



-2020-

AWESOME

Annual Report



ACKNOWLEDGEMENT OF COUNTRY

AWESOME Arts Australia acknowledges the Traditional Owners of country throughout Australia and recognises their continuing connection to land, waters and community. We pay our respects to them and their cultures; and to elders past, present and emerging.



Chair Report

For many, 2020 is a year they will want to forget but despite its challenges, it is also a year worth remembering. It was a year that brought us all closer together, reminded us of the importance of family and community, and a year where despite countless challenges, the team at AWESOME still delivered a festival experience full of hope and magic for families throughout Western Australia.

More than anything, the experience of 2020 shone a light on the immense talent of the team at AWESOME. The Board watched with wonder as they navigated their way through border closures, COVID-19 safety planning, permissions, artist quarantines and constant reprogramming, to deliver a festival that brought over 85,000 people together to celebrate children's art and creativity. And the warmth, gratitude and encouragement received from the families who experienced the AWESOME Festival in 2020 made it all the more worthwhile.

The team still also managed to deliver the majority of the Creative Challenge residencies in schools throughout regional and remote WA which was no easy task. The resilience and persistence of this team

to bring creativity into the classroom and celebrate the talents and stories of young people in regional and remote Western Australia is above reproach and should be highly commended.

I truly hope Jenny and the whole team at AWESOME feel incredibly proud of what they have achieved in 2020.

But it took a village to achieve what AWESOME did this year and on behalf of the Board, I want to say a very big thank you to our valued partners, supporters, friends in the sector, artists, volunteers and production crew. None of this would have happened without you. I would also like to thank my fellow board members for your unwavering support and enthusiasm on what was quite the rollercoaster of a year.

And a big final thank you to the wonderful families who supported AWESOME in 2020 and made it one of our most special and memorable years. You are our AWESOME family and the reason we do what we do. 2020 has reminded us all of that.

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 Australian 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

2020 is certainly a year that we won't forget. The significant curtailing of activity and ongoing uncertainty due to the global pandemic made our work lives challenging and at times stressful. In spite of this volatile operating environment, the AWESOME team galvanised and made a commitment to deliver everything that we possibly could in the circumstances.

When lockdown hit, we continued to plan the AWESOME Festival – although there were several versions on the table. With regional/remote schools' shutdown, our Education Manager, Brianna Wotzko, refocused her energies into maintaining connection with our audience. The AWESOME Arts Club was born as a digital offering and was shared more than 300 times in 24 hours.

The uncertainty felt like a low frequency hum in all of our lives and we blocked it out with laughter, kindness, hilariously themed Zoom team meetings, dogged determination and hard work. There are no words to describe the gratitude I feel towards our team – staff, board, crew, artists and volunteers.

You all kept the faith, stared down the fear, turned up and delivered. Thank you so very much.

And what did we deliver in 2020?

We delivered a hugely successful AWESOME International Arts Festival for Bright Young Things. It attracted more than 100,000 people and the feedback from our audience has been truly heart-warming. The event held within it a range of complexities – such as COVID-19 safety planning, permissions (thank you,

Rob Didcoe!), re-programming, quarantining interstate artists (we love you CIRCA!) and wondering if volunteers and audiences would support us – they did!

In 2020 we also delivered most of our Creative Challenge residencies into schools throughout remote, rural and regional WA and we'll commence our exciting new education program, STEAMED Up in 2021.

Thank you to our partners for your faith in us when times were tough and for believing me back in June when I told you we WOULD deliver an event in 2020. BHP, DLGSC, Lotterywest, City of Perth, Perth Theatre Trust, Healthway, Wesfarmers Arts, Crown Resorts Foundations and Packer Family Foundation, we are humbled by your support of our work and so grateful to you all.

2020 was a year when we needed our friends in the sector more than ever. West Australian Ballet, State Library of Western Australia, DADAA, CIRCA, Anglicare WA, SCBWI and West Australian Opera... you all stepped up and showed your true colours as outstanding companies and trusted friends. The 2020 AWESOME Festival had the biggest of hearts and shone bright largely due to your efforts. Thank you.

And finally, a big shout out to our Minister for Culture and the Arts, Hon. David Templeman MLA, the team in his office and the staff at the Department of Local Govt, Sport and Cultural Industries and Lotterywest. Our sector has suffered devastating impacts in 2020 and you've worked at speed to respond to our needs, set up support packages and get them to where they are most needed. Your leadership and advocacy leave me in no doubt that we work in the best state in the nation.

Jenny Simpson

CEO & Artistic Director
AWESOME Arts Australia Ltd.





2020 at a glance

The AWESOME Festival engaged **92** WA Artists



AWESOME
attracted over
130,768
visitors to the
AWESOME Festival

58%
of surveyed
audience visited the
AWESOME Festival
for the first time

2020 Festival Overview

This year's AWESOME International Arts Festival for Bright Young Things opened in the Perth Cultural Centre on Monday 21 September, welcoming school groups from Monday to Friday 25 September for festival school excursions. The General Public attended the festival from Monday 28 September to Friday 2 October in the Perth Cultural Centre with a closing weekend season of The Nightingale performed at His Majesty's Theatre on 3 & 4 October.

The AWESOME Festival continues to attract new audiences with 58% of the audience surveyed indicated they visited the AWESOME Festival for the first time. 98% of those surveyed indicated the AWESOME Festival is an important addition to West Australia's culture and 97% believe the festival provides them and their family

with opportunities to access high quality arts experiences they would not otherwise see or be involved in. The AWESOME Festival experience has a proven impact on children, their families and their educators, with 92% of surveyed attendees indicating that they were more likely to seek out and attend arts events for families as a result of their experience. The estimated attendees for the 2020 AWESOME Festival was more than 130,768 across the Perth Cultural Centre and His Majesty's Theatre.

The 2020 AWESOME Festival ran at capacity as per the Phase 4 COVID-19 restrictions in place by the WA State Government. This allowed for 1 person per 2 sqm in all closed areas and venues and no capacity limits on outdoor events.

AWESOME worked with
49
schools across WA
reaching 2,887 students

AWESOME provided
school students with
412
hours of contact time
with professional artists

Our Artists travelled
27,982 KMS
to facilitate Creative
Challenge Residencies

AWESOME engaged
132 volunteers who
donated over 2,022 hours
of their time to the
AWESOME Festival

Volunteering Report

BY JEMIMA HILL

131 people volunteered at the 2020 AWESOME Festival contributing 2022 hours, over 12 days. There was an average of 57.8 volunteers on site each day during the general public season of the festival. Thursday 1 October was the largest day of volunteering with 66 volunteers helping out in the Perth Cultural Centre.

In 2020, we continued to attract a diverse cohort of volunteers with a variety of motivations, backgrounds and skill levels. 29.8% of volunteers were under the age of 18 and 9.2% of volunteers were over the age of 50. Some of our volunteers travelled from as far as Butler and Port Kennedy.

We had a volunteer retention rate of 13.7% this year. 98% of volunteers surveyed said they would volunteer at the AWESOME Festival again in the future.

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!



School Excursions Report

BY NADIA BISCHOF

2020 saw 2,465 children attend a festival excursion, incursion, or participate in the Little Impressions Exhibition from 36 different schools.

AWESOME launched the 2020 education program in June with an online three-part illustration Professional Development session. Artist Samantha Hughes explored characters, composition, colours and more with educators.

In 2020 we also invited schools to participate in the Little Impressions Photography Exhibition. Students were asked to get snapping to learn about photography. These photographs were displayed in the State Theatre Centre of Western Australia Courtyard along with a digital exhibition on the Perth Cultural Centre Screen and Yagan Square Digital Tower. During its fourth year, participation in the Little Impressions Exhibition increased by 40.44%.

In 2020 we offered two excursion packages for schools, *Whoosh!* and *Valentine*. *Valentine* was paired with either a shadow puppetry workshop run by Rachael Woodward and St John Cowcher, or a physical theatre workshop run by Samuel Longley. All excursions included a tour of the festival site including activities, exhibitions, and free play. There was also the option of a performance only excursion.

All of the teachers surveyed agreed the AWESOME Festival excursion had a positive impact on their students. They also preferred the change of school's week being in the last week of Term 3, rather than the first week of Term 4, as it was in previous years.



Creative Challenge Report

BY BRIANNA WOTZKO

Creative Challenge is AWESOME's core education program, presenting process-driven arts residencies in schools across Western Australia. Due to the COVID 19 pandemic residency timelines were revisited, with residencies either rescheduled to the second half of the year or to 2021. The majority of residencies are situated in regional and remote Western Australia where the community is most vulnerable to the pandemic's health crisis. Government biosecurity restrictions placed strict bans on travel through the regions and for outsiders to visit schools. Despite setbacks we are very proud to have presented

13 residencies across Western Australia between July and December engaging 22 professional local artists to with a variety of unique multidisciplinary arts projects.

Tell me more

The 2020 theme Tell Me More celebrated the voices of young people living in Western Australia. Participants were invited to explore important narratives of the community, family, friends, and self-identity. Art worked to empower children to celebrate self-expression, to be heard, and to listen.

With the support of Crown Resorts Foundation and Packer Family Foundation AWESOME visited two metropolitan schools, engaging professional artists to work with students in a series of exciting workshops. A selection of completed artworks and photos of the process were exhibited at the 2020 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 (2020)
North Balga Primary School	44	Jodie Davidson & Addam	23 July – 8 Sept
Bentley Primary School	50	Esther Longhurst, Kero O'Shea & St John Cowcher	7 Aug – 3 Nov

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PACKER FAMILY
FOUNDATION

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 11 regional,

rural, and remote schools. A selection of residency photographs were exhibited online at the completion of the program.

SCHOOL/COMMUNITY	NO. YOUNG PEOPLE	ARTISTS	DATES (2020)
Bungaree Primary School	42	Alex Maciver & Darren Hutchens	24 Aug – 4 Sept
East Kalgoorlie Primary School	33	Chloe Flockart and Aidan Bayliss	31 Aug – 11 Sept
Fitzroy Crossing Remote Community School	15	Maxxi May & Miles Openshaw	21 – 25 Sept
Wiluna Youth Centre	20	Sete Tele and Charlotte Otton	28 Sept – 9 Oct
Yandeyarra Remote Community Centre	20	Sete Tele & Darren Hutchens	26 Oct – 6 Nov
College Row School	40	Daley Rangi & Maxxi May	2 – 6 Nov
Parngurr Remote Community School	10	Jodie Davidson & Addam	2 – 6 Nov
Derby Senior High School	55	Lewis Horne & Lorelle Sinclair	2 – 6 Nov
Leonora District High School	50	Matt Aitken & Samuel Sisti	9 – 20 Nov
RAWA Community School, Punmu & Kunawarritji	30	Charlotte and Kero O'Shea	16 – 17 Nov
Mount Magnet District High School	13	Rachel Ogle & Rachael Woodward	10 – 16 Dec

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Patron, Employees & Board of Directors

PATRON

Professor Johnathan Carapetis AM,
Director, Telethon Kids Institute

STAFF

Jenny Simpson	Chief Executive Officer & Artistic Director
Miranda Stephens	Operations Manager (Maternity Leave)
Brianna Wotzko	Education Manager
Nadia Bischof	Festival Admin & Artist Logistics Manager
James Savage	Production Manager
Amelia Trenaman	Festival Producer
Rosharna Femia	Marketing & Communications Coordinator
Jemima Hill	Volunteer Coordinator
Amanda Scoble	Finance Manager
Samantha Martin	Community Arts Admin Officer
Sam Sisti	Ticketing Officer
Mitch Thomas	Site Producer
Madison Bailey	McCusker Centre for Citizenship Intern

BOARD

Derry Simpson (Chair)
Kate James (Treasurer)
Mary Bretherton
Elizabeth Chester
Danielle Benda
Daniel Smith
Jenny Simpson

FESTIVAL PHOTOGRAPHERS

Richard Watson & James Campbell

FESTIVAL PRODUCTION TEAM

Dana Ioppolo, Elick Higson, Renata Murdoch, Isaac Maiolo,
Chris Carson, Alistair Still and Tristan Halloran.

FESTIVAL GELATO

Strawberry Custardpie Gelato
by Chico Gelato

ACKNOWLEDGEMENTS

AWESOME would like to sincerely thank Pretzel, Livingstone's Urban Jungle, Ruck Rover, Mr. Fox on William, Jacksons Drawing Supplies, The Court Hotel, Trackside Bakery, Fi & Co, Planet, Alex Hotel, Lil' Toastface, and Little Willy's for their kind support of the 2020 AWESOME Festival Volunteer Program.

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.

A special thanks to Chico Gelato for their creation of our Strawberry Custardpie Gelato, which was sold to promote *The Adventures of Snugglepot and Cuddlepie* by the West Australian Ballet.

THANK YOU TO OUR VOLUNTEERS

A huge thanks goes out to 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

INCOME AND EXPENSE STATEMENT	
January 2020 through December 2020	
INCOME	
Grant funding	\$700,663
Sponsorship	\$542,390
COVID-19 stimulus	\$197,548
Earned income	\$56,386
Other earned income	\$5,038
TOTAL INCOME	\$1,502,025
EXPENSES	
Salaries, wages and fees	\$727,565
Marketing, promotion, documentation	\$150,150
Infrastructure costs [admin]	\$92,774
Programs, production, exhibitions, touring	\$239,785
TOTAL EXPENSES	\$1,210,274
SURPLUS	\$291,751

BALANCE SHEET	
As at 31 December 2020	
ASSETS	
Current Assets	\$2,048,184
Other Assets	\$13,538
Fixed Assets	\$26,205
TOTAL ASSETS	\$2,087,927
LIABILITIES	
Current Liabilities	\$1,491,320
TOTAL LIABILITIES	\$1,491,320
NET ASSETS	\$596,607

EQUITY	
Retained Earnings	\$304,856
Current Year Surplus	\$291,751
TOTAL EQUITY	\$596,607



Principal Partner

BHP

Major Partners



Department of
Local Government, Sport
and Cultural Industries



City of Perth



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TRUST

Media Partners

The West Australian



Venue Partners



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