 58 volunteers helping out at the UWA campus.

In 2018, we continued to attract a diverse cohort of volunteers with a variety of motivations, backgrounds, and skill levels. 26.3% of our volunteers were under the age of 18 years of age, whilst 12.3% were over the age of 50.

AWESOME would like to thank Lotterywest for their continuing support of the volunteering program, enabling the organisation to engage additional contract staff to manage recruitment and much needed ground support during the festival.

AWESOME would like to extend a huge thank you to our enthusiastic and dedicated volunteers for donating their time. You are the lifeblood of the festival and we appreciate your amazing hard work!

We would also like to thank Nadia Bischof for her dedication and organisation of the volunteering program in 2018.

Image by James Campbell



In 2018, 2050 children attended a festival excursion, incursion or participated in the Little Impressions Exhibition. The 2018 AWESOME Festival engaged with 42 different schools.

AWESOME launched the 2018 education program in May with a Professional Development session run by artist Chloe Flockart on Incorporating Technology with Arts.

We were also thrilled to have a presentation from Schools Curriculum and Standards Authority (SCSA) and past board member, Sven Sorenson.

BY BRIANNA WOTZKO

# EDUCATION REPORT

SCHOOLS PROGRAM	
Total number of participating students	2050
Excursion	1054
Incursion	996

This year, for the first time, we combined the Educators' Resource Kits for the Creative Challenge Artist in Residency Program with the Festival Excursion Program. The kit was written to the 2018 Creative Challenge theme of *Different Voices* with 4 units of understanding, links to the WA Curriculum scope and sequence, with cross curriculum extensions. Due to feedback from our teacher focus group the resource kits were developed in a more visual style to enable busy teachers to use the kits with ease. We received great feedback on this new style and plan to develop it further in 2019.

In 2018 we offered 3 excursion packages, *Dreams and Machines* partnering a performance of *Ruby's Wish* by Holly Austin, Adriano Cappelletta & Jo Turner, with a workshop of *Cause and Effect* by artist Jens Altheimer, *Leaps and LOLs*, pairing a performance of *The Listies Make you LOL* by the Listies with a performance of *Game Theory* by Joshua Monten and accompanying dance workshop. The final offering for schools was *Four Go Wild in Wellies* by Indepen-dance with an accompanying workshop facilitated by choreographer Karen Anderson.

In 2018, we also invited schools to participate in the *Little Impressions Printmaking Exhibition*. Students were asked to create printmaking artworks that answered the question, "What do you wish more people were talking about?" These were displayed in the State Theatre Centre Courtyard along with a digital exhibition on the Perth Cultural Centre Screen. With over 24 schools participating, this project was a great success. AWESOME will continue to grow this project further in 2019.



Image by James Campbell

# 2018 CREATIVE CHALLENGE REPORT

BY MIRANDA STEPHENS

## DIFFERENT VOICES

Creative Challenge is AWESOME's core community development program, presenting art residencies in schools across Western Australia. In 2018, 31 professional artists were engaged to work with schools on a variety of unique multidisciplinary arts projects.

The 2018 theme *Different Voices* celebrated the voices of young people living in Western Australia, asking them to explore their own voice, whilst also considering those voices around them. Each artwork created was unique and inspired by the culture and aspirations of the students making it, reflecting their own sense of identity, community and place.

## CREATIVE CHALLENGE PERTH

With the support of Crown Resorts Foundation and Packer Family Foundation AWESOME visited three metropolitan schools, engaging professional artists to work with students in a series of exciting workshops. The final artworks were exhibited at the 2018 AWESOME Festival in the Perth Cultural Centre. Participating students attended a Festival Excursion including seeing their exhibited artwork.

SCHOOL/ COMMUNITY	NO. YOUNG PEOPLE	ARTISTS	DATES (2018)
Coodanup College	21	Chloe Flockart & Richard Watson	15 May - 19 June
Coolbellup Community School	27	Nathan & Frances Hoyle	30 May - 15 August
Nollamara Primary School	30	Tess Darcey & Matt Aitken	17 July - 18 Sept
<b>Total:</b>	<b>78</b>	<b>6</b>	

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# CREATIVE CHALLENGE REGIONAL

With the support of AWESOME's Principal Partner BHP and Healthway promoting the Go for 2&5 health message, AWESOME delivered Creative Challenge to 19 regional, rural and remote schools. A selection of artworks and residency photographs were exhibited at the 2018 AWESOME Festival.



SCHOOL/COMMUNITY	NO. YOUNG PEOPLE	ARTISTS	DATES (2018)
Parngurr Community School	22	Kitsiri Desilva & Chloe Flockart	21-25 May
Mount Magnet District High School	36	Lee Fullarton & Denise Chard	18-22 June
Hedland Senior High School	30	Rachael Woodward & Lex Randolph	18-29 June
South Newman Primary School	51	Charlotte & Kero O'Shea	23-27 July
Newman Senior High School	14	Charlotte & Kero O'Shea	30 July - 3 August
Bungaree Primary School	86	Louise Snook & Kitsiri DeSilva	6-17 August
Leonora District High School	70	Murray Collier & Hannan Jones	13-24 August
Gascoyne Junction Remote Community School	10	Peter Keelan & Cecile Williams	13-17 August
Yandeyarra Remote Community School	24	Matt McVeigh & Ben Crapsley	20-24 August
CAPS Kurrawang	36	Angela Barnett & Roly Skender	20-24 August
East Kalgoorlie Primary School	30	Hannan Jones & April Phillips	3-14 September
Cassia Primary School	32	Matt McVeigh & Natalie Zuchetti	3-14 September
Coolgardie Primary School	50	Sally Stoneman & Lewis Horne	10-14 September
Wiluna Community	12	Martine Perret & Jonathan Mustard	24 Sept - 5 October
RAWA Community School, Punmu	14	Charlotte & Kero O'Shea	22 - 26 October
RAWA Community School, Kunawarritji	17	Charlotte & Kero O'Shea	29 October - 2 November
Onslow Primary School	32	Rebecca Corps & Rachael Woodward	29 October - 9 November
Djidi Djidi Aboriginal School	75	Richard Watson & Natalie Zuchetti	12 - 16 November
Strelley Community School, Warralong	35	Sete Tele & Mei Swan Lim	26 - 30 November
<b>Total</b>	<b>676</b>		

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# COMMUNITY ARTS ENGAGEMENT AND SPECIAL PROJECTS

## **Wearable Art Residency – The Smith Family**

With the support of The Smith Family, AWESOME engaged professional artists Alex Mciver and Jodie Davidson to work with 21 students from years 8 to 10 at Collie Senior High School. The artists ran a series of visual arts workshops in felting, sculpture, research and response and painting. The students created wearable art pieces that were showcased in a runway show celebrating the students' achievements.

## **World's Biggest Playgroup Day – Playgroup WA**

AWESOME partnered with Playgroup WA to run a mask making activity for children aged under 5, at their annual World's Biggest Playgroup Day in Whiteman Park.

## **Evening in the Park – The City of Bayswater**

The City of Bayswater engaged AWESOME Arts for a second year of programming at their Evening in the Park event in March. Bert Wright Park in Bayswater hosted the outdoor family friendly festival where AWESOME presented a number of engaging activities for young people including Imagination Playground. Artist Rachael Woodward facilitated the creation of Perspex portraits, while the Smooth Sound Band brought audiences together with some of their great jazzy arrangements and the young broadcasters even interviewed Mayor Dan Bull, live on stage.

## **West Stirling Neighbourhood House 30th Anniversary Family Festival**

West Stirling Neighbourhood House hosted a 30th Anniversary Family Festival on 6 May, 2018. AWESOME Arts ran Imagination Playground for families to enjoy, engage and play as part of the celebrations.

## **School Holiday Workshop – John Curtin Gallery**

AWESOME worked with John Curtin Gallery to host school holiday workshops in July. The school holiday project was facilitated by local musician and artist Kate Page. She ran musical interpretation workshops engaging participants with music and sound creating soundscapes that responded to artworks within John Curtin Gallery's collection.

## **Mini Rev Flipbook Workshops with Lex Randolph**

AWESOME partnered with Perth Revelation International Film Festival to deliver a highly engaging flip book animation workshop at the State Library of Western Australia during the July school holidays. Artist Lex Randolph facilitated flip book workshops for participants aged 6 to 12.

## **Cossack Family Day - The City of Karratha**

The City of Karratha opened the annual Cossack Art Awards with their Family Day celebrations on 22 July 2018. AWESOME Arts travelled to the regional celebration in Cossack to deliver the popular program Imagination Playground at the outdoor event.

## **Good 2 Grow – Churchlands Senior High School**

AWESOME delivered Mini Imagination Playground at Churchlands Senior High School's Good to Grow event.

### **FLOCK – Artist Workshop**

AWESOME supported artist collective FLOCK to engage professional artist Kitsiri DeSilva to undertake a professional development session encompassing art therapy, self-care and visual arts at the 2018 AWESOME Festival.

### **Muddy Hands Festival – The City of Canning**

Muddy Hands Festival was a great outdoor event to place on 28 November, 2018. The event was run by the City of Canning to promote sustainability and innovation within the community. AWESOME Arts had a great day with children and families building some amazing cardboard creations out of recycled material. Imaginations were also encouraged to grow with Imagination Playground and Wishing Line activities.

### **STEAM Carnival – The City of Canning**

The STEAM Carnival at City of Canning was held on 8 December 2018 and promoted science, technology, engineering, arts and math to young Western Australians. AWESOME participated in the carnival by facilitating Imagination Playground for curious families attending the event. Cardboard creations from the Muddy Hands Festival were also displayed as part of the Cardboard Challenge exhibition and activity.





# MARKETING AND COMMUNICATIONS REPORT

BY ALEXANDRA BIDDLE

The 2018 AWESOME Festival was supported by a comprehensive marketing and publicity strategy. The strategy covered radio, digital and print, and for the first time, AWESOME engaged a dedicated publicist to work on four Festival shows.

AWESOME continued a successful partnership with *The West Australian* focussing on digital advertising through Perth Now in addition to the AWESOME Lift Out Supplement in *The Weekend West*. Bright young things learned the art of critical review writing in *The West Rookie Reviewer Workshops*. These were delivered by the West Australian Media Education Team again in 2018.

AWESOME's partnership with ABC Radio Perth was deepened in 2018 with the co-presentation of a highly-anticipated parenting forum with author, educator, and parenting and resilience specialist Maggie Dent. The interview was conducted in front of a live, captive audience by Gillian O'Shaughnessy and recordings were broadcast on ABC Radio Perth's *Afternoon's* program.

The successful long-term partnership with 303MullenLowe continued to deliver innovative and captivating branded campaigns to promote the organisation and its mission. The Instant Fort Project engaged a group of over 50 young people to take part in a publicity stunt outside Western Australia's Parliament House. The Honourable David Templeman MLA, Minister for Local Government, Heritage and Culture and the Arts generously donated his time and talent to have a stage press conference interrupted, and have a fort built around him by this large number of enthusiastic children. The partnership with 303MullenLowe continues to re-define boundaries in terms of promotions and branding, and AWESOME is exceptionally grateful for their valuable contribution to the organisation and local community.

The Creative Challenge program, themed *Different Voices* gained strong editorial coverage throughout the regions that celebrated the achievements of the creative young participants.

Marketing and Communications continues to support the goals and objectives of the organisation by creating and maintaining engaged networks and supporting community outreach and development through the arts.

# PATRON, EMPLOYEES

AND

# BOARD OF DIRECTORS

## PATRON

**Professor Johnathan Carapetis,**  
Director of the Telethon Kids Institute

## STAFF

**Jenny Simpson**  
Chief Executive Officer & Artistic Director

**Alexandra Biddle**  
Operations Manager

**Brianna Wotzko**  
Administration, Education & Volunteer Manager

**Linden Read**  
Marketing & Communications Manager  
(23 April to 31 December, 2018)

**Miranda Stephens**  
Community Cultural Development Manager

**Lucy Shurman**  
Administration Support Officer (short-term contract)

**Samuel Sisti**  
Festival Ticketing Officer (short-term contract)

**Nadia Bischof**  
Volunteer and Administration Officer (short-term contract)

**James Savage**  
Production Manager

**Jenna Mathie**  
Site Producer (short-term contract)

**Ellick Higson**  
Festival Site Manager (short-term contract)

**Amanda Scoble**  
Finance Manager

## FESTIVAL PHOTOGRAPHER

James Campbell

## FESTIVAL PRODUCTION TEAM

Alex Toland, Renata Murdoch, Hannah Portwine  
and Isaac Maiolo.

## BOARD OF DIRECTORS

Derry Simpson (Chairperson)  
David Lee (Co-vice Chairperson)  
Nadia Mitsopolous (Co-vice Chairperson)  
Mary Bretherton (Treasurer)  
Luke Blackbourn (Secretary)  
Anna Pearce  
Jenny Simpson  
Louanne Munz (Chairperson until 16 May, 2018)

## ACKNOWLEDGEMENTS

AWESOME would like to sincerely thank the Art Gallery of Western Australia Shop, Eillo, Fi & Co, Livingstone's Urban Jungle, Flipside Burgers Northbridge, The Court Hotel, Pretzels Northbridge, The Hummus Club, Mr Fox on William, Planet Books, Jacksons Art Supplies Northbridge, RoyAI's Chicken and Burgers, Toastface Grillah and Whisk Creamery for their kind support of the 2018 AWESOME Festival Volunteer Program.

AWESOME would like to extend heartfelt thanks to all of our funding partners, donors and sponsors. We value your support and acknowledge your investment in our community.

## THANK YOU TO OUR VOLUNTEERS

A huge thanks goes out to all our dedicated AWESOME volunteers and interns who generously donated their time, skills and smiles to the AWESOME Festival. We couldn't do it without you!





# FINANCIALS

## INCOME AND EXPENSE STATEMENT JANUARY 2018 THROUGH DECEMBER 2018

### INCOME

Grant funding	\$742,604
Sponsorship	\$613,425
Earned income	\$103,981
Other earned income	\$1,762

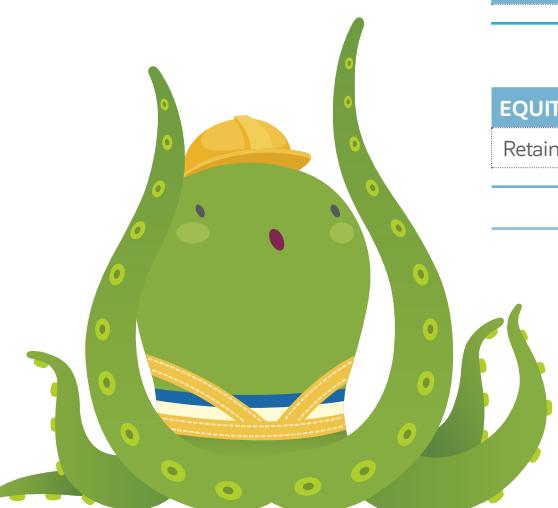
**TOTAL INCOME** \$1,461,772

### EXPENSES

Salaries, wages and fees	\$751,397
Marketing, promotion, documentation	\$188,821
Infrastructure costs (admin)	\$89,413
Programs, production, exhibitions, touring	\$425,513

**TOTAL EXPENSES** \$1,455,144

**SURPLUS** \$6,628



**BALANCE SHEET  
AS AT 31 DECEMBER 2018**

**ASSETS**

Current Assets	\$418,787
Other Assets	\$10,376
Fixed Assets	\$34,013

**TOTAL ASSETS** \$463,176

**LIABILITIES**

Current Liabilities	\$165,355
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**TOTAL LIABILITIES** \$165,355

**NET ASSETS**

**TOTAL ASSETS** \$297,821

**EQUITY**

Retained Earnings	\$291,193
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**CURRENT YEAR RESULT** \$6,628

**TOTAL EQUITY** \$297,821

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PRINCIPAL PARTNER

# BHP

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MAJOR PARTNERS



Department of  
Local Government, Sport  
and Cultural Industries



City of Perth



PERTH  
THEATRE  
TRUST

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MEDIA PARTNERS

**The West Australian**  
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CONTEMPORARY ARTS



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SUPPORTING PARTNERS

