

# SOUTH EAST ARTS



BEGA VALLEY **SNOWY MONARO** EUROBODALLA

ANNUAL  
REPORT

20  
22



Giiyong Festival, 2022  
Image by David Rogers Photography

2022 was the 20th anniversary for South East Arts and was fittingly an outstanding year for the organisation. Financially we turned over more than \$1 million, with the majority of this income providing employment for 150 artists, arts workers and technicians. This was an exceptional achievement and testament to the hard-working staff and dedicated volunteer Board.

Through various strategic partnerships, South East Arts presented two major cultural events: Headland Writers Festival and Giiyong Festival, toured new performing arts shows within and beyond the region and helped to build capacity of arts organisations and events recovering from the impact of bushfires and Covid restrictions. A record total of 10,806 people attended festivals and events presented or supported by South East Arts.

2022 was the first full year of arts and cultural activity that was largely uninterrupted by Covid lockdowns, however weather events caused considerable disruption in the first half of the year and audience numbers were slow to return to pre-pandemic levels.

As part of our core service delivery, South East Arts was able to return to presenting in-person professional development workshops and networking opportunities, with 322 participants for 15 workshops/events across the three local government areas of Bega Valley, Eurobodalla and Snowy Monaro.



The amazing South East Arts team in 2022

# GIIYONG FESTIVAL

Giiyong Festival 2022 took place on 6 April at Jigamy, just north of Eden. It is the region's only multi-art form festival celebrating traditional and contemporary Aboriginal culture through dance, art, music, film, theatre, food, workshops and cultural tours.

The festival was a huge success, despite significant challenges due to the wet weather and the condition of the ground. The day before the festival we had to abandon the planned site adjacent to Pambula Lake and relocate the entire event to a different part of the Jigamy property.

The festival became an indoor/outdoor layout, utilising the Monaroo Bobberrer Gudu Keeping Place and despite the urgent last-minute pivot, the incredible crew, production team and volunteers managed to adapt and deliver a highly professional and dynamic event for 2500 visitors.

The festival featured 19 high quality music acts on the main stage, a range of cultural presentations and dance performances including a unique corroboree at sunset with four key dance groups from Wollongong to Eden.

William Barton's performance with his mother Aunty Delma Collins was transcendent, Buddy Knox Blues Band was smooth as ever, the Giiyong Gumleaf Band delivered an historic performance, Briggs blew the roof off the building and Terra Firma from Tamworth brought a touch of country and reggae.

Many local emerging artists shone on the day too, and the important thing about Giiyong Festival is the opportunity for local performers to raise the bar, network and share the stage with national acts such as Shellie Morris, Stiff Gins and Dizzy Doolan.

The most significant outcome from the festival came later in the year when funding from Create NSW was confirmed to present the festival with our partners Twofold Aboriginal Corporation for the next three years 2023 to 2025 in late November.



Gilyong Festival, 2022  
Images by David Rogers Photography

## Indigenous Arts and Cultural Development

In addition to Giiyong Festival, SEA delivered a range of projects and initiatives during 2022 as part of our strategic Indigenous focus across the region. Our work in this area ranges from financial support and business development for individual artists, advice and assistance for organisations looking to engage with Aboriginal artists and cultural leaders.

**Bundian Way Gallery** – since 2013, SEA has curated up to three exhibitions every year for this gallery located in Delegate. This year we installed new display furniture to help increase sales of craft work and gift cards. Exhibitions in 2022 included Monaro Men – Back to Country, Allison Walker – Wallaga Lake Country and Nundur Guunj – Black and White Spirits.

**Aboriginal Visual Arts Industry Scheme** - provides funding to employ our Aboriginal Arts Officer Ashweeni Mason to support the creative and business skills of Aboriginal visual artists. This program currently runs until June 2024 and includes workshops, exhibitions and services to promote artworks in a variety of ways such as digital reproductions, publications and online presentation.

**Sassi Spirit Poetry Book** – with support from a private donor, South East Arts published the first book of poetry by local writer Sassi Spirit. As well as selling the publication at Giiyong Festival, Sassi presented *Coolamon Cool Waters* at the event - a collaboration between Sassi, Maurial Spearim and Sharon Mason, which was a dramatic representation bringing voice to the matriarchs, and honouring the female ancestral spirit.

**Gum Leaf Band** – one of the highlights of Giiyong Festival was the formation and performance of gum leaf players initiated by Uncle Ossie Cruse. The project brought together five players from around the country to rehearse and perform at the festival, celebrating the history of gum leaf bands in Australia. The week-long project was captured by a film team, with a music video and short documentary to be released in 2023.

## Headland Writers Festival

The second annual Headland Writers Festival was held at Tathra in October 2022 and built on the success of the inaugural event, with an increased number of conversations, industry forums and workshops. The featured writers included Michelle de Kretser, Jock Serong, Clementine Ford, Veronica Gorrie and Hayley Scrivenor. An expanded program explored theatre, arts, design and music, and helped to establish new partnerships with the University of Wollongong, Writing NSW and Red Stitch Actors Theatre (Melbourne).

South East Arts, along with our presenting partners Candelo Books and Tathra Hotel, used the 2022 festival to build the event brand, strengthen connections with the publishing industry and further engage local businesses in establishing Headland as the premier literature event for the south east region.

A total audience of 650 people engaged with the program that featured a diverse range of experiences including conversations, workshops, industry forums, panel discussions, poetry events, spoken word and musical performances. The festival explored the role of literature in promoting diversity and inclusivity by connecting our community with wider trends, focusing on diverse voices in the publishing industry.



Philip Cox, Kate Herd & Christina Kennedy In Conversation with Jela Ivankovich-Waters  
Headland Writers Festival, 2022.  
Image by Angi High Photography



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Wendy Whiteley In Conversation with Janet Hawley  
Headland Writers Festival, 2022  
Image by Angi High Photography



## Headland Presents

In addition to the main festival in late October, a range of author talks and performances were presented throughout the year. This included:

**Almost a Mirror (Live) at Tathra** – the premiere performance of an edgy mash up of live music and storytelling, based on Kirsten Krauth's popular and critically acclaimed novel and podcast series of the same name. Kirsten's readings from her novel were blended with music from the late 70s and 80s - from post-punk to pop icons of Countdown. The all-star live band included Angie Hart, Michael Semic, Inga Liljestrom, Heath Cullen and Michael Mooney. The show has since been presented at the Stonnington Literary Festival with more dates to come.

**Sisters in Crime at Cobargo** – a full day of Australian women crime writers discussing the themes, characters and creative processes of novels and podcasts. Local writer Melissa Pouliot welcomed a fantastic line-up of sisters in crime including Candice Fox, Vikki Petraitis, Sulari Gentill, Fleur Ferris, Ilsa Evans, Dorothy Johnston and Caroline de Costa.

**Spring Sounds: Poetry and Music at Moruya** - featuring well-known local performer and podcaster Alice Ansara, dynamic narrative poems from Julie Janson, and poet and comic performer Harry Laing, joined by local guitar duo, Twice Shy.

**In Conversation Sessions** throughout the year included writers Paul West, Hugh Watson, Costa Georgiadis, Wendy McCarthy, Eleanor Robin, Nell Pierce, and Tim Hollo.

**Olga Masters Short Story Award** - the annual competition that acknowledges the life and work of Olga-Masters received 98 entries from around Australia. Ruth Armstrong was announced as the winner for her story Sandcastles which was published in Island Magazine and Miriam Webster was the runner-up for her story A Look of Extreme Festivity.

### Sam's Caravan

Sam's Caravan is a mobile stage, recording studio and live streaming facility created by local arts entrepreneur Sam Martin. With support from Create NSW, South East Arts helped to present the caravan at various festivals across the region in 2021 and 2022. This included the Candelo Village Festival, River of Art Festival (online), Cooma National Busking Championships, Lake Light Sculpture and Cobargo Folk Festival. Sam's Caravan has since been a key part of festivals such as Headland Writers Festival, Majors Creek Festival and Wanderer Festival.

### Regeneration Roadtrip

South East Arts supported a recovery and resilience project delivered by Navigate Arts throughout 2022. *Regeneration Roadtrip* was a local artist and community led engagement project that promoted community wellbeing and social recovery in fire impacted areas throughout the Queanbeyan-Palerang, Eurobodalla and Bega Valley Shire areas. An interactive website provided locals and visitors with an opportunity to engage with exhibitions, installations, concerts, videos, music and workshops across the region during Sept/Oct, with the website continuing as a virtual collection of this creative output – [www.regenerationroadtrip.com.au](http://www.regenerationroadtrip.com.au)

### Leonard's Beautiful Pictures

A delightful silent movie and live music show toured the South East and Southern Tablelands in April. We secured regional touring support to present the show as part of Four Winds Festival in Cobargo, Lake Crackenback as part of Lake Light Sculpture and in Cooma. The show continued to Picton and Young with the support of Southern Tablelands Arts. *Leonard's Beautiful Pictures* celebrates the family of entertainers known as The Marvellous Corricks, who toured Australia and the world in the early 1900s with their music, vaudeville and film screening shows.



## Cultural Tourism

This strategic focus area saw the arts showcased at the launch of the Tourism Futures Program, with Sapphire Coast Tourism, at Bega in March. Over 150 people attended the event which included a keynote address by Dr Lindy Hume OAM and performances by various musicians and dancers, and talks by creative leaders. The Creative South website continues to provide visitors with information on festivals, galleries, museums, public art and live music venues across the region. See [www.creativesouth.com.au](http://www.creativesouth.com.au)

As part of the Sapphire Coast Whale Trail tourism campaign, SEA presented four Aboriginal cultural experiences from August to October at Bermagui - Gumaraa Dancers, Tathra - Gulaga Dancers, Merimbula - Djaadjawan Dancers and Eden - Duurunu Miru Dancers. A total of over 500 visitors and locals attended these free cultural experiences.



Image – Richard Moffatt Snowy River Sphere 2011  
Photo by Paul Wheeler

## Country Arts Support Program (CASP)

CASP is a long-running small grants program which for the first time was managed completely by South East Arts. The SEA Board decided to draw on our public fund to increase the amount of funding available and allow individual artists to apply. The first round in June provided \$34,000 total funding - \$16,000 to 16 individual artists and \$18,000 to 7 small projects. The successful applicants covered a range of artforms including music, visual arts, theatre, video and writing. A second round of CASP was run in Nov/Dec to support small projects in 2023 and this will to be the timing of the annual funding round for 2024 onwards.

## Recipients of CASP for 2022

Small Projects funding of up to \$3000

- FLING Physical Theatre – Game Face by YFLING and FLUX Creators at FLING
- Red Earth Ecology – in FREQUENCY
- Stonewave Taiko – A Taiko Master Visits
- Yuin Folk Club – Kelly Country Pick
- Candelo Arts Society – Deep in Drag
- Theatre Onset – Goldilocks & the Three Bros
- South Coast Pastel Society – Pastel workshops



Goldilocks & The Three Bros - The Family Portrait  
Image by Theatre Onset

## Individual Artists funding \$1000

- Dr Susan Chancellor – *Road Trip* - video pilot
- Jesse Holden – Attend National Training Program (NTP) and Circus Festival
- Benjamin Fowler – New technology - album and live show recording
- Sam Martin – Media design and development
- Allison Walker – Purchase and upgrade art materials and tools
- Lynne Bowman – Kirtan Konnection music program
- Hayden Ryan – support Master of Music in New York
- Mark Salvestro – Playwriting intensive for *The Queen's City of the South*
- Raechelle Kennedy – Tech upgrade to expand creative possibilities
- Tamlyn Magee – Electric harp case
- David Crowden – Post-production of new original songs album
- Alison Simpson – Website creation
- Suzie Bleach – Purchase and install crane assist
- Rodney Mitchell – Howlin' Mitch goes electric
- Robyn Martin – Professional development in social media marketing
- Lisa Hogben – Digital transformation of arts practice



Sam's Caravan  
Image by Sam Martin

## **Services**

South East Arts provides a range of ongoing services to artists, arts organisations and local councils, with a focus on promotion and capacity building:

- 50 letters of support provided for funding applications by artists and arts organisations
- 12 monthly e-news publications and 30% click-through engagement
- 180 individual artists and organisations provided with advice and assistance
- 20% increased engagement through social media (Facebook and Instagram), with strong growth in metropolitan locations.

## **Communications**

South East Arts actively promotes arts throughout the region and beyond. Online we have a range of websites and use social media to build audiences for cultural activities. Instagram continues to be an effective way to promote events, though Facebook no longer reaches as wide an audience without paying for advertising.

## **South East Arts**

[www.southeastarts.org.au](http://www.southeastarts.org.au)

Website visits: 7.1K

Facebook Followers: 3,752 (an increase of 72)

Instagram Followers: 1,939 (an increase of 291)

Twitter Followers: 635 (an increase of 42)

E-News Subscribers: 1,685 recipients (an increase of 174)

## **HeadLand Writers Festival**

[www.headlandfestival.com.au](http://www.headlandfestival.com.au)

Website visits: 7.4K

Instagram Followers: 265

## **Giiyong Festival**

[www.giiyong.com.au](http://www.giiyong.com.au)

Website visits: 15K

Facebook Followers: 2.7k

Instagram Followers: 1,463

## Professional Development Workshops – total 322 participants

- I Hate Networking, Moruya, February
- How to Start a Creative Business, Moruya, February
- Social Media for Creative, Moruya, March
- Cultural Tourism Workshop, Bega, March
- Beginners Guide to Marketing, Bega, March
- Show Me the Money – Arts Funding, Jindabyne, March
- SMRC Networking Event, Jindabyne, March
- Aboriginal Cultural Tourism, Jigamy, July
- Story Design with Fleur Ferris, Merimbula, August
- Social Media for Creatives, Berridale, September
- Creative's Guide to Marketing, Berridale, September
- ARTWORKS – The Business Side of Creative Practice, Moruya, September
- Stories in Stories with Gabbie Stroud, Tathra, October
- Writing Water with Kate Liston-Mills and Chrissy Howe, Tathra, October
- Creative Recovery Training, Tathra, December

## Financial

In 2022, South East Arts recorded its' highest total income of \$1,101,000. With core annual income of \$255,500 from Create NSW and our partner councils, we were successful in leveraging a further \$845,500 from grants, donations and earned income. Donations of \$41,810 were received, with almost half of this amount used to support individual artists through increased CASP funding and projects.

## Project funding sources in 2022

- Create NSW
- Indigenous Visual Arts Industry Scheme
- Indigenous Languages and the Arts
- Bushfire Community Resilience and Recovery Fund
- Foundation for Rural and Regional Renewal
- Festivals Australia
- NSW Aboriginal Affairs
- Regional Arts Fund

### SUPPORTED BY:





Regeneration Roadtrip - Image by Paul Hopper