

ARTS MARGARET RIVER

2016

ANNUAL REPORT



Arts Margaret River's 'Artsbar' - a Foyer Gallery fundraising initiative produced by local artist, Mark Heussenstamm.



Margaret River Cultural Centre • 51 Wallcliffe Road, Margaret River
9758 7316 • artsmargaretriver.com

OUR ORGANISATION

2016 ANNUAL REPORT

Arts Margaret River Inc. is the leading provider of the arts and related entertainment in the Shire of Augusta Margaret River and the broader Cape-to-Cape region of Western Australia. Founded in 1974, it is a not-for-profit association incorporated in Western Australia.

We operate three associated businesses from the Margaret River Cultural and Events Centre:

- (a) Presentation of a wide variety of art and cultural experiences to our community and visitors, including live theatre shows, live simulcasts, cinema screenings, an annual Readers and Writers Festival, monthly art exhibitions by local artists in our Foyer Gallery and other occasional events including art workshops, Open Garden events and fundraisers. Our program includes theatre, art, literature and film for adults, youth and children. We are listed on the Australian Register of Cultural Organisations.
- (b) Venue hire for a variety of community and school-based events including live theatre (e.g. the Margaret River Theatre Company), annual CinefestOz film screenings, school use including tuition, presentations and social events, commercial users including dance and other classes and conferences and seminars. These events often require extensive set-up of stage, cinema, sound, lighting and other facilities.
- (c) Management of the Margaret River Cultural and Events Centre, on behalf of the Shire of Augusta Margaret River. All out-goings for the operation and routine maintenance (cleaning and consumable replacements) of this venue are paid by Arts Margaret River Inc. This venue has a Special Facility Liquor Licence and a Certification of Registration as a Medium Risk Food Business.

Our program also extends to indoor and outdoor venues in Augusta and Cowaramup as well as the Busselton Shire for the Young Readers and Writers Festival.

Sources of financial income for these businesses are (in roughly equal proportions):

- Box office takings and fees from community and other venue hirers
- Grants from government and private sources, and
- The venue management fee paid half-yearly by the Shire of Augusta Margaret River. The Shire has also provided a grant to form a perpetual 'programming fund' which is used as working capital to fund purchased shows which often must be paid for long in advance.

Staffing: Andrew Frith commenced employment as General Manager in April 2016. As of April, paid staff comprised of two full-time employees:

Andrew Frith - General Manager

Phil Bebb - Technical & Facilities Manager

and six part-time employees:

Stephanie Kreutzer—Marketing Manager,

Kaye Campbell - Finance & Administration Manager,

Helen Allen—2016 RW Festival Director (ceased employment 31 July 2016),

Tanya Purdue—2017 RW Festival Director (commenced employment August 16)

Daniela Tommasi - Receptionist/Box Office,

Ian Smith - Volunteer Coordinator

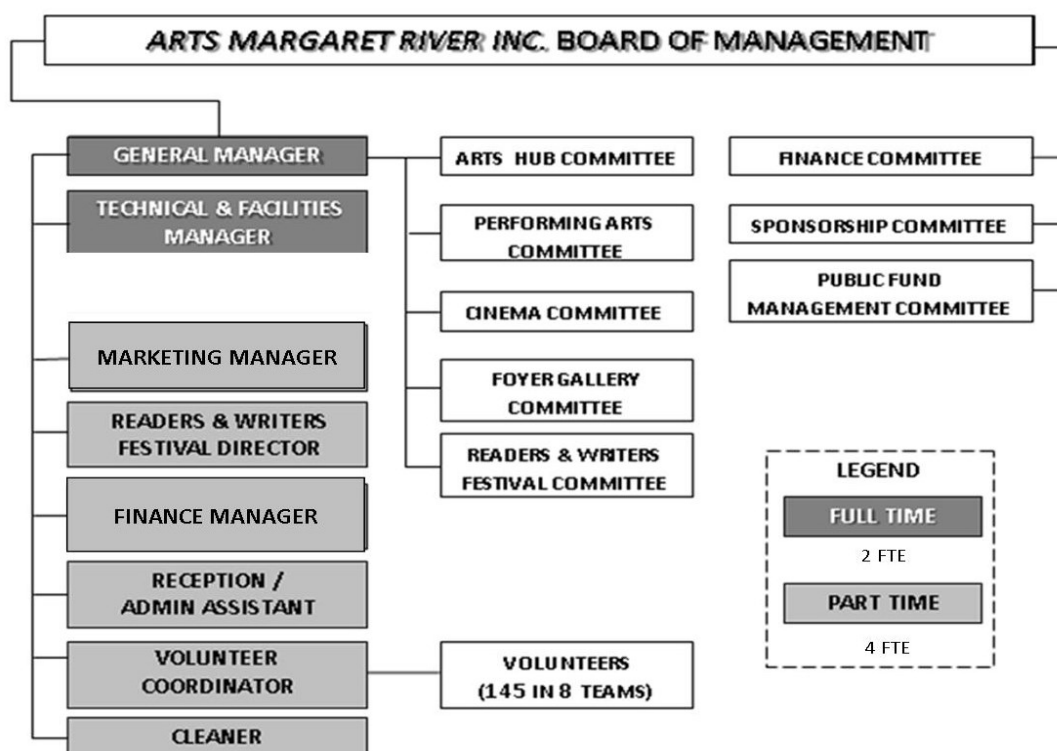
Michael Bayens - Venue Cleaner

The number of our staff is equivalent to approximately 5.5 FTE. This number grew largely in response to the increasing demands of audience and venue management – to ensure sound and responsive event preparation and event operation, presentation, cleaning and maintenance – community outreach, financial management including grant administration, marketing and advertising, box office/sales and public enquiries.

Board of Management: All nine members of our Board of Management are volunteers, in their roles on the Board and on committees serving and advising the Board. The Board of Management annually appoints an independent auditor to certify our annual Statements of Profit & Loss and Balance Sheets.

Volunteers: Our volunteers, of whom 125-150 are active at any time, are a vitally important part of the association and provide a range of services.

Sponsors and Donors: These are a vitally important part of our not-for-profit association, providing valuable financial resources.



PRESIDENT'S REPORT

My fellow Arts Hub members, volunteers, members of your Board of Management and the very loyal and small team of hard-working employees of Arts Margaret River. Welcome to our 43rd Annual General Meeting.

2016 was another good year for Arts Margaret River. We entertained record audiences with our very full calendar of events, and we earned our biggest, though suitably modest, financial surplus from our operations.

For 40 years Arts Margaret River has been an important strand in the thread of pearls which are our communities, strung from south to north through the forest and vineyards, facing sandy beaches and surf, drawing together and strengthening the people, young, old and in between, from Augusta to Margaret River to Cowaramup and beyond. I am sure there is rarely a day when you don't find reasons to be amazed at the positive and creative spirit which lives among us here and continues to infect us all.

We will shortly be electing members to your Board of Management. Thank you for allowing me the privilege of leading this Board again in 2017, my fifth year in this fairly demanding *job*.

Collectively the Board has the demanding *role* of providing policy direction to this association and ensuring it has the resources needed to deliver all that you expect from Arts Margaret River. Its task is to provide policies and direction, to employ competent staff, and to ensure enough money is available when it's needed. It's about managing people, monitoring the pulse and mood, and above all understanding the numbers which are our vital signs. It's up to our enthusiastic and tireless management team to organise and present the program and the venue.

I want at the outset to thank the Shire of Augusta Margaret River for their support for our task of managing this important community venue.

The focus of this Annual General Meeting is to hear from your Board of Management how this association to continue thriving and growing. I hope you will agree we have provided an excellent service to our growing community.

I would like to thank your Board of Management of nine volunteer members. Their work is clearly very important but not often visible. Rob Rumball is our Vice President, Pierre Every our Treasurer and Jeanette Sangmeister our Secretary. Other members are Frank Edwards, Past President Anne Shepherdson, Mignon Birch Secretary of our Finance Committee, Neil Fox chair of our Sponsorship Committee and Pauline McLeod, chair of the HEART of Margaret River Foundation.

In the twelve months which ended on the 31st of December 2016:

- Our total audience in the Cultural Centre was near enough to 15,000. Adding to this attendance at other venues, mainly at the very popular Cowaramup Sundowners, this total was more than 20,000, an increase of almost 20% over the previous year. With children attending the Schools portion of our Readers and Writers Festival, we can say that more than 20,000 people attended events organised and presented by our growing organisation.
- We staged more than 300 'performances' and exhibitions, including live shows, cinema and other events.
- At the end of 2016 we had 306 paid-up members, and our very active corps of volunteers averaged 186 during the year, recording over 5,000 hours worked. This was a very respectable increase over the previous year. At the modest 'standard' rate of \$25 per hour, this represented nearly \$130,000 of real value contributed to the community.

- In 2016 Arts Margaret River earned a surplus of income over expenses of \$15,297, an increase of nearly three times over 2015 (278%).
- Income received from all sources during 2016 was a little over \$750,000. Our total income has more than doubled in the past five years. And all going well, we will be a million-dollar arts organisation by the end of this decade.
- In 2016 three quarters of our income was earned from ticket sales, venue hire, sale of goods (including from our bar and kiosk) and the management service fee paid to us by the Shire. The remaining quarter came from grants and sponsorships.
- Expenses incurred in 2016 were almost \$736,000.
- Of these expenses, the cost for our nine staff – including two full-time and seven part-time – came to \$340,000. The quality, size and variety of our events, and outreach to our growing audience, depends on their work.

For those into telling this story in numbers, I have attached some graphs which tell the good story of the past four years of development and growth by Arts Margaret River Inc.

For keeping a sharp eye on our finances, I would like to thank the Board's very diligent Finance Committee, led by your Treasurer Pierre Every and very ably supported by our sharp-eyed and hard-working bookkeeper Kaye Campbell.

I cannot give enough praise to our very committed and hardworking staff. The intelligent, wise and up-front leadership provided by Andrew Frith has been the bedrock on which we will continue to thrive. It seems much more than the few months – just twelve of them – since Andrew came to us.

The others who also fill their roles with great dedication and distinction are Phil Bebb (venue and facilities manager) and Phil's Assistant, Kai Hoft-Withers, Steph Kreutzer (marketing manager), Tanya Perdue (Readers and Writers Festival Director), Daniela Tomasi (Receptionist, Box Office Manager and occasional web designer), Ian Smith (Volunteer Coordinator) and Cleaner/Handyman Michael Bayens. I must also mention Diana Heaford who volunteers her time in the office for many hours each week.

I would also like to recognise the valuable work of our volunteer committees whose members are involved in every aspect of our program. Without these dedicated teams, we would not be sitting here now.

I hope you have noticed we recently began to introduce the community to our exciting new **HEART of Margaret River Foundation**, a charitable public fund for Arts Margaret River. Any and all members and non-members can make donations – in small amounts week to week if you wish. We will also welcome your bequests. Think about it. All donations are tax-deductible. The funds collected will be used exclusively to support the arts in our community. We have some forms here tonight for you to take away and sign up to be a supporter of the HEART. Ben Elton is its public 'champion'.

As you are no doubt aware, this venue is about to undergo major redevelopment. Well before the end of the year you will see it begin. A year later a new and splendid new climate controlled building will emerge from behind the hoardings – you will be able to throw off your blankets and discard your waving fans! During construction we will continue as far as possible to use available parts of this venue. But inevitably we will need to use some alternative venues, and possibly cancel some performances. After the new building is opened, we will have more surprises for you. Perhaps a feature 'bye-bye blankets' fundraiser!

Keep coming to our events, and bring your friends. Please tell your friends that they too should become Members of our Arts Hub. I am sure you are aware there are many benefits and opportunities from being part of a hugely successful community organisation like this one we all belong to. **Fred Affleck, President Arts Margaret River**

PERFORMING ARTS

SUNDAY SUNDOWNERS

Event Coordinator: Elliott Morris
Audience: Approximately 2000
Expenses: \$11,513
Lotterywest contribution: \$5,000
Cowaramup retailers contribution: \$2,545
Shire Contribution: \$1,000



This was the 14th year that the Sundowners were held over four Sundays in February.

Due to the popularity and increase in attendance in 2015, this year we approached a local portable toilets hire company to sponsor the events.

Their reduced fee allowed us to provide 2 portaloos at the concerts each week. To assist with traffic flow and parking, a number of parking signs were produced and volunteer parking assistants recruited.

Promotional signage was offered to sponsors for the first time and a lot of extra work was put into improved sound quality and event presentation. This year a new Volunteer Event Coordinator and new Sound Technician were recruited. For the first time the Augusta Margaret River Shire sponsored the event and the funds were used to pay for parking signage and toilet hire fees. Community food stalls included the Cowaramup Lions, Cowaramup Tennis Club and the Cowaramup P&C. Rita Montgomery once again donated her time to lead Zumba during intermission.

arts Margaret River Cultural & Events Centre
 www.artsmargaretriver.com Ph:9758 7316

SUNDAY SUNDOWNERS - Pioneer Park, Cowaramup

7 FEBRUARY - THE NBC & THE ACITONES

THE NBC - Roots, rock originals in the vein of Xavier Rudd. Featuring slide guitar riffs, didge and great beats.

THE ACITONES - 6 piece Indi Rock/Pop. Winner 'Groovin the Moo Triple J Unearthed 2014'. Upbeat guitar riffs & drumming.

14 FEBRUARY - DOXY & JOHN STRINGER BAND

DOXY - A mix of swing, latin, & country swing. 5 piece band: Emjay Kim, Louise Marsh, Rod Whittle, Gary Boland, Gary Larkin & Scott Wise.

JOHN STRINGER BAND - John Stringer is joined by Michael Gabriel, Bob Bruce & David Nolan to perform originals & songs from Marvin Gaye, Curtis Mayfield & Van Morrison.

21 FEBRUARY - WIL THOMAS & DAVE MANN

WIL THOMAS - Professional musician playing Americana folk rock on harmonica, acoustic, slide & electric guitars.

DAVE MANN - Songwriter and performer, Dave will be joined by Bec Mann & Wil Thomas for a few songs. Playing rock & roots music.

28 FEBRUARY - DOUCE AMBIANCE & RASTAJAZZ

DOUCE AMBIANCE - Gypsy swing trio who perform acoustic gypsy jazz influenced by Django Reinhardt.

RASTAJAZZ - 8 piece band fusing jazz and reggae. Featuring originals & classics sure to get you dancing.

Family Concerts 5-7pm every Sunday in February. Donations welcome. Bring a picnic or purchase food and drink from local community stalls.

Proudly presented by Arts Margaret River with support from the above businesses:

OPERA IN THE PARK SIMULCAST

Saturday 6 February, 8PM
Tickets: Free event
Attendance: 169

This annual event streamed live from Perth to the Margaret River Cultural Centre was very well attended. A large number of locals and patrons from outlying regional towns plus tourists and overseas visitors attended the event.



THEY SAW A THYLACINE

Monday 21 March, 1PM & 7PM
Tickets: \$40 Adult, \$37 Conc, \$35 Member, \$20 Youth, \$10 School
Paid Attendance: 142 school performance, 13 evening performance
Performance Fee: \$4016
Box Office Takings: \$1670
Lotterywest contribution: \$3000



They Saw a Thylacine tells two parallel stories of two women who unknowingly saw the last of a species – the Tasmanian tiger.

The school performance was attended by upper school students during school time.

Unfortunately the evening performance was very poorly attended even after a concerted marketing push. The show subject matter, title and image did not attract attention or interest.

THE KAZOOS TEDDY BEAR'S PICNIC

12 April, 10.30am & 2pm (school holidays)

Tickets: \$15 Adults, \$12 Members, \$12 Youth, \$50 Family

Audience: 165

Performance Fee: \$4785

Lotterywest contribution: \$4,000

Box Office Takings: \$ 1925



Suitable for ages 3+, this children's show held during the school holidays, failed to attract a large audience.

It was an expensive show given the small cast and simple production values and only appealed to a very young audience.

THE MOON'S A BALLOON

29 April, 10.30am & 6pm

Tickets: \$18 Adults, \$15 Members, \$12 Youth, \$54 Family, \$10 schools

Paid Audience: 273

Performance fee: \$7,613

Lotterywest contribution: \$5,000

Box Office Takings: \$ 3,021



This production by Patch Theatre is a moving and eloquent story that explores childhood play, invention, friendship and connection in a highly visual performance that is beautifully complemented by magical lighting, digital imagery and a stunning soundscape, suitable for ages 3+. The matinee performance was attended by 157 local Primary School children and the evening performance targeted families of young children.

The shows were well attended and thoroughly enjoyed by everyone that attended.

ACO2 - THE FOUR SEASONS

3 May 11.30am & 7pm

Tickets: \$5 youth—school concert

\$50 Adults, \$45 Conc, \$42 Members, \$25 Youth—evening concert

Paid Audience: 127 school concert + 215 evening concert

Performance fee: Box Office Split

Lotterywest contribution: Nil

Box Office Takings: \$ 9400 before split



This was an outstanding performance and the popularity of The Four Seasons music meant that it was very well attended.

The school concert earlier in the day was attended by the Margaret River Senior High School music students in conjunction with a workshop and the cost was deliberately very low to encourage the school to participate.

The option for a Box Office Split for these performances meant that Arts Margaret River did not have many costs and the ACO jointly promoted and marketed the concert.

EDUCATING RITA

21 May 7.30pm

Tickets: Adults \$45, Members/Group 8+ \$40, Youth \$20

Paid Audience: 87

Performance fee: \$7,116

Lotterywest contribution: \$6,000

Box Office Takings: \$ 3,128

A well known and loved theatre piece written by Willy Russell and produced by Hit Productions.



This quality production with a talented cast was enjoyed by all. Unfortunately it did not attract a larger crowd, which may be attributed to the numbers of events on offer this month including the ACO concert, the Comedy Festival and the Readers and Writers Festival.

MELBOURNE INTERNATIONAL COMEDY FESTIVAL ROADSHOW

26 May, 8pm

Tickets: \$50 Adults, \$45 Arts Hub Members

Paid Audience: 301

Performance fee: \$6,733

Lotterywest contribution: NIL

Box Office Takings: \$ 13,512

The annual Comedy Festival is a highlight on many locals' calendars. Many of the same patrons return each year and this is often the only show that they attend at the Cultural Centre.

The show attracts a younger audience than our regular theatre patrons and it is a good opportunity for us to promote upcoming shows and events.

The event sells out each year and is a good earner in ticket sales and bar sales. It is also a good opportunity to reward our sponsors with tickets as it is attractive to groups and social clubs.



THE OWL'S APPRENTICE

**13 July, 5.30pm & 14 July, 10.30am & 1.30pm
(school holidays)**

Tickets: Adults \$14, Member \$12, Youth \$10, Family \$40

Paid Audience: 416 (138 per show average)

Performance fee: \$2,900

Lotterywest contribution: \$4,000

Box Office Takings: \$ 4,029

An interactive show using a combination of shadow puppetry, hand puppetry and story-telling suitable for ages 3+.

Written, designed, made & performed by Jenny Ellis. This show was educational and entertaining and had a reduced audience size of 150 people due to the size of the puppet booth and interactive nature of the show.

Simple yet clever school holiday entertainment that was affordable for families and well attended.



PARIS UNDERGROUND

Saturday 23 July, 8pm

Tickets: Adults \$38, Members \$34, Youth \$25

Paid Audience: 189

Performance fee: \$6,085

Lotterywest contribution: \$5,000

Box Office Takings: \$ 6,180



Singers, dancers, aerial artists and illusionists seduced and entertained the audience with a Moulin Rouge-style feast of magic, song, dance, burlesque, comedy, circus and cabaret. The venue was set with a catwalk, intimate theatre seating and table seating in the auditorium plus intimate small table seating on the balcony. This reduced the audience capacity but allowed for a more intimate show. Patrons were encouraged to bring nibbles for their table to share and an extended bar licence allowed drinks to be taken into the auditorium. Staff and volunteers on the night dressed in French style, adding to the atmosphere and theme for the night. The show was a sell out and thoroughly enjoyed by a very interactive audience. A meet and greet of cast members after the show was also very well received.

THE BEGGARS SING THE SEEKERS

Sunday 31 July, 6.30pm - Augusta Centennial Hall

Tickets: Adults \$30, Members/Concession \$25

Paid Audience: 134

Performance fee: \$3,000

Lotterywest contribution: \$4,000

Box Office Takings: \$ 1,250



This South Australian trio presented a musical homage to The Seekers. Arts Margaret River hired the Augusta Centennial Hall which was set up with cabaret table seating to create an intimate show and dance event, primarily catering to Augusta locals.

Arts Margaret River collaborated with the Augusta Primary School enabling them to raise funds for the school in return for promotional support. \$5 from every ticket that they sold plus show and cinema tickets (to be used as raffle prizes) were donated to them. The Augusta Lions Club ran the bar on the night as a fundraiser for their group. Arts MR arranged for a small bus to take Margaret River patrons to and from the event at no cost to ticket holders (11 people took up this service).

This event required a lot of technical work transporting equipment from the Cultural Centre to the Augusta Hall, pre-setting the venue with equipment and tables/chairs, staffing the event and pack down and removal of equipment afterwards. Extra costs such as Augusta Primary School donations, bus hire and hall hire were incurred as well as staffing time required to arrange all of these elements.

SWING INTO SPRING DANCE

Saturday 17 September, 7.30pm

Tickets: Adults \$20, Members \$15

Paid Audience: 68

Performance fee: \$1,000

Lotterywest contribution: NIL

Box Office Takings: \$ 1,123



Arts Margaret River was approached by the Margaret River Swing Dance group to host a community dance.

Local bands Doxy and the Margaret River Concert Band performed a variety of Swing, Latin, R&B, Jump Blues and Jazz to get everyone up and dancing.

Cabaret table seating, extended bar facilities, door and spot prize giveaways all made for a fun night.



HENRY ROLLINS

Sunday 25 September 8pm

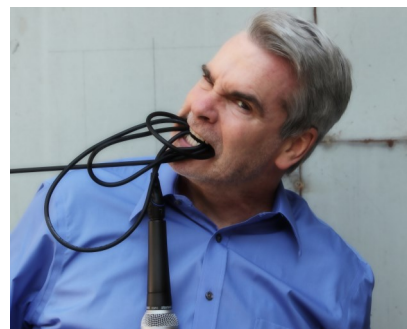
Tickets: \$55

Paid Audience: 313

Lotterywest contribution: NIL

This was a venue hire by Feel Presents. Henry Rollins appeared at the Cultural Centre in 2012 for a sold out show and we were confident that this performance would be the same.

In addition to the venue hire fee, all marketing and ticketing was done by Arts MR for 10% of box office takings. A very broad and diverse audience attended, many of whom had not been to see a show at the Cultural Centre in the past. As this was the only appearance in the South West, tickets sold out quickly and were in high demand. The income from tickets and bar sales made it a very profitable event.



ABORIGINAL COMEDY ALLSTARS

Thursday 29 September 7.30pm

Tickets: Adults \$32, Conc \$28, Members \$25, Youth \$20, Volunteers \$10

Paid Audience: 60

Performance fee: \$5,490

Lotterywest contribution: \$5,000

Box Office Takings: \$ 1,803

Due to the popularity of the annual Melbourne Comedy Festival, we felt that another comedy show later in the year would be popular. This production included a free comedy workshop which was offered to high school students at no charge. Unfortunately the show was not well attended and a special discounted ticket for Arts Margaret River volunteers and workshop participants did not increase numbers by much.



OTTO & ASTRID IN SUPERMUSICIAN

Tuesday 25 October, 7.30pm

Tickets: Adults \$38, Members \$33, Youth \$20, Family \$100

Paid Audience: 79

Performance fee: \$5,536

Lotterywest contribution: \$5,000

Box Office Takings: \$ 2,247

This award-winning post-punk musical cabaret comedy was programmed to appeal to music lovers and a younger audience under 35 years.

Especially suited to those who loved films like This is Spinal Tap or New Zealand's Flight of the Concorde, it featured a lipstick-smeared, tantrum-loving duo.



ALWAYS.... PATSY CLINE

Thursday 3 November 7.30pm

Tickets: Adults \$40, Conc \$36, Members/Group 8+ \$35, Youth \$20

Paid Audience: 96

Performance fee: \$7,474

Lotterywest contribution: \$5,500

Box Office Takings: \$ 3,069

Always...Patsy Cline by HIT Producitons was based on a true story about Cline's friendship with a fan. Featuring 27 hits and starring award winning Australian Country Music singer Courtney Conway as Patsy Cline. The production toured with a 2 piece band and the cast did a meet and greet after the show. The show was well attended and thoroughly enjoyed by everyone.



TARTUFFE—BLACK SWAN SIMULCAST

Friday 4 November 7.30pm

Tickets: Adults \$10, Members - Free

Audience: 79

Performance fee: Nil

Lotterywest contribution: Nil

Box Office Takings: \$ 360

Black Swan State Theatre Company's sixth broadcast: Molière's Tartuffe The Hypocrite, was broadcast to 11 regional venues. Tickets were charged at \$10 each with Arts Hub Members free. A free workshop by local Black Swan actress, Jo Morris, was offered to the Margaret River Senior High School students as well as to Arts Margaret River patrons. The live broadcast is an opportunity for regional WA citizens who cannot attend Black Swan performances, because of distance or financial constraints, to share a state-wide 'live' experience within their own community.



WASO - SYMPHONY IN THE CITY SIMULCAST

Saturday 10 December 7.30pm

Tickets: Free

Performance fee: Nil

Lotterywest contribution: Nil

This event was once again held on the evening of Arts Margaret River's Volunteer Christmas party. It attracts a good following every year with around 80-120 people attending this free event. Many volunteers stay for the screening after the Christmas party and it is a great way to end the evening's festivities.



DEBORAH CONWAY & WYLLIE ZYGIER

Friday 16 December 8pm

Tickets: Adults \$38, Members \$34

Audience: 146

Performance fee: \$7,000

Lotterywest contribution: Nil

Box Office Takings: \$ 4,927

This booking was made late in the year as Deborah Conway was touring to WA to perform at the Symphony in the City and at two other Perth venues.

It was a great opportunity to present live contemporary music by a well regarded musician with a full support band. The event was set up with intimate cabaret and theatre seating with wonderful mood lighting. The event was well attended and bar sales did well, making this a good final event for the year.



LITERARY ARTS—READERS & WRITERS FESTIVAL

Monday 30 May—Sunday 5 June

Festival Coordinator: Helen Allen

TICKET Sales: \$45,607

GRANTS: \$26,240

SPONSORSHIPS: \$29,700

EXPENSES: \$111,512

The eighth annual Margaret River Readers & Writers Festival was the longest and biggest we have run – and the most financially successful. It was a success in terms of author and participant feedback, ticket sales and the raising of the profile of the festival for locals and metropolitan visitors.



Authors this year included: Ian Andrew, Chinese author Dr Huiyi Bao, Elizabeth Boyd, Liz Byrski, Danielle Costly, Andrew Daddo, Louise Park, Mark Dapin, Madelaine Dickie, Dr Bryan Fry, Sara Foster, Lucio Galletto, Sulari Gentill, Alison Green, Ray Glickman, Dennis Haskell, Loretta Hill, Emma Horak, Guy Jennings, Gretel Killeen, Joshn Langley, Ian Irvine, Natasha Lester, Kirsty McKenzie, Dr Vahri McKenzie, Dr Susan Midalia, Karen Lowry, Jane Monk, Dr Cameron Raynes, Hannie Rayson, Anita Revel Dr Rachel Robertson, Rosemary Sayer, Ann Turner and Dr John Watt. They were interviewed and supported by 8 presenters, mostly academics and journalists. These unpaid presenters, most of whom have taken part historically - willingly came on board again for 2016. This year a new range of new businesses came on board as first time sponsors, as did the Busselton and Dunsborough Lions Clubs.

Total ticket sales over the course of the week was 956 adult tickets, an increase from last year's figure of 715 and 4458 children's tickets compared to 1920 last year.

HIGHLIGHTS

The young Readers and Writers Festival children's literature component set a new attendance record, with 4458 students from ages 3-17.

Students in 17 schools, kindergarten to high school, across two shires, and seven towns (Augusta, Karridale, Margaret River, Cowaramup, Vasse, Busselton and Dunsborough) heard from authors: Andrew Daddo, Louise Park, Bryan Fry and Josh Langley.

A parallel free family day of literary events, held over one day last year, was expanded across the whole weekend of the adult festival, with up to 100 local children coming with their parents to take part in paper art craft (hedgehog making), colouring in and listening to stories being read by high school students and self-published authors.

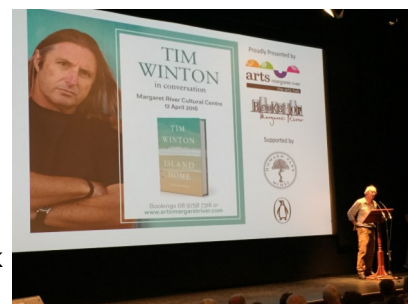


READERS & WRITERS PRE-FESTIVAL EVENTS

TIM WINTON — 12TH APRIL

Tickets: \$25 Adult, \$23 Arts Hub Member, \$20 Youth with part proceeds to the Margaret River Bookshop for organising the talk.

Tickets included a complimentary glass of wine on arrival. It was a sold out event with over 330 tickets sold. After the talk Tim did book signing in the auditorium and the bar was open for sales.



2016 was the third and final Readers & Writers Festival directed by Helen Allen. New Festival Director, Tanya Perdue commenced in August 2016.

SAM CARMODY & BROOKE DAVIS — 14 SEPTEMBER

Tickets \$10. Bar sales.

These authors talked about their books in an informal setting in the foyer. Complimentary tickets were offered to the Readers & Writers Festival Sponsors and Arts MR Board members. 13 people attended and enjoyed listening to and meeting Sam and Brooke.



PICARESQUE: 165,255 KMS IN 43 MONTHS—20 NOVEMBER

Local identity Heather Locke shared her fascinating stories from around Australia. After spending 43 months on the road, Heather had many tales to tell and she approached Arts Margaret River with this fundraising opportunity to the Readers & Writers Festival.

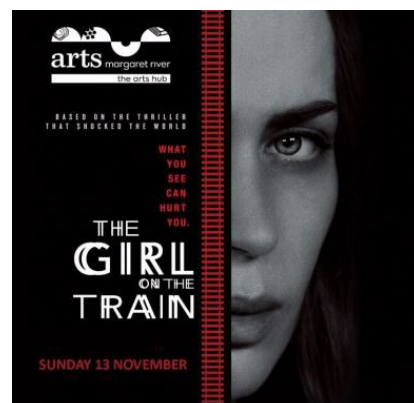
The talk was held on a Sunday afternoon in the auditorium with an accompanying slide show and facilitated by Margot Edwards. Afternoon tea was available for a gold coin donation after the presentation. The event was well attended by over 50 people. Tickets \$10



THE GIRL ON THE TRAIN MOVIE— 13 NOVEMBER

In addition to these talks, in November a special cinema screenings of The Girls on the Train, adapted from the novel, was presented as a Readers & Writers Festival Fundraiser. Tickets were \$20 adult, \$18 Members, \$10 Youth and included a complimentary glass of wine for adults plus nibbles. The screening was preceded by second hand book sales and an update on the 2017 festival.

The film was well attended with 108 tickets sold.



VISUAL ARTS

JANUARY – A JOURNEY THROUGH OUR SHIRE’S ART COLLECTION

As the Cultural Centre closes for 2 weeks over the Christmas break and does not reopen until the 9th January with minimal activity in the first week, it was felt that a January exhibition would not provide an artist with enough exposure.

The Foyer Gallery approached the Augusta Margaret River Shire to exhibit pieces from their collection.

19 pieces were displayed including a couple of community collaborated pieces. Many of these work had not been on display for years and all had a story behind its acquisition.



FEBRUARY – JAZELLE LAWRANCE

Jazelle is a local emerging artist who was born in Dunsborough.

She creates fluid abstract art by bringing together acrylic, ink and resin on wooden board to form something unique.

This was her first exhibition, however she displays and sells pieces through a local Dunsborough boutique and hair salon.

49 pieces were exhibited, ranging in size from 15cm to 1m and priced from \$75 to \$1200.



MARCH - WATERMARKS 2

This exhibition was a collaboration of 7 local photographers and artists featuring surf paintings and photography.

This was the 2nd year that this exhibition was arranged by the Foamlust Expo organisers to compliment the Expo which is held over the Easter weekend and features surf movies and displays. The exhibition attracts a new audience, many that do not attend art exhibitions. 27 pieces were included in the exhibition which was well received and attended.

APRIL – OLIVIA LANCASTER (MARGARET RIVER REGIONS OPEN STUDIOS)

This was the first year that Arts Margaret River offered the Foyer Gallery to an artist in residence for the Margaret River Regions Open Studios.

For the three weeks (including weekends) of the Open Studio's, Olivia was in residence at the gallery during her advertised opening hours. As she does not have a studio, this gave her a much greater opportunity to promote her work and meet visitors to the Gallery.

During the Open Studios weekends Arts MR had a team of volunteers to open and man the Cultural Centre.

Olivia is a local artist that has exhibited at the Foyer Gallery in the past. She had 62 paintings in the exhibition and they ranged in price from \$50 to \$1300 with the majority under \$500.

Her exhibition was well attended.



MAY - BEYOND SUBIRDIA

All artists who kindly contributed to our SuBIRDia art auction last November were invited to include up to three pieces of their artwork in this exhibition.

14 artists took up the offer and a wonderful array of sculpture and paintings were included by some of Margaret River's most prominent artists. There were 33 pieces ranging in price from \$120 to \$2600.



JUNE - VISUAL STORIES ART EXHIBITION COMPETITION

2016 marked the 5th year for the competition and the first time that it was organised by the Readers & Writers Festival Director. The Festival theme 'home' had to be integrated into the artwork. In addition, all artwork had to be made from, or include Repurposed books. Many people found this requirement a challenge and only 31 entries were received compared to over 50 in previous years.

The prizes were: \$500 1st prize, \$250 2nd prize and an easel 3rd prize. The exhibition opening and prize presentation was held at the Festival Launch event.



JULY - TARNA OSBORNE 'AN ACCIDENTAL TOURIST'

Tarna Osborne was known as a musician long before she started painting. Her mother and sister were both artists and Tarna did not start painting until 1997 on a trip to Broome. Over the years she has done several TAFE art classes and private lessons, and this was her first solo exhibition.

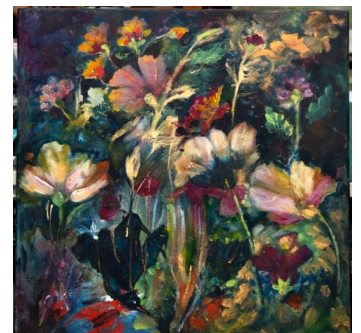
There were 41 pieces in the exhibition ranging in price from \$60 to \$450. The exhibition was very well received with many pieces selling.



AUGUST - MOLLY COY 'MULTIFARIOUS'

After more than two decades of teaching the Visual Arts, studying bookbinding in 2000 led to much time spent repairing and restoring beautiful old books. Having recently sold her book binding business, Molly was able to focus her time on painting and print making which led to this exhibition.

The exhibition had three subject ranges dominate—fanciful flowers and foliage; land/water/sky scapes; fashion and form and included paintings; prints; artists books and fabrics which were colourful, layered and textured.



SEPTEMBER - ALISON CLARKE 'WASTE KNOT, WANT KNOT'

Augusta resident, Alison Clarke was born in Kenya and lived there for 40 years before moving to the UK where she was a member of the Embroiderers' Guild.

Alison turns small treasures and keepsakes into embroidered art so that they can be displayed rather than be tucked away. She uses mixed media for her landscapes and seascapes, including yarn, lace, shells, beads and driftwood. 31 items were included in the exhibition, ranging in price from \$120 to \$500.

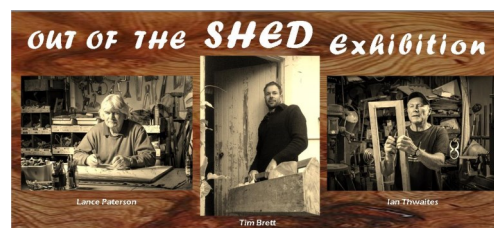


OCTOBER - IAN THWAITES, LANCE PATTERSON, TIM BRETT 'OUT OF THE SHED'

Out of the Shed was an initiative of the Foyer Gallery Team to display the works of three local artists which often remain hidden in backyard sheds. Ian Thwaites, the local high school woodwork teacher, featured a lot of recycled material collected from local beaches as well as bird houses and a rustic timber bench.

All three artists had very different styles and an impressive variety of woodwork, paintings, sculpture and mixed media pieces were included in the 49 items in the exhibition, ranging in price from \$70 to \$950.

The exhibition attracted an enormous amount of interest and was very well attended by a variety of people, many of whom would not usually attend art exhibitions. A large number of items were sold.



NOVEMBER — TAFE ART STUDENTS 'MAKING THEIR MARK'

12 Tafe adult Visual Art Students had work included in their end of year art exhibition. The work of full-time and part-time students from the Certificate III and Visual Arts Diploma course were included.

This was the first year that the exhibition was held at the Cultural Centre and it offered the students an opportunity to exhibit their work for the entire month instead of only a weekend when held at Tafe. For many this was the first time their work was shown in public and they were both nervous and excited at the prospect. The exhibition featured a range of media including sculpture, drawings, textiles, print and paintings.



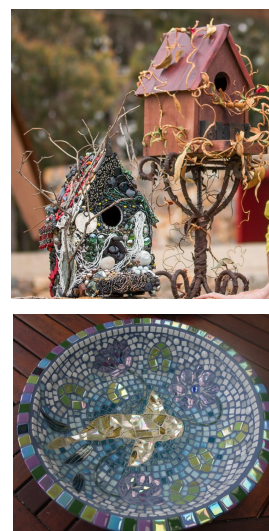
DECEMBER — SPABIRDIA BIRDHOUSE & BIRDBATH EXHIBITION/AUCTION

Due to the success and popularity of last year's SpaBIRDia exhibition/auction, the event was repeated with the inclusion of birdbaths.

Once again 40 birdhouses were ordered from the Cowaramup Lions Club to be decorated by participating artists/community members. Some of these birdhouses were used in a decorating workshop where participants paid \$80 and it included tuition and the birdhouse.

40 pieces were included in the exhibition, 5 of which were birdbaths plus a number of original designed birdhouses. For the first time, participating artists were offered a 20% commission on sales.

The exhibition commenced on Monday 28th November and the auction was held on Friday 2nd December with most of the sold items taken on the night. Approximately 120 people attended the auction and over \$7,000 of sales was made. After expenses, approximately \$3500 was raised.



CINEMATIC ARTS

The Arts Margaret River Cinema continued to grow in popularity and attendance over the year with an additional evening screening added to our regular cinema program in March. This resulted in weekly Friday, Saturday and Sunday evening screenings plus 2-3 matinee screenings a week over the school holidays.

Movie prices were increased at the beginning of the year by \$2 per adult and \$1 per youth ticket to \$14 Adults, \$12 Members and \$8 Youth. A mix of new release films, arthouse/independent films, documentaries and family movies were shown. Advertising and marketing comprising of cinema posters, weekly press ads, weekly Facebook posts on the Margaret River FB page as well as the MR Community Noticeboard plus posters emailed to accommodation providers and a cinema database ensured a wide exposure. Special event movies were also promoted via targeted community interest groups such as surfing, dance, mountain biking etc.

School holiday matinee screenings were the most popular sessions with many new release movies selling out. The local Kids Club School Holiday Day Care continued to bring a group of children each week during the holidays.

We again offered movie Fundraising opportunities to local community groups which were popular and many groups returned for a 2nd or 3rd year. These movie nights not only offer groups an easy opportunity to raise funds for their cause but it also introduces new people to our venue who may not otherwise have attended. Community fundraising groups included: Margaret River Primary School, Margaret River Offroad Cycling, AMR Shire Youth Advisory Committee, Leeuwin School of Dance and the Margaret River Underwater Hockey Club.

Occasional 'Value Added' or 'Special Event' screenings included a body boarding film with cast and crew in attendance, Rough Cuts surf movie, The Lady in the Van meal & film, Blue Child documentary and live music performance, Chasing Asylum documentary with director in attendance, the Beatles documentary with complimentary nibbles, Embrace (body image documentary) and the movie screening of Sleeping Beauty Ballet live on stage. All of these events provided the audience with an opportunity to socialise prior or post film.

New initiatives: monthly Bub Club cinema screenings for mothers and young children was trialled in September in response to a cinema survey. These screenings were preceded by free morning tea and provided new mothers the opportunity to meet other mums in a relaxing social environment. Lounges and floor rugs and baby changing stations were set up for these screenings. Whilst the screenings had an average of a dozen mothers attending, they were very well received. In November the first Readers & Writer's movie fundraiser was held, screening The Girl on the Train (based on the novel).

Over 150 films were screened over the year. Total attendance was 9479 which was 3218 more than the previous year.



SPECIAL EVENTS

BLUE CHILD DOCUMENTARY AND MUSIC PERFORMANCE

Local musician Daniel White approached Arts Margaret River with a view to screening a documentary that he produced in Corsica. The documentary was filmed over the course of Daniel's music tour in Corsica and poses intriguing insights into the lives of travelling musicians, explorers and artists alike. This young, talented individual hoped to raise funds towards recording of an album in Corsica later in the year.

Arts Margaret River was happy to offer support and a special documentary screening followed by a live performance by Daniel's band, Blue Child Collective was held on Friday 15 April.

Tickets were \$20 each and the bar was open for sales. Arts MR ticketed the event with 25% of ticket sales retained to cover staffing and venue costs.

Unfortunately only 37 tickets were sold which was disappointing. Arts MR attributed this to the fact that Daniel had been performing heaps of gigs around the region in the lead up to this performance (most with no cover charge) and many locals had seen his band perform and were not interested in seeing the documentary.



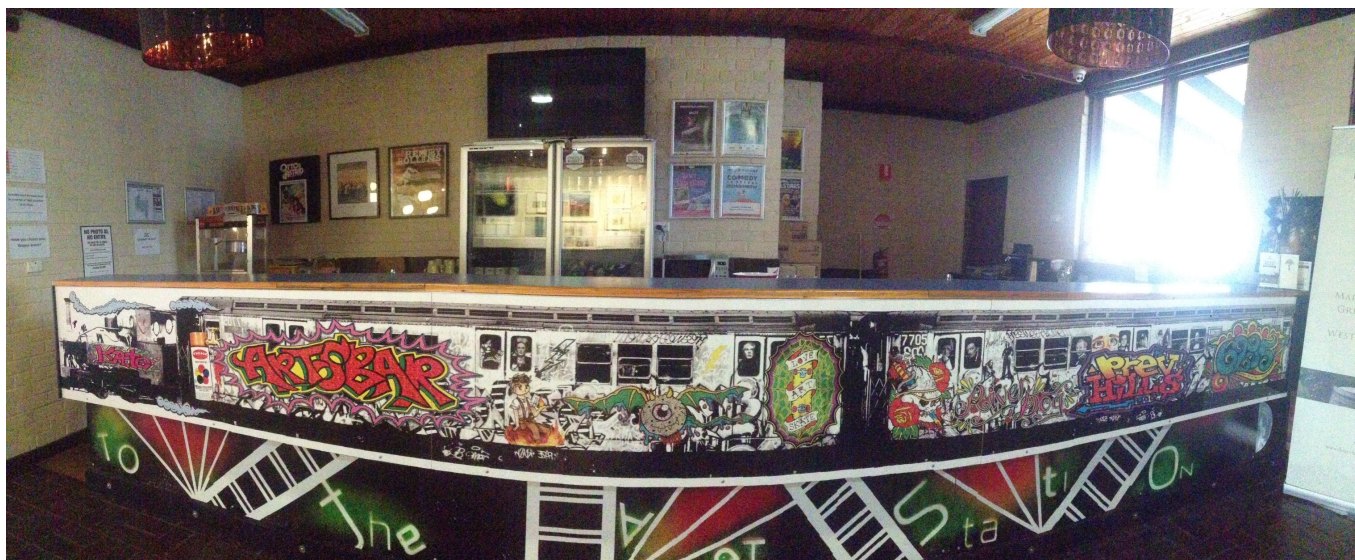
BAR MAKEOVER

The bar in the foyer was in desperate need of a make-over to make it a more welcoming and attractive space. The bright fluorescent lighting, timber panelling and dark face brick walls were very dated and unattractive.

It was agreed that funds raised from the 2015 birdhouse auction would contribute to the refurbishment of the bar. The Foyer Gallery Committee oversaw the tender for an art installation that could cover the fascia of the bar. Requirements were that the artwork reflect Margaret River, was contemporary and had longevity.

Local artist Carl Heussenstamm's design was commissioned and installed along with new light fittings and painting of the brickwork.

The artwork was unveiled at the Volunteer Christmas Party in December and many favourable comments were received.



WORKSHOPS—PATTERNING WORKSHOP, BIRDHOUSE WORKSHOP, PAPER ART WORKSHOP

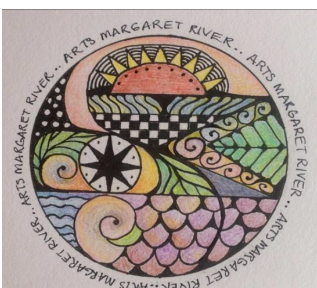
A number of workshops were held during the year including:



Basket Workshop—16 February 9am

Participants were taught how to crochet baskets using a simple and quick pattern, out of materials such as recycled t-shirt yarn, twine, rope, sisal and more.

Instructor Elizabeth Whiteman led the workshop with materials and crochet hooks provided. Cost: \$35 included morning tea.



Vestigial Workshop — 15 March 9.30am

A Vestigial provides the framework for you to create your own personal power symbol, a logo, a visual affirmation or simply an interesting artwork. Beginning with a word or phrase, then by a process of elimination a few letters remain which form the basis of our Vestigial.

Local artist Jan Osborn donated her time to instruct participants on how to form letters into a pleasing interlocking work or art.

Cost: \$25 included materials and morning tea.



Kids paper art workshop—13 April 11am-1pm (school holidays)

Learn some fun things to make out of old books—a great way to learn a new skill and helpful tips in the lead up to the Children's Visual Art Competition.

This workshop was taught by Festival Director Helen Allan to raise funds and awareness for the Readers & Writers Festival.

Cost: \$20 with all materials provided and suitable for ages 8+.



Promote your art and images on social media— 8 June 10am-12pm

A basic Digital Workshop taught by Vicky Dawson including:

File, store and edit your photo's, photo uploading and sharing for the world to see, Recent and ongoing changes, Protect your privacy and your account, Timeline dissection, Question time.

Cost: \$30 including morning tea.



Birdhouse decorating workshop—22 October 10am-4pm

This was the second year that this workshop was run by members of the Foyer Gallery Committee and held in Kay Gibson's studio. 9 people attended with all funds to Arts Margaret River. Cost: \$80 included a jarrah birdhouse, all materials and afternoon tea.

COMMUNITY FUNDRAISERS

Arts Margaret River volunteers helped out at a variety of fundraising events during the year including ushering at the annual Leeuwin Estate Concert, ticket collection at the annual Gourmet Escape Weekend, running a sausage sizzle at the Lions Garage Sale and ushering for Cinefest Oz movie screenings at various locations in Margaret River.



Leeuwin Concert



Gourmet Escape



Lions BBQ