

BUSINESS AND THE ARTS ARE FINDING MANY CREATIVE WAYS TO work together and regional arts organisations are coming up as winners in the new environment. The proof is in the six regional arts organisations that took out major honours in the nationally respected Australia Business Arts Foundation (AbaF) Awards this year.

The AbaF Awards promote Australia's most creative and beneficial business-arts partnerships.

Regional arts will feature again in the 2007 Awards – and your organisation could be a winner. Here's why:

Regional arts are winners

Imagination, innovation and lateral thinking are how regional arts often get support for their organisation's work, operating in environments where 'in-kind' support is frequently more available than cash. It's these qualities that business today is looking for in an arts partnership and regional arts have proved they've got them in winning combinations.

AbaF Awards

Regional arts are winners

by CRISPIN RICE

Who are the winners?

Awards do not go to the biggest or most lucrative partnerships. It's creativity, passion and commitment that distinguish the regional arts partnerships celebrated as winners of the AbaF Awards.

Regional arts partnerships have been a feature of the Awards since they began in 2001 and are recognised by the QantasLink Regional Award, which is presented annually in each State, with State winners competing for the national Award.

In NSW, the 2006 QantasLink Regional Award winners were Country Energy and Sydney Opera House for the Proms on Tour which took music to thousands of children around the state. Other State winners were: The Observer Gladstone and Ergon Energy with the Gladstone Regional Art Gallery & Museum (Qld); The Coober Pedy Retail Business & Tourism Association and South Australian Museum (SA); Aurora Energy and Tasdance (Tas); Australia Post and Opera Australia (Vic), who also took the national Award; and BHP Billiton Iron Ore and FORM Contemporary Craft and Design (WA).

Get great ideas for your partnerships from the winners

Find out why these partnerships are winners. Read their inspiring stories and get great ideas for your own partnerships by getting a

free copy of AbaF's *Gold Book* which features all 45 winners and finalists from the 2006 Awards (contact us for a copy).

What makes a winning partnership?

The best business arts partnerships leverage strategically the passions and skills of both business and arts partners and state them plainly in a business case. AbaF Award judges have described winning partnerships as those which can show clearly:

- Objectives that are consistent with both partners' business strategies
- Impacts of the partnership on both partners and on the community
- Benefits that are mutual and flow both ways between the partners
- Inclusiveness, with staff involved in a number of ways from both partners
- Good management, with clear structures and processes to deliver the stated objectives;
- Measurement, showing how the impact of the partnership is evaluated.

You could be a winner in 2007

If you've got a great partnership, we encourage you to enter it for the 2007 AbaF Awards.

Just entering can be a winning outcome for you and your partner. Every year, the nominees agree, the nomination process really helps strengthen their current partnership and often makes the business partner realise how valuable the partnership really is.

The arts partner frequently gets a stronger, clearer statement of their business case, which they can then use for more effective approaches to additional, new partners. And, as a bonus, winning brings public acknowledgement, which is great for profile, excellent for staff spirits, and can be commercially valuable to both partners.

Now is a great time to start preparing your nomination. Entries for the 2007 AbaF Awards close next May. To assist you, AbaF provides seminars with presentations from winning partnerships, previous judges and AbaF Awards staff and there is comprehensive information on AbaF's website. Contact us to find out more. ■

Contact AbaF NSW Tel 02 9215 9313 Website www.abaf.org.au

Violinist Michelle Kelly with young fans. Proms on Tour was the winner of the 2006 Qantaslink Regional Award for Country Energy and the Sydney Opera House.
Photo: Greg Newington

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January

15 – 19 January

 Young people aged 15-25 can study filmmaking at The Metro Screen Coffs Coast Summer School. A script-to-screen intensive with production equipment and the latest software. **COFFS HARBOUR**
Tel 02 9361 5318

16 – 20 January

 Camp Creative. A fun opportunity for families and individuals to mix with people of differing interests and ages in a relaxing and creative atmosphere. **BELLINGEN** Tel 02 6655 9326
Web www.campcreative.com.au

18 – 25 January

 *The Magic Story Coat* includes a muddled Storyteller, an opinionated Puss in Boots and a magic coat with a mind of its own - a fairytale journey for the whole family. **WAGGA WAGGA** Civic Theatre.
Web www.civictheatre.com.au

19 – 21 January

 The One Van International Festival of Puppety showcases shadow puppetry, large scale outdoor puppets and puppets in animation. This year's festival theme: 'Cool Ideas for a Hot Planet!' **BLACKHEATH**