Promoting the Value of the Arts and Demonstrating Regional Excellence in New South Wales.


FINAL REPORT
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Attachments:
1. Financial Statements
2. Media Coverage
FOREWORD
From Stephen Champion
Chair, Regional Arts NSW

The second Artstate festival & conference in Bathurst from 1 to 4 November exceeded expectations. The event saw significant growth from the first Artstate in Lismore and affirmed the place of NSW regional arts practice at the forefront of national presentation and discourse.

Artstate Bathurst provided delegates a multilayered immersion into the culture, history, geography and heart of the Central West. It connected the local community to many who had not ventured here before and these connections will continue to reap benefits long into the future.
From Elizabeth Rogers  
CEO Regional Arts NSW  
Executive Producer Artstate

Moving into the second year of the Artstate project we travelled from the Northern Rivers to the new landscape of the Central West, from Bundjalung country to Wiradyuri/Wiradjuri land. We created a precinct in the CBD based around the Bathurst Memorial Entertainment Centre and utilising the glorious Victorian central parks with a leg down Keppel St taking in the Bathurst Regional Gallery and the developing post-industrial cultural quarter of Tremain’s Mill. Again the strong focus on Aboriginal arts was a highlight across the speakers program and the arts program with a stunning opening devised and directed by Becky Russell which set the stage for the program to come. The enthusiasm of the artists from young and emerging to those with national and international reputations clearly demonstrated the high quality of work produced in this region.

Clever programming by the Arts Program Director, Adam Dusien, enabled delegates to immerse themselves in a multi-genre arts program of newly commissioned and remounted work. It was very exciting to have so many younger people participating in Artstate Bathurst as artists, speakers, interns and volunteers. The world premiere of The Climbing Tree, a play that told the stories of four Bathurst teenagers from both current and colonial perspectives, was produced by BMEC and has since toured to Parramatta. The excitement was enhanced by a large storm cell arriving in Bathurst on Friday evening, but our amazing crew moved all the outdoors program inside and it was all back in place by Saturday morning.

The speakers program was a mixture of keynotes, panels, presentations and demonstrations addressing the themes of A Sense of Place and Robust Regions and new ideas, partnerships and collaborations are ongoing. Something magical occurs when groups of artists and arts workers have the opportunity to meet in person at this type of gathering that resonates beyond the event. The Festival Club rocked into the small hours every night and the event concluded on Sunday with another stellar performance by the Regional Youth Orchestra following a beautiful farewell ceremony by the Bathurst Wiradyuri Elders.

I am particularly encouraged that other arts organisations are using Artstate as an opportunity to schedule their own industry specific events alongside the main program to maximise the opportunity for their members to meet in a regional city and then attend Artstate. This year Arts on Tour held their Salon event on the afternoon prior to the opening and Create NSW scheduled their Aboriginal Engagement program on the Wednesday and Thursday before Artstate as well as supporting a number of regional Aboriginal artists and arts workers registrations. These events add great value to the notion of a major annual gathering to discuss and celebrate the arts in regional NSW.

My sincere thanks to Arts OutWest, whose local knowledge and support was critical in being able to deliver this event, Bathurst Regional Councillors and staff who made us so welcome and assisted in so many ways and Charles Sturt University for their invaluable contribution. The support from the NSW Government in enabling us to stage this four year project is applauded and it was wonderful to have the Arts Minister, The Hon Don Harwin join us again for the four days of Artstate.

Finally my gratitude for the commitment by the Artstate Team from across regional NSW who come together each year to make this demonstration of excellence appear seamless.
Topics emerging from Artstate Bathurst rapporteurs’ summary

- Continue an elder-led approach that operates with clear recognition of the challenges and acknowledgement of deep local knowledges.
- Continue to explore what are best practices to create ways to share place with reciprocity and respect.
- Find ways to continue to draw the Arts and Speaker programs together, to model best practice, and build community resilience.
- Ensure we continue to champion and support diversity of views - exploring ways to ensure diversity is built from the ground up.
- Challenge traditional models and assumptions; build robust regions through increasing our appetite for risk, and find ways to reward experimentation and uncertainty.

Ultimately, we have come together and celebrated Regional Arts practice, a practice that creates value across borders - and whose value resonates with time.

The conversations started here, must continue. We ask that we continue to move forward exploring (1) Deep Knowledge (2) Reciprocity (3) Co-creation (4) Diversity and (5) Uncertainty.

Dr Travis Holland & Mr Christopher Orchard, Faculty of Arts and Education, Charles Sturt University.

NUMBERS AT A GLANCE

Speakers program
Plenary Sessions
- 4 Keynotes: Kresanna Aigner (UK), Jack Archer (AUS), Jonathon Jones (AUS), Frith Walker (NZ),

Parallel Sessions
- 22 afternoon sessions
- 68 presenters
- 2 New Play Readings (3 artists)
- 1 project showcase
- 7 First Nations presenters (including 1 keynote)

258 Delegates Attended Artstate Bathurst
- 120 Regional NSW
- 44 Central West
- 84 Greater Sydney and the Illawarra
- 8 Interstate
- 2 International

DELEGATE GEOGRAPHY

DELEGATE GEOGRAPHY: REGION BREAKDOWN
Arts program
- 34 Events
- 22 performing arts events (theatre, dance and music)
- 11 visual art exhibitions
- 1 film screening
- 6 family/ youth programs
- 75 professional performing and visual artists and around 174 non professional performers
- 21 Organisations took part in Artstate Bathurst Fringe and Regional programs
- An estimated 4,500 attended one or more events in the Arts Program.

Delegate Response in a Word
- Interesting
- Inspiring
- Engaging
- Informative
- Diverse

Opening Ceremony. Image Katelyn-Jane Dunn
Testimonials

..the whole conference was incredible. An inspiring selection of speakers and such a complex event that certainly seemed to run flawlessly. Lovely seeing Bathurst and the local artists having an opportunity to shine! Just brilliant. – Zoe Rodwell

Congratulations on a wonderful Artstate in Bathurst. Terrific event. - Kate Gaul

Thank you so much for an exceptional Artstate! My mind is still abuzz and I’ve been delighting in filling everyone in on our discussions and adventures. You should all be incredibly proud of what you’ve made possible. - Esther Anatolitis

I just wanted to thank you and your fantastic team for organising such a memorable event. My mind is buzzing with new ideas and provocations raised throughout ArtState Bathurst and I am sure these will stay with me well into the future.......There was a strong positive energy throughout the conference. I get the feeling that many of those who attended have found a positive space to stay with difficult ideas, to give them the consideration they deserve. The impacts of this will surely reverberate throughout the regions as we each discuss and develop our thinking over time. - James T Farley

Congratulations on another very successful Artstate, and a big thanks from ANSWRC and RYO for the wonderful opportunity to perform the Finale Concert. We were all thrilled with the outcome. Once again, thank you so much for fostering and supporting our partnership. And many thanks to your whole team, again a great job. - Vivienne Winther

Thank you and your team for the immense privilege in being able to be involved in the conference and arts program over the week. You and your team ran an excellent event, absolutely world class. The cohesion of discussion and organisation of keynotes, panels and concurrent sessions was fantastic. The way all delegates were accommodated by your team was from my perspective without fault. Please pass on my absolute appreciation to all of your staff for running such a brilliant event. – Christopher Orchard

… (A) stimulating and thrilling week that was Artstate Bathurst. Please pass on my sincere congratulations and thanks to your team. It was a true honour and pleasure to be a part of it. - Nel Kentish

… It was a truly transformative experience. – Kate Smith

….vibe of the entire event was so positive and everyone commenting on how fantastic it was. – Danni Petrovic

Artstate is an awesome event which your team pulled off without a hitch, I again had great outcomes from networking as well as knowledge gained in sessions. Met some awesome people!! - Marion Conway

…thank you again for the chance to be a part of the Artstate enterprise. I was enormously impressed by the quality and reach of its output. – Micaela Hambrett
Economic impact

Artstate delegates expenditure
120 people responded to the delegate survey. The average spend per person calculated from the survey returns are as follows:

- Accommodation: $397
- Meals, food and drinks: $215
- Ground Transport: $135
- Tickets/Registrations for Artstate: $355
- Non-Artstate Attractions: $14
- Other expenses: $76

Average spend was approximately $597 per delegate per day of conference

Visitation
The average stay was 3 days with at least 42% of attendees staying an extra night in Bathurst in addition to their conference attendance.

54% of attendees came to Artstate Bathurst with colleagues, 29% attended solo and 17% brought family and friends with them on their trip.

37% of attendees came from the Central West of NSW with a further 58% coming from other NSW locations. Only 4% came from another Australian State or Territory and 1% from Outside Australia.

Artstate Bathurst was the main reason for over 72% of respondents visiting Bathurst during this period.

An additional 3% extended their existing stay in Bathurst to attend Artstate.

A further 25% were locals (regionally based) able to attend Artstate because it was produced in their region.

DELEGATE GEOGRAPHY: REGION BREAKDOWN
PROGRAM DEVELOPMENT

BACKGROUND
Artstate is a four-year project by Regional Arts NSW to shine a light on excellence in regional arts practice and to explore the exciting possibilities for arts and cultural development across the state. Over the period we will be partnering with our network of Regional Arts Development Organisations to bring a stimulating program of regional, national and international speakers to share their experiences and knowledge. A curated arts program will provide an unprecedented opportunity to see the best regional NSW has to offer.

In 2017 we started off with Artstate Lismore in partnership with our colleagues at Arts Northern Rivers. In 2018, we moved to the Central West, partnering with Arts OutWest in Bathurst. Integral to Artstate is a strong focus on Aboriginal arts and arts leaders as well as the recognition of the contribution of local government to arts and cultural development in regional NSW.

PARTNERS
Partners are critical to the delivery of Artstate. In Bathurst, RANSW partnered with Arts OutWest and worked closely with the leading arts organisations in that region including Bathurst Memorial Entertainment Centre and Bathurst Regional Gallery, the Australian Mineral and Fossil Museum, the Chifley Home and the National Motor Racing Museum, the Mitchell Conservatorium of Music and newly established cultural hub, Tremain’s Mill. The event showcases the value of good quality cultural infrastructure in regional NSW as a catalyst for driving not only excellence in regional arts outcomes, but community well-being and economic development through increased visitation of high yield cultural tourists and for attracting new programs and events which benefit local business.

AIMS
- Develop and deliver an inspiring arts conference building on the skills and lessons from the national event, ARTLANDS held in Dubbo in 2016 to provide significant professional development and networking opportunities for delegates to the four Artstate events held annually from 2017 to 2020.
- Develop and deliver a multi-genre arts festival complementing and surrounding the conference program to celebrate regional creativity and quality.
- Promote the value of the arts in regional communities.
- Attract an audience of artists and arts workers from across metro and regional areas of NSW.
- Ensure that both elements of the event have a strong Aboriginal component recognising the strength and values of culture in the regional sector.
- Demonstrate the importance of local government investment and contribution to the arts in regional NSW.

FUNDING
Funding and support for Artstate Bathurst came from Bathurst Regional Council, NSW Government through Create NSW and Destination NSW Meet in Regional NSW funding program with RANSW underwriting the event.

Substantial 'in-kind' support was provided by Arts OutWest, Bathurst Regional Council and Charles Sturt University
ORGANISATIONAL STRUCTURE

- A local advisory committee established in partnership with the local Regional Arts Development Organisation to scope the local artistic components of the event.
- A separate conference committee meets to discuss and recommend plenary speakers and panellists.
- A call for papers from the arts sector distributed nationally.
- A local festival director appointed to develop the festival program.
- Production, event management, design and PR teams are engaged to cover all four planned events.
- Conference coordination, ticketing, digital media and all financial management including grant writing, reporting and evaluation done in house.
- **Artstate NSW** is overseen by the RANSW Board with the CEO in the role of Executive Producer.

EVENT STRUCTURE

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ORGANISATIONAL STRUCTURE FOR ARTSTATE BATHURST

Regional Arts NSW Board

Regional Arts NSW CEO/Executive Producer

Regional Arts NSW Team

Advisory Groups
- Central West Stakeholders
- Bathurst Regional Council
- Arts OutWest
- Create NSW

Contractors

Grants & Contracts
Financial Management
Ticketing & Admin
Marketing

Production Management x2
Director Arts Program
Director Opening Event

Event Management
- Conference
- Volunteers
- Catering

Production Crew

Volunteers & Interns

KEY
Volunteer Positions
Staff
Contracted Positions
Hierarchical relationship
Service relationship
SPEAKERS PROGRAM

The Speakers' Program committee was chaired by RANSW Deputy Chair, Ben Roche with Peter Wood, ED Arts Northern Rivers, Tracey Callinan, ED Arts OutWest, Andrew Gray, ED South East Arts, Caroline Downer, ED Arts North West, Grainne Brunsdon, Create NSW and Elizabeth Rogers, CEO RANSW.

The themes for Artstate Bathurst were **A Sense of Place — Regional arts practice that responds to culture and landscapes** and **Robust Regions — Exploring the contribution of the arts to regional communities**. In developing these themes we referred to the feedback and reports from Lismore and thinking about the different strengths of each region in NSW.

The committee also identified possible speakers and panellists for the plenary sessions that would include Aboriginal arts leaders. Suggested contacts were followed up by the Executive Producer in the first instance, then all travel, visa and other arrangements for international speakers were managed by Jane Kreis.

The same curated process applied to the development of the plenary sessions, as it was vital to have a high quality program to attract the delegates to travel to Bathurst.

A call for papers for the afternoon sessions was circulated widely through all the Artstate and RANSW communications platforms with a simple application form to be returned to RANSW for assessment. Applications closed 28 June and applicants advised 20 July 2018.

As they were confirmed, Speakers were featured on the Artstate website and through all digital platforms. Speakers’ names, images and biographies were listed on the site.

**At A Glance**

Plenary sessions:
- 4 Keynotes: Kresanna Aigner (UK), Jack Archer (AUS), Jonathon Jones (AUS), Frith Walker (NZ),
- 4 plenary panels
- 15 Panellists

Parallel sessions
- 22 afternoon sessions
- 68 Presenters
- 2 New Play Readings (3 artists)
- 1 project showcase
- 7 First Nations Presenters and speakers in various sessions.

Delegate Attendance 258
- 120 Regional NSW
- 44 Central West
- 84 Greater Sydney and the Illawarra
- 8 Interstate
- 2 International
KEYNOTES

1. Nginha ngurambang marunbunmilgirridyu: I love this country

Jonathon Jones, an award winning artist whose works span across mediums and a member of the Wiradjuri and Kamilaroi nations of south-east Australia presented the first keynote of the speakers program.

He discussed the importance of Aboriginal culture in south-east Australia, both historically and today. The south-east region is home to more than 80 different Aboriginal nations and these nations have created several of the world’s most significant sites, including the site of the oldest ceremonial burial, the site of the world’s first bread-makers and the recently World Heritage-listed eel traps of Budj Bim. After sustaining the first waves of colonisation the region has forged some of the most important tools for continuing culture and has produced a number of significant cultural leaders and artists. His talk highlighted the south-east region, which many Aboriginal and non-Aboriginal people call home, and demonstrated why all Australians should love this country.

2. Sense of Place – Beyond the Jargon and Into the Need

Frith Walker, Manager, Place Making for Panuku, Waterfront Auckland, NZ

Frith explored the various challenges of placemaking and urbanism in our left brain leaning world, as well as suggesting some notions around wisdom that we may have previously held (and that some continue to hold) that maybe could help us make our way forward without messing up our nest any further.

3. Hotspots of creative employment: Regional development through creative industries

Jack Archer, CEO, Regional Australia Institute.

Where are the creative places in regional Australia and what do they contribute to regional development? This session will show where hotspots of creative employment across Australia are and how employment in the industry has changed. Research presented in the session will build an understanding of what creative industries mean for regional economies and communities.

4. Making Creative Things Happen

Kresanna Aigner, Director, Findhorn Bay Arts, Scotland, UK

Findhorn Bay Arts is an award-winning creative producer of cultural events and activities rooted in the rural communities of the region Moray in the North East of Scotland. Moray is rich in creativity with a diverse and vibrant cultural sector. Recognising the opportunity for arts and culture to contribute to community regeneration, education, and local development, Findhorn Bay Arts has established a year-round programme of arts and culture activities and events. Their projects have developed to showcase the talents of the local creative community, have contributed to creative learning, and have strengthened relationships and networks within the sector whilst also attracting substantial inward investment. This presentation reflected the journey of Findhorn Bay Arts, since its inception in 2012 and the opportunities, challenges and learning that will inform the next chapter in Making Creative Things Happen in Moray.
PLENARY PANELS

First Nations Artists: Responding to Place
Country, language, ecology, lifecycle and perpetuity are contextual sanctions within the contradiction of occupation, displacement, migration, alienation, conviction and cultural resilience.

- Aleshia Lonsdale, Artist & Aboriginal Arts Development Officer, Arts OutWest
- Amala Groom, Artist
- Ian RT Colless, Dancer & Choreographer

Moderator: Sharni Jones, Manager, Aboriginal and Torres Strait Islander Collection, Australian Museum

Place and Practice in Regional Arts Development
This session explored how the ‘sense of place’ informs and guides participation in the development of arts and cultural projects within regional communities to create meaningful engagement opportunities and collaborations.

- Peter Wood, Executive Director, Arts Northern Rivers
- Caroline Downer, Executive Director, Arts North West
- Kerry-Anne Jones, Executive Director, South West Arts

Moderator: Tracey Callinan, Executive Director, Arts OutWest

Country Towns Build Economies Around the Arts
ABC Central West journalist, Micaela Hanbrett, uncovered three country towns preserving history and embracing art in long term commercial strategies. The panel discussed three different approaches to arts led economic development in Gulargambone, Bathurst and Portland.

- Stephen Birrell, Tremains Mill, Bathurst
- Rich Evans, Chief Activation Officer, The Foundations, Portland

Moderator: Michaela Hanbrett, Journalist, ABC Central West

In the Regions: Making an Artistic Living
For decades artists have left their hometowns for the greener pastures of the big cities, but things are starting to change. How do artists make a home, a living, and a creative practice in a regional town? Three artists with varying arts practices share their experiences in establishing a sustainable career from a regional base.

- Alison Plevey, Associate Director and Performer, Lingua Franca
- James T. Farley, Artist and Lecturer in Photography, Charles Sturt University
- Henry Simmons, Filmmaker, Bathurst

Moderator: Soseh Yekanians, Senior Lecturer in Theatre/ Media, Charles Sturt University

Artstate Programs. Image Katelyn-Jane Dunn
ARTS PROGRAM

Locally based Arts Program Director, Adam Deusien was appointed to develop a multi-arts program to demonstrate excellence in arts practice from the Central West region. With the collaboration of Bathurst Regional Arts Gallery, Bathurst Memorial Entertainment Centre, Bathurst Regional Council’s Museum Unit and Charles Sturt University, the program was a deep and rich showcase of the breadth of practice throughout the region.

Four major themes ran through the program; a focus on the presentation of new work with the goal of leading towards increased visibility of the original contemporary practice of Central West Artists, and to provide those artists with access to the robust support structures of the event to realise ambitious artistic work.

By programming mid-career and emerging artists, we made an investment in the future of professional practice in the region, created capacity and visibility for these young artists to leverage in the future, and asserted that the Central West is a breeding ground for ambitious and tenacious regional practitioners.

The program involved a number of events that activated non-arts spaces during the festival that has previously not been used for this type of arts program. The Machattie Park Sculpture walk, perhaps one of the more visible parts of the program to the local public, was a wonderful discovery for the parts of the local community that was unaware of the festival. The programming at Tremain’s Mill, including Nicole Welch’s Transformation, Arts Outwest’s My Own Backyard and Out of Office, and the contemporary dance work Three, transformed Tremain’s into a rich arts precinct, with potential to continue this practice at the site in the future. The Museum Artist-in-Residence projects provided commissions to Central West artists to make work with Bathurst’s important Museums. While these activities are not extremely innovative in a wider context, these activations were new for Bathurst. This was an opportunity to be adventurous with programming and highlight to the Central West audiences how contemporary arts practice can activate public spaces.

The Artstate program has created great capacity for further contemporary performing arts collaboration with local Wiradyuri community, in particular through the growing relationship between local cultural leader Becky Russell and the Elders. Their collaboration on the Opening Ceremony created significant opportunities for young and established Aboriginal artists and showcased sacred Wiradyuri stories to the wider community in a cultural event of scale not seen in Bathurst in more than decade. The Opening Ceremony also provided a significant professional development opportunity for young aboriginal dancer and choreographer Colleen Jerrard, who under the mentorship of Jo Clancy and Becky Russell, choreographed the welcome and opening dances, elevating her to an artistic leader in the community.

There was an opportunity for local artists and arts organisations outside the curated Artstate program to list their activities under the banner of Artstate Fringe and Regional. Twenty one organisations registered to be listed.
At a Glance

- 34 Events
- 22 performing arts events (theatre, dance and music)
- 11 visual art exhibitions
- 1 film screening
- 6 family/youth programs
- 75 professional performing and visual artists and around 134 non professional performers
- 21 Organisations took part in Artstate Bathurst Fringe and Regional programs
- Over 3000 people attended one or more events from the arts program

PROGRAM SUMMARY

Opening Night
Formal official opening, included Bathurst Wiradyuri Elders, Chair RANSW, Stephen Champion, Mayor of Bathurst Regional Council, Cr Graeme Hanger OAM and the NSW Minister for the Arts, The Hon Don Harwin MLC. Opening Ceremony, directed by Becky Russel was a collaboration between local emerging Indigenous artists, established professionals and participants from the community. Cirkus Surreal, Bathurst’s beloved youth circus company, continued the Artstate opening celebrations with roving performances in Machattie Park. Innocent Bystanders, a collection of Mitchell Conservatorium musicians and members of the community provided live motown music in Machattie Park.

Performing Arts

- Confetti - Big One Little One’s lightning-fast and dazzling encounter for one person to experience at a time.
- The Beast - a new immersive performance experience created by an ensemble of 15 to 17 year olds and directed by Penelope Kentish and Bend Rodwell
- The Climbing Tree - Developed over three years as a partnership between the Bathurst Memorial Entertainment Centre and the Australian Theatre for Young People, with extensive community consultation, this powerful new play, written by Rachael Coopes and directed by Stephen Champion, debuted at Bathurst Artstate
- Artstate brought together a cast of CSU Theatre/Media graduates from over 20 years of the course for a one-off Mumming EXTRAVAGANZA. Using the conference, the Arts Program and their own ‘research’ at the Festival Club, these daring performers whipped together a show in 3 days in response to the conversations held all around Artstate Bathurst.
- Three – especially commissioned for Artstate Bathurst, This showcase of three site specific solo performances by Alison Plevey, Roslyn Wythes and Tanya Brown was presented at the newly established cultural hub, Tremain’s Mill.
- Local Stages New Play Readings – 2018 Central West Play Residency outcomes; Kangaroo by Miranda Gott and A Good Bloke by Adam Deusien and Isabel Fox

Music

- Gabbi Bolt – singer songwriter
- Fat Wombat – multi instrumental duo
- Innocent Bystanders - a collection of Mitchell Conservatorium musicians and members of the community
- Kris Schubert – singer songwriter
LEAP at lunch - BMEC’s Local Emerging Artist Program (LEAP) showcases the Central West’s emerging music talent with performances during the conference lunch (5 musicians)

- Regional Youth Orchestra Concert (34 young musicians and 10 professionals)
- Sounds Live Choir (40 community singers)
- Rusty Nails – cabaret
- Smith & Jones – multi instrumental and vocal duo
- The Honey Dripp’n Mudskippers – speakeasy jazz and blues band
- The Orient Royal Mail – rock trio

Visual Arts

- Don’t Fence Me In, Amala Groom and Dale Collier, Bathurst Memorial Entertainment Centre
- guwiinyguliya yirgabiya ngay yuwin.gu gulbalangidyal ngunhi (they made a solitude and called it peace), Jonathon Jones, Bathurst Regional Art Gallery
- Homekeeper, museum residency outcome commissioned for Artstate Bathurst, Johanna Williams and Jesse Alston, Chifley Home
- lines whisper: power of the landscape, museum residency outcome commissioned for Artstate Bathurst, Harrie Fasher, Australian Fossil and Mineral Museum
- Looking Forward—Looking Back: Contemporary works from the East Kimberley, exhibition with curatorial assistance by Robert Hirschmann, Bathurst Regional Art Gallery
- Mementos, Nicole Welch, Courthouse Lane
- My Own Backyard, exhibition of Central West artists curated by Arts OutWest, Tremain’s Mill
- Out of Office, exhibition of works and performance by the staff of Arts OutWest; Alesha Lonsdale, Christine McMillan, Steven Cavanagh, Grace Newell, Wendy Hawkes and Tracey Callinan, Tremain’s Mill
- Sculpture Walk, Harrie Fasher, Karen Golland, Paddy Robinson, Bridget Thomas, the NSW Arts and Health Leadership Group, Johanna Williams and Jesse Alston, Machattie Park
- Three Ponds Series C, Michelle Collocott, Bathurst Regional Art Gallery
- Transformation, Nicole Welch, Tremain’s Mill

Film

Nextwave Screening. A showcase of 15 of the best short films made by young regional Australians from Screenwave International Film Festival’s (SWIFF) Nextwave program
SPECIAL EVENTS

Opening Night VIP Drinks
This was a pre-event function hosted by Bathurst Regional Council Mayor, Graeme Hanger OAM, as an informal gathering and preliminary ‘meet and greet’ for all Artstate Bathurst stakeholders prior to the official opening. The event was held in the function room of the Bathurst Regional Council and was attended by the NSW Minister for the Arts, The Hon Don Harwin MLC, the Chair of RANSW, Stephen Champion, the Chair of Arts OutWest, Ms Fran Charge, ED of Create NSW, Elizabeth Scott and other local, state and federal government representatives, heads of arts organisations.

Conference Dinner
The Conference dinner was held at Carrington House, Saturday 3 November. Delegates were welcomed with pre- dinner drinks and canapes, before sitting down to a two-course meal and entertainment by Bathurst cabaret act Rusty Nails. The dinner also included The Hon. Don Harwin, Minister for Arts, announcing Tamworth as the next Artstate host city and an official Aboriginal handover from Wiradjuri Elders to Kamilaroi Elders.

MARKETING, COMMUNICATIONS & PR

Artstate Bathurst marketing plan was developed in February 2018. This plan built on the outcomes and experiences gained in marketing for Artstate Lismore. A timeline was developed for key dates and announcements that would drive conference registrations. This timeline was reviewed monthly with a major review in July and timing for announcements and launches varied according to the availability of politicians and the outcomes of funding applications.

There were three strands to the marketing campaign.
1. Build on the awareness created in Lismore through the growing data base for monthly EDMs supported through social media platforms driving traffic to the Artstate website where all information including tickets could be accessed.
2. Develop new audiences through a staged series of announcements and launches using digital and PR.
3. Active promotion to the central west community for the festival component through local print advertising, distribution of promotional material and PR.

Competition
2018 had an unusually large number of conference events competing for a similar audience including the PAC Australia (Performing Arts Centres) conference at Red Earth Arts Precinct, Karratha, WA 2-6 September; The Regional Arts Australia national conference, Artlands in Bendigo, 10 – 14 October; The Art of Health and Wellbeing Conference in Port Macquarie, NSW 7 – 7 November, 2018.

Branding
Artstate the brand was developed for Artstate Lismore and was adjusted for Artstate Bathurst with minor adjustments of type face to reflect the new host city. It will continue for the next two iterations of this event. Maintaining a constant brand is contributing to growing awareness of Artstate and drives increases in audience and participants each year.

The brand was developed by Swell Design Group and runs through all electronic and printed collateral including EDM, social platforms, on-line advertising and print advertising, printed conference program, business cards, posters, postcards and all indoor and outdoor signage.
Digital
Website development
The Artstate website (artstate.com.au) is the primary source for all Artstate information as the program develops and is the entry point for the majority of ticket sales. It is also intended as an archive for all four events. A new tab was created for 'Past Artstates' and the Lismore documents were archived there. These included transcripts of the plenary sessions, rapporteurs’ reports and program information. The site was given a new colourway and rebranded Artstate Bathurst. It was launched on 28 May and updated continuously as artists and speakers were confirmed. It contains detailed information about the speakers and arts programs, event information, media and travel and accommodation information supplied by the Bathurst Visitor’s information Centre. Calls for speakers, volunteers and Fringe and Regional participants are administered through the site. A pop up welcome message from the Bathurst Wiradyuri Elders was incorporated onto the site this year.

Additional digital collateral produced for Artstate Bathurst included:
- PDF A3 poster for on-site printing
- Downloadable PDF Speakers and Arts Programs
- Revised EDM template
- Speakers slide power point template
- Introduction video
- Launch screen
- Artwork for digital advertising
- Artwork for print advertising
- Artstate Bathurst video highlights produced by Man on the Moon Media

EDM & Social media
The main communication and marketing tools are the website, the e-bulletin entitled Artstate News and the social media platforms of Twitter, Facebook and Instagram using @artstatensw. Messages are spread beyond our own data bases through our relationships with the NSW Regional Arts Development Organisations through the network of communications officers who distributed all material generated by RANSW to their local databases.

These channels, as well as the communication outlets of our kindred organisations targeted our primary markets that are the key source of attendees for the conference component of the event.

Digital coverage was supported with an extensive PR campaign in two stages, the first aligning with the Minister’s announcement at the Sydney launch on Wednesday 26 July at the Australian Museum. The key messages were that registration tickets were on sale with a super early bird price for the next ten days, the website was live and the keynote speakers and preliminary program were posted.

The second stage of the PR campaign took place in the month leading up to, during and post the event with a focus on the festival as a free and accessible event highlighting the arts program in media from the central west and a final drive for national and metropolitan media with the event now imminent.
Key announcements:

1. Announcement of Bathurst as the new host city was made by the Minister for the Arts at the conference dinner in Lismore on 2 December, 2017. There was a brief flurry of PR around this announcement that was picked up notably by ABC NSW Simon Marnie’s Sunday program on 3 December. The announcement was supported by a media release and a final EDM to all delegates and newsletter subscribers.

2. Media launch in Bathurst 28 May at the Bathurst Memorial Entertainment Centre with the local member for Bathurst, The Hon Paul Toole MP and the Mayor, Cr Graeme Hanger OAM announcing the event with highlights of the speakers and arts programs to local community and media.

3. Media Launch in Sydney on Wednesday 26 July at the Australian Museum by the Minister for the Arts, The Hon Don Harwin MP with the key messages that registration tickets on sale with a super early bird price for the next ten days only and the website was live with the full speakers and arts programs. This launch was supported by an advertising campaign in the primary national source for arts news, Arts Hub. Our analysis from 2017 was that this source attracted the greatest number of hits to our website.

4. A schedule of further key messages and EDM stories including interviews with keynote speakers and stories about the arts program participants provided contents for the monthly EDMs that became fortnightly as the event drew nearer and these were amplified by social media. These were developed to stimulate interest and drive tickets sales throughout the campaign.

Publicity

There was an extensive PR campaign undertaken by KABUKU PR and supported by Arts OutWest for local media. Two public launches to announce the event were held. The first in Bathurst on 28 May announced the artstate Bathurst website was live and that Early Bird tickets were on sale. Speakers followed a welcome by Wiradyuri Elder, Malyan, and included Stephen Champion, Chair RANSW, Cr Graeme Hanger OAM, Mayor of Bathurst and The Hon Paul Toole MP in his capacity as Member for Bathurst. The purpose of the Bathurst launch was to engage the local community for the forthcoming event. Extensive local media coverage resulted from this launch.

The second Sydney launch was held on 25 July at the Australian Museum. Following a welcome by Auntie Millie Ingram and an introduction by the Director and CEO of the Australian Museum, Kim McKay AO, the Minister for the Arts, The Hon Don Harwin MLC, launched Artstate Bathurst to an audience of Sydney arts leaders and media. Other speakers included the mayor of Bathurst, Cr Graeme Hanger OAM, the Member for Bathurst, the Hon Paul Toole MP and Stephen Champion outlined the Artstate Bathurst highlights from the arts and speakers programs.

Across the entire campaign there were 170 Artstate articles and listings in print, digital and social mediums. There was extensive editorial coverage throughout the week of the event in all local papers, radio and TV. Media coverage continued after the event generating five articles on Arts Hub and a number of follow up stories locally. The announcement of Tamworth was also picked up in that city by the Northern Daily Leader, ABC radio and one of the community radio stations.
Advertising
The PR and digital campaigns were supported by paid advertising as the budget allowed. Coinciding with the Sydney launch there was a paid campaign on Arts Hub supported by extensive editorial and social coverage to raise awareness across NSW and nationally. There were also paid ads on Facebook to increase followers. All advertising, PR and social campaigns were aimed to drive traffic to the website where delegates could register. This strategy proved successful as evidenced by the number of delegate registrations coming from the website - 65%.

Paid display print advertising was also used to promote the event, especially the arts program to the central west community. In all cases advertising was supported by editorial.
- Blue Mountains Life, glossy bi-monthly magazine distributed across Blue Mountains and central West. ½ page ad + editorial 4 October.
- Bathurst City life, free local newspaper distributed at high volume pick up points throughout Bathurst. Commencing 10 October fortnightly ½ page display ads then 24 October, a centre fill four page full colour Artstate program lift-out.
- Western Advocate, daily paid newspaper, series of 1/4p strip ads in general news 31 October – 3 Nov supported by extensive editorial in this and sister publication, Central Western Daily

Ticketing
Considerable thought was given to the pricing of delegate tickets allowing that many arts organisations have extremely limited budgets for conferences, travel and accommodation expenses, but RANSW also needed to cover many of the costs associated with staging a conference. The price for local government was amended to small organisation level to accommodate council staff employed in arts and cultural units.

The ticketing plan was developed to encourage early registrations immediately following the Sydney launch coinciding with the announcement of the key note speakers and elements of the arts program. For Artstate Bathurst a Super Early Bird discount was offered and given an extension with a strong push through social media and all our communications channels to encourage sales. Two weeks prior to the event, single day tickets were put on sale.

Artstate Bathurst Ticket Prices

**Super Early Bird**
- RANSW members & independent artists: $295.00
- Small Organisations (15 staff or less): $395.00
- Large Organisations (16 or more staff) and Government Bodies: $595.00

**Early Bird**
- RANSW members & independent artists: $345.00
- Small Organisations (15 staff or less): $445.00
- Large Organisations (16 or more staff) and Government Bodies: $645.00

**Full Price**
- RANSW members & independent artists: $445.00
- Small Organisations (15 staff or less): $545.00
- Large Organisations (16 or more staff) and Government Bodies: $745.00
- Day Tickets: $245.00

*(All tickets included GST.)*
Ticket Sales Analysis
For Artstate Bathurst a Super Early Bird discount was offered following the launch of the event in Sydney. Most registrations were purchased during this period, before the 3rd of August. The highest performing registration category was for Individual Artists & RANSW Members, accounting for 129 tickets (or 51% of those purchased). 206 tickets were paid for in full (82%), and 47 tickets were comps (18%) for media, speakers, team, guests and stakeholders.

Significant spikes in ticket purchases were observed on the 10 October 2018 and on the 24 October 2018 (the day tickets were purchased for attendees of the Create NSW Aboriginal Arts & Cultural Exchange). Spikes can also be observed on the 3 August (Super Early Bird Discount closing date) and the 19 October.

The majority of the Eventbrite page view traffic came from direct link sources (65%), such as the Register button on the Artstate Bathurst webpage. 26% of traffic arrived from the Artstate Bathurst Facebook event with Eventbrite’s ticket purchase system integrated, 3% arrived at the page due to Eventbrite’s Search & Browse tools, and another 3% from Eventbrite’s Related Events section.
Demographic
From Eventbrite data, 63% of Artstate Bathurst attendees were women (a 3% decrease from Artstate Lismore) while 34% of attendees were men (a 5% increase on male attendees compared to Artstate Lismore). 1% of attendees identified as ‘other’, and 3% did not identify a gender. 33% of attendees provided their age during the registration process, with the average age being 44 years of age (compared to Artstate Lismore). The youngest attendee was 23 years old, and the oldest attendee was 81 years old. The greatest number of attendees who provided their age were in their 40s (32% of those who supplied), followed by 50s (27%), followed by 30s (19%), and 20s (14%).

Delegates were also most likely to come from regional NSW (65%), followed by Greater Sydney (31%), Interstate (3%), Metropolitan NSW areas of Newcastle, Illawarra and Central Coast (1%) and Internationally (1%). For interstate delegates, the highest visiting state was the ACT (75% of Interstate attendees), followed by Tasmania and Victoria (12.5% each).

Print
- Postcards promoting the dates, website and social media tags. 1500 in three runs. Postcards were distributed at both media launches, by RADOs throughout the RANSW Network, through Bathurst cultural and tourism organisations and throughout the city and region.
- An A3 poster was designed in PDF format and distributed electronically
- The Artstate program (44pp) incorporating both the speakers program and arts program was printed and distributed in delegates packs. Full page advertisements were included to promote the region (DNSW) and to promote the Inland Sea of Sound (BMEC). The program contained forewords from the NSW Minister for the Arts, Mayor of Bathurst and Chairs of RANSW and Arts OutWest with detailed speakers and arts program information.
- An A6 folded map of the Artstate precinct was inserted into delegates’ wallets to assist them to find their way to the various venues.
- A further A6 (folded) version of the arts program was distributed throughout the city and to various pick-up points. They were freely handed out to enquiries from general public from the registration desk following feedback from the Lismore community. (5000 copies)
- Exhibition catalogue was designed for the regional artists’ exhibition curated by Arts OutWest, My Own Backyard. 23 pp, 200 copies.

Outdoor & Display
Most of this material has been produced for the inaugural Artstate and did not include the host city or logos in the brand. This was intentional to enable us to use this material across all four artstate. For Bathurst we added 4 x 4 metre truss towers covered with an Artstate ‘sock’ placed conspicuously in Kings Parade, Machattie Park, outside BRAG and Tremain’s Mill to assist visitors navigating the precinct and to promote Artstate to the community. An additional 10 wayfaring plinths were placed outside each Artstate venue. Vinyl banners and fencing scrims were mounted on fences throughout the precinct. Pullup banners and lectern sign were used internally and moved when required.

Merchandise
Arts events do not have a large take up of merchandise. T-shirts are the only merchandise produced for sale. They are available in black or white two styles. Additional colours of Artstate T-shirts are produced for the production crew, staff and volunteers. As these T-shirts are Artstate generic, the stock will be used at all iterations of Artstate.

Additional volunteers T-shirts were produced for Bathurst and some sold out sizes of delegates T-shirts. Lanyards and conference bags are also generic and were produced in quantities in 2017 to last the four years of the project.
PRODUCTION & EVENT MANAGEMENT

EVENT MANAGEMENT
Belinda King, King Events, Wagga Wagga managed the event with responsibility for volunteers, catering, liaising with and supporting speakers prior to and during the event, providing FOH (front of house) liaison with stage manager and back stage production team for plenary sessions, all registration desk requirements, delegates inquiries on site, managing all FOH staffing across multiple venues and, developing a comprehensive and coordinating volunteer program, arranging all catering requirements including the conference dinner.

Conference Catering
All the catering for the delegates was held at Bathurst Memorial Entertainment Centre. Al Dente provided coffee, tea and snacks on arrival, morning tea, lunch and afternoon tea. Catering was served in both the downstairs and upstairs foyers.

A coffee cart was positioned outside BMEC for those delegates and staff that preferred to buy their own coffee, rather than consume that supplied. This proved once again to be a popular service to delegates.

Volunteers
17 volunteers and 5 interns, worked alongside the Artstate Bathurst team during the event. The quality of volunteers at this year’s event was extremely high; they were genuinely engaged in the event and provided a great general knowledge base of Bathurst which provided a better experience for delegates traveling to the city for the first time.

The interns, university students from CSU Bathurst, were a great addition to the Artstate production crew; exhibiting a very high level of professionalism and work ethic throughout the event.

The inclusion of a volunteer briefing on the Thursday afternoon was also a welcome edition this year. Volunteers responded very positively and it gave them a chance to meet and greet the Artstate team and production crew, gain some essential background information on the event and participate in a backstage induction.

PRODUCTION MANAGEMENT
Peter Papandrea, Good Crew manages all the production for Artstate. He is a core member of the Artstate team and was involved from the early planning stages working closely with the Executive Producer, Elizabeth Rogers, the Arts Program Director, Adam Deusien and David Bleach from Event Creative, with the Production Liaison responsibilities.

Artstate needs a top quality Production Manager due to the intricacies of the event with the arts program using indoor and outdoor venues that are not usually used for arts events and careful relationship required for the professionally managed venues. His responsibilities include:

- Risk Management plan ensuring all safety provisions are in place.
- Council applications and approvals.
- Road closures.
- Liaison with Council Managed venues, public spaces and staff.
- Submitting all council applications.
- Hiring all additional production equipment required for the event
- Engaging and managing all production crew required for the event
- Build all Artstate sites and bump out after the event
- Managing budgets
The following venues were used for the Artstate program:

- Bathurst Memorial Entertainment Centre
- Mineral & Fossil Museum
- Walshaw Hall
- Majellan Bowling Club
- Machattie Park
- Bathurst Regional Art Gallery
- Tremain’s Mill
- Bathurst Courthouse and Kings Parade
- Gunther’s Lane
- Courthouse Lane
- Carrington House

In a complex event like this, it is critical to have a Production Liaison manager to work across the technical requirements for the speakers and arts program, especially when they are in shared venues and to save costs in hiring equipment.

The core responsibilities of the Production Liaison role for Artstate Bathurst were Production Management for the Speakers program across all venues, stage manage the plenary sessions, oversee delivery of the parallel sessions, production and stage management of delegates’ dinner. For the Arts program, this role was required to consult and facilitate creative, technical, production and event requirements for the Arts programs in partnership with the rest of the team.

**Artstate Bathurst Production Crew**

- Gabriel Dilworth
- Jamie Hunter
- Mic Thomas
- Pok Siwinski
- Shannon Stone
- Stuart Freeman
- Mark Raprager
- + CSU interns

Artstate Team and Volunteers. Image Steven Cavanagh
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Stephen Champion (Chair), Julie Briggs (Deputy Chair), David Dwyer, Bridget Guthrie, Sharni Jones, Sarah Parsons, Nicholas Pickard, Ben Roche, Paul Scott-Williams.

Regional Arts NSW
- CEO/Executive Producer Artstate: Elizabeth Rogers
- Research and Development: Dr Jane Kreis
- Manager Communications & Administration: Katelyn-Jane Dunn
- Manager, Grants & Projects: Lexie Reeves
- Manager, Programs: Prudence Tan
- Finance: Therese Nguyen, Jessie Yin, Company Prophets

Arts OutWest
- Executive Director: Tracey Callinan
- Aboriginal Arts Development Officer: Aleisha Lonsdale
- Communications and Projects Officer: Steven Cavanagh
- Communications and Projects Officer: Wendy Hawkes
- Arts and Health Program Coordinator: Christine McMillan
- Finance Officer: Kathy Weekes

Artstate Bathurst Team
- Arts Program Director: Adam Deusien
- Director Opening Night: Becky Russell
- Visual Arts Program Curators: Tracey Callinan and Arts OutWest team
- Production Manager: Peter Papandrea, Good Crew
- Production Liaison: David Bleach, Event Creative
- Event Management: Belinda King, King Events
- Design, Website and Print Management: Col Burk, Swell Design Group
- Public Relations: Belinda Dyer, KABUKU PR
- Videographer: Henry Denyer-Simmons, Man on the Moon Media

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