

ARTS MARGARET RIVER

2013

ANNUAL REPORT



Representatives at the AMR Shire meeting when Arts Margaret River was awarded the tender to manage the Cultural Centre.



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ARTS MARGARET RIVER

ARTS MARGARET RIVER is the Arts Hub in and for the Shire of Augusta-Margaret River and the greater Cape-to-Cape region in the southwest of Western Australia.

ARTS MARGARET RIVER was founded by a small group of dedicated volunteers in 1974 and forty years later it continues to thrive from the efforts and dedication of our FIVE ENDURING PILLARS:

our MEMBERS,
our dedicated VOLUNTEERS,
our generous SPONSORS (State, Shire and other donors),
our COMMUNITY (including businesses)
and of course our AUDIENCES.

In 2013, a year of important transition, Arts Margaret River Inc. began a process of change to accelerate growth in membership and volunteering, augment the capacity of its employed staff, and build new governance culture, structures and policies. An important milestone was a multi-year agreement with the Shire of Augusta-Margaret River giving us responsibility for managing our principal venue, the Margaret River Cultural and Events Centre, in return for a management fee, which will enable us to enhance the scope of our programs, audience and community reach and the quality of management and governance.

Arts Margaret River currently has five principal streams of income-earning activity:

Performing Arts – mainly touring (buy-ins and venue hires) and local events which use the auditorium and its proscenium-arch stage and fly-tower.

Cinema – in which the contracted operator, Twilight Cinemas, provides projection equipment without charge. A weekly program is presented, with extra shows in school holiday periods; Arts Margaret River receives a fix fee per ticket sold from the cinema operator. We also participate in the annual CinefestOz film festival.

The Foyer Gallery – using available wall and viewing space in the Cultural Centre foyer, for presenting monthly exhibitions mainly by local graphic artists.

The Readers and Writers Festival – an annual dual-stream event (adults and children), held in the Cultural Centre and other venues in the region.

Venue hire – local schools, businesses, business and cultural organisations and the Shire are able to use the

Cultural Centre auditorium for their own community and business activities. A fee schedule is advertised, with concessions for community users and the Shire.

OUR PURPOSE

- *To enhance and enrich the quality of lives of our community, in particular our members and audiences, by showcasing, facilitating, supporting and promoting high quality performing, visual, literary and cinematic arts.*
- *To influence and attract a wider audience as a result of our local efforts.*
- *To expand, develop and diversify our 'offer' to a broader audience. Our primary target markets are families and young children; high school students and young people; adults with and without children; and the disadvantaged.*
- *To promote local and regional artistic talent by providing occasions and space showcasing local performing, literary and visual arts.*
- *To align with the business community of our core area of the Augusta-Margaret River Shire, using 'arts' events, and the facilities of the Margaret River Cultural Centre to attract tourist visitors and to cater for business conferences, trade shows and meetings, to benefit the Shire's business community.*

OUR VISION

That all members of our community will continue to be connected to their culture, their history, their shared experiences and stories, and to express these through the Arts. To make this reality, we will:

- *Foster development of a self-sufficient and sustainable local artistic community*
- *Be recognised for our local artistic culture*
- *Be community focused*
- *Showcase local talent and attract new talent*
- *Assist to develop the Cultural Centre as a cultural and business venue.*
- *Steadily expand our capacity and help to improve the assets available to us.*

OUR VALUES

- *Respect*
- *Celebration*
- *Community*
- *Integrity*
- *Creativity*
- *Collaboration*
- *Diversity*
- *To be welcoming and embracing*

OUR ORGANISATION

Arts Margaret River Inc. is a not-for-profit incorporated association in the State of Western Australia, and is registered with the Australian Charities and Not-for-Profits Commission.

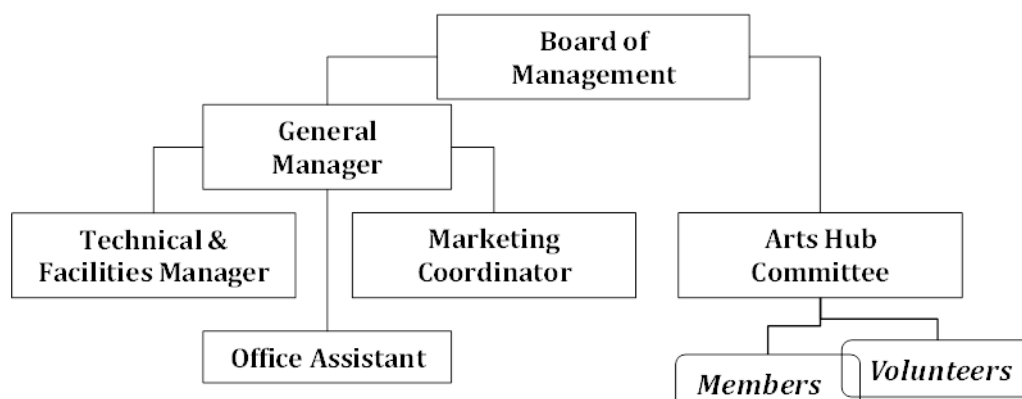
Arts Margaret River Inc., which had its origins in 1974, passes its fortieth year in 2014. For four decades its expanding arts programs have attracted audiences across the region; and it has thrived, grown and gathered scores of enthusiastic members and dedicated volunteers. It began, in recent years, to employ a tiny part-time paid staff to help its volunteer 'workforce' manage program planning and delivery, including some innovative new programs. But for many – leaders and volunteers – the multiple tasks of controlling and delivering growing arts programs with a stretched corps of volunteers and employed staff became burdensome, and for some burn-out threatened. By 2012, it was time for a new 'model'.

Thus began the transition which continues in 2014. After much debate in 2012, it was decided to invite a number of new faces onto the Committee of Management, with the hope and expectation they could help to introduce new or improved processes and systems, find new sources of income, and so lift capacity to continue innovating and delivering programs demanded by the growing audience.

In December 2013 Arts Margaret River Inc. signed a formal Licence Agreement with the Shire of Augusta-Margaret River, in which the Shire agreed to appoint us to be the Venue Managers for the Cultural Centre, in return for payment to us of an annual fee of \$230,000 (CPI indexed). The Agreement has a term of three years, and may be extended to another three. This has provided sufficient financial security to enable employment of additional management staff and therefore to continue delivering a diverse and growing arts program.

As of the end of the 1st quarter of 2014 we will have four paid employees (see diagram below), on fixed-term contracts. A number of functions and services have been 'outsourced' through contracts with other entities, including provision and operation of the cinema, cleaning, bookkeeping and selected event organising.

Arts Margaret River Inc. – Organisation Structure 2014



OUR ACHIEVEMENTS

In 2013 we delivered a strong arts program:

Total attendance of more than 29,000 in the Cultural Centre - - - Not bad from our core audience catchment area in Augusta Margaret River Shire of just 12,000 population. There were many more in other outside events.

- There were 13 Arts Margaret River Performing Arts shows during the year, drawing a total audience of more than 2,100, and almost 190 commercial and community hires, drawing another 21,000 others into the venue;
- There were around 1,500 visitors to our Foyer Gallery shows;
- More than 3,100 cinema patrons;
- And more than 1,700 people attended our 5th annual Readers & Writers festival, more than half of whom were school children.

2013 was also a year of important transition, Arts Margaret River Inc. began a process of change to accelerate growth in membership and volunteering, augment the capacity of its employed staff, and build new governance culture, structures and policies. The multi-year agreement with the Shire of Augusta-Margaret River giving us responsibility for managing our principal venue, the Margaret River Cultural and Events Centre, in return for a management fee, will enable us to enhance the scope of our programs, audience and community reach and the quality of management and governance.

Further key actions and decisions taken last year were:

- **Attracting and efficiently using more financial and other resources:**
 - ◇ To accelerate more effective audience growth, and improved resource management, we engaged two additional part-time staff (a marketing coordinator and an office assistant) and intensified staff performance management where necessary.
 - ◇ To extend management capacity and effectiveness we completed planning for two new employed roles (General Manager and Technical Manager – to divide a single over-stretched existing role).
 - ◇ To obtain greater financial resources, we successfully applied for an increased 'Peak' Grant (\$30,000) from CARTSWA.
 - ◇ To enlarge our cinema audiences and income we engaged TwilightCinemas.com to install a new digital cinema in the Cultural Centre auditorium at no cost to Arts MR.
 - ◇ We undertook a successful campaign to enrol more Members, underpinned by more attractive Member benefits, including commercial sponsor price discounts.
 - ◇ We commenced and completed induction and training programs for Volunteers.
- **Improving the direction and control of programs and resources and managing risks:**
 - ◇ To improve financial control we developed and monitored monthly outcomes against a more defined Income and Expenditure Budget and Cashflow forecasts.
 - ◇ To improve financial control we engaged a Margaret River-based commercial bookkeeping firm.
 - ◇ To improve management controls and better manage risks, we began developing a Manual of Policies and Procedures.
 - ◇ To facilitate improved governance we amended the Constitution of Arts Margaret River Inc. to replace the Committee of Management (whose role was 'day-to-day management of Arts MR') with a Board of Management (whose role is 'direction and control of the affairs' of Arts MR).
 - ◇ We prepared our first detailed and quantified Business Plan in mid-2013.
- **Audience development and Community outreach:**
 - ◇ To understand and quantify our markets in core and non-core areas across the Cape-to-Cape region, we conducted a professionally-designed and administered public awareness and attitude and awareness survey. It is planned that this be repeated annually.
 - ◇ To improve targeting and reach of our event promotion, we developed and implemented a detailed/costed weekly/annual Marketing and Promotion program.
 - ◇ To lift awareness and brand recognition, we developed a new and more informative and professionally maintained Webpage, designed/implemented new 'branding' imagery and sold branded 2014 calendars. These and a membership campaign were 'launched' at a very successful public function.
 - ◇ To begin extending outreach to the business community, we improved communication with the Chamber of Commerce and Tourist Association.

- **Renovation and improvement of the Cultural Centre, which has received insufficient attention since its opening in 1983:**
 - ◇ To develop a program for venue renovation and improvement, focussing initially on the auditorium Fly Tower and visual arts gallery, we have collaborated with the Shire on design, planning and programming of improvements.
 - ◇ To source funding for these improvements, we have collaborated on funding opportunities and formal applications to a variety of State-based sources.
 - ◇ In the Licence Agreement we have agreed to collaborate in fund-raising to support these renovations.
- **Program innovation to enlarge and diversify audiences:**
 - ◇ We have acquired through an alliance with TwilightCinemas.com a digital cinema system, to enable us to program first-release films, as well as a wide range of other cinema products, and participate more fully in CinefestOz.
 - ◇ To expand the reach and attraction of our flagship annual Readers and Writers Festival, by establishing an event advisory committee in collaboration with Margaret River Press and representatives of WritersWA. This is producing desired outcomes.

OUR FUTURE

The platform for business planning at the beginning of 2014, after a year of transition, has been strengthened by the prospect of greatly improved financial resources. A growing membership and corps of volunteers have been re-energised, and there is an improved appreciation of what is needed to improve governance, processes and systems, and to strengthen and energise our dedicated but small professional paid staff.

Enthusiasm, dedication and determination have been re-invigorated, but most of the work needed to build the desired new model of a well governed and professionally managed arts presenter is still to come. In 2014 we must plan and deliver. The planning context in January 2014 comprises several key elements:

- Income from arts-based grants, sponsorships and donations, and box-office and other commercial income will be further supplemented by our new Licence Agreement with the Shire. The Board will apply for admission to the Register of Cultural Organisations (RoCO), and for 'deductible gift recipient' (DGR) status with the ATO. This will facilitate more intensive fund-raising from private individuals. A designated Arts Program Budget will be created, as a segment of the total annual budget, to better identify the resources available for programming and to better manage program financial resourcing and risks. This will be complemented by improved event budgeting.
- Our Members, at the instigation of our operationally-focus former 'Committee of Management', have amended our Constitution to create a Board of Management which will focus on issues of strategic direction and control, policy and financial management. Significant compliance obligations in the Licence Agreement with the Shire, which require us to strengthen our governance and management systems – as had begun in 2013, but in greater detail with more exacting deadlines.
- The Board will establish a new '*Arts Hub Committee*' with delegated responsibility for program planning and delivery. It will be the focus for recruitment of new Members, recruitment, training and management of volunteers, event delivery and community fund raising. Representatives of the *Cowaramup* and *Augusta* communities will be invited to be members of our Board and our Arts Hub Committee.
- Market research carried out in 2013, which has given sharper focus to our marketing and promotion planning and budgeting. A *business and community consultation committee* will be established by the Board, to liaise with these communities, including schools, to improve 'outreach' and also sale of bookings for use of the Cultural Centre.
- This committee will be chaired by the President and the Chairman of the Arts Hub Committee. A promotion and marketing package will be created to inform and attract schools in the Region to increase the scope and frequency of their use the Cultural Centre for school events. Links have been established with the Augusta-Margaret River Tourist Association, the Margaret River Chamber of Commerce and Industry and the Augusta Chamber of Commerce.
- An annual venue improvement program, containing a schedule of proposed minor upgrading projects and works will be prepared for the Shire, in accordance with the Licence Agreement. We will work with the Shire to bring to fruition over the term of the Licence Agreement the plans outlined in the Stuart Report (2012) and planning for modification / upgrading / expansion of the Cultural and Events Centre, by collaborating in fund-raising, design and project management.

PRESIDENT'S REPORT

40th Annual General Meeting 2014

Good evening ladies and gentlemen. Welcome to the 40th Annual General Meeting of Arts Margaret River. My name is Fred Affleck and I had the honour of being elected to be President of Arts Margaret River at last year's AGM.

I would like to give you an overview of what we have been doing in 2013. It has been a very big year!

First let me focus on our strong arts program in 2013:

- Total attendance of more than 29,000 in the Cultural Centre - - - Not bad from our core audience catchment area in Augusta Margaret River Shire of just 12,000 population. There were many more in other outside events.

Let me split this up a little:

- There were 13 Arts Margaret River Performing Arts shows during the year, drawing a total audience of more than 2,100, and almost 190 commercial and community hires, drawing another 21,000 others into the venue.
- There were around 1,500 visitors to our Foyer Gallery shows,
- More than 3,100 cinema patrons,
- And more than 1,700 people attended our 5th annual Readers & Writers festival, more than half of whom were school children.

I could say that the 'down-side' of this success is that thanks to the efforts of many hundreds of volunteers over four decades, our program has now grown much too large for a purely voluntary organisation. And our staff of one or two has also been stretched to the limit of their capacity. We tried, they tried, but it was never going to work with our ever

growing program, and with the absolute imperative across this Shire to deliver a top class audience experience at ALL our events. Fatigue was setting in and sometimes it showed.

I should give more than full marks to Anne Shepherdson and her committee in 2012. Looking back to a year ago, it was they who agreed that Arts Margaret River needed to lift its game in many areas.

The 40-year vision and purpose for AMR continues:

"To be the top arts organisation delivering a quality audience experience and a quality venue to our community in all parts of the Augusta Margaret River Shire and surrounding areas."

In seeking to continue achieving this vision, our members, our volunteers, our very small staff, and your Committee of Management have gone through a year of very significant transition.

- We began with a Plan for the future – our planning day in June
- We needed a stronger management team. So after some careful thought we made a start where it seemed to matter most:
- I would like to especially thank Stephanie Kreutzer and Diana Heaford for stepping up to fill the roles of Marketing Manager and Administration Assistant during the year.
- I should also thank Clint McRae our Operations Manager for keeping the show on the road through a busy year.
- We carried out some market research to learn more about our audience and strengthen our outreach to audiences, members and volunteers across the Shire and our region.
- And we focussed on strengthening and revitalising the organisation itself at the grass-roots.
- A continuing Membership campaign. Our members grew to xxxx at the end of the year.
- Induction and training of volunteers. Our volunteers, nearly one hundred of them, who deliver our programs, are our largest and most important resource. We will be giving more time and attention to manage them this year.
- We are determined that Arts Margaret River will provide a good experience to our audiences, our volunteers, our artists and our members.

Turning to the 'business' end of our task:

In mid-year, we began the visible transition by launching a very successful rebranding of "Arts Margaret River – the Arts Hub". A big gathering of members, old and new, helped us with this launch in August.

At the same time we also redesigned our website – I am sure you will agree it is among the best.

We have strengthened our relationships with State-based arts support bodies, LotteryWest, CountryArts West, our Rotary and Lions clubs, as well as business and private sponsors. We will be receiving nearly \$100,000 from these sources this year, and more in coming years.

And we have a new and totally modern digital cinema, at no cost to AMR or the Shire – installed and operated by Twilight Cinemas. This is a very important source of income to us. I would like to say a very big thanks to the long-suffering and dedicated Cinema team.

We were very fortunate that during 2013 the Shire invited Expressions of Interest from organisations wishing to earn a fee by managing this venue on its behalf.

This led eventually, after a lot of hard work by many people, to our formal venue management agreement with the Shire, signed on 2 Dec 2013.

We are now venue managers, and going into 2014 we now operate from a position of strength, with stronger managerial, membership, volunteer and financial resources.

We have had to spend money to achieve this breakthrough, so we have made a loss on the year's operations. The Treasurer's report will provide you with more detail on this. This loss was driven by necessity, and it will not happen again.

As venue managers of this 'Cultural and Events Centre', contracted to carry out this role for three years, we received a negotiated management fee from the Shire – \$230,000 a year. This might seem a lot, but it is a big task, and there are many costs we must cover with this. This fee is less than half of our income, taking account also of box-office revenue, venue hire, grants and sponsorships and members. We understand the Shire's requirements of us, and we will work hard to meet their expectations.

We now have a small management team – old and new, but all experienced and dedicated to their tasks, including a General Manager, a Technical and Facilities Manager, a Marketing Manager (Stephanie Kreutzer) and Admin Assistant (Diana Heaford): four people, but still a very small team, equivalent to just 3+1/3 full-time.

We are not 'top-heavy', as some have been tempted to report. We will manage our budgets with great care, to preserve our resources for the 'fun stuff'.

Finally let me say a few words only about our new Board and Arts Hub Committee structure. The changes in these areas are very important to the future strength of Arts Margaret River.

During the year you helped us to change the Constitution, mainly to strengthen our capacity to direct and control the business end of our organisation, so the members and volunteers – I said it before – can get on with the 'fun stuff'. In January, those amendments were officially approved by the State's Commissioner of Consumer Protection.

Our volunteer Board of Management of eight members will provide the strategic direction, policies, resourcing and financial controls we will need to effectively manage the venue, deliver our program, and keep the association fully resourced and growing.

A new Arts Hub committee of volunteers and members will help management present our extensive and growing program.

I would like to say a special thank you to all the members of the Committee of Management – now become the Board of Management – who served in 2013, in alphabetic order: Past President Anne Shepherdson, Vice President Jack Knudson, Treasurer Rosemary Moore-Fiander, Secretary Jeanette Sangmeister, and members Paula Baker, Shelagh Benson, Stephanie Kreuzter, Dee Laming and Jenny Redmond.

We appreciate fully that in accepting the trust and support of the Shire to manage this venue, the "Margaret River Cultural and Events Centre", and provide programs in it and elsewhere in the Shire for the general community and the region's business community, we have a great obligation to use the Shire's – the Community's – resources efficiently and effectively. We get this!

Together in Arts Margaret River, I am certain we go forward into 2014 with the strong support of our members, our volunteers, our audiences, and our very strong and diverse community.

Fred Affleck
President Arts Margaret River

PERFORMING ARTS

SUNDAY SUNDOWNERS

Every Sunday in February we host a FREE concert in Pioneer Park, Cowaramup. This year was the 11th year that the Sundowners took place. They have grown in popularity and are well attended by family groups from Cowaramup, Margaret River and outlying areas. Each Sunday volunteers are stationed at entry points to collect 'gold coin' donations on entry, and the enjoyment of attendees is reflected in the increase in donation amounts each year.

This year's concerts featured:

Sunday 3rd - *The Stirling Rangers* and *Beeva Feeva*

Sunday 10th - *Johnno & Friend* and *Qynn & Ryan Brennan*

Sunday 17th - *Margaret River Concert Band* and *Doxy*

Sunday 24th - *The Revellers* and *Moondog*

Event Coordinator: Sean Locke

Audience: Approximately 2000

Performance fees: \$8200

Sound and Lights: \$2800

Advertising: \$355

Lotterywest contribution: \$7500

Cowaramup retailers contribution: \$1750

Stall Holders: \$ 300

Audience donations: \$2711

Max Montgomery: \$2000

Profit: \$2906

PERFORMING ARTS REPORTS

BUSTING OUT

Thursday 14 March, 7.30PM
Margaret River Cultural Centre
Adults \$49.90, Friends \$45.90, Groups 8+ \$39.90

Event Coordinator: Jan Fairclough

Audience: 195

Performance fee: \$6444

Box Office takings: \$ 8729

Lotterywest contribution: N/A

Profit: \$2285



In a similar vein to past shows *Breast Wishes* and *Menopause The Musical*, *Busting Out* is an uplifting celebration of bouncy songs, wobbly jokes, thigh-slapping sketches, and practical demonstrations of the fascinating lesser-known uses of your drooping assets.

THE IMPORTANCE OF BEING EARNEST SIMULCAST

Friday 7 March, 7.30pm
Margaret River Cultural Centre
All tickets \$10
Event Coordinator:
Audience: 174
Lotterywest contribution: N/A
Show Cost: NIL
Profit: \$1110



A Black Swan State Theatre Company's live simulcast of Oscar Wilde's most famous play. This masterful comedy of manners, considered to be the wittiest play in the English language, sparkles with classic bon mots and brilliant dialogue that lifts the spirits. In addition, 3 workshops were held at the Margaret River Senior High School by Caitlin Beresford -Ord, for high school drama students and also a separate Saturday workshop for community members.

MELBOURNE INTERNATIONAL COMEDY FESTIVAL

Thursday 30 May, 8pm
Margaret River Cultural Centre
Tickets: \$50 adults
Event Coordinator: Naomi O'hara & Dee Laming
Audience: 314
Performance fee: \$5500
Lotterywest contribution: N/A
Box Office Takings: \$15700
Profit: \$10,275



Annual great comedy show, sells itself. Featuring Ronny Chieng, Daniel Townes and Nikki Britton and MC-ed by comedian and Triple J disc spinner Dave Callan.

SUMMER MOON

Wednesday 5 June, 8pm
Margaret River Cultural Centre
Tickets: \$35 Adults, \$30 Friends, \$15 Youth
Event Coordinator: Jack Knudson
Audience: 60paid plus 110 local performers
Performance fee: \$6000
Lotterywest contribution: \$7300
Box Office Takings: \$ 1850
Profit: \$1724



A theatre and choral experience showcasing the exquisite *a cappella* sounds of The Australian Voices.

The ensemble has performed over 600 concerts of new Australian music to over 250,000 live audience members in over 20 countries. Along the way, this extraordinary *a cappella* troupe has amassed a swag of coveted awards, winning an enviable clutch of accolades, medals and trophies at major international competitions and events.

A workshop was conducted prior to the performance and local choral groups and community members were invited to attend the workshop and perform a song with the ensemble.

110 people attended the workshop and enjoyed the performance at no cost.

KATE MILLER - HEIDKE

Saturday 8 June, 8pm
Margaret River Cultural Centre
Ticket prices: Adults \$51
Event Coordinator: Ian Smith
Audience: 206
Performance fee: \$6,386.00
Lotterywest contribution: N/A
Box Office Takings: \$ 10,506
Profit: \$6012



The first time that a contemporary musician was booked to perform at the Cultural Centre in an attempt to attract a younger, more diverse crowd. Multi platinum selling singer, Kate Miller-Heidke, played in acoustic duo mode with Keir Nuttall as part of her *Heavenly Sounds* tour. The performance was extremely well received and succeeded in attracting a crowd that were not regular attendees to Arts Margaret River performances and events.

DISCO THE VINYL SOLUTION

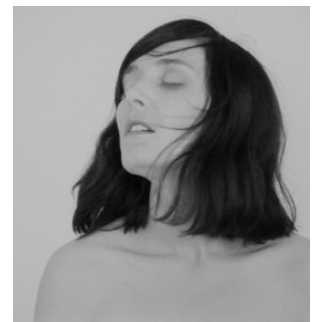
Saturday June 29, 7.30pm
Margaret River Cultural Centre
Tickets: \$35 Adults, \$30 Friends, \$15 Youth
Event Coordinator: Dee Laming
Audience: 78
Performance fee: \$3,500
Lotterywest contribution: \$4,500
Box Office Takings: \$ 2,195
Profit: \$1489



70 minutes of biting stand-up and physical comedy by Melbourne-based comedian, satirist, broadcaster and DJ, Fiona Scott-Norman. A solo stand-up comedy show that included dance demonstrations and two audio visual segments. Initial ticket sales were very slow so a special offer was sent out to Friends 'buy one friend ticket at \$30 and receive a 2nd ticket for \$15'. The offer was taken up by 8 people and we ended up with 78 attendees. Cabaret style seating with mood lighting and alcohol from the bar, added to the atmosphere.

SARAH BLASKO

Monday 12 August, 8pm
Tickets: Adults \$60.80
Event Coordinator: Ian Smith
Audience: 350
Performance fee: \$8,231
Lotterywest contribution: N/A
Shire contribution: \$1,000
Box Office Takings: \$ 12,646
Profit: \$5908



The second contemporary music performance to be held at the Cultural Centre. It was a sold out show with many more tickets if demand in the venue could have accommodated it. Extremely successful and well received with some attendees coming from Perth and outlying SW towns for the performance. Fantastic acoustics and an intimate venue made this the perfect venue for this type of performer. Sarah Blasko and band received a standing ovation at the end of the performance and many attendees requested that more of these types of shows be held at the Cultural Centre.

OZ OPERA'S – DON GIOVANNI

Friday 30 August, 7.30pm

Margaret River Cultural Centre

Tickets: A Reserve Adult \$70, Friend \$60 and Youth \$35;
B Reserve Adult \$65, Friend \$60 and Youth \$35; Group 10+ \$65.

Event Coordinator: Salli Coppin

Audience: 176

Performance fee: \$18,160.00

Lotterywest contribution: \$5,000.00

Box Office Takings: \$10,245

Loss:- \$5096



Arts Margaret River's premier event for 2013. Sung in English this shortened version of Mozart's classic opera was a wonderful opportunity to embrace opera for the first time, while also designed with plenty of appeal for seasoned opera lovers. Performed with a chamber orchestra, the wonderful cast, stunning sets and costumes were enjoyed by all. The foyer and bar area was decorated to add a lavish touch to the evening with premium wines donated by Voyager Estate, available at the bar.

A media campaign included: press advertising in the Augusta Margaret River Mail, Busselton Dunsborough Mail, regional television, 1300 flyers distributed in the AMR Shire, posters and flyers displayed in the AMR and Busselton Shires, banner display and direct mail to various repertory groups in the area.

CHET BAKER

Tuesday 3 September, 8pm

Margaret River Cultural Centre

Tickets: \$35 Adults, \$30 Friends, \$15 Youth, Group 8+ \$30

Event Coordinator: Nicky Batrick-Nolan

Audience: 54

Performance fee: \$4,546

Lotterywest contribution: \$3,000

Box Office Takings: \$1,175

Loss: -\$3432



Chet Baker's life and music was celebrated in this new touring show called *Chet Baker Like Someone in Love*. The dark theatrical performance blends a scintillating script with smooth jazz performances and was presented with a trio of superb jazz musicians live onstage.

MIKELANGELO AND THE BLACK SEA GENTLEMEN

Tuesday 12 September, 8pm

Margaret River Cultural Centre

Tickets: \$35 Adults, \$30 Friends, \$15 Youth, Group 8+ \$30

Event Coordinator: Nicky Batrick-Nolan

Audience: 61

Performance fee: \$4,675

Lotterywest contribution: \$3,375

Box Office Takings: \$1690

Loss:- \$2040



The five musicians combined theatre, music and stories to bring to life a world swirling with humour and threat, with a touch of the macabre. Including theatrical vision, rousing and potent music and lighting used to dramatic effect.

The show was very well received and an encore was performed in the foyer after the show and involved the audience in dancing and singing.

HARLEY BREEN: I HEART BUNNINGS

Tuesday 24 September, 8pm

Margaret River Cultural Centre

Tickets: \$35 Adults, \$30 Friends, Group 8+ \$30

Event Coordinator: Dee Laming

Audience: 50

Performance fee: \$3,850.00

Lotterywest contribution: \$2,625

Box Office Takings: \$,1325

Loss: -\$1980



Comedian Harley Breen returned to Margaret River with his solo show. Arts Margaret River approached the new Bunnings for a possible sponsorship but they were unwilling. Disappointing numbers for a great show as targeted promotion to sporting clubs and group discounts were offered. In addition Harley did an appearance at the local pub in an attempt to increase awareness and ticket sales.

THE BOOK CLUB – AMANDA MUGGELTON

Tuesday 29 October, 8pm

Margaret River Cultural Centre

Tickets: Adults \$42, Arts Hub Members \$35, Group 6+ \$37

Event Coordinator: Nicky Batrick-Nolan

Audience: 173

Performance fee: \$4,612

Lotterywest contribution: \$5,250

Box Office Takings: \$6,132

Profit: \$1723



Leading stage actress, Amanda Muggelton's solo show about a housewife and her new book club. Targetting local book clubs, the event was sold as cabaret seating to suit group bookings. Largely attended by women, the performance was well attended and enjoyed by all. Bar takings of over \$1,000 boosted income.

SCENT TALES

Tuesday 5 November, 7pm

Margaret River Cultural Centre

Tickets: \$35 Adults, \$28 AH Members, \$15 Youth, \$30 Group 8+

Event Coordinator: Margot Edwards

Audience: 99

Performance fee: \$5,561.00

Lotterywest contribution: \$3,525

Box Office Takings: \$ 2,598

Loss: -\$2112



Scent Tales was part of a CircuitWest Pilot Touring Project which enabled small to medium West Australian companies to tour shows to regional WA audiences. Delivered by Country Arts WA, an exciting feature of the project was the community engagement component which enabled the Producer to connect with the Presenter and develop strategies to involve the local community.

Event Coordinator, Margot Edwards incorporated a 'cup cake competition' to promote the show and a giant inflatable cup cake was displayed at Reuther Park the day before the performance and in the Cultural Centre on the day of the performance. The show and competition was featured in local newspaper editorial, promoted at the Margaret River Agricultural Show and to local primary schools. The cup cake entries were then displayed in the foyer with winning entries included in the show and the winners presented with prizes by the tour coordinator.

WASO SIMULCAST

Saturday 14 December,
Margaret River Cultural Centre

Tickets: Free event

Event Coordinator: Katriona Lombardo

Audience: 102

Performance fee: Nil

Lotterywest contribution: N/A



A great free event at the time of year when no other performing arts shows were on. The date for the simulcast was ideal for a pre-Christmas event and we linked it to our Arts Hub Christmas Party where volunteers and members were encouraged to stay for the simulcast after the Arts MR celebrations. A few visitors to Margaret River attended the simulcast as it was advertised widely in metro and rural papers.

LITERARY ARTS

Wednesday 15—Sunday 19 May

Event Coordinator: Danielle Haig

Total attendance: 1761

TICKET Sales: \$18,087

Profit: \$1,269



The fifth annual Margaret River Readers & Writers Festival was a success in terms of author and participant feedback, with praise for the guest authors both individually and as a group. Participants enjoyed the chance to enjoy a wide range of sessions, from solo to In Conversation to panels.

The *Behind the Label* children's literature component set a new attendance record, with 1078 students from Years 1-7 in seven local primary schools having a rollicking time with bestselling Australian author Andy Griffiths. Total attendance over the course of the week (*Behind the Label* & *Words Uncorked*) was 1761 (compared to last year's 1958).

We sold 54 weekend passes through SABO and an additional 20 on Saturday; 33 days tickets (Saturday/Sunday) through SABO and an additional 18 during the weekend.



HIGHLIGHTS

- *Behind the Label* with Andy Griffiths (1078 students – record attendance)

Despite initial concerns due to a NAPLAN conflict, the timing worked to the schools' advantage as the students were able to let off steam at these energising and inspiring sessions after several days of testing. Post-Festival feedback from teachers and parents has been overwhelmingly positive and Andy and BTL were a huge hit. This year some families brought their children from Busselton, Donnybrook and Manjimup. With a comparable author next year there is scope to extend sessions over five days and invite schools from further afield (Yallingup, Dunsborough, Busselton, Donnybrook, Manjimup).

- *Drift* 35mm premiere with visit from Myles Pollard (220)

- Sunday Sundowner (inaugural event - about 60 people)
- This event evolved from the idea of a Larrikin's Lunch to end the Festival, as in the past it has ended with a whimper rather than a bang.

Words Uncorked finished on a high note with the Sunday Sundowner of readings and food at the Margaret River Bowling Club, which proved a wonderful new venue.

Thanks to Festival Coordinator, Danielle Haig, and all the volunteers who worked so hard to make the Readers & Writers Festival a reality, both in the 12-month lead-up and during the weekend.



VISUAL ARTS

2013 has been a full and exciting year for the Visual Arts component of AMR. The Foyer Gallery has run a different exhibition monthly for the entire year including solo exhibitions, emerging artists, groups and the annual Visual Stories Competition Exhibition.

Our artists pay a minimal commission of 15% to AMR which covers administration and display costs. For this they receive promotion through our website, inclusion in our monthly Artitude Newsletter, exposure in our local press ads and poster and banner display at the Cultural Centre. AMR encourages the artist's to arrange editorial in the local papers as they are supportive of local artists. Many of the artists have received half page or larger editorial with photographs, which is an invaluable, wide reaching and free means of promotion. In addition, artist's are encouraged to hold an exhibition opening and to produce DL invitations to give to friends and family and distribute around town. Some artists also produce A4 posters which are displayed at various locations. The exhibition openings are usually well attended with the majority of sales made at the event. It allows the artist an opportunity to talk about their work and makes them aware of what is required for a successful exhibition. Many artists have friends from Perth and some from further afield, who attend the exhibition openings and are introduced to Arts Margaret River and the Cultural Centre for the first time.

The gallery team at AMR provide mentoring to the artists, in all aspects of the exhibition from hanging to promotion and organising the opening event. Artists represented in 2013 ranged in age from 20 – 70 with different abilities, techniques and mediums.

In September an inaugural Foyer Gallery Calendar was produced to promote the Foyer Gallery and raise funds for Arts Margaret River. The calendar was A4 in size and each page featured a painting from one of our past exhibiting artists. The calendars were printed on quality stock and featured AMR event listings as well as other local community events. To assist with the printing cost, local businesses were approached to each sponsor a page. \$1000 was raised in sponsorship monies and the calendars were initially sold for \$16.50 each with a view to reduce the price in the new year. The calendars were launched at the branding event in September and were well received. They were sold through the AMR box office as well as from various local businesses. The gallery itself comprises approximately 35m of hanging space which allows for a substantial number of works. As the gallery is housed in the Cultural Centre of Margaret River this space is viewed inadvertently by all users of the centre. Our artists benefit from this exposure beyond that of a normal gallery as opening hours are daily 10-4pm, some evenings and many weekends. It gives us great pleasure to know that children are also exposed to the artworks as the centre runs a cinema and is used by many school and dance groups.

At the time of writing this report bookings are confirmed for 10 exhibitions in 2014.



ARTS MARGARET RIVER
2014 CALENDAR

Thank you for supporting our inaugural 2014 Foyer Gallery Calendar.

The calendar showcases some of the most talented artists and their work in the region. It is a beautiful collection of art that will be a great addition to your home or office.

Each calendar is sold for \$16.50 each.

FOR SALE \$16.50 EACH

Arts Margaret River's Foyer Gallery provides an exhibition space for the community, encouraging new and emerging artists to show their work in a supportive environment. Artists represented in the past have ranged in age from 20 years to 70 years with differing abilities, techniques and mediums.

arts **margaret river**
the arts hub

The Foyer Gallery maintains a monthly rotating exhibition. For more information on any of the artists or to obtain a Foyer Gallery exhibition application form, please contact Arts Margaret River on 9758 7316 or email info@artsmargaretriver.com.

JANUARY – COLIN ANDREWS & JENNIFER BUCKINGHAM

Colin and Jennifer's exhibition was a result of a challenge to each other to present an exhibition of paintings.

The result was a total of 34 paintings exhibited and each artist sold 4 paintings.



FEBRUARY – JOEL PETERS

A young emerging artist passionate about art and poetry, this was Joel's first solo exhibition.

Featuring many diptychs and triptychs, much of Joel's work was painted on board. He featured 17 pieces in his exhibition, of which 4 were sold.



MARCH – AUGUSTA ART GROUP

An exhibition of works from 12 members of the Augusta Art Group. The exhibition was an opportunity for them to display their works and to drive awareness of their group. 2 paintings were sold.



APRIL – ROBYN UDELL

An exhibition of painted silk on canvas. A large volume of work comprising of 31 pieces that were very well received.



The paintings were well priced and resulted in 21 pieces being sold.

MAY - SPINAL TAP [VISUAL STORIES EXHIBITION]

The 2nd year that the Visual Stories Competition Exhibition as part of the Readers and Writers Festival 2013 was held. 33 entries were received and displayed in the Foyer Gallery for the month of May. It was felt that this year's requirement that the artwork represent a book, discouraged more people from entering and that the theme needs to be more general in future. There was a first prize of \$250 and a People's Choice Award.



JUNE - ABC

A selection of images and video from the South West showcased in the one exhibition. These images were not for sale and representatives from the ABC Open were at the opening to talk about the project.



South West showcase: Stories from our region

You are invited to the exhibition launch
Sunday 2 June, 4 pm
Arts Margaret River
The Foyer Art Gallery,
Walcliffe Rd Margaret River
Guest Speakers:
Ruslan Kulski, ABC Open Producer
Brian Mullaney, ABC Open Contributor
Exhibition runs from 2 to 27 June

Please RSVP by Wed 29 May to
Ruslan Kulski (08) 9792-2711 or
kulski.ruslan@abc.net.au

ABC OPEN abc.net.au/open

Arts Margaret River

JULY - KIERON BROADHURST, NED REILLY, SOPHIE BRENNAN & ELLEN BROADHURST

A group exhibition hosting the work of emerging artists, all of whom were raised in Margaret River. The exhibition was put together at the last minute due to a sudden cancellation. It was good that we were able to fill the space and by a group of young artists that brought a new, younger audience to the Foyer Gallery. The exhibition was well received and all artists sold pieces of work, with a total of 12 pieces sold.



AUGUST - MARGARET RIVER CAMERA CLUB

An exhibition of photographs from 8 of the camera club's members. An opportunity for them to display their works and to promote the camera club.



SEPTEMBER - NORM WILSON

The first solo exhibition by Mandurah artist, Norm Wilson. The opening night was well attended by many people from Perth as well as Margaret River locals. Norm also opened up the Cultural Centre on the weekends to enable weekend visitors to Margaret River an opportunity to see the exhibition. A very professional presentation of artwork with higher price tags to match. 7 pieces were sold with over \$7000 worth of sales achieved.



OCTOBER - DIANA BURNS

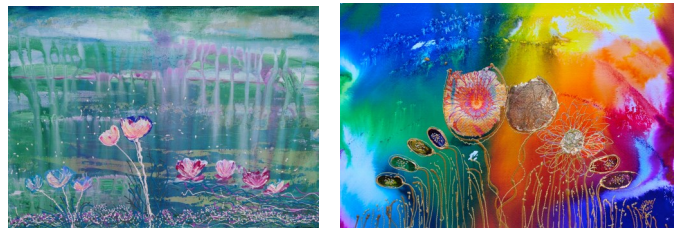
It was the first time that water colour artist, Diana Burn's, held an exhibition at the Cultural Centre. She had a large volume of works with 47 pieces included in the exhibition. Most pieces were framed which increased the price of the paintings. The opening was very well attended with live music and food provided but unfortunately only 2 sales were achieved. Diana did a 'sale' weekend later in the month but it did not result in any further sales.



NOVEMBER - KAREN LUCIANO

Well know artist, Karen Luciano, has exhibited widely in the past. This was her second solo exhibition at the Foyer Gallery. Her latest body of work was a reflection of her recent travels.

21 pieces were on display, many which were very large and framed. The pieces ranged in price from \$700 to \$4900 with most pieces being over \$2000. 2 pieces were sold.



DECEMBER - OLIVIA LANCASTER

This was the first solo exhibition for Olivia. She recently started offering art classes in Margaret River and in Busselton and this exhibition was an opportunity for her to promote her classes as well as display her works.

As the Cultural Centre was to be closed for 2 weeks over the Christmas break. Olivia's exhibition continued to the end of January 2014. The exhibition was well attended and resulted in 4 pieces being sold.



CINEMATIC ARTS

The Cinema faced ongoing difficulties trying to source films in 35mm format.

The Cinema team are to be congratulated for their persistence and dedication which resulted in continued weekly and holiday screenings until October 2013.

In total 60 movie sessions were held, of which Drift screened 14 times.

Some 2624 patrons attended cinema screenings which included 1047 children/family tickets.

The need to upgrade our equipment to digital became more pressing as the year progressed and the approach by Twilight Cinemas was extremely timely.

Twilight Cinemas entered into an agreement with Arts MR which included the installation of a digital projector and upgraded sound at no cost to Arts Margaret River. The digital equipment, supply of movies and personnel to operate the projector and box office for screenings is at Twilight Cinemas cost. All equipment supplied by Twilight Cinemas remain their property and is insured and maintained by them.

Arts MR is to supply the venue, floor staff and venue cleaning. Twilight Cinemas will receive the box office takings but will pay Arts MR a \$2.50 per ticket commission.

The first screening was on Sunday 3 November with weekly Sunday sessions to be held for the remainder of the year with a view to increasing screening days in 2014.

The improved cinema picture and sound quality and the ability to screen new release films has resulted in renewed enthusiasm by cinema volunteer and cinema patrons.

Audience attendance improved as awareness of the new cinema increased. Cinema patrons for November and December numbered 492 with positive comments received from attendees and the local community.

The partnering with Twilight has resulted in increased media exposure in the local papers and therefore a greater awareness of Arts MR.

The new digital cinema has attracted a new audience to the Cultural Centre which we hope will flow into our Performing Arts area.



JAN 5 - 2pm / JAN 10 - 11am CLOUDY WITH A CHANCE OF MEATBALLS 2	JAN 5 - 4pm / JAN 12 - 4pm ANCHORMAN 2	JAN 5 - 6.15pm / JAN 19 - 6.15pm UNCHARTED WATERS	JAN 12 - 6.15pm AMERICAN HUSTLE
JAN 17 - 11am PLANES	JAN 19 - 2pm / JAN 24 - 11am FREE BIRDS	JAN 26 - 2pm WALKING WITH DINOSAURS	JAN 26 - 4pm MITTY
JAN 26 - 6.15pm PHILOMENA	JAN 31 - 11am FROZEN	FEB 2 - 2pm HOBBIT	FEB 2 - 6.15pm RAILWAY MAN

cinema ADULTS \$15 • CONCESSION \$13 • MEMBERS \$12 • YOUTH (15 & UNDER) \$10

TwilightCinemas.com.au
Enquiries 1300 734 014
info@twilightcinemas.com.au

Pre-book online at www.twilightcinemas.com.au or tickets available at the arts hub (Arts Margaret River) Cultural Centre, Walcott Road, Margaret River

Find us on Facebook @TwilightCinemas



SPECIAL PROJECTS AND EVENTS

TASTY TALES HISTORY DINNER FUNDRAISER

On **Saturday 27 July** a dinner was held to celebrate the 100th anniversary of Margaret River's gazettal as a town. The dinner was organised by Arts Margaret River and the Margaret River & Districts Historical Society and was a fundraiser for the Readers & Writers Festival.

Tasty Tales evolved from a desire to create an "old Margaret River"-style event, in the Cultural Centre, with food supplied by a variety of local cooks and groups. Plus it was an opportunity to celebrate some of the poignant, funny and historical moments from the past 100 years, shared by the people of the community. Stories were submitted by local residents and these were read out in-between courses. A cake competition was held and the submitted entries were eaten for dessert. Ken Preston was MC for the night and it was a sell-out event with 100 tickets sold at \$37.50 each.



MAGICAL MYSTERY GARDENERS DAY FUNDRAISER

Wednesday 9 October, 9.30am at the Cultural Centre.

This event was organized by Julie Kinney and Anne Shepherdson as a Fundraiser for Arts Margaret River.

The event included talks by South Australian rosarian and garden author Trevor Nottle, and Scott Robinson of ZephraNantes Nursery in Perth. The ticket price of \$50 Adults, \$45 Friends, included morning tea. After the talks, participants were divided into groups and had the opportunity to visit four select gardens in the area, with a glass of wine provided at the last garden. They drove themselves or car-pooled to the gardens.

The event was very well attended by gardening clubs and enthusiasts, many from outlying regional towns and some from Perth. The event sold out with 132 tickets sales. Unfortunately logistics of the garden visits restricted greater ticket sales.

Magical Mystery Gardeners Day
An Arts Margaret River Fundraiser



Wednesday 9 October, 9.30am

Margaret River Gourmet Gardener, Julie Kinney has invited rosarian and garden author, **Trevor Nottle** of South Australia, to share his thoughts with us on a Mediterranean Garden.

Trevor was one of the founding members of the International Mediterranean Garden Society and has written books on the subject as well as his other love, heritage roses of which he has been actively promoting in Australia.

A regular speaker at garden conferences around the world, Trevor was recently involved hosting the first MGS conference outside Europe, in Adelaide.

Following morning tea we will welcome **Scott Robinson** of ZephraNantes Nursery Perth, to showcase some of the tough and rare Mediterranean plants that he specializes in.

Following the lunch break you will have the chance to view at least 4 select small gardens in the area.

Bring your own packed lunch. Car-pooling is encouraged to facilitate parking.

Tickets \$50.00, Friends \$45

Bookings essential through Arts Margaret River. Call 97 58 7316 or visit the office Mon-Fri 10am-4pm. Tickets available online from the 14th August.



BRANDING LAUNCH CELEBRATION

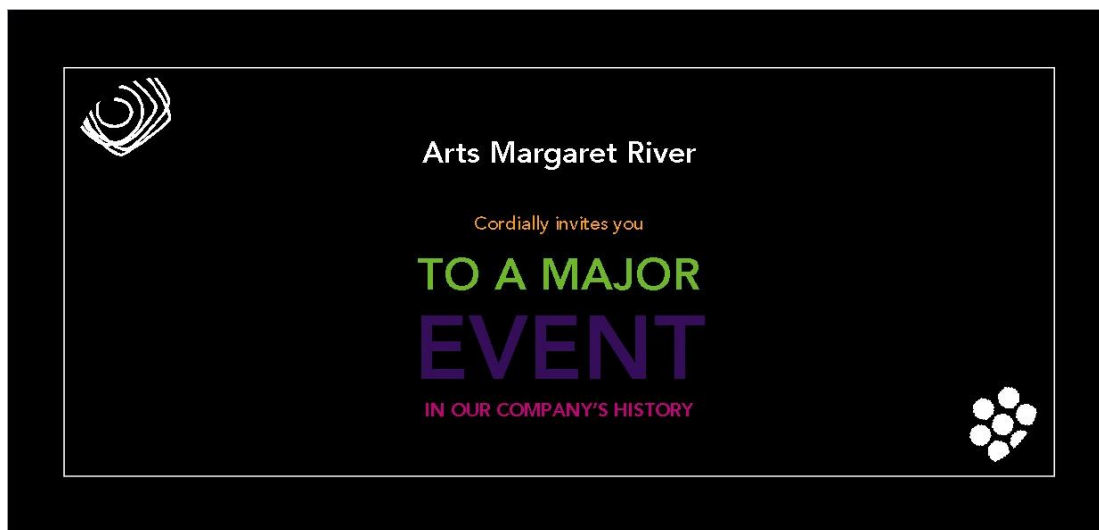
In early 2012 a committee was established to review the Arts Margaret River branding, including the logo and website. The committee comprised of Stephanie Kreutzer, Anne Shepherdson and Rebecca Shilkin. A brief was developed and a number of graphic design and website companies were asked to tender. The logo design was awarded to Emily Douglas Design and the website production was awarded to Webio. Rebecca Shilkin was contracted to apply for a Lotterywest 'Information Technology' Grant and then to oversee the production of the website. In February 2013, the Lotterywest grant to the value of \$13,661 was received.

The Branding Celebration event was held on **Friday 20th September** to officially launch our new logo and website.

Volunteers, Members, Corporate Partners and Sponsors and the media were invited. In addition to the logo and website unveiling, the new Arts Hub Membership and inaugural Foyer Gallery 2014 Calendar was launched.

The new branding was received with enthusiasm and many memberships and calendars were sold on the night. The evening also gave Arts MR the opportunity to thank all our volunteers and sponsors and to showcase our program for 2014.

Catering for the night was done by Paula Maxwell and all wines and champagne were donated by Howard Park Wines.



Dear _____

You are cordially invited to celebrate the new Arts Margaret River.

Come and see our new logo and website and find out what we have in store for our 40th year!

We have some great new membership offers and upcoming events for 2014.

Friday 20th September, 6.30pm

Margaret River Cultural Centre

Drinks and canapes provided, please RSVP for catering purposes on 9758 7316 or info@artsmargaretriver.com by Wednesday 18th September 2013.