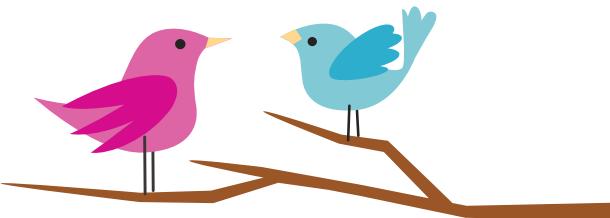


AWESOME

ANNUAL REPORT 2017



INTERNATIONAL ARTS FESTIVAL
FOR BRIGHT YOUNG THINGS



REPORT FROM LOUANNE MUNZ

CHAIRPERSON

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.



2017 can be summarised as a year of change, challenge and continued success for AWESOME.

We welcomed a new Arts Minister, the Hon David Templeman and a portfolio of new ministers who have embraced AWESOME's activities. We farewelled two valued staff, Eric Sankey and Louise Leadbitter, and two Board members, Jo Wilkie and Kate Chaney.

The 2017 International Arts Festival directed by Jenny Simpson, attracted larger audiences to the City of Perth showcasing a vibrant program with participating artists from the USA, Europe, New Zealand, Australia and locally from Western Australia. Throughout the year, the ever popular Creative Challenge delivered residencies into 20 regional and 3 metropolitan schools changing the lives of over 800 children in WA.

Amidst continued challenges and funding pressures, both staff and board members have engaged with partners, artists, sponsors, audiences and opportunities alike to promote the wonder of AWESOME to our communities. Our team is cleverly nimble, alternative and creative in the successful delivery of our arts programs and works tirelessly to meet deadlines. In return, we are rewarded with enthusiastic participation and heartfelt feedback from young people and their families.

For AWESOME, anything is possible, and I would like to thank both staff and Board members (past and present) for their valued contributions during the year.



Louanne Munz
Chairperson
AWESOME Arts Australia Ltd.



REPORT FROM JENNY SIMPSON

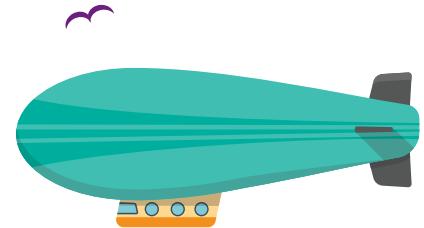
CEO/ARTISTIC DIRECTOR

It is a pleasure to present the 2017 Annual Report.

I would like to congratulate the team on another huge year, once again, full of outstanding achievements.

AWESOME successfully delivered 23 Creative Challenge artist-in-residency programs into schools across Western Australia. These process-driven residencies foster positive change and learning. We are grateful to all of the stakeholders and supporters of program, particularly our amazing artists, teachers, principals and most of all - the students who, when they bring hearts and souls to each residency, remind us that anything is possible! Congratulations and thanks to Miranda Stephens on an outstanding first year in the role of Community Development Manager.

For a small team, delivering the AWESOME Festival takes a phenomenal commitment. This year's AWESOME Festival program was once again diverse, bold and evocative and we were thrilled at the overwhelmingly positive audience response. The highlights of the festival are too numerous to mention individually; however, I would like to acknowledge and thank our colleagues at UWA University Theatres for partnering with us on the huge opening weekend and our extraordinary volunteers, without whom the AWESOME Festival would not be possible. My personal thanks also to Alexandra Biddle who expertly took over the festival reigns when a surprise appendectomy sidelined me early on. Sometimes it can take a crisis to fully appreciate the true value of the team!



There are so many people who enable us to achieve what we do every year. Our sponsors, funders, donors, volunteers, artists, crew and our arts industry colleagues.

To all of you – thank you so much for believing in us and importantly, for believing that Western Australian children deserve the best creative experiences.

And finally, to our staff and Board.

There is nothing I could write here that could come close to describing your talent and commitment. Thank you so much.

Jenny Simpson
CEO/Artistic Director
AWESOME Arts Australia Ltd.

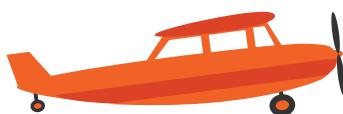




Image by James Campbell

2017 AWESOME FESTIVAL OVERVIEW

The 2017 AWESOME International Arts Festival for Bright Young Things received an estimated attendance of over 170,000 people. For the first time, AWESOME ran over two sites on the opening weekend, the Perth Cultural Centre and the University of Western Australia. The 2017 AWESOME Festival continued to give Perth families opportunities to introduce their children to arts experiences they may not otherwise be able to access.

In 2017, 98% of surveyed respondents indicated this was the case for them. The AWESOME Festival also continues to grow its audience with 48% of Culture Counts survey respondents indicating that they had visited the AWESOME Festival for the first time. 94% of visitors to the 2017 AWESOME Festival indicated they would recommend the Festival to others.

CONCESSION TICKETING PILOT PROGRAM

With support from the State Government of Western Australia through the Department of Local Government, Sport and Cultural Industries, the 2017 AWESOME Festival offered subsidised concession tickets to make a visit to the Festival more affordable for low income families. In 2017 AWESOME offered discounted \$5 tickets to families with valid Government issued pension and health care cards. This was the third year of the pilot program. It was concluded that the program attracted new audience to the event and changed patron behaviour to purchase more tickets or attend more events than they would have had the concession offer not been available.

ACCESS AND INCLUSION

In 2017 AWESOME produced the Autism Spectrum Disorder Guide for parents of children with Autism. This was the third year the guide had been produced, developing from an integral partnership with DADAA, into a sought after navigational tool for the AWESOME Festival. In 2017 the webpage to download the guide received a record 3,062 visits during the Festival period.

AWESOME partnered with Perth Theatre Trust to present *Oddysea* by Sensorium Theatre in the State Theatre Centre Courtyard. The show was specifically designed for children with disabilities, and was presented to both early childhood and education support group audiences.

MARKETING AND COMMUNICATIONS REPORT

BY LOUISE LEADBITTER

AWESOME delivered a comprehensive marketing and publicity campaign to support the 2017 AWESOME Festival. This included a targeted selection of radio, outdoor, digital and print advertising in addition to servicing media releases to key media outlets. The partnership with Channel 7 and The West Australian generated some fantastic editorial coverage, including a feature on *Today Tonight*. For the first time The West Australian's Media Education team hosted *Rookie Reviewers* workshops at the AWESOME Festival. The selected reviews written by the young participants were published in *ED! Magazine*.

A partnership with ABC Radio Perth culminated in an extremely well-attended launch event for Dame Lynley Dodd's latest book *Scarface Claw, Hold Tight!* with a live *Who Are You?*

Interview with the famous author with Geoff Hutchison. The interview was then played on the *Mornings Program* on ABC Radio Perth.

The AWESOME website has become a 'one stop shop' for Festival and Creative Challenge information with 83,648 views over the Festival period alone.

Creative Challenge visited more communities than ever before and still gained strong media coverage, including an ABC Regional Drive interview with CEO Jenny Simpson, which was broadcast regionally across Western Australia.

Marketing and communications continues to support the overarching objectives of the organisation; to 'reach out' and support community development, and has done so successfully in 2017.

Image by James Campbell



EDUCATION REPORT

BY BRIANNA WOTZKO

2017 saw 1906 children attend a festival excursion, incursion, or participate in the Cardboard Challenge with participation from 32 schools, and education support centres.

The 2017 education program commenced in April with the Launch of the Festival Education program, information session and Professional Development. We were thrilled to have a presentation from Sven Sorenson, Schools Curriculum and Standards Authority (SCSA) Principle Drama Consultant, and AWESOME Board member. Chloe Flockhart facilitated a professional development workshop entitled *Art for Problem Solving*.

2017 was the second year that we presented the Festival Excursion program in thematic packages which allowed for further educational depth.



The packages we presented were *Winging It*, a package including a performance of *The Spaceman Cometh* and improvisation workshop run by the Masters of Hooey (Sam Longley, Sean Walsh, Damon Lockwood), Artist Rachael Woodward or Drama Teachers Alex Biddle and Brianna Wotzko; *Storytelling Blues*, a package including a performance of Guy Davis: *Routes of the Blues* and an illustration workshop run by artist Campbell Whyte or storytelling workshop run by artist Glenn Swift; And a package presented specifically to Education Support Centres and students with special needs that included a performance of *Oddysea* and a tailored workshop run by Sensorium Theatre. All packages incorporated a tour of the festival site including activities, exhibitions and free play.

This year we expanded our Incursion Program further, creating an additional Educator's Resource Kit *Astonishing Animation* based on a 1-hour film program. This made a catalogue of 3 resources that schools could choose between free of charge. This year we also invited schools to participate in the *Imagination Foundation's Cardboard Challenge*. Students were asked to create something that the world needs more of out of cardboard. Those involved were invited to exhibit their works at the 2017 AWESOME Festival.

Taking guidance from SCSA and our Teacher focus group we developed our curriculum linking within our Educator's Resource Kits and Incursion Kits to better align with the new curriculum and teacher's needs in the classroom. We will continue to develop this further in 2018.



VOLUNTEERING REPORT

BY BRIANNA WOTZKO

187 Volunteers participated in the 2017 AWESOME Festival contributing over 3515 hours in assisting the event. There was an average of 46.5 volunteers on site a day during the general public season of the festival. Sat 30th September was the largest day of volunteering in the history of AWESOME with 80 volunteers assisting over 2 festival sites!

AWESOME continued to attract volunteers with a vast cross section of motivations, backgrounds, and skill levels to provide them with exceptional opportunities to engage with quality contemporary arts projects and events for children and families. 100% of volunteers surveyed said that they would be interested in volunteering with AWESOME in the future.

AWESOME attracts a geographically diverse range of volunteers travelling as far as Alkimos, Yangebup, Ellenbrook, and Mount Barker. In 2017, we increased the amount of returning volunteers from 3.7% to over 20%.

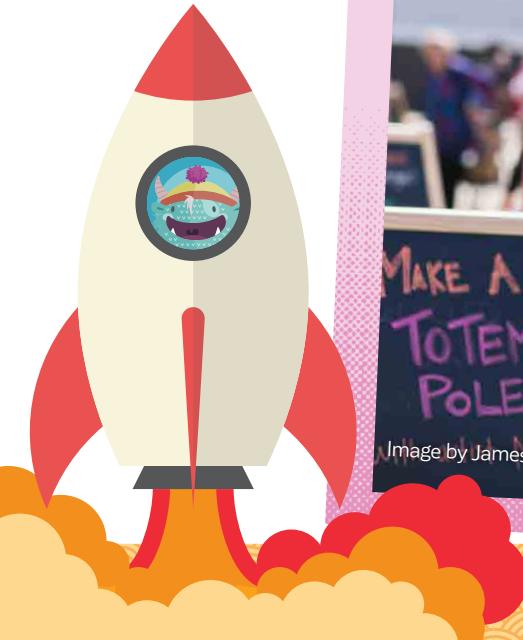
In 2017, AWESOME was thrilled to develop relationships with several volunteering groups, Perth Modern School Interact Club, The Embroiderer's Guild, and 38 Business Arts Management students from Ngee Ann Polytechnic in Singapore. AWESOME will endeavour to grow and develop group volunteering opportunities for the Festival further in 2018.

AWESOME would like to extend our gratitude to Lotterywest for their continued support in the volunteering program, enabling the organisation to engage additional contract staff to manage the recruitment and much needed ground support during the AWESOME Festival.

Finally, AWESOME would like to thank our dedicated team of volunteers who donated their time to make 2017 AWESOME Festival a success!



Image by James Campbell



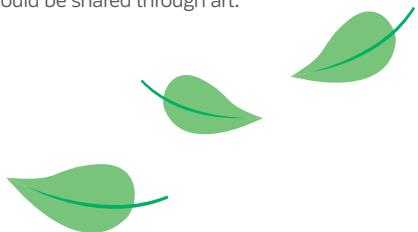
2017 CREATIVE CHALLENGE REPORT

BY MIRANDA STEPHENS

I HEAR YOU

Creative Challenge is AWESOME's core community development program celebrating the creative expression of bright young things living in metropolitan, regional and remote Western Australia. In 2017 the year-round artist-in-residency program saw a team of 31 professional artists representing a variety of different disciplines, present an arts project. Each residency encouraged young people to use creativity to tell stories and to initiate a discovery of individual and collective community identity.

The 2017 Creative Challenge theme was *I Hear You*, which centred around creating and building empathy, working together, and responding to one another with consideration. The theme, ultimately, presented a platform where ideas, opinions and concerns could be shared through art.



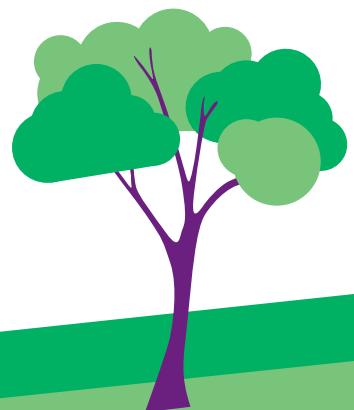
CREATIVE CHALLENGE PERTH

With the support of the Crown Resorts Foundation and Packer Family Foundation AWESOME was able to offer the Creative Challenge Perth program to three metropolitan schools. Each school undertook process driven creative workshops over 10 weeks to create artworks based around the theme *I Hear You*. The young students worked with professional artists to develop their skills

with which they created some stunning final pieces. A selection of the works were exhibited at the 2017 AWESOME Festival in the Perth Cultural Centre. Each participating class attended the AWESOME Festival on excursion to experience a show, participate in a creative workshop and see their work exhibited.

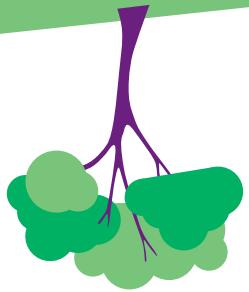
SCHOOL/COMMUNITY	NO. YOUNG PEOPLE	ARTISTS	RESIDENCY DATES (2017)
Koondoola Primary School	40	Mat de Koning, Paul Hayes and Rachael Woodward	24 May–9 Aug
North Balga Primary School	22	Jodie Davidson and Addam	18 Jul–19 Sept
Bentley Primary School	12	Mei Swan Lim and Tessa Darcey	20 Jul–21 Sept
TOTAL	74	7	

PACKER FAMILY FOUNDATION



CREATIVE CHALLENGE REGIONAL

With the support of AWESOME Principal Partner BHP, Healthway promoting the Go for 2 & 5 health message and the State Library of Western Australia, AWESOME delivered Creative Challenge to 20 regional, rural and remote schools in 2017. 28 artists worked with the schools for either 1 or 2 weeks on the 2017 theme I Hear You. A selection of artworks and photographs of the residency were exhibited at the 2017 AWESOME Festival in October and at the State Library of Western Australia in March 2018.



SCHOOL/COMMUNITY	NO. YOUNG PEOPLE	ARTISTS	RESIDENCY DATES (2017)
Parrngurr Remote Community School	21	Kitsiri Desilva and Lex Randolph	22–26 May
Gascoyne Junction Remote Community School	6	Richard Watson and Chloe Flockhart	12–16 Jun
Mount Magnet District High School	41	Iona McAuley and Angela Barnett	12–16 Jun
South Newman Primary School	70	Matt Aitken and Mei Swan Lim	19–24 Jun
Newman Senior High School	54	Matt Aitken and Mei Swan Lim	26–30 Jun
Hedland Senior High School	21	Sally Richardson and Lex Randolph	19–30 Jun
Yandeyarra Remote Community School	20	Calvin Chee and Matt McVeigh	26–30 Jun
Kalbarri District High School	50	Miranda Free and Lee Fullarton	26–30 Jun
Bungaree Primary School Rockingham	65	Louise Snook and Rachael Woodward	31 Jul–11 Aug
Coolgardie Primary School	47	Michele Grimston and Claire Pendrigh	14–18 Aug
Leonora District High School	72	Aesha Henderson and Matina Moutzouris	14–25 Aug
Cassia Primary School, Port Hedland	27	Charlotte O’Shea and Kero O’Shea	14–25 Aug
Djidi Djidi Aboriginal School, Bunbury	75	Calvin Chee and Hannan Jones	21–25 Aug
Kylkariiya Community School, Yungngora	23	Charlotte O’Shea and Kero O’Shea	4–15 Sept
East Kalgoorlie Primary School	25	Calvin Chee and Rachael Woodward	4–15 Sept
Wiluna Remote Community School	50	Michael Wise and Rachel Ogle	4–15 Sept
Strelley Community School, Warralong	40	Lex Randolph and Mei Swan Lim	16–20 Oct
Onslow School	10	Lewis Horne and Addam	30 Oct–10 Nov
RAWA Community School Punmu	36	April Phillips and Hamish Fletcher	6–10 Nov
RAWA Community School Kunawarritji	13	April Phillips and Hamish Fletcher	13–17 Nov

TOTAL **766** **28**

BHP

State Library
OF WESTERN AUSTRALIA



303
MULLEN LOWE



Skippers



Department of
Local Government, Sport
and Cultural Industries

Hertz

COMMUNITY ARTS ENGAGEMENT AND SPECIAL PROJECTS

EVENING IN THE PARK

City of Bayswater

For the first time, AWESOME worked with The City of Bayswater to deliver activities for their *Evening in the Park* event on Friday 24 March, 2017. AWESOME engaged artists Campbell Whyte to facilitate comic book workshops, Lex Randolph to create a Kandinsky inspired textile wall and the *Smooth Sound Band* and *Young Voice on Air* Broadcasters mentored by Percy Kalino at 6EBA Radio to interview the Deputy Mayor and perform on stage. AWESOME also delivered a number of free walk up activities at the extremely popular community event.

TELETHON KIDS INSTITUTE DISCOVER DAY

On Thursday 5 October, AWESOME delivered an interactive activity at the Telethon Kids Institute's *Discover Day*. Children were invited to make a dog puppet and formally adopt it by filling in a special adoption certificate.

ULLABY BY LUKE JERRAM

Presented in partnership with the City of Joondalup, City of Stirling, City of Fremantle and City of Melville

Lullaby was a FREE community bike-riding project devised by UK artist Luke Jerram and delivered by AWESOME Arts. The rides took place at dusk, when the suburban streets were quiet and empty. Community members from Heathridge, Balga, Balcatta, Samson, White Gum Valley, Bateman and Willagee were invited to decorate their bicycle with neon lights, LED's and other bright glowing elements in a community workshop

PLAYGROUP WA

World's Biggest Playgroup Day

AWESOME partnered with Playgroup WA and delivered an early childhood activity including mask making and kinetic sand trays, at the *World's Biggest Playgroup Day* in Whiteman Park in March, 2017.

WYALKATCHEM YOUTH WEEK FAIR

Shire of Wyalkatchem

AWESOME was engaged by the Shire of Wyalkatchem to deliver arts activities for their *Youth Week Fair*. AWESOME worked with artist Louise Snook to facilitate felting, embroidery and yarn weaving activities with the young participants.

at a local park. They then rode down suburban streets at dusk, spreading the serene sounds of a lullaby composed by Andy Taylor. *Lullaby* was created by Luke Jerram as a gift to children and families living in the local community. It was a fantastic project, with enthusiastic audience members coming out of their houses, or setting up on their front lawns to watch the passing parade.



SCHOOL HOLIDAY WORKSHOPS

with John Curtin Gallery

AWESOME worked with John Curtin Gallery to deliver three school holiday workshops at the venue. In April, AWESOME worked with artist Chloe Flockhart to deliver puppetry workshops and artist Steve Berrick to deliver interactive digital workshops. In July, AWESOME worked with visual artist Alex McIver to deliver a spray painting and critical thinking workshop with the gallery.

MERGE FESTIVAL

City of Melville

AWESOME was engaged by the City of Melville to deliver arts activities at the Merge Festival, held in Booragoon on Saturday 18 November 2017. AWESOME worked with local aged care facilities to gather names of residents, and children visiting the Merge Festival were invited to send a postcard one of these residents (an 'old friend'). AWESOME also delivered Imagination Playground, which was well received by families, who created amazing structures from the big blue blocks throughout the event.



MINI REV

Movie Sound Effects Workshops with Kero O'Shea

In partnership with the Revelation Perth International Film Festival and the State Library of Western Australia, AWESOME engaged artist Kero O'Shea to design and facilitate movie sound effects workshops to compliment the Mini Rev program in July 2017. Young participants aged 6 – 12 were invited to make their own movie sound effects to a short film, utilizing iPads and a range of special sound effects props.



PATRON, EMPLOYEES & BOARD OF DIRECTORS

PATRON

Professor Johnathan Carapetis

Director, Telethon Kids Institute

STAFF

Jenny Simpson

Chief Executive Officer & Artistic Director

Alexandra Biddle

Operations Manager

Brianna Wotzko

Administration, Education & Volunteer Manager

Louise Leadbitter

Marketing & Communications Manager

Miranda Stephens

Community Cultural Development Manager

Megan Martin

Volunteer Coordinator (until July 2017)

Eloise Geerdink

Administration Assistant (short-term contract)

Samuel Sisti

Festival Ticketing Officer (short-term contract)

Nadia Bischof

Festival Volunteer Site Officer (short-term contract)

Kate Bailey

Creative Producer

James Savage

Production Manager

Sam Anderson

Festival Site Manager (short-term contract)

Amanda Scoble

Finance Officer

BOARD OF DIRECTORS

Louanne Munz

Chairperson

Derry Simpson

Vice Chairperson

Mary Bretherton

Treasurer

Luke Blackbourn

Secretary

Jo Wilkie

David Lee

Nadia Mitsopolous

Kate Chaney

Sven Sorensen

Jenny Simpson

FESTIVAL PRODUCTION TEAM

Ben Henry, Hannah Portwine, Devon Lovelady, Alex Toland, Ellick Higson, Lewis Spragg, Renata Murdoch, Ettain Boscato and Isaac Maiolo.

FESTIVAL PHOTOGRAPHER

James Campbell

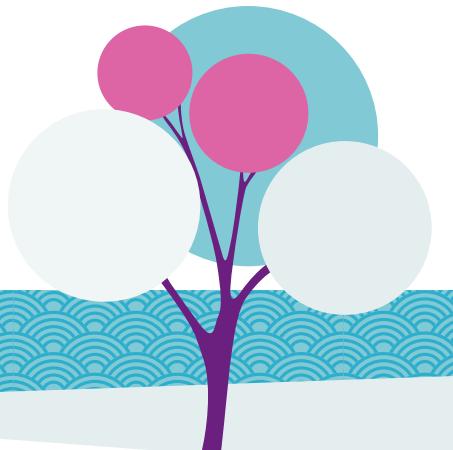




Image by James Campbell

ACKNOWLEDGEMENTS

AWESOME would like to sincerely thank the Art Gallery of Western Australia, Flipside Burgers Northbridge, The Dominion League, The Court Hotel, Pretzels Northbridge, The Art Gallery of Western Australia Shop, The Hummus Club, Fi & Co, Planet Northside, Jacksons Art Supplies Northbridge, Hoyts Garden City, Little Willy's, Livingstone's Urban Jungle, Ruck Rover, Mr Fox on William, Sauma, Generics Urban Apothecary, First Edition Café, and Varsity Burgers Northbridge for their kind support of the 2017 AWESOME Festival Volunteer Program.

AWESOME would like to extend heartfelt thanks to all of our funding partners 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, work experience students 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 2017 THROUGH DECEMBER 2017

INCOME

Grant funding	\$785,004
Sponsorship	\$642,692
Earned income	\$173,972
Other earned income	\$10,037

TOTAL INCOME \$1,611,705

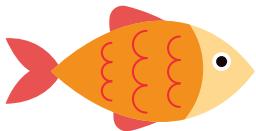
EXPENSES

Salaries, wages and fees	\$922,781
Marketing, promotion, documentation	\$140,783
Infrastructure costs (admin)	\$95,797
Programs, production, exhibitions, touring	\$490,581

TOTAL EXPENSES \$1,649,942

DEFICIT (\$38,238)





BALANCE SHEET AS AT 31 DECEMBER 2017

ASSETS

Current Assets	\$402,905
Other Assets	\$5,945
Fixed Assets	\$41,891

TOTAL ASSETS \$450,741

LIABILITIES

Current Liabilities	\$159,548
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TOTAL LIABILITIES \$159,548

NET ASSETS

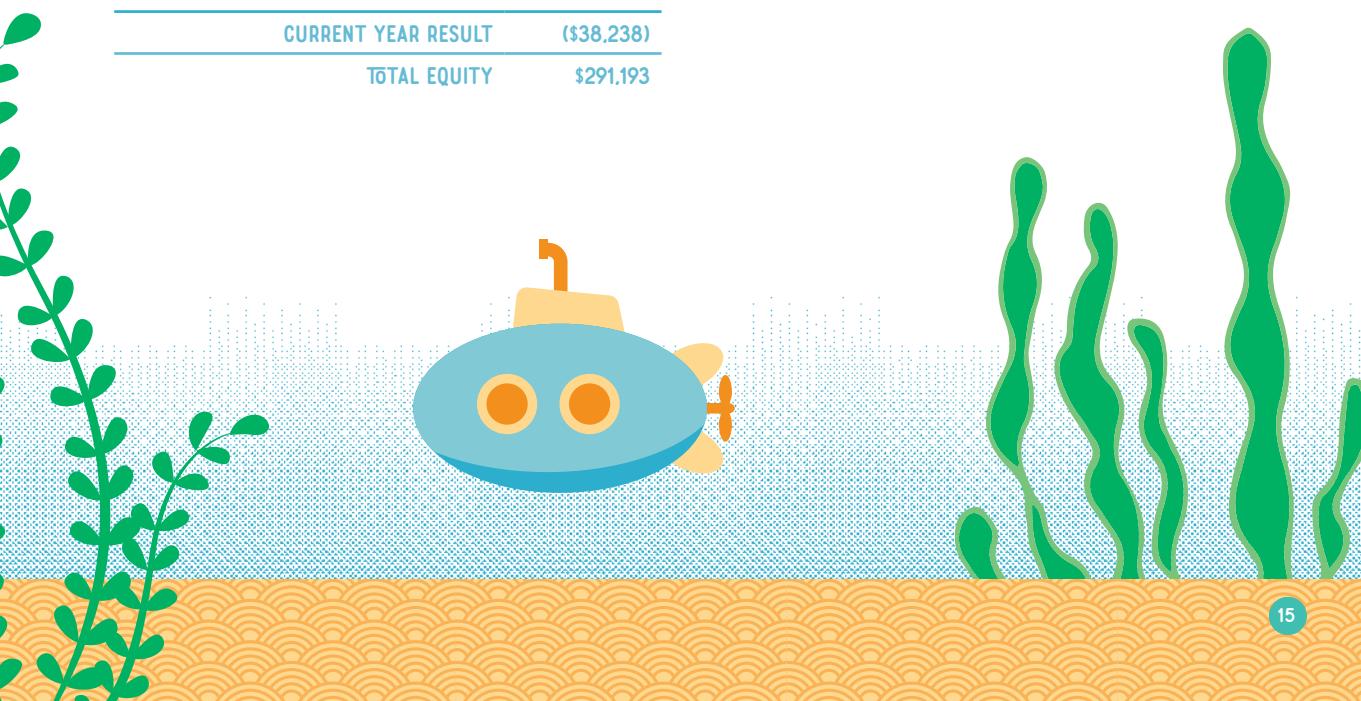
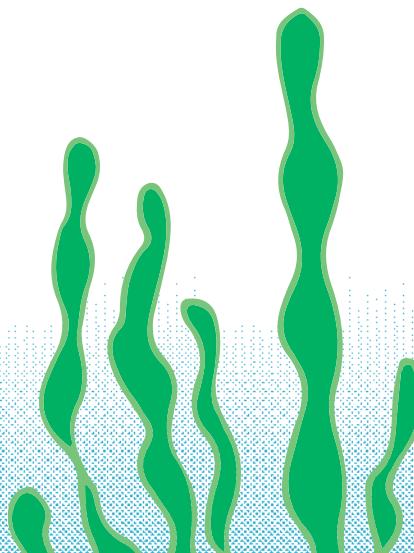
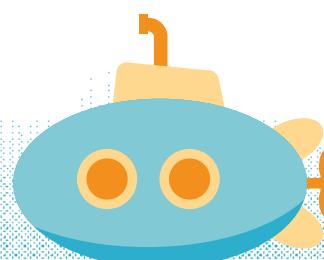
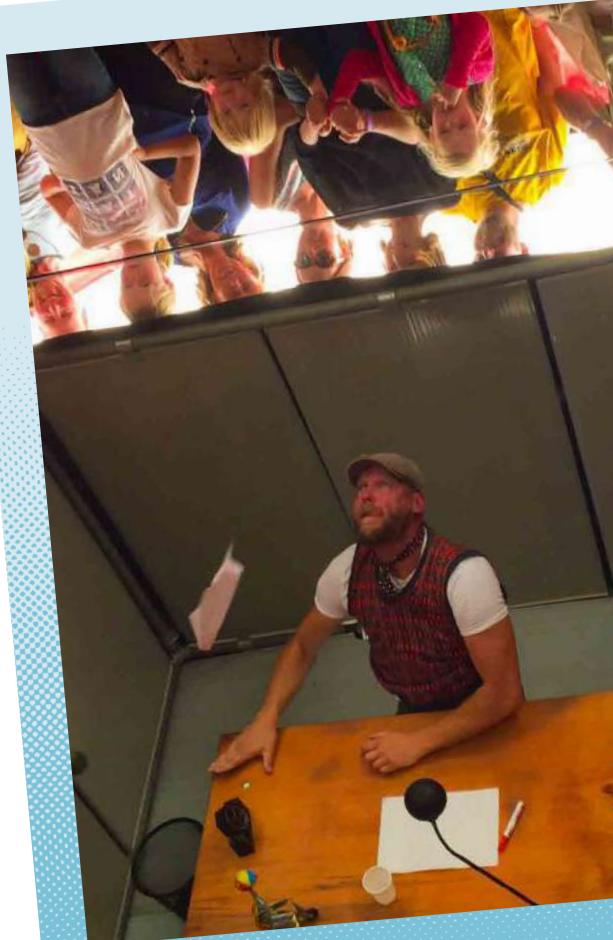
TOTAL ASSETS \$291,193

EQUITY

Retained Earnings	\$329,431
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CURRENT YEAR RESULT (\$38,238)

TOTAL EQUITY \$291,193



PRINCIPAL PARTNER

BHP



MAJOR PARTNERS

 **Wesfarmers Arts**



Department of
Local Government, Sport
and Cultural Industries

 **lotterywest**
supported



City of Perth

 **MRA** Metropolitan
Redevelopment
Authority

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THEATRE
TRUST**

MEDIA PARTNERS

 **The West
Australian**



 **Radio
PERTH**

 **ZAC
CREATIVE**

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OF WESTERN AUSTRALIA**

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WESTERN
AUSTRALIA**

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 **AG
WA**

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 **Penguin
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WA (Inc)**

