

# AWESOME

## 2019 ANNUAL REPORT



# CHAIR REPORT

2019 is a year for the AWESOME team to be proud of!

Together with the Board and in response to a rapidly changing environment for our sector, a new Strategic Plan was developed for AWESOME in 2019. Staying true to our mission of providing ever-expanding opportunities for children to actively engage with the arts, the Strategic Plan looks to broaden AWESOME's reach and impact throughout the Western Australian community and beyond. The Plan received strong support from our key strategic partners and helped the team secure triennial funding for all AWESOME's key programs.

"The best one yet" was how this year's Festival was described by a regular Festival attendee and Mum-of-three, and I couldn't agree with her more. From the amazing Gala Opening at the Heath Ledger Theatre, to watching the West Australian Ballet's *Peter and the Wolf* in the beautiful sunshine, to the exceptional *Super Power Kids* exhibition at the State Library; the 2019 AWESOME Festival surprised and delighted everyone who attended. Our talented local artists were joined by artists from all over the world and, in the hands of Jenny Simpson and the AWESOME team, put on a festival to remember. I don't think I will ever tire of watching little faces light up in wonder, as imaginations explode!

Throughout 2019, the team also delivered another 21 residencies in partnership with schools across Western Australia, as part of the Creative Challenge program. By bringing creativity in the classroom and celebrating the talents and stories of young people in regional and remote Western Australia, these residencies continue to change the lives of over 700 children every year.

Thank you Jenny and the team at AWESOME for once again raising the bar and delivering an outstanding year of arts programming for the children of Western Australia. I would also like to thank my fellow Board members for your unwavering support and enthusiasm and a special thank you to Luke Blackbourne who leaves us after 5 years on the AWESOME Board.

To our valued partners, artists and volunteers, I'd like to say a very big thank you on behalf of the Board. And finally, to our ever-growing AWESOME audience of wonderful families and supporters, thank you for an AWESOME 2019 and come see us again in 2020.

**Derry Simpson**  
Chairperson  
AWESOME Arts Australia Ltd.

## VISION, MISSION, VALUES

**Our VISION** is for AWESOME to be internationally recognised as an innovative, dynamic platform through which children access and engage with the arts, nurturing values that endure into adulthood.

**Our MISSION** is to provide ever-expanding opportunities for Western Australia's children to actively engage with the arts, intensifying their connectivity with the broader world in which they live.

**Our VALUES** are predicated on our organisation's imperatives.

We are intent on offering 'quality', 'impact', 'reach' and 'value' for our children, their parents, and their educators.

We value our ability to offer different ways of thinking about and 'imagining' our world. We value our ability to serve as a catalyst in inspiring children's creativity.

We value our role in promoting quality engagement with the arts that will have enduring benefits as today's children move towards adulthood.



# CEO/ARTISTIC DIRECTOR REPORT

It has been a year of consolidation and celebration for AWESOME Arts.

In 2019 we took stock of our work and contemplated the Company's future direction. AWESOME operates in a dynamic and ever-changing community and now, more than ever creativity has a vital role to play in the lives of children. Thankfully, our funders and partners concur! And so, with a new Strategic Plan and triennial funding in place - it's full steam ahead with the wind in our sails.

We kicked off the 2019 AWESOME Festival with a Gala Opening at the Heath Ledger Theatre. This opening offered the audience a tasting plate of the festival program, including the brilliant West Australian Ballet, Wolfe Bowart and the Giovanni Consort. It was such a great night and certainly set the scene for the rest of the festival. The event ran smoothly, was blessed with beautiful weather and the West Australian Ballet's *Peter and the Wolf* brought unprecedented crowd numbers into the Perth Cultural Centre daily. My sincere thanks to the artists, companies, our team of volunteers, our partners, crew and staff. A lot of heart goes into creating the AWESOME Festival and I am so very grateful to all of you.

The Creative Challenge visited 21 communities throughout 2019 and every one of these residencies was amazing. Creative Challenge is a success due to the talent and goodwill of its various stakeholders. Firstly, the artists. Working in remote communities can involve long hours and hard work and our artists are phenomenal in their commitment to the children with whom they work. Thank you to every single one of you, it is our privilege to work with you and the good you achieve can never be quantified or captured in words. Thank you to all the teachers who dive into this program with their hearts and souls and finally, massive thanks to the engine room behind Creative Challenge, Miranda Stephens.

Thanks to the AWESOME Board for their wise counsel and advice, our partners for their support and their faith in our work and finally, a big, warm and tearful thank you to Alexandra Biddle, our outgoing Operations Manager. Alex, working with you these past 6 years has been an utter joy and everywhere I look I see your achievements.

**Jenny Simpson**  
CEO & Artistic Director  
AWESOME Arts Australia Ltd.





# 2019 AWESOME FESTIVAL OVERVIEW

The 2019 AWESOME International Arts Festival for Bright Young Things opened on Friday 4 October running for General Public in the Perth Cultural Centre from Saturday 5 to Friday 11 October, with a closing weekend at the University of Western Australia on Saturday 12 September and Sunday 13 October. School Tours commenced on Tuesday 15 to Friday 18 October.

The AWESOME Festival continues to attract new audiences with 64% of Culture Counts survey respondents indicating they had visited the AWESOME Festival for the first time

and 97% of survey respondents indicating that the 2019 AWESOME Festival provided an opportunity for their children to have high quality arts experiences they might not have access to see. 96% of visitors stated they had a positive overall experience at the event. The estimated attendance for 2019 was more than 162,707+ visitors across the Perth Cultural Centre and the UWA precincts.





2019

AT A GLANCE

AWESOME  
attracted over  
**162,707**  
visitors to the  
AWESOME  
Festival

**64%**  
of the surveyed  
audience visited  
the AWESOME  
Festival for the  
**FIRST TIME**

Our artists  
travelled  
**42,041km**  
to facilitate  
Creative Challenge  
Residencies

AWESOME  
provided school  
students with  
**600 hours**  
of contact time  
with professional  
artists

AWESOME  
worked with  
**55 schools**  
across WA  
reaching over  
2,500 students

AWESOME  
engaged  
**104**  
Western  
Australian  
Artists

AWESOME engaged  
**110 volunteers**  
who donated over  
**1,933 hours**  
of their time to the  
AWESOME Festival

by Nadia Bischof

# VOLUNTEERING REPORT

110 people volunteered at the 2019 AWESOME Festival contributing 1,933 hours over 13 days. There was an average of 34.3 volunteers on site each day during the general public season of the festival. Saturday 5 October was the largest day of volunteering with 44 volunteers helping out at the opening day in the Perth Cultural Centre.

In 2019, we continued to attract a diverse cohort of volunteers with a variety of motivations, backgrounds and skill levels. 18.2% of volunteers were under the age of 18 and 8.2% of volunteers were over the age of 50. Some of our volunteers travelled as far as Alkimos, Nambeelup, Brookdale and Port Kennedy.

We had a volunteer retention rate of 18.2% this year.

All of the volunteers surveyed said they would be interested in volunteering with AWESOME again in the future and would recommend volunteering at the festival to others.

AWESOME would like to thank Lotterywest for their continuing support of the volunteering program, enabling the organisation to engage additional contract staff to manage recruitment and much needed ground support during the festival.

Finally, AWESOME would like to extend a huge thank you to our enthusiastic and dedicated volunteers for donating their time. We couldn't run the festival without you and we appreciate your hard work!



6







by Brianna Wotzko

# EDUCATION REPORT

2019 saw 1,694 children attend a festival excursion, incursion, or participate in the Little Impressions Exhibition with participation from 35 different schools.

AWESOME launched the 2019 education program in June with a Professional Development session run by artist Sally Richardson on mixing performance and movement with sport, sports equipment and narratives about competition.

The AWESOME Educators' Resource Kits across the Festival Excursion Program and the Creative Challenge program were written to the theme of "Shine". This resource explored the key themes of accessibility, empowerment, and community presented within Rachel Callander and Nathan Maddigan's *Super Power Kids* exhibition launched at the 2019 AWESOME Festival. This was linked to the WA Curriculum Scope and Sequence offering arts integration across core subjects and process driven arts exercises.

In 2019 we also invited schools to participate in the *Little Impressions Collage* exhibition. Students were asked to create collage artworks that answered the question, what makes you shine? These were displayed in the State Theatre Centre

Courtyard along with a digital exhibition on the Perth Cultural Centre screen. During its second year, participation in the Little Impressions Exhibition increased by 67%.

In 2019 we offered 4 excursion packages, Diving into Puppetry partnering a performance of *The Adventures of Alvin Sputnik: Deep Sea Explorer* by The Last Great Hunt with a puppetry workshop from either Rachael Woodward or St John Cowcher, Catch and Create pairing a performance and workshop of *CATCH!* by MAXIMA Circus, Exploring Soundscapes presenting students with a performance and workshop of *Cloud Nine* by the Giovanni Consort, and Music Mayhem presenting a workshop and performance of *From Lip to Lung* by artists Mal Webb and Kylie Morrigan. All excursions included a tour of the festival site including activities, exhibitions, and free play.

Removing barriers to school excursion bookings will be explored in 2020 by moving schools week to the final week of Term 3 as we have received feedback that this will be of great benefit to the program.





by Miranda Stephens

2019

# CREATIVE CHALLENGE

# REPORT

## Shine

Creative Challenge is AWESOME's core community development program, presenting art residencies in schools across Western Australia. In 2019, 24 professional artists were engaged to work with 21 schools on a variety of unique multidisciplinary arts projects.

The 2019 theme Shine encouraged students to acknowledge their strengths as individuals; to celebrate the things that make them unique and recognise the distinctive and positive impact we can have on world around us. Each artwork created was unique and inspired by the culture and aspirations of the students making it, reflecting their own sense of identity, community and place.

## CREATIVE CHALLENGE

## PERTH



With the support of Crown Resorts Foundation and Packer Family Foundation AWESOME visited three metropolitan schools, engaging professional artists to work with students in a series of exciting workshops. Resulting artworks were exhibited at the 2019 AWESOME Festival in the Perth Cultural Centre. Participating students attended a Festival Excursion including seeing their exhibited artwork.

School/Community	No. Young People	Artists	Dates (2019)
North Balga Primary School	32	Jodie Davidson & Addam	1 May – 3 July
Nollamara Primary School	25	Calvin Chee & Matt McVeigh	25 July – 26 September
Bentley Primary School	18	Louise Snook & Natalie Zuchetti	23 July – 24 September



# CREATIVE CHALLENGE REGIONAL

With the support of AWESOME Principal Partner BHP and Healthway promoting the Go for 2&5 health message, AWESOME delivered Creative Challenge to 18 regional, rural and remote schools. A selection of artworks and residency photographs were exhibited at the 2019 AWESOME Festival.



School/Community	No. Young People	Artists	Dates (2019)
Hedland Senior High School	25	Martine Perret & Matt McVeigh	17 – 28 June
South Newman Primary School	70	Natalie Zuchetti & Ben Crappsley	24 June – 5 July
Wiluna Youth Centre	95	Sete Tele & Addam	8 – 19 July
Parnngurr Community School	24	Charlotte & Kero O'Shea	29 July – 2 Aug
Gascoyne Junction Remote Community School	11	Matt Aitken & Bella Ndayikeze	5 – 9 August
Yandeyarra Remote Community School	30	Ben Crappsley & Alex Maciver	19 – 23 August
CAPS Kurrawang	47	Minaxi May & Sally Stoneman	26 – 30 August
RAWA Community School, Punmu	17	Charlotte & Kero O'Shea	2 – 6 September
RAWA Community School, Kunawarritji	13	Charlotte & Kero O'Shea	9 – 13 September
East Kalgoorlie Primary School	55	Rachael Woodward & Matt McVeigh	9 – 20 September
Onslow Primary School	32	Iona McAuley & Angela Barnett	16 – 27 September
Bungaree Primary School	52	Hannah Jones & Kero O'Shea	14 – 25 October
Cassia Primary School	70	Natalie Zuchetti & Jodie Davidson	14 – 25 October
Strelly Community School, Warralong	38	Bella Ndayikeze & Flewnt	21 – 25 October
Coolgardie Primary School	50	Natalie Zuchetti & Jodie Davidson	11 – 15 November
Leonora District High School	21	Martine Perret & David Dare Parker	11 – 22 November
Djidi Djidi Aboriginal School	100	Lewis Home & Ben Crappsley	18 – 22 November
Derby Senior High School	64	Ben Crappsley & Calvin Chee	2 – 6 November

# PATRON, EMPLOYEES AND

# BOARD OF DIRECTORS

## Patron

Professor Johnathan Carapetis,  
Director of the Telethon Kids Institute

## Staff

### Jenny Simpson

Chief Executive Officer & Artistic Director

### Alexandra Biddle

Operations Manager

### Brianna Wotzko

Administration, Education & Volunteer Manager

### Luke Donohoe

Marketing & Public Relations Manager  
(July to October, 2019)

### Miranda Stephens

Community Cultural Development Manager

### Nadia Bischof

Volunteer Coordinator (short-term contract)

### Brooke Murphy

Administration Support Officer (short-term contract)

### Samuel Sisti

Festival Ticketing Officer (short-term contract)

### James Savage

Production Manager

### Ellick Higson

Festival Site Manager (short-term contract)

### Amanda Scoble

Finance Manager

## Festival Photographer

Richard Watson

## Festival Production Team

Daniel Kerr, Isaac Maiolo, Renata Murdoch,  
Kieran O'Regan and Amelia Trenaman

## Board of Directors

**Derry Simpson** (Chairperson)

**David Lee** (Deputy Chairperson)

**Mary Bretherton** (Treasurer)

**Luke Blackburn** (Secretary)

**Danielle Benda**

**Elizabeth Chester**

**Jenny Simpson**

## Acknowledgements

AWESOME would like to sincerely thank the Art Gallery of WA Shop, The Court, Pretzel, Ruck Rover, Flipside Burgers, Jersey Jack Gelato, Livingstone's Urban Jungle, The Palace Arcade, First Edition Café, The Shoe Bar and Café, Hummus Club, Eillo, Mr Fox on William, Whisk Creamery, Jacksons Drawing Supplies, Henry Little, Little Willy's and Toast My Curry for their kind support of the 2019 AWESOME Festival Volunteer Program.

A special thanks to Chicho Gelato for their creation of our Super Power Passionfruit Chocolate Sorbet which was sold for the duration of the AWESOME Festival.

AWESOME would like to extend heartfelt thanks to all of our funding partners, donors and sponsors. We value your support and acknowledge your investment in our community.

## Thank You to Our Volunteers

A huge thanks goes out to all our dedicated AWESOME volunteers and interns who generously donated their time, skills and smiles to the AWESOME Festival. We couldn't do it without you!



# FINANCIALS

## Income And Expense Statement

January 2019 through December 2019

<b>INCOME</b>	
Grant funding	\$726,004
Sponsorship	\$549,205
Earned income	\$129,814
Other earned income	\$5,669
<b>TOTAL INCOME</b>	<b>\$1,410,692</b>
<b>EXPENSES</b>	
Salaries, wages and fees	\$798,469
Marketing, promotion, documentation	\$129,440
Infrastructure costs [admin]	\$109,051
Programs, production, exhibitions, touring	\$366,697
<b>TOTAL EXPENSES</b>	<b>\$1,403,657</b>
<b>SURPLUS</b>	<b>\$7,035</b>

## Balance Sheet

As at 31 December 2019

<b>ASSETS</b>	
Current Assets	\$490,657
Other Assets	\$10,986
Fixed Assets	\$32,464
<b>TOTAL ASSETS</b>	<b>\$534,107</b>
<b>LIABILITIES</b>	
Current Liabilities	\$229,251
<b>TOTAL LIABILITIES</b>	<b>\$229,251</b>
<b>NET ASSETS</b>	<b>\$304,856</b>
<b>EQUITY</b>	
Retained Earnings	\$297,821
Current Year Surplus	\$7,035
<b>TOTAL EQUITY</b>	<b>\$304,856</b>

## PRINCIPAL PARTNER

# BHP

## MAJOR PARTNERS



Department of  
Local Government, Sport  
and Cultural Industries



City of Perth



PERTH  
THEATRE  
TRUST

## MEDIA PARTNERS

The West Australian  
The Sunday Times

We're for you



## VENUE PARTNERS



PERI PERTH INSTITUTE OF  
CONTEMPORARY ARTS



The  
Blue Room  
Theatre

