



Report to Country Arts SA, Australia Council, Arts SA and Alexandrina Council

Just Add Water Evaluation 2012 – 2014



Greg Hatcher, *GastroSkeletal*, from *Contemperate* Ephemeral Sculpture Trail, Middleton 2014. Photo: Meg Winen

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About This Report

In 2012 the Alexandrina Council hosted the third Regional Centre of Culture (RCC) program in South Australia, the previous two having been held in Port Augusta (2008) and Murray Bridge (2010).

Managed by Country Arts SA on behalf of the South Australian government, the RCC model aimed to contribute to building a strong and resourceful community and improving wellbeing through arts and cultural development.

In Alexandrina the program was named *Just Add Water*, reflecting the community's unique and precious relationship with the rivers, lakes, sea and wetlands in the region.

Country Arts SA commissioned an independent evaluation of the 2012 program documenting the many positive outcomes for the community. The 2012 Evaluation Report by Dr Christine Putland can be found on the website [here](#).

Based on the success of *Just Add Water* in 2012 it was nominated for a further two years funding by the Australia Council for the Arts, Cultural Places Initiative as one of two pilots, the other being Rockhampton in Queensland.

A further evaluation of *Just Add Water* until the end of 2014 was undertaken to ascertain progress towards the goals of the Cultural Places Initiative.

This Report supplements the 2012 findings and is based on the evaluation conducted during 2014 by Dr Christine Putland.



Launch of *Station to Station*: Artists Seb Humphreys and KAB101; photo Richard Hodges

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Thank you

Christine Putland

EXECUTIVE SUMMARY

Throughout 2012 the Alexandrina Council region was the site of *Just Add Water*, the third Regional Centre of Culture (RCC) program managed by Country Arts SA on behalf of the South Australian Government. The RCC model aimed to contribute to building stronger communities through arts and cultural development. It worked by injecting a diverse range of high quality arts and cultural experiences from outside the host region while simultaneously stimulating and supporting local initiatives and infrastructure development in partnership with the Council.

During 2012 the Australia Council for the Arts, Cultural Places Initiative was launched and *Just Add Water* was nominated as one of two 'Cultural Places' pilots, alongside Rockhampton in Queensland (branded 'Creative Capricorn'). The initiative was broadly based on the RCC approach with the following objectives:

1. To increase arts and cultural opportunities for community members, artists and visitors
2. To increase the extent to which the community values arts and culture
3. To strengthen local commitment to arts and cultural planning and development
4. To increase local capacity to plan, deliver and evaluate arts and cultural activities and events.

'Cultural Places' funding enabled *Just Add Water* to continue for a further two years. Building directly on the foundations established in the first year with Goolwa as its hub, in 2013 and 2014 *Just Add Water* sought to embed arts and cultural considerations more deeply at the local level and to encompass the whole Council region more extensively.

Just Add Water 2012 was the subject of an evaluation documenting the many positive short term effects on the community, based on the aims of the RCC.¹ The current Report effectively picks up from where the 2012 Report left off, appraising progress from a longer term perspective with a specific focus on achieving the 'Cultural Places' Objectives over the three years to December 2014.

Evaluation Overview

Given the broad and diverse program, a variety of methods and tools was employed to assess progress and gather feedback from different perspectives.

Community Survey

A survey of the general public including people who live and/or work in Alexandrina as well as visitors administered using the on-line tool Survey Monkey® in 2014. Questions explored participation and satisfaction in relation to arts and cultural activities; awareness of arts and cultural programs, in particular *Just Add Water* projects; views about the value of arts and cultural activities; and, ideas and expectations for the future.

Participant Survey

A survey of participants in *Just Add Water* projects conducted during 2013 and 2014 was administered using the on-line tool Survey Monkey®. 'Participants' were typically those involved in creative projects for a sustained period (eg over weekends or school holidays or in weekly workshops or rehearsals). Questions explored participants' own involvement in the projects, the quality of their experiences, appraisal of the benefits of participating and suggestions for future projects.

¹ *Just Add Water* 2012 [Evaluation Report](#)

Local Contributor Survey

A survey of local people who had played a role in the delivery of the *Just Add Water* program or projects conducted in November and December 2014. They included on-site coordinators or contact persons for schools and community groups, project artists and coordinators, gallery assistants, technical staff, arts and cultural volunteers, and cultural and local historical advisors. Questions explored how well the program objectives had been achieved, creative and professional development for themselves and others, and suggestions for future activity in the region.

Council Staff Focus Groups

Two focus groups with staff of Alexandrina Council who had direct or indirect involvement in program delivery were conducted in October 2014. Areas represented were finance, governance and strategy, assets and infrastructure, customer service, visitor information, community wellbeing, human resources, tourism, administration, communications, arts and culture, recreation, youth development, planning and development. Discussion explored the achievements of the program, strengths and weaknesses in its delivery, community benefits and improvements for the future.

Additional Consultation

- Interviews with ten individuals were conducted between November 2014 and January 2015. These included people with specialised knowledge of program areas or in key decision-making positions, and several staff who had been unable to attend the relevant focus groups. Questions mirrored those discussed in the focus groups.
- Members of the Arts and Cultural Advisory Committee met in January 2015 to discuss the emerging findings and consider further developments. Attendance included general community and elected member representatives.
- Members of the public, community groups and school students were invited to comment on themes of 'inspiration', 'impact', and 'change' related to *Just Add Water*. These comments were inscribed by hand on long coloured ribbons as part of the 'Rain Curtain' installation in the Signal Point Gallery for the final public event in December 2014.

EVALUATION FINDINGS IN RELATION TO CULTURAL PLACES OBJECTIVES

OBJECTIVE 1

Arts and Cultural OPPORTUNITIES for COMMUNITY, ARTISTS and VISITORS

SUMMARY OF FINDINGS

Program documentation shows there has been a significant increase in arts and cultural opportunities as a result of *Just Add Water*, characterised by a diverse range of artforms and types of activity, in a multitude of locations and settings. Community feedback indicates that these were genuine opportunities which afforded people from different backgrounds and interests to experience high quality arts and cultural activities.

Program Statistics

To place the opportunities offered as part of the program in context, the total investment over the three years was budgeted at \$1.6 million but in the event exceeded this amount, with contributions of \$600,000 from the Australia Council for the Arts, \$1.6 million from the South Australian government through Country Arts SA, and \$1.5 million from Alexandrina Council. In addition, a total of \$2.7 million was invested in capital development of facilities (\$800,000 from state government and \$1.9 million from Council) without which many of the program events would not have been possible.

Country Arts SA's contribution to program staffing for the duration comprised:

2011: 0.6 FTE (Executive Producer 0.5, Project Officer 0.1)

2011/12: 1.75 FTE (Executive Producer 1.0, Project Officer 0.5, Marketing Coordinator 0.25)

2012/13: 1.9 FTE (Executive Producer 1.0, Project Officer 0.4, Marketing Coordinator 0.5)

2013/14: 1.25 FTE (Executive Producer 1.0, Project Officer 0.25)

2014/15: 1.0 FTE (Executive Producer 0.75, Project Officer 0.25)

There were no directly comparable statistics kept prior to 2012, however as the first program of its type in the region the sheer number of experiences offered over the course of *Just Add Water* undoubtedly represents a significant increase. A total of 1333 separate activities, projects or events were provided in the following categories:

	Goolwa 2012	Alexandrina 2013	Alexandrina 2014	Grand Total 3 years
Total number of activities/events/projects	545	372	416	1333
No. of Indoor exhibitions (visual arts)	27	14	23	64
No. of Gallery public events	27	19	24	70
No. of Outdoor Visual Events	8	0	8	16
No. of new works created locally through JAW	23	28	21	72
No of hands-on sessions (days)	350	240	230	820
No of community conversation sessions	8	2	2	12
No of film/projection events	12	27	44	83
No of major public events	3	2	4	9
No of performance-based events	87	40	60	187

A very high bar was set in 2012 with the initial injection of state government funding and community interest peaking in the lead up to the Kumuwuki Regional Arts Australia Conference. Nevertheless the 2014 figures suggest that the momentum was substantially maintained.

Similarly, total attendances and participation rates show a high level of engagement by the community indicating that the projects, events, performances, exhibitions and workshops were regarded as worthwhile and genuine opportunities:

Goolwa 2012	Alexandrina 2013	Alexandrina 2014	Grand Total 3 years
53,711	29,929	44,714	128,354

Community perceptions of extent and quality of opportunities

Community feedback reinforced this positive assessment, highlighting criteria based on the program characteristics they considered important:

- Diversity – types of activity, multiple artforms, ways to interact
The Just Add Water team are to be congratulated for a program mix that had something for everyone. (Rain curtain installation)
- Accessibility – to the whole community
Being able to participate in our local area...it can be expensive to go to Adelaide...hard to justify when you are on a budget. (General community)
- Program spread – across different parts of the region
...sessions outside of Goolwa to share load of travelling and Goolwa people support other parts of the region so there is not so much of a divide. (General community)
- Program reach – awareness of the opportunities in the community and beyond
We have noticed that as the printed program gains in popularity there is an increased number of locals visiting us to pick up programs, find out more information and make bookings. (Council staff)
We live in central Victoria but one of the BIGGEST attractions to visit SA again is to further connect with this program... (General community)
- Publicity and promotion – the ongoing challenge
...try to think of additional ways to advertise as people still say they don't know about things. (General community)
- Artistic development – extending and growing through practical experience
Established artists were challenged to take a step or two up with their work (me, for example), emerging artists were identified and supported to develop... (Artist)

OBJECTIVE 2

Extent to which the community VALUES arts and culture

SUMMARY OF FINDINGS

As a sign of perceived value, the high levels of attendance and participation in *Just Add Water* demonstrate strong community interest in arts and culture. Feedback from Council staff, artists, local contributors, participants and the general community attests to the growth in appreciation of opportunities provided and concern that they continue. A similar level of valuing is reflected in the frequency of creative initiatives generated by the community and observations about the program's contribution to the local economy.

...there has been a huge shift in how much the community values and understands the benefits of arts and culture. (Local contributor)

Now even those not originally interested in art and culture are saying "I can get involved" and "I can do it" and "maybe I'll give it a go". (Council staff)

Individual satisfaction and rewards

Participants surveyed indicated a high level of satisfaction with their particular experience of the program: 100% said they 'enjoyed it' and 97% that it was 'positive overall'. Two of the highest rating factors influencing satisfaction were feeling 'part of the community' and 'proud of my contribution' (both 97%). Most (87%) said they would like to be involved in similar projects again, while all but 3 participants said they would recommend that others also get involved. Reasons given included: 'new skills', 'learning about themselves and their community', 'building confidence', 'sense of connection' and 'feeling valued'.

Value to the community

Respondents to the General Community survey rated the value of arts and cultural activity for the community as a whole very highly, with over 90% agreeing that it contributes to 'creating social networks', 'appreciation of diversity and difference', 'community wellbeing', a 'vibrant community' and 'supporting people to learn new skills' respectively. The vast majority also agreed that 'artists and other creative people make an important contribution to the region'. These responses translated to over 90% agreement that it is important for governments to support the activity, and 89% for local businesses to do so, with more than one third adding comments urging Council to continue *Just Add Water* in the future.

Wider recognition

The perception of Alexandrina as a region associated with a lively arts community emerged strongly in the evaluation feedback. Public attention in state-wide media was noted, while increased *facebook* activity shows a similar rising level of interest. Many people reported with pride that visitors comment frequently on the region's growing civic identity linked to the arts, reinforcing its value in the minds of locals:

...everyone was saying "what an amazing place to live, look at what they do here!" (Council staff)

There is certainly a strong sense of pride in our arts and culture now, a sense that it has given us a bit of an identity that we can be proud of. (Local contributor)

The civic contribution of *Just Add Water* has been formally recognised in the Alexandrina Australia Day awards, with one of the major events (*Watersong* 2012, *Christmas Where the Angas Flows* 2013, *Saltwater SurfArtFest* 2014) receiving 'Community Event of the Year' for three years running.

Creative off-shoots

The many new or extended creative initiatives sparked within the community as a direct result of *Just Add Water* are both a valuable outcome of the program as well as confirmation that its value is recognised, for example:

- New visual arts workshop and exhibition spaces opening up across the region
- Establishment of a new theatre company presenting contemporary play readings
- Film Society extending its screenings to Milang and Clayton Bay as well as Goolwa
- Commitment to an annual Poetry Cup
- Local artists invited to work on events of historical significance (eg Anzac Day)
- Cross-art form collaborations including between Ngarrindjeri and non-Indigenous artists.

Economic flow-on effects

While not a specified outcome of the program it is evident that the additional arts and cultural activity has had direct and indirect impacts on economic activity. Council staff provided tangible examples of its contribution:

- Raising the profile of arts and culture has resulted in more artists able to gain income
It's emerging as more of an opportunity for people to make a living through the arts because a lot of the other areas traditionally here in our region are disappearing... that's a lasting legacy of Just Add Water to put artists on the map as legitimately earning a living from their expertise.
- Attracting new visitors and property owners
We've got our holiday homeowners that are checking the program and making sure that they're down at their houses aligning with particular shows, bringing people with them...
...there are people who've actually bought and moved here because of what's going on.
- Local small businesses opening and adjusting their hours to accommodate hospitality needs
We now have three businesses that previously weren't open late, that're staying open later, and another one coming on board to open for the evenings before a show, and looking to stay open after a show for drinks.
- Expanded advertising and marketing avenues for shows and events
We've been able to beef up next year's program with private people coming in paying us to use our facilities, because of the flow-on effects they've seen in the community.... And it brings in a new marketing database as well, so we get people from outside the region, we get money from outside the region... the economic development is huge.

In acknowledgement of this contribution *Just Add Water* received a 'Special Community Award' in 2013 from the South Australian Business Association.

OBJECTIVE 3

Local COMMITMENT to arts and cultural planning and development

SUMMARY OF FINDINGS

Alexandrina Council has expressed its ongoing commitment to arts and cultural planning and development in many tangible and strategic ways through financial investment, policies and practices, provision of human resources and infrastructure. This commitment is mirrored in the community as local groups, organisations and businesses engage with the opportunities provided. Recognition that such progress is inevitably subject to political and economic pressures shows a healthy realism but overall there is evidence of a determination to maintain the momentum incited by *Just Add Water*.

Investment in arts and culture

Aside from contributing to development of infrastructure, Country Arts SA invested in the program mainly through funding of core positions (Executive Producer, contribution to project officer, marketing officer), providing oversight, expertise, and support for the development of capacity at the local level. Alexandrina Council matched this investment in the form of infrastructure development as well as staffing local operations and administration, for instance.

The refurbished facilities have been central to making many events and activities possible. Council has committed to maintaining the high standard it has set in the major venues while acknowledging the community's raised expectations and need to ensure access across the region.

As an indication of Council's overall commitment into the future, the total arts and cultural budget in the year preceding *Just Add Water* was \$110,205, compared with the 2015 budget of \$402,200. This includes \$237,000 allocated to infrastructure, and provision for key positions as follows:

- *Just Add Water* Program Coordinator – FTE 1.0 (shared position with Country Arts SA for 2014/15)
- Centenary Hall
 - Venue Coordinator 0.5 FTE (new position)
 - Front of House and Technician (new casual positions)
 - Ticket services FTE 0.3 (new position)
- Community Development Officer 1.0 FTE (new contract position incorporating elements of *Just Add Water* continuation, Arts and Cultural Development)
- Arts and Cultural Development Officer 1.0 FTE (existing position)

The Just Add Water program continues

Council is providing continuity in 2015 with support for program delivery under the familiar *Just Add Water* banner, building strategically on the strengths of the past three years by:

Maintaining some of the most successful and well-subscribed events from the past program, for example:

- Drawing on Country – one day landscape art event in four sites, a partnership with Natural Resources SA Murray-Darling Basin
- The Sponge kids art hub – school holidays workshop program introducing children to various art techniques inspired by the main exhibitions, run by Signal Point Gallery staff
- Fringe in Goolwa – a variety of performers from offering families a taste of the Adelaide Fringe on the Goolwa Wharf.

Supporting further development of promising emerging initiatives, for example:

- Special Delivery Stories – collection and distribution of tales about people's lives are delivered to home bound residents by Council's Meals on Wheels volunteers
- Youth Art Show mentorship – support for a young person to learn the ropes of curating the annual Youth Art Show
- New opportunities for local artists – linking local emerging artists to community initiatives to extend their skills and gain public exposure; for example in 2015 a young artist of Ngarrindjeri and Chinese descent will design an installation for a new nature playspace.

Continuing the partnership with Country Arts SA through ongoing artform development programs:

- Including residencies, 'Shows on the Road' theatre productions, national 'Mainstage' tours, touring exhibitions, 'Screen Ed' film for schools.

Fostering relationships with external arts companies, private promoters and visiting companies:

- Including Adelaide Symphony Orchestra, State Theatre Company, Windmill Theatre, Patch Theatre, Cirkidz, Jam Factory, National Film and Screen Archive, History SA and many more.

Addressing infrastructure needs of particular groups:

- An identified focus for 2015 is the need for a dedicated space for young people in light of intense and growing interest in theatre and other activities; Council is negotiating with a number of community based groups with a view to reactivating the historic 'Chart Room' at Goolwa North.

General support for community initiatives:

- Continued support in the form of publicity or access to venues and expertise as needed.

Embedding arts and cultural development in Council policies

Council's commitment to the centrality of arts and cultural considerations is evident in policy and funding frameworks such as the following:

- The Alexandrina Community Strategic Plan 2014-2023 identifies arts and culture as a fourth pillar alongside social, economic and environmental criteria;
- The Council Reporting Template requires structural divisions across the organisations to report regularly against these criteria:

Council is committed to the vitality that communities and individuals enjoy through participation in recreation, creative and cultural activities; and the freedom to retain, interpret and express their arts, history, heritage and traditions. Outline how this item will impact of benefit.

- The name *Just Add Water* has been adapted and adopted as the title of a priority area in the Community Strategic Plan which includes major heritage and infrastructure projects: '*Alexandrina Experiences 'Just Add...'*'.
- An annual Community Arts Grants Scheme '*Connecting Communities through the Arts*' has been introduced (seed funding from *Just Add Water* in 2014).

Council's organisational culture

Less visible but nonetheless telling indicators in the form of shifts in daily practice by Council staff were discussed in the focus groups. Projects in all areas of Council business are being approached differently as a result of the experiences of *Just Add Water*, including a greater emphasis on collaboration across departments, staff being encouraged to show imagination and creativity in addressing issues, and confidence to use innovative ways to engage with the community. In particular arts and cultural staff were commonly seen working together with engineers, recreation and community wellbeing officers:

Who would have thought that an engineer and an art person would work together, like, a few years ago?

So when we talk about a project now, it's not just about infrastructure, it is also about making it a space for people.

Community commitment

Feedback from community members indicated that there was a clear perception of greater commitment to arts and culture in the region overall. Many survey respondents volunteered comments showing their approval:

... thanks very much for bringing this fabulous support and experience to this area. It was the right thing in the right place at the right time. (Local contributor)

[We] appreciate Council's commitment to art and cultural activities. (General Community)

Council staff, in turn, acknowledged the considerable commitment by community members, in particular the strong contingent of volunteers:

Volunteering in the arts venues represents a measure of the community's commitment to what has been started and a determination to see it continue. (Council staff)

OBJECTIVE 4

CAPACITY to plan, deliver and evaluate arts and cultural activities and events

SUMMARY OF FINDINGS

Leaving behind a legacy in the form of knowledge and ability to plan and deliver high quality programs is the ultimate aim of Cultural Places. The *Just Add Water* program incorporated a range of developmental opportunities to equip the community and there are clear indications of skills, knowledge, partnerships and general motivation showing that they are well placed to maintain the momentum of the past three years.

... it's established a foundation for us to work on and actually build on what we've seen developed.... we've got a baseline now, and we've got some excellent facilities that we can continue to utilise and develop... So, from a foundational perspective, I think it's been very, very good. (Council staff)

Country Arts SA/JAW has provided the ground work & scaffolding for the Alexandrina community to continue arts & cultural activities. (Local contributor)

It has been the guidance from Country Arts about what to do and how to do it that has been critical to the success of JAW. (Council staff)

Feedback revealed an awareness of the future challenges likely to arise in the absence of executive management by Country Arts SA and external funding sources, but an underlying confidence was evident to an extent that was not the case at the end of the first year.

Capacity building activity

The 'output' in terms of opportunities to develop skills and knowhow was considerable, including:

- a total of 4308 community participants attending 820 days of hands-on/workshop sessions;
- 106 separate opportunities to build capacity within organisations;
- 407 days of professional development and mentoring for artists and arts workers;
- 12 forums and events (including 7 'conversation cafes') for the general community, designed to promote discussion and ideas and gather feedback.

Survey feedback suggests that these sessions were well-received and effective:

- 91% of respondents to the General Community survey said they recognized the importance of this aspect of the program;
- 66% of the Participants surveyed indicated that they had learned *new* skills through their general involvement in the program (that is, not exclusively through sessions with a skills focus).

Gaining skills and confidence

Groups directly targeted for capacity building indicated that they had benefited greatly in terms of skills and confidence.

- Artists testified enthusiastically to their development:

I feel so much more solid and confident as an artist.... I would say in the past three years I have developed far more than in the previous four years of my practice. It has been fantastic.

It has grown my knowledge and understanding of the ways that councils operate. By mentoring young/emerging artists it has given me a clearer understanding of my own practice.

- Local contributors said they gained technical skills and experience in coordination and delivery:

...[we] are producing high quality exhibitions continuously now and that has been a huge leap. Community based galleries are also delivering great exhibitions so clearly we know what we are doing in this area.

...among the arts community we have individuals who can produce great activities and events, Saltwater showed that.

- Council staff described a growing maturity in their ability and confidence in managing and delivering arts and cultural programs; they highlighted: a greater willingness to collaborate across disciplines and awareness of the challenges involved; thinking beyond their immediate responsibilities; and, understanding the power of arts approaches in engaging the community to produce better outcomes in the longer term:

... I think that's something in our project planning stage, thinking about arts preparation early.

...[Just Add Water] broadened people's minds and thinking beyond just doing bricks and mortar...

...now we reach out to community and hopefully, with the end product, they'll be more likely to be engaged...a much richer outcome.

...lately it's more like, not 'can I do it?' but 'which way will I do it?'

Community capacity

Aside from development of individual skills the general community has had opportunities to discover the potential for arts and cultural activity to enrich their community through inclusive forums and conversation cafes in which up to 60 people at a time gathered to discuss, plan and evaluate progress. Council staff reported that local people are increasingly making contact in order to connect up with others or initiate their own activities.

The strong volunteer contingent that has grown up to support the arts venues and activities is one of the clearest outcomes in terms of community capacity. Further enhancing their confidence, a recent recruit who is an experienced gallery guide has been conducting a training program incorporating field trips to the state gallery.

...we've got some well-trained, good volunteers who are willing to support these activities. That makes it a lot easier for people to bring events and activities into the area, but also to assist and facilitate local people going to those things too. (Council staff)

'Cittaslow Goolwa', as the first accredited 'slow town' in Australia, is another example of a local organization developing experience and confidence through its involvement in *Just Add Water*. Cittaslow was an active partner in 2012 events, training volunteers for the Kumuwuki conference, and as a result gained the confidence to host the international Cittaslow conference in Goolwa in 2016.

Evaluating progress – gaps and all

Not only have people demonstrated an understanding of the importance of evaluation in their willingness to give feedback and contribute ideas, but also their ability to reflect critically on the strengths and weaknesses of

program delivery and how to improve in future has increased over the three years. Council staff noted the gaps in past practice as well as their own lapses, for example:

I think we could do a little bit better within Council as far as projects. We're told who we've got to consult with, but sometimes it doesn't quite happen...

We lost a lot of momentum at the end of each year... because the program was brought out in March... Whereas this year we've put a lot of effort into getting it released in December.

Similarly local contributors and artists recognized the need for further development:

The community still needs a fair bit of assistance from council staff to help with the practical aspects of realising arts and cultural aspirations. (Local contributor)

In terms of theatre, we are at a very early stage... But it is growing, there are small groups producing good stuff... (Artist)

The three-year timeframe was cited as a critical factor enabling Country Arts SA and Council to lay solid foundations for a sustainable approach.

It all happened over 3 years so there was plenty of time to gravitate towards one or more of the many opportunities. (Local contributor)

It takes time. If it had stopped at the end of the first year I don't think I would have got to this stage. It is a long process. (Artist)

The nature of working in communities and the open, fluid processes involved in arts and cultural development mean that achievement cannot be measured in absolutes. The four main objectives of the Australia Council for the Arts, Cultural Places Initiative are framed in terms of *progress towards* increased opportunities, greater community valuing, stronger local commitment and local capacity.

On balance, the evaluation finds that *Just Add Water* has addressed each of these objectives to a significant extent, has delivered the program in a very effective way and can demonstrate solid progress towards each of these goals. There will continue to be hurdles and setbacks, especially in a time of fiscal restraint at every level of government, but feedback suggests that the local community and decision makers are aware of this and better prepared than ever before to develop strategies to overcome them.

The most compelling finding radiating from the data was a strong motivation to continue the progress made since 2012, evident in the abundance of positive suggestions to Council about future development and also in expressions of personal resolve to contribute. Final comments from community members demonstrated this determination.

Just Add Water has been a fantastic blessing for this Council. We should make the most of it, build on it, and create a sustainable model by attracting or creating more unique, top quality programs that will bring people from far and wide and establish Goolwa as, amongst its many attractions, the Regional Arts Hub of the state. (General community)

INTRODUCTION – PROGRAM BACKGROUND

In 2012 the Alexandrina Council played host to the third South Australian Government's Regional Centre of Culture program. *Just Add Water* as it became known was managed by Country Arts SA in partnership with the Council and focused on the town of Goolwa as its hub. Beginning with a community consultation phase in 2011, it presented an integrated approach based on:

- Developing local arts infrastructure including refurbishment of facilities and operational resources;
- Arts programming from outside the region including state-wide Major Organisations with associated community engagement strategy;
- Support and professional development for local artists;
- Local programming development including extending the arts activities of existing groups and attracting new audiences; and,
- Community cultural development strategies to engage both experienced arts practitioners and those new to arts participation.

During 2012 the Alexandrina region was nominated as the site of one of two pilot 'Cultural Places' programs funded by the federal government through the Australia Council for the Arts, enabling an extension of *Just Add Water* for a further two years. Building directly on the foundations established during 2012, *Just Add Water* (Cultural Places) aimed to embed arts and culture more deeply in decisions about values, skills, structures, resources, policies and relationships at the local level and to encompass the whole Council region more thoroughly. Its four broad objectives were developed in cooperation with the other *Cultural Places* pilot in Rockhampton, Queensland (branded 'Creative Capricorn'):

1. To increase arts and cultural opportunities for community members, artists and visitors
2. To increase the extent to which the community values arts and culture
3. To strengthen local commitment to arts and cultural planning and development

4. To increase local capacity to plan, deliver and evaluate arts and cultural activities and events.

Just Add Water 2012 was the subject of a year-long evaluation, the design of which was informed by the findings of the two previous SA Regional Centres of Culture showing that arts and cultural programs of this kind can have personal, social, economic and cultural benefits for individuals, groups, organisations and whole communities. This evaluation took into account the impact on the community of two other programs that year:

- *Kumuwuki/Big Wave*, the Regional Arts Australia National Conference based in Goolwa in October 2012, incorporating arts program development leading up to the event in collaboration with *Just Add Water*;
- *Change and Adaptation*, an Australia Council for the Arts Community Partnership initiative held from 2012 to 2015 across the whole Southern Fleurieu region, with Alexandrina Council as a major funding partner and the site of a number of projects. Again, common sense dictated that there was considerable cooperation between this program and *Just Add Water*.

Although differing in aims, scope, focus and approach, together these programs have generated diverse arts and cultural opportunities in the life of the community over a concentrated period, creating a collective momentum on which each program has built. Understandably, from a community perspective the distinctions between them have been blurred.

Bearing in mind that the *Just Add Water* 2012 Evaluation Report documented the many positive effects of investment to the end of 2012, the recent evaluation conducted late in 2014 sought to supplement rather than replicate the earlier information.

EVALUATION OVERVIEW

Just Add Water in Year 1 was concerned to offer maximum exposure and experience of arts and culture to the community by introducing a wide range of possibilities. From 2013 the orientation shifted towards embedding arts and cultural processes in the community fabric, looking ahead to a time when development would be driven by local initiative.

While the 2012 program evaluation had been tailored to the aims of the Regional Centre of Culture (RCC) as originally conceived by the South Australian government, by the end of that year the program was transitioning into one of the two Cultural Places pilots. For practical purposes the program delivery on the ground was largely a continuation of the existing approach with two main differences: firstly, whereas the hub of activity in 2012 was the town of Goolwa, in subsequent years its reach was expanded to penetrate other centres across the region; secondly, the extended timeframe made it possible to place greater emphasis on building longer term capacity within the local community to continue the development of arts and cultural programs after 2014.

The 2012 evaluation *Just Add Water* report published in mid-2013 established its short term impact and identified emerging possibilities and potential. (Available on [website](#))

The second stage of the evaluation formally commencing in April 2014 with the re-engagement of the evaluation consultant marked a change in orientation, looking forward to the elements that would enable continued development into the future. This current Report presents findings from the evaluation of progress towards achieving the Cultural Places Objectives over the three years to December 2014, assessing its overall legacy in terms of future arts and cultural development and sustainability.²

² The objectives are discussed in a different order from the original in this summative report. Logically it made sense to discuss details about what was delivered and community responses to it (labelled objectives 1 and 2 in this report) prior to considering its legacy for the future (objectives 3 and 4).

Objective 1: increased arts and cultural opportunities for community members, artists and visitors.

Refers to the extent to which the program offered more chances for people to discover and get involved in activities in new and varied ways.

Opportunities are assessed not only in terms of the numbers of activities on offer and the attendance rates, but also through a qualitative examination of the range, scope, reach and accessibility of programming, development of infrastructure and other investment, and effectiveness of delivery. Data is drawn from program statistics, project and artists' reports and documentation, as well as information provided by participants, program contributors and the wider community.

Objective 2: increase in extent to which the community values arts and culture

Refers to the community's collective response to the opportunities provided, how they reacted when they did engage and whether this has led to new initiatives and further involvement.

Attendance and participation rates are an indication of community interest in the first instance. In addition, gauging how arts and culture is increasingly valued also entails eliciting people's satisfaction and perceived benefits, together with accounts of 'spin-off' initiatives from the main program. Feedback has been gathered from participants and audience members, community groups, schools, Council staff and the general public.

Objective 3: strong local commitment to arts and cultural planning and development

Refers to whether the organisations and groups in the area can be seen to build on the program offerings into the future, providing more opportunities and placing arts and cultural considerations at the heart of decision-making.

With the maturing of the 3-year funding partnership, ongoing commitment by Alexandrina Council and other local organisations to maintaining the momentum is indicated by financial investment, policy directions and statements, new and continuing initiatives, strategies that embed arts and culture within structures and systems, and reflected in community perceptions. Data is drawn from the

perspective of program and project staff, volunteers and contributors, artists, Council staff, Arts and Cultural Advisory Group members and the general public.

Objective 4: increased local capacity to plan, deliver and evaluate arts and cultural activities and events

Refers to how effectively the program has supported the local community to develop the necessary ability and confidence to operate independently.

Capacity and preparedness is demonstrated through evidence of growing skills, knowledge, resources, experience, expertise, networks, local ownership, facilities, infrastructure, coordination and management, for example. These have been identified through analysis of project documentation and development of new initiatives as well as reports from artists, project staff and volunteers.

Evaluation Methods

As in 2012, with such a broad and varied program it is necessary to offer a range of ways for people to provide information, feedback and ideas, using flexible tools to accommodate different preferences in response modes. Details of methods applied in 2012 and their limitations can be found in the Report (see above for access details). In particular the experience of 2012 and previous RCC program evaluations suggested that the usefulness of CATI (telephone) surveys was limited in this context while the most effective was face-to-face methods and supervised self-completed surveys.

The following methods and tools were employed in 2014/15.

Community Survey

A survey of the general public including people who live and/or work in Alexandrina as well as visitors was administered using the on-line tool Survey Monkey© mainly between July and October 2014 (with collection at selected targeted events in May and November). Recruitment of respondents was supported as follows:

- general public (self-administered) through Council 'Mysay' via the website with opportunistic publicity through Council bulletins (delivered to all Alexandrina premises), email

lists, flyers, facebook, volunteers, Visitor Information Centre, Libraries etc.)

- general public (assisted) through interview and data entry by casual and volunteer Research Assistants* at selected sites (including weekend markets, libraries, community centres, shopping centres, football games, community garden, Centenary Hall, cafés) at Goolwa, Port Elliott, Middleton, Milang, Strathalbyn, Finnis and Point Sturt.
- targeted public (assisted) through interview and data entry by Research Assistants* at major events including Saltwater SurfArtsFest, SALA (SA Living Artists Festival) Gallery openings at Signal Point and Strathalbyn Bands Festival.

* Research assistants (both paid and voluntary) were mainly local residents recruited through word of mouth who were trained to enter data to Survey Monkey© using 'Ipad-mini's provided by Country Arts SA.

Survey questions drew partly on the 2012 CATI schedule with some variation according to the new objectives. They were drafted in consultation with staff of Alexandrina Council and Country Arts SA and the Alexandrina Arts and Cultural Advisory Committee. The questions canvassed respondents' participation and satisfaction in relation to arts and cultural activities; awareness of arts and cultural programs, in particular *Just Add Water* projects; views about the value of arts and cultural activities; and, ideas and expectations for the future.

Participant Survey

A survey of participants in *Just Add Water* projects was conducted during 2013 and 2014 and was administered using the on-line tool Survey Monkey©. Respondents were typically those involved in creative projects for a sustained period, whether intensively (eg over weekends or school holidays) or spread over a longer period with intermittent contact (eg weekly workshops or rehearsals culminating in a short season of performances or an exhibition). Many were involved in more than one project over the time period and some saw themselves as both 'artist' and 'community participant'. Others were also program volunteers who completed this survey because they regarded themselves first and foremost as a community participant.

Prior to the activation of the Survey Monkey© tool in 2014, a small number of projects used an earlier

version of the survey that had been developed for the 2012 evaluation and which contained fewer questions. The participants in these projects completed this survey longhand, and their responses were later entered into the Survey Monkey® data base by program staff. In such cases the additional questions register as 'skipped' in the summary of data (Findings PART 2 of this Report).

Respondents were recruited either directly by project staff or through email groups and surveys were either self-administered or assisted by project staff as appropriate in each case.

Questions in this survey canvassed participants' own involvement in the projects, the quality of their experiences, appraisal of the benefits of participating and suggestions for future projects.

Local Contributor Survey

A survey of local people who had played a role in the delivery of the *Just Add Water* program or projects was conducted in November and December 2014. These individuals were not core JAW program or Council staff hence they had not participated in focus groups or interviews however they were well-placed to observe operational aspects of the program in detail. They included on-site coordinators or contact persons for schools and community groups, project artists and coordinators, gallery assistants, technical staff, arts and cultural volunteers, and cultural and local historical advisors. While all volunteers were invited to complete this survey, many preferred to complete the participant survey as they felt it described their role more accurately, and this preference was respected.

Respondents were recruited by email circulated by Country Arts SA or Council staff. The survey questions canvassed views about how well the program objectives had been achieved with examples, perspectives on the extent to which *Just Add Water* had fostered creative and professional development for themselves and others, and suggestions for future activity in the region.

Council Staff Focus Groups

Two 90 minute focus groups comprising staff of Alexandrina Council were conducted in October 2014. Senior staff members who had knowledge of the program through some level of direct or indirect involvement in its delivery by Council were invited to attend one of the two groups. Areas of responsibility that were represented included

finance, governance and strategy, assets and infrastructure, customer service, visitor information, community wellbeing, human resources, tourism, administration, communications, arts and culture, recreation, youth development, planning and development.

The focus groups discussed participants' views on the achievements of the program in relation to the four objectives as well as strengths and weaknesses in its delivery, community benefits and improvements for the future.

Additional Consultation

- Interviews with ten individuals were conducted between November 2014 and January 2015. These included people with specialised knowledge of program areas or in key decision-making positions, and several who had been unable to attend the relevant focus groups. Interview schedules broadly mirrored the focus group questions as well as some additional discussion of particular program issues as relevant.
- A meeting was held with members of the Arts and Cultural Advisory Committee in January 2015 to discuss the emerging findings and consult about further developments. Attendance included general community and elected member representatives.
- Regarding Alexandrina Council elected members, several indicated they had completed one of the surveys and their views are represented in that data. Members were also invited to attend one of the focus groups or to make arrangements for an individual interview, however the timing coincided unfortunately with the lead up to the local government elections at the end of 2014 and none were free to do so.
- An additional opportunity to provide feedback was integrated into the final project titled 'Rain Curtain'. Members of selected community groups who had been involved in the program as well as the general public contacted in libraries and Goolwa Visitor Information Centre were invited to respond to one or more of three questions:

Inspiration: *Can you tell us one thing you have seen or heard during Just Add Water that has inspired you?*

Impact: *What single experience during Just Add Water had the biggest impact on you (or your family/friends)?*

Change: *How has your community changed as a result of Just Add Water?*

Selected schools were also contacted and students were invited to say what they liked about the program and why.

Responses were inscribed by hand on long coloured ribbons which were hung curtain-like from a suspended grid as part of an installation in the Signal Point Gallery for the final public event in December 2015. They are not part of the formal

evaluation framework however selected comments and 'word cloud' snapshots are included as examples of people's spontaneous responses.

Results from each of these data collection methods can be found in Part 2 of this Report.

These results form the basis of summaries of findings against each of the four Cultural Places Objectives which are reported in Part 1.

FINDINGS PART 1:

Evaluation findings in relation to the Cultural Places Objectives

The findings reported here are based on the research results detailed in Part 2 of this Report.

Examples of comments cited are verbatim quotes drawn from survey, focus group and interview data.

OBJECTIVE 1:

INCREASED ARTS AND CULTURAL OPPORTUNITIES FOR COMMUNITY MEMBERS, ARTISTS AND VISITORS

The 2012 Evaluation found that the sheer numbers of projects, events, exhibitions, performances, screenings, festivals, workshops, forums and general activity generated in Year 1 were significant, leaving no doubt that the opportunities for people to become involved in arts and cultural activities within the region had grown exponentially since the beginning of *Just Add Water*. The program was shown to comprise a comprehensive range of events, projects and spectacles inviting diverse modes of participation, from receptive audiences and observers to being involved in the creative process and 'making art'. Artists at all levels of experience and working in many different art forms were involved.

A core feature of the Regional Centre of Culture framework was joint state and local government investment in local facilities to support arts and cultural program development. In 2012 the two main galleries, the Old Police Station and Signal Point (the latter including a theatrette), and Centenary Hall were significantly refurbished. The early popularity of these venues has not abated and comments suggest that much of the success of *Just Add Water* is believed to have turned on access to such facilities.

Goolwa is becoming known because of the facilities – it's like an arts village. (Council staff)

We've been a long time user, our Youth Theatre Group, of Centenary Hall, so the upgrade to the hall has just been magnificent. It's given the young people that really great performance outcome...a fantastic theatre to work in... (Artist)

The standard, especially at Centenary Hall, is very high. Prices are competitive and having people coming from the Hills and southern area is not out of range for a good night out. People at Victor Harbor are saying they wish they had heard of shows before. (General community)

The Council motto has become: "A venue for everyone". (Council staff)

Program statistics

To place the actual opportunities offered as part of the program in context, the total investment over the three years was budgeted at \$1.6 million but in the event exceeded this amount, with contributions of \$600,000 from the Australia Council for the Arts, \$1.6 million from the South Australian government through Country Arts SA, and \$1.5 million from Alexandrina Council. In addition, a total of \$2.7 million was invested in capital development of facilities (\$800,000 from state government and \$1.9 million from Council) without which many of the program events would not have been possible.

Country Arts SA's contribution to program staffing for the duration comprised:

2011: 0.6 FTE (Executive Producer 0.5, Project Officer 0.1)
2011/12: 1.75 FTE (Executive Producer 1.0, Project Officer 0.5, Marketing Coordinator 0.25)
2012/13: 1.9 FTE (Executive Producer 1.0, Project Officer 0.4, Marketing Coordinator 0.5)
2013/14: 1.25 FTE (Executive Producer 1.0, Project Officer 0.25)
2014/15: 1.0 FTE (Executive Producer 0.75, Project Officer 0.25)

Table 1 shows the number of activities, projects or events provided over the three year program.

	Goolwa 2012	Alexandrina 2013	Alexandrina 2014	Grand Total 3 years
Total number of activities/events/projects	545	372	416	1333
No. of Indoor exhibitions (visual arts)	27	14	23	64
No. of Gallery public events	27	19	24	70
No. of Outdoor Visual Events	8	0	8	16
No. of new works created locally through JAW	23	28	21	72
No of hands-on sessions (days)	350	240	230	820
No of community conversation sessions	8	2	2	12
No of film/projection events	12	27	44	83
No of major public events	3	2	4	9
No of performance-based events	87	40	60	187

Overall a total of 1333 separate opportunities were provided in the course of *Just Add Water*. The very strong showing in 2012 compared to subsequent years mirrors the uneven distribution of funds and associated projects. With the RCC in 2012 nearly all the activity apart from some of the exhibition program was managed through state funds, whereas in subsequent years there were many more locally generated projects included in the program requiring less financial support. The slowing of activity in 2013 reflects a short period of uncertainty with local groups retaining the impression that *Just Add Water* would come to a close with the ending of the Regional Centre of Culture. As the impact of its continuation with the Cultural Places funding began to be realised, confidence built once more and local initiatives emerged more strongly than ever. Under the circumstances the total of 416 activities, events and projects by 2014 is a very positive outcome.

A similar pattern is evident in Table 2 showing the rate of attendances and participation in the offerings.

	Goolwa 2012	Alexandrina 2013	Alexandrina 2014	Grand Total 3 years
Total Attendance/Participation	53711	29929	44714	128354
Attendances at Indoor visual events	32052	19343	21862	73257
Attendances at Outdoor Visual Events	846	0	6000	6846
Attendances performances (fixed capacity)	7944	4083	5442	17469
Attendances performances (no fixed capacity)	9812	4410	10052	24274
Participation in hands on sessions ³	1549	1774	985	4308
Participation in History/Heritage events/projects	364	100	130	594
Participation in creation of new work	719	139	142	1000
Participation in community conversations	425	80	33	538

While there are no directly comparable statistics prior to 2012, the total attendance and participation rate of more than 128,000 unquestionably represents a huge increase from previous years. A more detailed listing of all events, projects and activities with breakdown of categories and participation levels can be found in Attachment A, while other statistics of interest are shown in Attachment B to this Report.

³ 'Hands on sessions' refers to any kind of 'creative participation' where participants are involved in the 'making' of something, including but not restricted to a workshop. For example it may include making costumes or performing in an 'open mic' session.

Perceptions of extent and quality of opportunities

Feedback from all evaluation sources offers a range of perspectives on the extent and quality of the opportunities that were provided. It reinforces the view that a very good spread of high quality opportunities have been offered, highlighting features such as diversity, accessibility, program spread and reach and artists' development.

Diversity

The Alexandrina community is not only geographically dispersed but also represents a wide range of interests, ages and backgrounds. As is evident from the detailed listing in Attachment A, the program offered extremely varied types of activity, multiple art forms, differing degrees of intensity in engagement and location. Feedback affirmed the perception that it catered to a broad cross-section of the community:

I think the diversity has been its selling point and its strong point. (Council Staff)

Not so much the "one thing", but the broad ranging selection. The 'Just Add Water' team are to be congratulated for a program mix that had something for everyone. (Rain Curtain Project)

Really enjoyed the range of cultural activities/events on offer (General Community)

Aboriginal Dream time Stories. Nunga Puppets. Nunga Films (Rain Curtain Project)

'The Sponge' school holiday activities, combined with learning about Indigenous cultures, has been inspiring, educational, innovative + creative. (Rain Curtain Project)

Such a wide selection of events – for different age groups – entertainment, education, promotion of history and enjoyment. (Local contributor)

[please] keep funding a range of events as they have been doing, throughout the year. That appeal to a broad range of ages and interests. (General Community)

Accessibility

Reflecting community diversity, the program was designed to provide opportunities accessible to the whole community regardless of age, ability, locality and particular interests. The strong rates of attendance and participation shown in Table 2 indicate that many people felt able to engage, an

impression consistently acknowledged in community feedback.

I feel like arts is far more accessible in this region...it's not some kind of exclusive club, and I think that's the difference that this program has fostered. (Council staff)

There is a sense in which 'we are all in it together'. (Artist)

There was a varied program which was conducted across a wide demographic. (Local contributor)

Live theatre shows + such good prices + creative pursuits affordable, accessible + life-changing, long-lasting memories. (Rain Curtain Project)

'Bringing art to where people are' was consistently regarded as an important equity issue in a regional context and this marked a significant achievement for Just Add Water.

The ability to see something live and locally is fantastic (Council staff)

Being able to participate in our local area...it can be expensive to go to Adelaide...difficult to justify when on a budget. (General community)

Opened up a lot of opportunities for people to participate and view/see art/performance that they would have had to travel for. (Local contributor)

Isolated accessibility issues were identified in the General Community survey as barriers to participation for some: 16% of respondents cited 'expense or cost' as a factor, 9% cited 'lack of social network to attend with', while 5% of respondents said that 'lack of transport' prevented them from being more involved.

There's a cohort here that don't have a lot of extra spending money. A lot of young people don't get that opportunity especially if their parents are struggling. (Council staff)

Program Spread

Again in recognition of the dispersed geographic centres represented in the region, the issue of spread was paramount. From its inception in 2012, Goolwa was identified as the focus of the Regional Centre of Culture and also played host to Kumuwiki the same year. Just Add Water aimed to strike a balance between developing a viable hub based around a critical population mass with

well-developed infrastructure on the one hand, and ensuring that all centres throughout the region had access to the opportunities provided on the other hand. The question of uneven distribution of resources arising in the first year reflected existing sensitivities dating back to the local government amalgamation which brought several communities together as Alexandrina. This emerged particularly in respect to the upgrading of major venues:

We couldn't have the Centenary Hall in seven different towns...I think a lot of people lost sight of the fact that it still creates that node of activity [within the whole area] and they were accessing it. (Year 1 focus group)

Aware of these concerns, organisers delivered a more diffuse program in years 2 and 3 as the program listing (Attachment A) shows, with major initiatives like 'Saltwater SurfArtFest' in Middleton and Port Elliott, and 'Telling Our Stories' in Strathalbyn, Finnis, Mt Compass, Pt Elliot, Woodchester, Ashbourne. Other projects outside Goolwa included 'Drawing on Country' in Milang, Clayton and Raukkan as well as working with Strathalbyn Youth Players and local presenters in Mt Compass.

2012 funding was centred in Goolwa...but in subsequent years it's definitely gone outside of Goolwa. (Council staff)

Goolwa has a history of development – it has taken years to get to this point...now Middleton and Port Elliott have also got together to do things with Council support. (Artist)

Nevertheless it is acknowledged that it was hard to shift the impression in some people's minds that Goolwa was receiving more than its share of attention.

As an Alexandrina Council initiative it has been regarded by many in, say, Strathalbyn as rather 'Goolwa-centric'. (Local contributor)

All the above could benefit people in other centres if they had been offered in places other than Goolwa. (General Community)

Run some sessions outside of Goolwa to share load of travelling and Goolwa people support other parts of the region so there is not so much of a divide. (General Community)

Program Reach

Genuine opportunities rely on knowledge of the program spreading widely through the community and the surveys indicated there was good public

awareness. In the General Community survey, of the respondents who answered the relevant question about awareness, 91% said they knew about *Just Add Water*. Further, when shown a sample list of individual initiatives, responses to the top four scored more than 70% awareness: Painted stobie poles 81%; Centenary Hall performances 77%; Saltwater SurfArtFest 76%; Fringe in Goolwa 73%.

...even people who weren't involved in it could see that something was happening, and it's created a real interest in the town... (Council staff)

The consistently strong rates of attendance and participation shown in Table 2 suggest that the reach of *Just Add Water* was extensive, and that it translated into people availing themselves of the opportunities:

In the projects I have been involved in definitely more than 200 people have engaged as audience and another 50 or so as participants. Also many artists have been engaged through the project. (Local contributor)

There were clear indications that a considerable number of people travelled to the region to engage in arts and cultural opportunities. While *Just Add Water* concentrates mainly on local engagement, this was a significant side-effect, however the many non-ticketed activities make it hard to track visitor attendance numbers and local monitoring of tourism visitors in general is limited.⁴

Based on anecdotal reports coupled with feedback since 2012, however, many visitors took the opportunity to attend and participate. Amongst respondents to the general community survey, 13% were from outside of the Alexandrina area, some of whom expressed their appreciation in additional comments:

Live in Happy Valley but come to visit sister as much as possible and often trips are planned around what events are on. (General community)

We live in central Victoria but one of the BIGGEST attractions to visit SA again is to further connect with this program...we were

⁴ Aside from the difficulty of attributing visitor trends to a single purpose, statistics by Local Government area are only now being produced by Tourism Research Australia. The Alexandrina Council Visitor Information Centres in Goolwa and Strathalbyn staffed mainly by volunteers collect and collate data manually but are obviously unable to account for all visits.

really impressed and it enhanced our tourism on the Coorong water way immensely. (General community)

Council staff in a position to observe and compare trends confirmed this impression:

... there's a lot of Council envy – so we get a lot of people from Victor Harbor going, "Why doesn't our Council do what your Council does"? (Council staff)

We've got a reverse effect happening down here. Whereas people from here used to go to Adelaide to visit relatives, to go and see shows, we're now having people visit relatives down here to come and see shows in Centenary Hall, which is brilliant. So rather than people going out of the town to experience culture, they're coming to us. (Council staff)

Interestingly, aside from an increase in total door numbers in 2012/13 related to the Kumuwuki Conference, the Goolwa Visitor Information Centre reports a 7% increase in visits to the centre by local people for 2013/14 compared to 2012/13 which could be attributed to *Just Add Water* activity.

We have noticed that as the printed program gains in popularity there is an increased number of locals visiting to pick up programs, find out more information and make bookings. (Council staff)

Publicity and Promotion

Despite the apparently good reach, however, the effectiveness of particular publicity and promotion strategies in making sure people know about the opportunities available was frequently raised as an issue. For instance, 19% of respondents to the *General Community* survey cited 'lack of information about what's available' as barriers to attendance or participation, second only to 'lack of time' at 41%. Furthermore most of the additional comments referred to inadequate publicity:

Artistic activities and events are not publicised enough

Some things I hear about at the last minute or after the event and it's very annoying.

Lack of information...seems very ad hoc

I would love to have prior knowledge via email so that I can read it as I am legally blind.

Maybe try to think of additional ways to advertise as people still say they don't know about things.

Practical factors like the timely finalising of program details were also identified but acknowledged as having been addressed by *Council staff*:

Marketing was difficult as the program was not finalised and printed til the year had well and truly started. This resulted in a loss of momentum. We have learnt from this and as a result the one for 2015 is coming out in December.

Overall, it was agreed that there appears to be no simple solution to the challenge of getting word out to the whole community. In the 2012 'post-event' community survey, respondents were asked which, if any, of a series of listed sources they had used to find out about the program: 83% of respondents cited 'local newspapers', with 'local radio' (35%) and 'email' (30%) next, followed by websites (27%) and social media (25%). This feedback informed strategies in the subsequent two years however the subject of publicity remains an ongoing talking point.

The 2014 feedback includes the suggestion that Council could make better use of social media, although there is no consensus on this point and it may depend on the type of activity. For instance, the survey of Participants who had been involved in projects in 2013-2014 showed the most common way they found out about the opportunities was through personal contact: 'word of mouth' (53%) or 'contacted by a *Just Add Water* team member' (30%). Age did not appear to be a factor here, with respondents under the age of 31 also favouring 'word of mouth', followed by 'local newspaper'.

This somewhat inconsistent finding was discussed with *Council staff*, who generally agreed it is a perennial talking point:

You know, you talk to locals and say, "I went to this last night, why weren't you there?" [and they'd say] "Well I didn't know it was on."

I have the same thing. People come up to me the following week and go, "Why didn't we know about it?" I go, "What is the best way we can promote this to you for you to get the information?" They say, "Well, put it in The Times" – and it would have been in the Times, colour photograph and all, in the week leading up to it, and they didn't see it!

They have to want to know.... Getting people to actively seek their information rather than the notion of it being delivered right to you.

*Not everyone is going to be interested in the end
– it's like any other area in the community.*

Artistic development

Providing opportunities for artists to extend and develop their practice lies at the core of *Just Add Water* and is an explicit feature of the Regional Centre of Culture/Cultural Places models. *Artists and local contributors* confirmed that there had been many opportunities for both local and visiting artists to gain practical experience:

As an artist who has received work through Just Add Water I have benefited directly. I took the opportunity to have a go at things beyond my normal practice...I got to work with, and get to know better, a number of local artists which may lead to further collaborations. (Artist)

Personally the Just Add Water program has put me out in the public arena. Working away quietly for years...now this programme has given me new contacts and a chance to work in my field. (Artist)

Also there were many experiences for artists starting out... (Local contributor)

Seeing local artists work, we are so privileged to have talented people in our community willing to share their talent and gifts. (Rain Curtain)

The program has been a showcase for locals, as well as visitors alike. (Local Contributor)

Established artists were challenged to take a step or two up with their work (me, for example), emerging artists were identified and supported to develop their work...and of course the endless events, theatrical and visual...it goes on.

(Artist)

Summary

Overall the program documentation and community feedback demonstrates that there has been a significant increase in arts and cultural opportunities as a result of *Just Add Water*. One of the key factors identified as crucial in achieving such breadth and depth in programming was the timeframe of three years that enabled program and Council staff to lay solid foundations on which to build a sustainable model.

The seeds that were sown early on are just coming to fruition. This is the strength of having the time to consult widely and allow things to evolve. (Program staff)

It all happened over 3 years so there was plenty of time to gravitate towards one or more of the many opportunities. (Local contributor)

It takes time. If it had stopped at the end of the first year I don't think I would have got to this stage. It is a long process. (Artist)

Three years is good because those extra years helped to get to the heart of the skills we have locally. (Artist)

Through the home brew project I witnessed ten songwriters expose their vulnerabilities and transform across three months to be bright shining stars onstage... When a seed is in the right soil and the time is right all you need is to Just Add Water.... Just Add Water to create sweet fruit. (Rain Curtain)

The main suggestion regarding future opportunities was for Council to continue to support local artists and initiatives and to maintain funding levels for arts and culture.

OBJECTIVE 2:

INCREASE IN EXTENT TO WHICH THE COMMUNITY VALUES ARTS AND CULTURE

Participation and attendance levels (Attachment A) demonstrate significant interest in the opportunities on offer overall, an indication of the community's collective valuing of arts and cultural activities over the past three years. While the statistics alone do not tell the whole story, coupled with feedback from Council staff, artists, other contributors, participants and the general community, there is a convincing case that appreciation of arts and culture has grown incrementally with the increased opportunities to discover and experience the rewards.

Seeing how eagerly the broader community supports the arts here, and how much things have expanded over the last three years. (Project participant)

There is still a lot more traction to gain – but there has been a huge shift in how much the community values and understands the benefits of arts and culture. (Local contributor)

Individual rewards from participating

The 2012 evaluation found a very high level of satisfaction among participants surveyed and identified many individual benefits including feeling proud to be involved (90% of respondents), having a chance to express themselves (80%) and feeling better about themselves as a result (70%). *Participants* in the present evaluation gave reasons for deciding to get involved, suggesting that people were interested in 'giving it a go' in a generalised way rather than based on a detailed knowledge of the art form and the likely creative outcomes.

Something new to experience and learn

An opportunity to be inspired

When asked to indicate why they engaged with the project in question, 63% said 'to be part of the community', ahead of 'it sounded like fun' and 'the art form appealed to me' (both 57%). Because 'my friends were involved' was selected the same number of times as 'to express myself', by 35% of respondents. In the event, however, participants indicated a high level of satisfaction with the specific experience: 100% said they 'enjoyed it' and 97% that it was 'positive overall'. Two of the highest rating factors were feeling 'part of the community' and 'proud of my contribution' (both 97%).

Almost all *participants* surveyed offered feedback in their own words about the aspects they valued most, highlighting the following:

- Learning creative **skills**

Learning about what goes into a play

A new opportunity to try something with a new approach

Getting to make my own song and learning new song writing skills

- Social **connection**

New friendships, bringing the community together, seeing people blossom

Hearing stories from other people about their life experiences

Being part of a caring community that was keen to be involved.

- Sense of achievement, **self-confidence**

Felt good about self

Being supported to take risks with new, challenging work, and doing so

Feeling confident about creating a performance.

- Support from **peers**

Meeting people who have the same interests as me and being able to express what I am passionate about.

The positive feedback I received.

Being involved with other artists and the interaction was most enlightening on different techniques

- Pleasure and **enjoyment**

Being part of a most enjoyable community art event

Enjoying the exhibitions and meeting visitors

The relaxed, positive happy atmosphere that engulfed the whole weekend.

Racing [box] cars at the showground.

- Creativity in **community**

Local live music

Getting visual art into the community

Seeing local history explored, documented and presented to the community

- Making a **contribution**, being productive

Feeling useful

Mentoring the young indigenous kids and seeing them try new things

It has resulted in being part of a support team behind the One River project.

Imparting a sense of community in [school] students through the arts and an appreciation of the importance of the arts in the health of our society.

Importantly, these personal rewards translated to 87% of participants saying they would like to be involved in similar projects again, while all but 3 participants said they would recommend that others get involved as they had. About two thirds gave their reasons, mainly related to 'learning' or the 'way it makes you feel':

Because it teaches you new skills

Young people meet other young people outside their school circle, they learn about themselves and their community, society in an experiential way.

Relaxing... great way to see life through the eyes of others and often they are travellers from outside the community

Being involved in arts projects is great for the soul, building confidence...

Powerful sense of connection and feeling valued.

It's very satisfying and enjoyable.

To embrace yourself

Feel part of the wider story of your district.

To flesh out this impression of the things people valued most, the Rain Curtain installation project asked community members to say what had most

inspired them during *Just Add Water*. A 'word cloud' capturing the relative frequency of responses can be found in Attachment C (*'Inspiration'*), giving a snapshot of what they regarded as important.

Community-wide value

A firm sense of the value of arts and cultural activity for the whole community was also evident throughout the feedback. The *General Community* survey findings show:

- Respondents overwhelmingly agreed that it contributes to 'creating social networks' (93%), 'appreciation of diversity and difference' (92%), 'community wellbeing' (91%) and 'a more vibrant community' (90%), while supporting people to 'learn new skills' (91%) and 'address issues creatively' (88%).
- Alongside a high level of approval for Alexandrina in terms of being an 'attractive region' (93%) that is 'welcoming and friendly to visitors' (90%), the vast majority (90%) of respondents agreed that 'artists and other creative people make an important contribution to the region'.
- A high proportion of respondents said they thought it important for local councils (91%), state and federal governments (90%) and local businesses (89%) to support arts and cultural activity in the community. Even 'non-participants' tended to agree:

I am unable to attend [due to ill-health] but believe very strongly that they are necessary for the community at large to enjoy and socialise.

This finding corresponds with the results of a separate Community Satisfaction Survey in 2014 measuring Alexandrina Council performance in general. After 'Library services' which had the highest average rating of 4.3 out of 5, 'Arts and Culture Programs' scored next highest at 3.8, equal to 'Tourism and events'.

- While direct comparisons are not appropriate given the nature of this survey and wording of questions, it is nevertheless interesting to note that these figures suggest a level of valuing considerably higher than the general population as published in the Australia Council for the Arts 2014 report 'Arts in Daily Life: Australian

Participation in the Arts' which showed, for example, 79% 'support for public funding for the arts' (compared to at least 90% as above) and 59% for 'thinking creatively' (compared to 88% for 'addressing issues creatively' as above).

- When invited to make suggestions about how Alexandrina Council could support arts and cultural development, more than a third of *General Community* respondents emphatically urged Council to maintain the momentum generated by *Just Add Water*. The reasons given were based mainly on its perceived value for the community on a range of levels:

The well-being that these programmes bring is far-reaching and very beneficial to the whole community. Long term is a good idea as sometimes it can take a while for participants to reap the benefits.

More money put into the arts which helps everyone.

Continue to seek funding as it attracts tourism.

Please continue our unique and important support for artists, musicians and creativity. This is the stuff that binds people together and minimises mental health problems.

Keep up the good work. I'm proud to live in a region where the arts are recognised as a crucial aspect of our community. We have so much to gain from greater integration and general community involvement...

What we have should be supported and encourage new ventures.

I think it is very important that Council continues to support arts and cultural development in the Alexandrina region to further enrich the community. In these times of fiscal difficulty, the short sightedness of some can lead to sacrificing artistic endeavours when funding decisions are taken. When this occurs, the community is a lesser place to live.

Continue but keep good quality and a wide range... Use facilities as much as possible. People are coming from Adelaide because of professionalism.

Their conviction was echoed by the substantial number of respondents to the *Participants'* survey who emphasised community and social benefits as a reason to get involved.

Involvement in these projects gives a positive outlook for all.

Gives something back to the community in the form of ideas they may have never come across and hopefully will draw people and artists from all over the state to the local area.

I have recommended [to others] and they will!

... it makes a healthier happier society.

Just Add Water has to have been the most interesting community celebration of the human spirit to have occurred in the Alexandrina electorate.

Additional suggestions by *General Community* respondents about future programming overwhelmingly conveyed the importance of enabling the whole community to participate by expanding the opportunities even further:

Put high value on wellbeing so all community members have opportunity to participate ie transport and disadvantaged. Emphasis on ageing community and those that are vulnerable. Enabled to be active participants and feel valued. Integration of Aboriginal community to dissolve barriers. Value and encourage strong sense spiritual identity through meaningful contributions. Tackling together.

More JAW events in Strathalbyn. More support from Council for stationmasters gallery eg not charging rent.

Notwithstanding that most respondents tended to be people who had experienced *Just Add Water* opportunities, it is nevertheless surprising that there were only one or two isolated comments expressing any negative view of arts and cultural activity:

I think the Council that is the rate payers should not be handing out money to the arts, if people were that interested in the arts it would be user pays...

Another 'word cloud' based on responses to the question of how the community has changed as a result of *Just Add Water* gives a sense of this strong level of support at a glance. (Attachment C 'Change')

Public Recognition

The Year 1 report showed that the seeds of a revitalised sense of local identity had been sown in 2012 with many comments about Goolwa becoming known as 'an arts town'. The feedback in 2014 was peppered with even clearer

expressions of pride in this now well-established regional identity.

...we have some great artists and talented people through all generations and a lot of us have known that, but now the general population and community do too and they sort of admire it and have that pride. (Council staff)

Witnessing Goolwa come ALIVE!! Art 'is' the SOUL of Goolwa. Without the arts, Boating/Sailing Goolwa would lose its identity. (Participant)

There is certainly a strong sense of pride in our arts and culture now, a sense that it has given us a bit of an identity that we can be proud of. (Local contributor)

It has also attracted artists to relocate to Goolwa and because of this it's becoming a real hub. (Local contributor)

According to Council staff, positive responses from visitors to the region continually affirmed its value within the community:

And we've got people from outside of the region already contacting us to say, "when's your Just Add Water program for next year coming out?"

I think plenty of people have moved to this town because of its new emphasis on arts. I know one artist [who's] actually said, "I moved from Adelaide", and they just love that there is a sense of being embraced and encouraged to continue their profession.

At the SurfArtFest... everyone was saying "what an amazing place to live, look at what they do here!" It was like one big 'love fest' all about the area and the community. Strangers were talking to each other saying "Wasn't that great? Are you going down to see the band? See you there for a drink." It was fantastic... I had friends from Adelaide who would have come down if [they'd] known.

And there's a lot of Council envy – so we get a lot of people from Victor Harbor going, "Why doesn't our Council do what your Council does?"

Several Council staff noted that for the first time 'arts and culture' had emerged as a talking point leading up to the local government elections held in October 2014 and anecdotal reports suggested that support for arts and culture was even a factor for some voters:

There are two artists running [at Council elections], one who was not a great fan of

Regional Centre of Culture when it first came, and who has gone through such a shift that they are now running with a fairly major platform for the continuation of the arts and cultural program.

My neighbour used to say ... that people are complaining "we are just an art town now" and it might be more valuable to perhaps open up the tunnels under the town and offer them as a tourist attraction.... Just recently she said to me she's going to vote in this election because, "I don't want this to stop. I'm really concerned that this will stop. We've got an identity now. We just used to be [known as] 'down the road from Victor'. We're identified now because of what's been happening with the arts. I don't want it to stop." So there's that shift in just a few years...

Media attention

As word has spread that Alexandrina is maturing into a receptive environment for artists from around Australia, visiting performers and visual artists are contributing complimentary comments about their experience in a range of media, for example:

Just Add Water facebook page:

"Janet Seidel – 5 star

The Janet Seidel Trio were honored to be asked to perform in the beautifully refurbished Hall last summer. We also taught a ukulele workshop and invited the students to play with us in concert. I was so impressed with the transformation of this historic Hall which was the venue of my first professional concert when I was in my early 20's. Janet"

"Val Connell – 5 star

Fantastic, amazing venue great shows and fantastic support from the community. Winners all round."

"Graham Nitschke was in there the other week during the Goolwa Alive festival (great day) They've done great work in there. Looks nothing like the old CWA type hall that it used to be."

Adelaide Advertiser:

"I'd never heard of Goolwa, but... once I was there, I fell in love. The peace, the sunsets, the walks, the birds, truly I had fallen into Paradise... Goolwa is a state of mind, rather

than a place; I long to return.” Miriam Margoles 25 July 2014

Indaily Adelaide Independent News:

“I’d been in Goolwa to enjoy the pleasure of opening a most exciting and wondrous exhibition, Embody, in the Alexandrina Council’s airy, perfectly-naturally-lit Signal Point gallery, where you can taste and buy wines from the Currency Creek vigneron or work on a good coffee while you watch the pelicans do their lazy B52 circuits. Clayton Bay artist Annabelle Collett curated this great show, seducing phenomenal artists like Ann Newmarch, Ian de Gruchy, Karen Genoff, Jeff Trahair and Dora Dallwitz to show their work – there are 22 exhibitors in all, including Annabelle herself. It’ll stay on til March 8. Don’t miss it!” Philip White 21 January 2015

Growing public attention feeds into the community’s sense of pride and reinforces local appreciation of arts and culture, as evidenced by increasing local community activity on facebook. Begun in March 2012, the *Just Add Water* page currently has 554 likes, tracking at about 5 new likes weekly with an average reach of 481 and engagement average of 85. By the end of 2012 there were 264 likes, and although this was basically static in 2013 with an increase of only 28, during 2014 it picked up again, increasing by 204 likes with a notable spike in April coinciding with the Saltwater festival. The trend in 2015 is very positive with the recent ‘Fringe in Goolwa’ in February having the largest reach so far: 1566 with engagement of 169 (post clicks, likes, comments and shares). Similarly impressive was local engagement in the ‘Umbrella’ project calling for participants in a community arts initiative and reaching 1500 with engagement of 278. Women comprise 78% of the activity which together with the age distribution represents an unusual pattern for facebook:

22% women aged 35-44 (av facebook 6%)
19% women aged 45-54 (av 3.6%)
13% women aged 55-64 (av 1.9%)
12% women aged 25-34 (av 11.8%)

In addition to *Just Add Water*, Centenary Hall has its own page with 267 likes and Wet Paint Youth Theatre has its own group with 46 members.

Cementing this impression of public acceptance, for each of the past three years one of the events either initiated or supported by *Just Add Water* has received the Alexandrina Australia Day award for ‘Community Event of the year’, the first time an

arts-based initiative has received such local recognition. Recipients were:

- **Watersong** – outdoor performance on Goolwa wharf featuring the State Opera of South Australia and the Adelaide Art Orchestra with Goolwa Regatta and the Goolwa community – held January 2012
- **Christmas Where the Angas Flows** – regular community event in Strathalbyn enhanced by significant arts support from *Just Add Water* – held December 2013
- **Saltwater SurfArtFest** – festival of music, art, and surfing in Middleton and Port Elliot – held May 2014.

Creative off-shoots

The considerable number of new creative initiatives generated by community groups and individuals as a direct result of *Just Add Water* signals that such activities are seen to be worthwhile. Examples of new ventures and collaborations between artists with support from both arts and non-arts groups were described by various sources.

- Visual artists claimed that the bar has been raised in terms of the standard of work at all levels of experience and stage of development. While not everyone is at the point of being exhibited in the main galleries, a range of alternatives have sprung up to accommodate emerging as well as established artists:
 - Independent galleries like ‘Art@Goolwa’ are reportedly ‘booming’;
 - Participation in SALA (annual South Australian Living Artists festival) has increased significantly with at least 8 new venues since 2012 and a total of 16 openings and exhibitions;
 - Regular use of informal spaces like the Scout Hall and the ‘Stables’ for art tuition for hobbyists who manage their own exhibitions for a daily hire fee with minimal support from Council;
 - An estimated 10 or more private studio/galleries opened to the public by individual artists in the past few years –

these were published as a guided 'Art Trail' for SALA.

- Comedy workshops held in the Strathalbyn Chapel Theatre as an extension of the 'Three Stuffed Mums' workshops and performances in Goolwa during 2012 have inspired the Strath Players to develop a comedy and mental health workshop series for local young people in collaboration with youth and mental health services in their area. This culminated in a successful performance at a quiz night fundraiser for the youth theatre in 2014.
- A new incorporated company 'Verandah Theatre' will be presenting 'Text 123' in Signal Point Theatrette in 2015 as part of the extended *Just Add Water* program; this series of rehearsed readings of contemporary plays grew out of 6 play readings that were supported through the Gallery funding in 2013-14.
- 'Telling Our Stories' comprised 10 short films celebrating the people, places and curios of the Alexandrina region; in addition to public outdoor screenings in Port Elliot, it is now available for public viewing on-line and on a permanent touchscreen in libraries and in the Strathalbyn Medical Centre.
- Following its redevelopment during 2012, the Signal Point Theatrette came to be used regularly for University of the Third Age monthly opera screenings, a new poetry club and new film society, for instance.
 - The Southern Fleurieu Film Society, a membership based, non-profit community group was supported with start-up funds from *Just Add Water* for equipment purchase. Screening films once a month in Centenary Hall Goolwa and now also in Milang and Clayton Bay, films are chosen for their cinematic qualities and the society has been so successful it outgrew the theatrette in its first year.
 - In 2013 Signal Point hosted the inaugural Poetry Cup:

These events have helped grow the popularity of poetry here on the Fleurieu. The success of the Goolwa Poetry Cup in particular has put Goolwa on the poetry map throughout Australia. (Participant)

- *Just Add Water* has demonstrated to local groups the advantages of involving artists in their projects through 102 focused activities designed specifically to raise the profile of regional artists. Regional artists are becoming better known and are now frequently being asked to contribute to community events, for example:
 - working in partnership with the local RSL on celebrations commemorating the centenary of World War 1;
 - increasingly inquiries are being received from other Councils like Victor Harbor and organisations such as Resthaven regarding sourcing local artists with the skills to work on public art projects in their communities.
- A number of creative partnerships between artists working in different media that were forged during *Just Add Water* projects have been reignited, for instance:
 - Martin Corbin (visual artist) and Randall Cooper (Goolwa mast maker) have rekindled their very productive collaboration during the Craft South Wooden Boats Exchange in 2013 and are currently working on the Mt Compass toilet block redevelopment with Alexandrina Council staff.
 - Two local artists have been selected to undertake a 4-6 week residency as part of the 'This is a River' project comprising a series of residencies conducted along the SA stretch of the River Murray. These projects build on relationships established since 2012: Mike Tye is continuing the connections with the Raukkan Ngarrindjeri community through film-making; and Michelle Murray is writing stories about the area with a group of indigenous and non-indigenous artists who worked on 'The Long Lunch' at Milang.
 - Theatre director Susie Skinner has re-connected with local indigenous writer Owen Love to remount his 1990s work 'No Shame'.

Economic flow-on

Just Add Water was based on an understanding that creative engagement can act as a catalyst for revitalising communities. While not explicitly focused on economic development, organisers were confident that the increased activity would inevitably act as *'a magnet for tourism, accommodation, food, return visits'* (Council staff). In practice the effects were reported to be both observable and far-reaching.

- With a limited range of industries in the region – primary production, horticulture, food and wine, experiential/environmental (beach, river) – now arts and culture are offering a viable alternative source of income for an increasing number of people:

It's emerging as more of an opportunity for people to make a living through the arts because a lot of the other areas traditionally here in our region are disappearing. We don't have any manufacturing and we have very high unemployment, so I think the arts are being seen as more as a legitimate outlet now... in Strathalbyn we've got a number of studios that have been set up that attract local artists who are putting their works out for exhibition and sale... I think that's a lasting legacy of Just Add Water to put artists on the map as legitimately earning a living from their expertise. (Council staff)

- With arts and cultural life offering an additional dimension to the visitor experience there are consistent reports of people timing their trips to coincide with the program, making repeat visits, and even being drawn to live in the area.

We've got our holiday homeowners that are checking the program and making sure that they're down at their houses aligning with particular shows, bringing people with them. We've got regular clients coming back from Adelaide Hills, Victor Harbor, so it's not just our community.... So there's definitely economic development. (Council staff)

...there are people who've actually bought and moved here because of what's going on. There are people who are planning to buy real estate here because of what's going on. I could give you names... (Council staff)

- During 2012 it was reported that local businesses were slow to respond to the

economic potential of the increased activity.

During Kumuwuki, for instance, there were concerns that many of the hospitality services in Goolwa had resisted the idea of adjusting their opening times to cater for audiences. With the realisation that this was 'not a passing phase', however, this attitude has shifted, evidenced by the arrival in 2014 of several new businesses with flexible hours, as well as existing establishments adopting extended hours specifically to accommodate patrons of the Centenary Hall events and performances.

We now have three businesses that previously weren't open late, that're staying open later, and another one coming on board to open for the evenings before a show, and looking to stay open after a show for drinks. (Council staff)

- From a program management and marketing point of view the increased interest in the venues by private promoters not only provides more secure program viability, but also has other economic spin-offs.

We've been able to beef up next year's program with private people coming in paying us to use our facilities, because of the flow-on effects they've seen in the community.... And it brings in a new marketing database as well, so we get people from outside the region, we get money from outside the region... the economic development is huge. (Council staff)

The flow-on effect of advertising from particularly this one promoter's facebook pages and flyers and things in Adelaide is huge. I don't have a quantifiable figure for that... but what happened is... she was at home with her daughter one weekend so they decided to come for a drive and see the whales.... So they went for a little drive around the coastline and had come back through Goolwa, fell in love with Goolwa, [saw] Centenary Hall and then rang and said, 'How can I get a show in here?', because that's what she does, she promotes her shows. Then [after the show] she's since come back to visit, just on a family basis, bought accommodation, food, petrol, paid for the hire of the hall – all from that one trip where she just kind of wandered into town unexpectedly. (Council staff)

This contribution to the local economy was recognised in the awarding of a 'Special Community Award' to *Just Add Water* in 2013 from the South Australian Business Association.

Summary

There are numerous signs of a sizeable growth in valuing of arts and culture by the Alexandrina community. These are evident as expressions of pride and appreciation as well as in people's behaviour in placing arts and culture at the centre of social and economic decisions. Rain Curtain feedback (Attachment C) gives a strong sense of this impact and judging by comments from school children shows that age was not a barrier to appreciation:

I liked peter pan out of all the Just Add Water shows because it was really exciting. I also liked Edward and Edwina, it was funny. I liked Cranky Bear because it was a musical. I hope there will still be more plays like this. By Ebony

I REALLY enjoyed cranky bear because of Lion, Zebra, Moose and Sheep. They were all very entertaining and funny. I hope you do more shows and musicals just like this one. I would say ten out of ten. By Isabella

A recurring theme in the feedback was the perception that increased exposure has led to people becoming less frightened of getting involved. In 2012 it was reported that Year 1 of *Just Add Water* had broken down many barriers about art and challenged ideas about 'who can attend a show and who goes to exhibitions'. In 2014 this is reiterated with the additional confidence afforded by two more years:

Now even those not originally interested in art and culture are saying "I can get involved" and "I can do it" and "maybe I'll give it a go". (Council staff)

... it attracted folk who were not art viewers or event goers really, prior to Just Add Water. Saltwater, for example drew in surfers of course, but also exposed them to many art events and opportunities. (Local contributor)

Exposure to arts makes people aware of it, which in turn makes them value it... After presenting their [youth arts group's] work to Goolwa Primary the number of participants in the project more than doubled. (Local contributor)

...people will not travel long distances to the city on the "what-if we might enjoy it" theory, whereas having more art locally, they will attend and then become regular patrons of the arts. (Local contributor)

Exposure was also compounded by the additional programs in the region over a similar time period. For instance, *Just Add Water* contributed to local involvement in the highly successful four day Kumuwuki conference through direct funding to support community installations (such as Artburst yarnbombing, papier mache dogs, flags and banners), theatre work I Met Goolwa, community film project Democratic Set, the Ngarrindjeri dance project Nori/Weaving the Wings and aerosol art project Station to Station as well as promoting general awareness in the lead up. In the event Kumuwuki reinforced the effects of *Just Add Water*, creating an atmosphere that drew attention to the community benefits of arts in public spaces.

OBJECTIVE 3:

STRENGTHENED LOCAL COMMITMENT TO ARTS AND CULTURAL PLANNING AND DEVELOPMENT IN ALEXANDRINA

Increased opportunities and appreciation of the value of arts and cultural activity have resulted in a greater focus on planning and support for the development of initiatives. There is considerable evidence of stronger commitment in key areas of the community to maintaining the momentum created by *Just Add Water* coupled with signs of growing confidence in future planning. This is tempered somewhat by the awareness that such progress is potentially vulnerable to changes in the local political and economic landscape, however.

Alexandrina Council investment

In 2011 Alexandrina Council was selected by competitive tender to host the third Regional Centre of Culture. Its success was based on demonstrating a commitment not only to the goals of the program but also to significant material investment (as outlined in Program Statistics, Objective 1).

Council's subsequent arts and cultural budget following 2014 is an important gauge of its continuing commitment. Lasting infrastructure was built early on in the program and access to the high quality venues has been a major drawcard for visiting shows and local groups alike. A budget of \$237,000 has been allocated to maintaining the three major facilities in 2015. *Council staff* acknowledged this is significant, while also registering the ongoing challenge of maintaining and further upgrading the facilities, as well as meeting raised expectations across the region.

I think the rejuvenation of those [spaces] physically and the facilities that have been created has gone very well. I think with Centenary Hall, we had like a three stage plan, and stage 1 has gone very well. It's an excellent facility. Stage 2 and 3 are kind of 'if, maybe, perhaps'. I think operationally, to see the best use of those facilities we need to make sure that things are completed.

There is still a need to expand the [Hall] foyer – it gets very crowded and hot and people have to stand outside waiting for the doors to open.

Signal Point is getting a kitchen but it really needs air-conditioning now.

It's great that it's happened, though it's given us a headache in that now we have to manage facilities that we didn't before.... It probably, I think, has also raised an expectation of what we're going to do for the rest of the region now, so there's going to have to be some budgeting and resourcing for that. That's going to be interesting, because we don't have that financial backing now from the State to make the rest of that happen.

The total arts and cultural budget has increased from \$110,205 in the year prior to *Just Add Water* to \$402,200 in 2015 including the following staffing:

- *Just Add Water* Program Coordinator – FTE 1.0 (shared position with Country Arts SA for 2014/15)
- Centenary Hall
 - Venue Coordinator 0.5 FTE (new position)
 - Front of House and Technician (new casual positions)
 - Ticket services FTE 0.3 (new position)
- Community Development Officer 1.0 FTE (new contract position incorporating elements of *Just Add Water* continuation, Arts and Cultural Development)
- Arts and Cultural Development Officer 1.0 FTE (existing position)

It is important to note that Council has formally recognised the central contribution of Arts and Culture to the whole community in its organisational structure, with responsibilities for elements of arts and cultural development now

shared across three departments as opposed to one: Tourism and Events, Community Wellbeing, and Governance and Strategy.

The *Just Add Water* program continues

Just Add Water has become increasingly identified with arts and cultural activity across the region and the now familiar 'purple booklet' is widely recognised by the community as a comprehensive calendar of monthly events and projects. Despite the conclusion of the core state and federal funding, for continuity Alexandrina Council undertook to carry on its program of events and projects under the same banner.

The 2015 program demonstrates Council's intention to build on the legacy of the past three years by means of strategic investment and partnerships with other organisations and groups to maximise reach.

It's about accessing the partnerships that we have developed over the last couple of years. Working close with Country Arts and other arts facilities and connecting with Adelaide performers and performance companies and just keeping that going, keeping those partnerships going. (Council staff)

Examples of approaches in 2015 include the following.

Maintaining some of the most successful and well-subscribed events

- Drawing on Country

This one day landscape art event invites people of all ages and artistic experience to gather in one of four sites around the region (Goolwa, Raukkan, Clayton, Milang) to respond creatively to the environment using their chosen media. Participants are supported by a coordinating artist in each site and a range of materials, and may submit their work for the public gallery exhibition at the end of the year. Conceived as part of the Change and Adaptation program, Drawing on Country is supported by Council and Country Arts SA staff, in partnership with Natural Resources SA Murray-Darling Basin. Based on its growing popularity in 2013 and 2014, it has been nominated as an annual event managed by Council.

- The Sponge kids arts hub

A School holidays workshop program for children based in the Signal Point Gallery introduces participants to a variety of art techniques inspired by the exhibition in the main gallery at the time. This program has been extremely popular and has elicited some of the most positive community feedback since its inception in 2012. Previously managed by Country Arts SA, it is now run by gallery staff who are exploring a wider range of creative approaches with children.

- Fringe in Goolwa

Each year the *Just Add Water* program has brought a variety of performers from the Adelaide Fringe – the second largest festival of its kind in the world – to Goolwa Wharf. Its popularity with local and visiting families has secured this site as an annual Fringe performance venue managed by Council.

Supporting further development of promising emerging initiatives

- Special Delivery Stories

As one of Council's initiatives in the Change and Adaptation program, the stories about local people's lives have been collected and transcribed with art work by Mike Tye, and are being delivered to the community's home bound residents by Council's Meals on Wheels volunteers. In 2015 the collection and distribution of stories will continue and feedback evaluated.

- Youth Art Show mentorship

In 2014 a young student was mentored by the curator of the annual Youth Art Show and as a result of its success Council will continue to support the curation mentorship program in 2015.

This mentorship has been really successful....this one has provided a much needed shift for a young person, super successful. (Youth Officer)

- Opportunities for local artists

A range of individual artists who are based in or have strong links to the local community have been engaged throughout *Just Add Water*. In 2015 the focus is on fostering their ongoing artistic development and contribution to the community through new opportunities. One example is the Bristow Smith Reserve Nature Playspace development in which artist Damien Shen will work with members of the Aboriginal community to design a permanent

installation using wood burning techniques applied to posts. Damien, who is a South Australian Aboriginal and Chinese artist of Ngarrindjeri descent, will also hold an exhibition of his work in the Signal Point Gallery as part of Council's celebration of NAIDOC week.

Continuing the very productive partnership with Country Arts SA through its ongoing artform development programs and projects such as:

- 'This is a River' residencies along the Murray River (also supported by Australia Council for the Arts)
- Working with local groups to present Shows on the Road theatre productions in Mt Compass, Goolwa, Strathalbyn ('Exposing Edith' tours to Goolwa and Mt Compass in 2015)
- 'The Cowgirl and the Showgirl', a national main stage tour in 2015
- Touring exhibitions such as 'Hand Held' commissioned by Country Arts SA
- 'Screen Ed', a celebration of Australian film culture for primary and secondary schools.

Continuing to foster relationships with external arts companies developed during Just Add Water attracting various shows by private promoters and encouraging visiting companies in 2015 such as:

- Adelaide Symphony Orchestra
- State Theatre Company
- Windmill theatre
- Patch Theatre
- Adelaide Fringe
- Cirkidz
- Jam Factory
- SA Film Corporation
- National Film and Screen Archive
- History SA
- Burnside Symphony
- SAPOL 'Band on the Beat'
- 'Bimblebox' (Museums and Galleries Queensland and Redland Art Gallery in association with Bimblebox Nature Refuge and supported by the Australian government and others).

Addressing the infrastructure needs of particular groups in the community

With the growing interest in youth activities during *Just Add Water* the need for a dedicated space for young people was identified. The historic Chart Room at Goolwa North has been proposed as a potential site for 'reactivation' and Council has invited an expression of interest from community groups for use of this empty space. *Just Add Water* funded Wet Paint Theatre to develop a 'film pitch' and Council staff are currently consulting with the Youth Advisory Committee, Indigenous Youth Affairs Committee and Wet Paint Youth Theatre, supporting them to present their ideas to the elected members. Meanwhile Council is investigating what structural work needs to be carried out to secure its safety and amenity for community use.

There's been a commitment from Council – they've offered the old Chart Room as a space for youth. So the offer has been put to young people to develop an expression of interest for the use of that space. So that means that there's capacity for not just the Youth Theatre Group but YAC and other young people to have a common space where they can continue to meet, run programs, use the space for a variety of purposes. I see that as a significant commitment by Council towards ongoing activities for the youth sector. (Youth officer)

General support for community-driven initiatives

Many initiatives that grew directly out of workshops or projects provided in the original program have gone from strength to strength, needing little Council assistance. Continued support for these groups may involve providing publicity through the *Just Add Water* printed and on-line program or access to venues and facilities, for groups like:

- Southern Fleurieu Film Society
- Rotary Club of Goolwa - Goolwa Art and Photographic Exhibition (incl Alexandrina Art Prize)
- Ukulele Group of Goolwa
- Friendly Street Poets – Goolwa Poetry Cup and Poetry on the Fleurieu
- Strathalbyn Youth Players
- Verandah Theatre
- University of the Third Age opera and ballet screenings
- Goolwa Purlers

Embedding arts and cultural development in Council policies

As well as maintaining the program, the influence of *Just Add Water* is demonstrated through Council's policies and measures which embed arts and cultural considerations across the organisation. For example:

- Alexandrina Community Strategic Plan 2014-2023

Informed by a lengthy community consultation process, Council's strategic plan explicitly identifies arts and culture as a 'fourth pillar' in its vision to 'create a vibrant community' through activating public spaces by 'facilitating and connecting', pledging to:

Inspire arts, culture and creative activities that encourage investment and participation

Structural Divisions across the organisation including health planning and youth services are now required to report regularly against 'cultural' impact or benefits of proposals as one of the four criteria alongside 'social', 'economic' and 'environmental' as follows:

Council is committed to the vitality that communities and individuals enjoy through participation in recreation, creative and cultural activities; and the freedom to retain, interpret and express their arts, history, heritage and traditions. Outline how this item will impact or benefit. (Council Reporting Template)

- Alexandrina Experiences 'Just Add...'

Such is the public recognition of the *Just Add Water* identity that it has given its name to a priority area in the Community Strategic Priorities: *Alexandrina Experiences 'Just Add...'*. Arts initiatives are featured within major heritage and infrastructure projects such as the Goolwa Wharf and Riverbank Precinct. Alongside elected members and local business representatives the Chair of Council's Arts and Cultural Advisory Committee was appointed to the board convened to guide the development of this significant regional destination for visitors.

- Community arts grants scheme

A community arts grants scheme 'Connecting Communities through the Arts' was introduced from 2014 with seed funding from the *Just Add Water* program. Council staff

acknowledged the importance of this development:

I think the community strategic plan has definitely picked up on the arts and culture area more significantly than it did previously. That is a Council commitment. ...[although] we are moving into a new Council, probably a new era..., [but] the strategic plan has been committed to, so they do have a responsibility to uphold that. (Council staff)

Council's organisational culture

Council staff discerned that the experience of *Just Add Water* has also brought about a change in attitudes towards arts and culture amongst both elected members and employees many of whom take pride in their positive role in local developments.

...you go to events and you see them sell out and you see people enjoying themselves, and saying, "look, as a community, we can do this!". It creates pride, and I see that pride reflected in the elected members when arts and cultural... reports come to Council.

There's ownership within the community over the arts and cultural program, but there's also a recognition throughout the Fleurieu and beyond that Just Add Water is Council's program, and it's our signature art and culture program for the year.

A number of Council staff perceived they are now being actively encouraged to collaborate across arts and non-arts departments and to find ways to involve artists in diverse areas of Council work. They made telling comments about this shift in expectations:

I think Just Add Water has probably indirectly brought out people's imagination and skills, operationally [and] continues to do so. A lot of the staff that we've got with us are... being allowed to show their talents, their artistic talents, and it's happening right now... I'm representing that side of [Council that's] not directly [involved with] Just Add Water but indirectly this is what Just Add Water has helped to happen.

We're developing playgrounds that have an art concept to them....

...that's not something that this Council probably would have thought about. They've [staff] been given the okay to be creative in the public realm, and are really activating our public

spaces... so when we talk about doing a project now, it's not just about infrastructure, it is also about making it a space for people.

I think it also has helped with the Council in terms of departments working better together and actually thinking that they might need to bring someone from another area into the consultation process, whereas before you probably would have seen just that department going off and doing a project and then no one else knowing about it. Who would have thought an engineer and an art person would work together, like, a few years ago?

So, in my area, community wellbeing... seeing art coming in as a therapeutic option has been very positive. And I think that's been strengthened over the time we've had this Just Add Water program.

...arts is a great way to actually engage your community and to find out what they feel and what they want and to get people together...I would like to see more of that approach through Council formalised and less working in silos.

Wider community perspectives on commitment

Feedback from the community testifies to the high level of practical support provided by both Council and Country Arts SA throughout *Just Add Water*. Survey responses gave resounding approval for their commitment:

I applaud the Alexandrina Council for its level of support for the Arts in this region. (Participant)

Alexandrina Council has been incredibly supportive of these events... and I would encourage anyone wanting to organise any arts project, program or event in regional SA to make Goolwa the place to go. This Council is very good for the arts in this region for both artists and audience. (Local contributor)

I commend those responsible for the idea and the work involved in achieving such a good outcome. (Participant)

I am grateful [to] all involved for bringing this down here, it has moved us all to a new level and it will keep going in some form from now on. (Artist)

Congratulations on the commitment, energy and vision of Just Add Water and its organisers and employees for the benefit of the Alexandrina community! (Local contributor)

Thanks to all who organise these events. I think we are extremely lucky to have such a vibrant program of art events in our community that we can participate in so easily. (Participant)

Just thanks very much for bringing this fabulous support and experience to this area. It was the right thing in the right place at the right time. (Local contributor)

Thanks Country Arts South Australia! (Participant)

[We] appreciate Council's commitment to art and cultural activities. (General Community)

Council staff reciprocated by recognising the important role of the community in supporting the continuation of arts and cultural activity and the signs that its members are equally committed to advancing the opportunities.

We need to work with the community and we need them to pick this up and make it work for them. There is a responsibility there too because Council doesn't have the financial resources to do it all, to continue at the level at which it has been.

... local businesses are staying open and being inclusive and giving people a place to go.

Volunteering in the arts venues represents a measure of the community's commitment to what has been started and a determination to see it continue.

The Arts and Cultural Advisory Committee has attracted several new members who became involved through Just Add Water activities and are keen to support their continuing development. They are committed to consulting widely with people in all parts of the region to support local initiatives and provide useful advice to Council.

... budget bid processes are very competitive because there's always too many projects for the funding available – but the arts and culture projects that were put up got through because elected members were obviously aware of the commitment and interest in arts and culture by the community...whereas three or four years ago that probably wouldn't have been the case. So I think there's definitely been a shift...that would have come about through the influence of the community.

A note of cautious optimism

While not recoiling from their enthusiasm for these shifts, Council staff also warned against complacency despite the considerable progress to date.

There are commitments in the long-term financial plans, but it doesn't mean it is guaranteed to stay like that. Things can change. Though I think that having such a successful program has made it hard for them to cut it –

why would you do that, cut something that has brought you so much good publicity and recognition? That's just not good management.

...it's been a massive injection of energy and creativity to this community, and I think it's a train that we'd like to continue riding. I'm concerned that we're going to slow down in all the stations until we stop. That's a concern. Because I think the spin-offs that do happen for a community of this size are so good, it would be such a shame to lose that momentum.

Summary

Alexandrina Council has expressed its ongoing commitment to arts and cultural planning and development in many tangible and strategic ways through financial investment, policies and practices, provision of human resources and infrastructure.

This commitment is mirrored in the community as local groups, organisations and businesses engage with the opportunities provided. Recognition that such progress is inevitably subject to political and economic pressures shows a healthy realism but overall there is evidence of a determination to maintain the momentum created by *Just Add Water* to date.

OBJECTIVE 4:

INCREASED LOCAL CAPACITY TO PLAN, DELIVER AND EVALUATE ARTS AND CULTURAL ACTIVITIES AND EVENTS

Leaving behind a legacy in the form of knowledge and ability to continue to plan and deliver high quality programs is the ultimate aim of Cultural Places. Alongside providing opportunities to experience arts and culture *Just Add Water* has worked towards ensuring the community is equipped to take over responsibility for development of future programs. Clear indications in the form of skills, knowledge, partnerships and general motivation show that the Alexandrina community is very well placed to maintain the momentum of the past three years.

Very importantly it's established a foundation for us to work on and actually build on what we've seen developed in Goolwa. You can't go backwards from here, really. You shouldn't. It's actually a very good kick off platform to say, well, actually this is what we've got as a baseline now, and we've got some excellent facilities that we can continue to utilise and develop... So, from a foundational perspective, I think it's been very, very good. (Council staff)

Country Arts SA/JAW has provided the ground work & scaffolding for the Alexandrina community to continue arts & cultural activities. (Local contributor)

It has been the guidance from Country Arts about what to do and how to do it that has been critical to the success of JAW. (Council staff)

We have been very fortunate – I think we are in the best place we have ever been to navigate into the future. (Local contributor)

Capacity building activity

The Summary of Program Statistics (reported under Objective 1) shows that over the three years a total of 4308 participants attended 820 days of hands-on workshop sessions specifically designed for skills development in the community. In addition to 106 separate opportunities designed to build skills and capacity in organisations, 407 days of professional development and mentoring were provided to artists and arts workers. A total of 538 participants attended the 12 forums and events held over three years; 7 of these were 'conversation cafés' in which up to 60 people at a time gathered around tables to share refreshments and to discuss, plan and evaluate progress.

Growing confidence in creative skills

The benefit of 'allowing people to learn new skills' was affirmed by most respondents to the General Community survey, with 91% agreement that it is an important feature of arts practice. Over and above the sessions focusing on skills development, 66% of participants surveyed indicated that they

had learnt *new* skills from their involvement in general projects, ranging from specific knowledge of an art form to broader development of 'a new approach'. Many gave 'learning new skills' as their reason for recommending to others that they should 'get involved'.

Local contributors, including artists and arts workers, are in a good position to understand what is required to deliver arts and cultural programs on the ground and to appraise the effectiveness of this aspect of *Just Add Water*. Their feedback gives a strong sense that there has been an increase in the relevant skills and knowledge and indicates a high degree of confidence as a result.

Just by the process of doing something – even if unwillingly at times – things will be learnt.

I think the extra two years have proven to be critical in embedding the arts in the community as we have. If it had ended in the first year I think it would have been easy to have dismissed it... three years is good because those extra years helped to get to the heart of the skills we have locally which is the point, that we be better able to sustain ourselves when the program ends.

Absolutely. This has been a major aspect of the program. In my little part I mentored 6 people working in the arts and culture sector, so I imagine overall this would have been a very strong part of Just Add Water.

Yes it did... Also there were many experiences for artists starting out, that educated them and gave them some experience.

Many of the Artists volunteered specific examples of how their own skills had been enhanced by the chance to extend themselves and mentoring by other artists, describing the positive effects on their future practice and motivation to support others.

I have been fortunate to experience development in coordinating children's workshops from other professional artists.

As an artist who has received work through Just Add Water, I have benefited directly. I took the opportunity to have a go at a few things outside my normal practice - and this has been valuable professional development. I have also got to work with, and get to know better, a number of local artists, which may lead to further collaborations or new initiatives.

Personally the Just Add Water programme put me out in the public arena. Working away quietly for years this programme has given me new contacts and a chance to work in my field being creative.

Well it took a little while for me but in the last year I have certainly had employment in the arts for the first time, and that has also been professional development for me.

...[he] mentored me to give me improved workshop facilitation & individual mentoring skills so I can run workshops & mentor writers & poets for local members of our community.... And as a local resource for workshop facilitation & mentoring of writers & poets I will be able to pass on learned skills to other locals for their improved professional development.

I have worked extensively in regional SA and beyond and as a freelance artist have seen the opportunities for both local artist and those such as myself having strong links with this region as very positive with many wonderful arts outcomes.

JAW appears to have created many opportunities for artist employment and development but probably more importantly for the long term, it has given many of us a profile

that we didn't have before and given a great deal more credibility to us as regional artist.

I feel so much more solid and confident as an artist in the state. I would say in the past three years I have developed far more than in the previous four years of my practice. It has been fantastic.

It has grown my knowledge and understanding of the ways that councils operate. By mentoring young/emerging artists it has given me a clearer understanding of my own practice; what I value, what my strengths are and the areas I need to focus on developing further.

Program management and delivery

According to local contributors and Council staff who focused on operational aspects of the program, access to improved facilities has been accompanied by an increase in technical and coordinating skills.

I think that the two galleries, SCRAC [South Coast Regional Arts Centre] and Signal Point are producing high quality exhibitions continuously now and that has been a huge leap. Community based galleries are also delivering great exhibitions so clearly we know what we are doing in this area. (Local contributor)

The experience gained from Just Add Water... has got numerous people up to speed on what is required. We also have better arts infrastructure now. (Local contributor)

We've also [got], as a result of the resourcing that's gone into the development of a modern new theatre, the technical side and skills development there. (Council staff)

Having such an all-encompassing umbrella to cover the variety of arts in this region has...enabled organisers to plan events so they don't clash, thus not cutting each event's attendances & this cross pollination has also enabled "sharing" of audiences; people travelling from longer distances are more likely to attend if there are more than 1 or 2 events to enjoy. (Local contributor)

Inevitably there are still areas in need of improvement but it is noteworthy that Council staff exhibited a greater degree of ownership, knowledge and determination to address shortcomings compared with feedback at the end of 2012.

It would be good to consider having more cabaret style events [at Centenary Hall] – they don't seat as many but people love them. And also there is the ongoing question about selling alcohol at events or not.

The foyer needs to be expanded as it gets crowded and hot at times, as well as having a proper box office.

There could be better audio contact with staff too for improved management of shows.

The entire ticketing process has been challenging, we've had many hiccups...it hasn't been a smooth process...

We lost a lot of momentum at the end of each year... because the program was brought out in March...Whereas this year we've put a lot of effort into getting it released in December, and at this stage we're on track...

Collaborative approaches

Council staff reflected on a growing maturity in their organisation's ability to maintain the local arts and cultural profile developed through *Just Add Water*. With the greater acceptance of the advantages of incorporating arts in a range of projects by staff and elected members generally, they are becoming more assured in working across departments to achieve a better outcome.

There has been a shift in our areas of buildings and legislation, I think it's actually broadened people's minds and thinking beyond just doing bricks and mortar....and [Council] has actually become, I think, a leader in that area. I get a lot of contact from other Council people wanting to know how we did things, you know, and "how did you convince your Council and the community that this is the way to go". To me it didn't seem that hard, but probably because of the timing [of Just Add Water] and everything.

...it gives us a blueprint, doesn't it, for other projects, to say, well, this has really worked, so what did we do, and then it kind of helps [us] to get other projects running as well....

Alongside collaboration within Council, staff reported a growing respect for the ability of the arts to facilitate community engagement, made possible by the quality of early developmental work leading up to *Just Add Water*.

Because we had Ollie working here during 2011, she just happens to be the Community Cultural

Development Queen of South Australia! If there was an arts officer here at that time for Just Add Water who didn't have those skills, that may not have happened as much... there is a capacity to increase and improve upon the really positive outcomes that have come already through that approach. (Council staff)

They discussed one example where collaboration between arts and non-arts areas in Council is playing out in practice, with the development of the 'Bristow Smith Reserve Nature Playspace':

It's given us the opportunity to – rather than just go out and source an artist and certainly add some beauty and amenity to the play space – now it's all the community development that sits around that, and the engagement, and therefore we reach out to community and hopefully, with the end product, they'll be more likely to be engaged in the play space at the end. We could probably get a result by not doing it... but this [will] be a much richer outcome. (Council staff)

I don't know whether it's just coincidence that everyone's on the same wavelength..., or whether the culture of the organisation has fostered the ability to do that. I don't know which one it is. But that shared vision has made this project so much easier. (Council staff)

Council staff acknowledged that it is easy to overlook opportunities to collaborate and identified the potential to communicate better and plan together as part of the regular routine.

I think we could do a little bit better within Council as far as projects. We're sort of told who we've got to consult with, but sometimes it doesn't quite happen...

It's how we can make that shift, and whether that's through coming to some of your [department] meetings to know what's coming up in the planning, or occasionally someone from your department coming to the Arts Advisory Committee meetings to hear what's happening.

...we should be thinking about, when we're forward planning projects, that if we're going to have an arts component, making sure that we've factored that in... I think that's something in our project planning stage, thinking about arts preparation early.

Community capacity

From as early as July 2011, *Just Add Water* hosted events that were specifically designed to bring together a cross-section of community in forums and conversations about arts and culture in the region. The 2012 report on Year 1 described how many of the community members who became regular volunteers for the initial program were introduced through these forums. This momentum was largely maintained and a substantial pool of volunteers continues to support the two main galleries as well as Centenary Hall. One of the newest recruits, previously a volunteer guide with the South Australian Art Gallery, now conducts a training program including field trips to the Gallery in Adelaide. This initiative promises to raise the skill levels of gallery volunteers who participate, extending their role beyond 'gallery sitting' to 'guide' with knowledge of how to go about background research for each exhibition.

Another area I think that's really seen an increase in interest and participation is volunteering. I think that's been a really good thing... So we've got some well-trained, good volunteers who are willing to support these activities. That makes it a lot easier for people to bring events and activities into the area, but also to assist and facilitate local people going to those things too. (Council staff)

Based on feedback, the opportunity to talk and share as well as to try out ideas in a supportive environment is helping to build confidence in the community as well as Council.

I think there's more confidence; people have more confidence to initiate things, because there's a kind of growing culture. (Council staff)

If it feels too hard then things don't happen, people get put off. But lately it's more like, not 'can I do it?' but 'which way will I do it?' (Council staff)

Another of the success stories of 2012 was the contribution of Cittaslow Goolwa, accredited in 2007 as the first 'slow town' in Australia. Cittaslow became an active local partner in *Just Add Water*, hosting an Ambassadors Training Program for Kumuwuki volunteers and growing in experience to the extent that it is to host an international conference in 2016:

So that's given Cittaslow a huge amount of confidence in what they could do, and probably improve upon what they did as well... Because I

have had the impression a few years ago that somehow it was viewed as just a catering group. We'll be hosting a Cittaslow international conference here in Goolwa in 2016. (Council staff)

Aside from the creation of 50 new ongoing partnerships between groups and organisations, individual community members suggested that knowledge of how to go about working together to extend their practice and to achieve better outcomes has increased.

... I can see how much enthusiasm there is and have a broader sense of how I can work with my community as well as with local govt staff to make things happen. (Local contributor)

I have learnt a lot from other artists... Also working for & with other managing professionals has increased my awareness in communication & working as part of a team to complete a task. (Local contributor)

While I have been creating my own collaborative projects for a while, during JAW I have been invited into projects that pushed me to develop professionally. (Local artist)

This combination of elements – confidence in their ideas, understanding of the benefits of collaboration, and where to seek support – is reported to be leading to examples of lateral thinking to achieve even the more ambitious goals.

I think among the arts community we have individuals who can produce great activities and events, Saltwater showed that. (Local contributor)

There's a lot of that happening now... people wanting to connect up with other organisations to talk about things, to make projects happen... Just as an example, someone contacted me and said that they really wanted to have a projection as part of the Anzac celebrations for next year. Although we can't get 'IlluminArt' in because they cost lots of money, we can use our own local resources to make a projection happen – on a smaller scale, but a really effective one. So I'm in the process of meeting with RSL, Heritage Centre, a private individual who first thought of the idea, and three local artists. So we will create a 10-minute projection [based on local WW1 memorabilia] that will be played on a loop, the night before Anzac, and again in the morning before the Dawn Service. (Council staff)

Evaluating progress

The evaluation process was conducted with close involvement from Country Arts SA and Council staff to ensure that it addressed issues of local relevance. Opportunities for community groups to engage with the process have also occurred at various stages. The high level of community interest evident in response to surveys, conversation cafes, and the 'Rain Curtain', for example, showed that people were keen to have their say. Similarly, almost all (22) of the Council staff invited to participate did so, either in the focus groups or in a separate interview. This kind of cooperation implies growing understanding of the role of evaluation in a community context.

Comments from all sources represented in this report reveal an ability to appraise progress and quality in programming. The most noticeable development was a shift in orientation in the data collected between 2012 and 2014, from 'what did the program offer to me?' to an ability to step back and reflect on 'what has it meant for the whole community, how could it be even better in future?' There is a generosity of spirit displayed in many people's consideration of key questions for the community and a capacity to reflect analytically on strengths and weaknesses as well as opportunities for improvement, including some detailed suggestions for future monitoring of broader impacts:

Future programming should consider the wider impact of shows and events... how many people came from outside the Council area to participate in what Goolwa had to offer? How many overnight stays were encouraged? Did the local businesses notice an improvement in trade? Is the real estate market more buoyant because of it? (Community member)

Looking ahead . . .

Notwithstanding the general enthusiasm for what has been learnt and optimism about community capability, a sprinkling of comments from *Local contributors* showed an awareness of the significant challenge of having to 'go it alone' from 2015. This caution is based on recognition that while there is currently a good level of support and commitment, neither can be taken for granted.

Again the longer term evidence is yet to be seen of this impetus being sustained.

Although systems are now in place in the council we will see what the new elected members have on their agenda besides business opportunities and gopher tracks.

I think looking to the future the gap will be at the 'executive' level, the role that Country Arts SA has played through Jo Pike in overseeing the big picture.

This [capacity] has yet to be seen in subsequent years when any further delivery of arts and cultural activities is seen to be budgeted for and then delivered.

I don't think at council [elected members] level there is a great deal of confidence or real understanding... [about how] to have council driven arts events beyond what Leah Grace and Di Gordon are able to achieve.

Bearing this in mind, specific recommendations were made about maintaining the arts and cultural staff in Council.

...I think there [still] needs to be some kind of help for people wanting to access funding, and advice.

If a position is not created for a community arts officer equivalent to what Di Gordon is doing at the moment then we have no chance of being able to continue planning and delivering arts and cultural activities because there will be no one to do it. It is a highly specialised field.

The community still needs a fair bit of assistance from council staff to help with the practical aspects of realising arts and cultural aspirations.

In terms of theatre, we are at a very early stage. Centenary Hall is a bit out of most people's reach because it is too expensive to operate when there is not really much funding about for the level we are at. But it is growing, there are small groups producing good stuff... (Artist)

Concluding Comments to Part 1

The nature of working in communities and the open, fluid processes involved in arts and cultural development mean that achievement cannot be measured in absolutes. The four main objectives of the Australia Council for the Arts, Cultural Places Initiative are framed in terms of *progress towards* increased opportunities, greater community valuing, stronger local commitment and local capacity.

On balance, the evaluation finds that *Just Add Water* has addressed each of these objectives to a significant extent, has delivered the program in a very effective way and can demonstrate solid progress towards each of these goals. There will continue to be hurdles and setbacks, especially in a time of fiscal restraint at every level of government, but feedback suggests that the local community and decision makers are aware of this and better prepared than ever before to develop strategies to overcome them.

The most compelling finding radiating from the data was a strong motivation to continue the progress made since 2012, evident in the abundance of positive suggestions to Council about future development and also in expressions of personal resolve to contribute. Final comments from community members demonstrate this determination.

Just Add Water has been a fantastic blessing for this Council. We should make the most of it, build on it, and create a sustainable model by attracting or creating more unique, top quality programs that will bring people from far and wide and establish Goolwa as, amongst its many attractions, the Regional Arts Hub of the state. (General community)

Through my involvement in JAW, I feel a stronger desire to develop & be a part of a group art or sculpture exhibition. (Artist)

I enjoy being involved and ... spreading the word to visitors or even locals has been a pleasure. I guess being a local for over 30 years now, I am passionate about this town and what goes on. (Local contributor)

Makes me realise I don't have to be wedding photographer to earn an income. (Artist)

I am even more enthusiastic after the successes of my projects & events & because of the level of support from council & Leah Grace, Arts Officer I am prepared to increase my involvement in local community events & other programs with other organisers. (Local contributor)

I am even buying a property & moving from the neighbouring council so I can be in this council area, because of this wonderful supporting culture that exists here! (Local contributor)

As an arts worker it has strengthened my resolve to see it go further into the future and become more embedded in the community and council. (Arts worker)

FINDINGS PART 2:

***Just Add Water* – Cultural Places Evaluation**

Dr Christine Putland

Detailed results for surveys and focus groups

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Living Room, Michael Tye, part of *Contemperate* Ephemeral Sculpture Trail Basham's Beach, photo Richard Hodges

Just Add Water – Cultural Places General Community Survey 2013-2014

Who: General public including people who live and/or work in the Alexandrina region or visitors.

What: qualitative and quantitative questions about people's interest and participation in arts and cultural activities offered in the region, views on the value of arts and cultural activities in regional communities and expectations regarding arts and cultural opportunities in the region for the future.

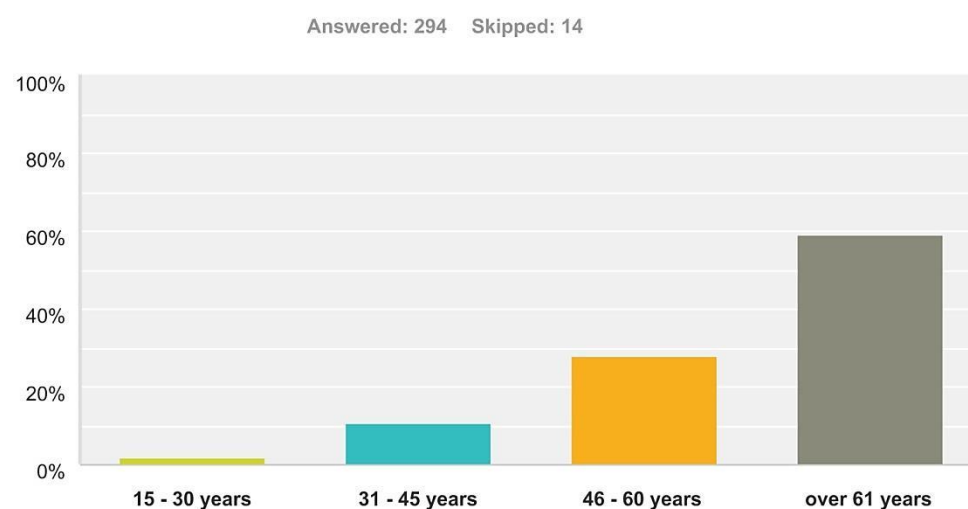
How: Survey Monkey [™] on-line questionnaire

1. Profiles of the respondents

A total of 308 responses to the on-line survey were collected between May and November 2014. Not all respondents answered every question and the number of actual responses is shown in each case.

1.1 Gender and age (Q13 and Q15 answered 294)

The ratio of women to men was approximately two to one, with 86 (29%) of respondents identifying as male, 208 (71%) as female, and 14 'no response'. The distribution of age was as follows:



Answer Choices	Responses
15 - 30 years	2% 6
31 - 45 years	11% 32
46 - 60 years	28% 82
over 61 years	59% 174
Total	294

None of the male respondents were less than 31 years, while 71% were over 60. The predominance of older respondents as well as the gender distribution may be reflected in the areas of interest in arts and culture represented below.

1.2 Postcodes (Q14 answered: 280)

37 (13%) of respondents indicated they lived outside of the region. The remaining 243 (87%) respondents resided in the Alexandrina and Victor Harbor areas. The distribution was as follows in descending order of frequency:

Postcode	Area	Frequency (to nearest %)
5214	Goolwa, Hindmarsh Island & surrounds	166 (58%)
5000+ various SA (1 Vic)	Other regions	37 (13%)
5255	Strathalbyn & surrounds	29 (10%)
5212/13	Port Elliot & Middleton	21 (8%)
5211	Victor Harbor & surrounds	13 (5%)
5256	Clayton and Milang	7 (3%)
5210	Mt Compass & surrounds	5 (2%)
5201/5157	Paris Ck/Bull Ck & surrounds	2 (1%)
TOTAL		280 (100%)

Engagement in arts and cultural sector (Q5 answered: 276)

1.3 To place responses about attendance and participation in arts and culture in perspective, respondents were asked to indicate whether they would describe themselves as being involved in the arts and cultural sector more formally, in one or more of the following listed paid or unpaid roles.

Answer Choices	Responses	
a volunteer with cultural organisations (gallery guide, theatre attendant, information officer)	27%	75
a professional artist (earning a living as an artist or arts worker)	9%	25
an arts administrator (administrator employed in the cultural sector or one whose responsibilities include cultural facilities, arts activities etc)	4%	10
a designer (employed in the creative industries such as architecture, multi-media)	4%	12
none of the above	65%	179
Total Respondents: 276		

- Approximately one third of respondents described themselves in terms of at least one of the listed roles, while nearly two-thirds did not, choosing 'none of the above'. This ratio was similar for males and females however a higher proportion (77%) of respondents 45 years and under said they were not involved in the sector.
- 47 (17%) said they were employed in the sector as professional artist, designer or arts administrator.
- 75 (27%) respondents identified as a volunteer in the sector; the question allowed for selection of more than one role, with 9 also describing themselves as artist/administrator/designer (hence the percentage total: 109%).
- Importantly, 83% of respondents reported NOT being part of the arts and cultural paid workforce, referred to henceforth in this summary as 'not involved in the sector'.

Respondents were invited to provide more detail in the Comments section and 59 responses (13 male) were recorded which fell into several main categories:

- 'Artist' who makes art and/craft for interest or in a 'non-professional' capacity

Quilt maker

A practising artist with an interest in developing more skills

Enjoy participating in creative activities but no longer looks to selling work

Someone who is inspired by the Arts to continue to create a sense of Community

Like to paint, write, make cards, weaving, knitting

I'd describe myself as an visual artist student or an emerging artist

Member of Australian rug makers guild

- 'Volunteer' with a community group or in a specific context

Community Radio Station and poetry readings and the Goolwa Poetry Competition

Volunteer leader of Community music and social group

Volunteer with local theatre and Strathalbyn band

Treasurer for string orchestra

Run community events

- Art 'consumer' interested in arts and culture

A resident that likes to attend art and cultural events

A person who enjoys many aspects of culture

Lover of art

An appreciator of the arts!

Local community member whose family enjoys the arts

Enjoy attending art events

Participant in community groups such as Create and Connect and the Ukulele Group

- Resident or visitor

Have a holiday home in Goolwa, so visit often

A resident that likes to attend art and cultural events

Work in a community centre running all sorts program

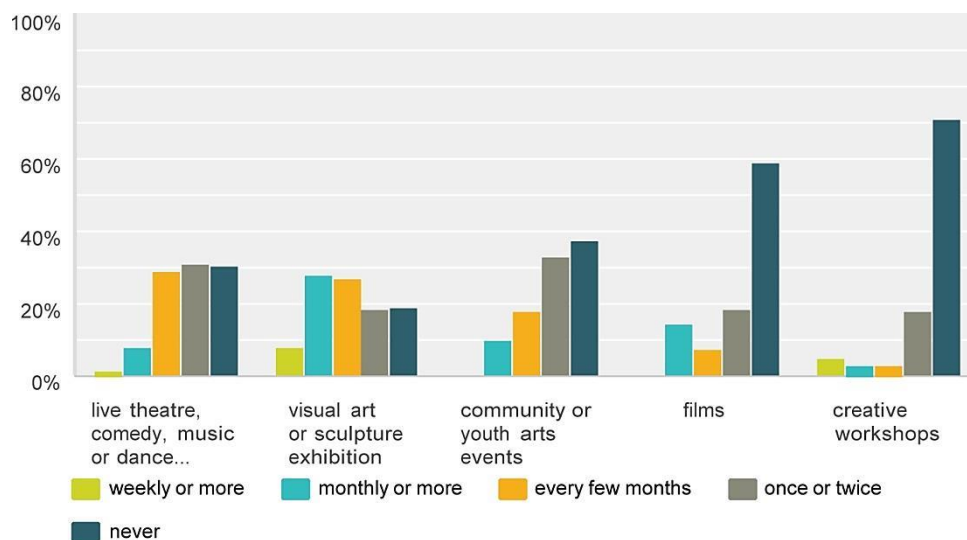
Engineer and theorist, blogger and writer for the Astronomy Society of SA

Student yr 10

2. Engagement in arts and cultural life

Respondents were asked a number of questions about their involvement in arts and cultural opportunities in the Alexandrina area in the preceding 12 months to gauge their level of interest and activity.

Frequency of attendance at listed activities (Q1 answered: 305)



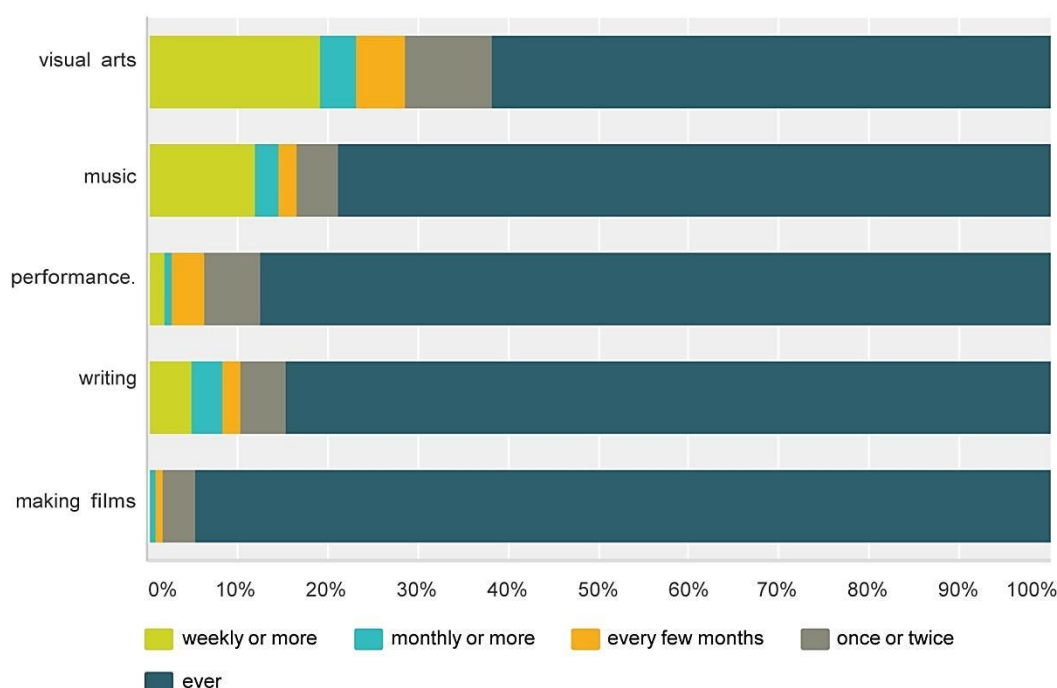
	weekly or more	monthly or more	every few months	once or twice	never	Total
live theatre, comedy, music or dance performance	2%	8%	29%	31%	31%	
	5	24	87	93	92	301
visual art or sculpture exhibition	8%	28%	27%	18%	19%	
	24	84	81	55	57	301
community or youth arts events	1%	10%	18%	33%	37%	
	3	29	52	95	107	286
films	0%	15%	8%	18%	59%	
	0	42	22	53	170	287
creative workshops	5%	3%	3%	18%	71%	
	14	8	8	52	203	285

- Overall there was a reasonably high rate of attendance regarding arts and cultural activities with some notable differences by type of activity.
- Attendance at live theatre, visual art and community art events overall was moderately strong, with attendances of 70%, 81% and 62% respectively and visual art having the strongest response.
- Fewer said they had attended creative workshops and films, with 89% and 77% respectively having **never** attended.

- Respondents aged 45 and under showed slightly lower patterns of attendance in general and slightly more said they had never attended in the previous 12 months.
- With the exception of live theatre, males were more likely to say they had never attended the activities than females.
- Those who described themselves as not involved in the sector (Q5) were slightly more likely to say they had never attended activities compared to the total sample.
- In summary, women and older respondents as well as those involved in the sector showed slightly higher rates of attendance although the differences were not very significant.

Frequency of active participation in listed activities (Q2 answered: 304)

The listed categories typically require regular, active commitment to creative activity compared to 'attendances'.

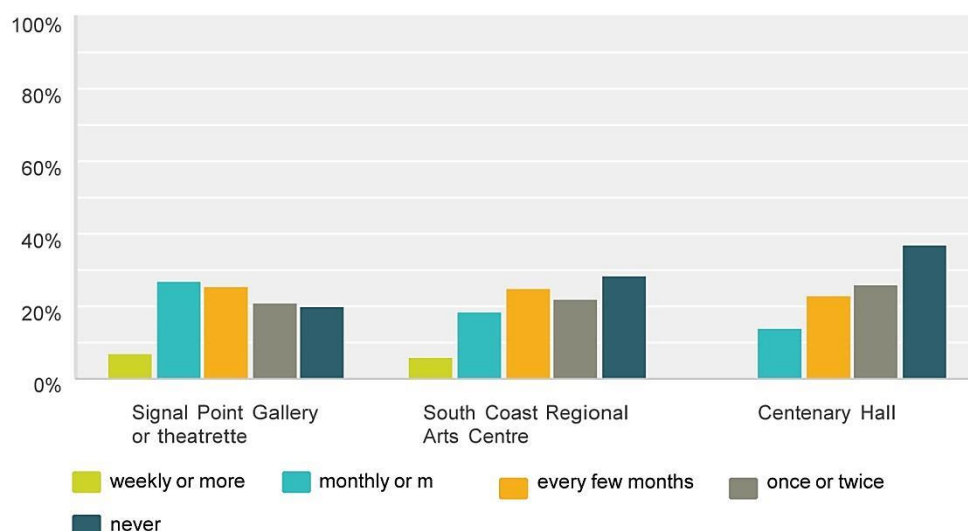


	weekly or more	monthly or more	every few months	once or twice	never	Total
visual arts such as painting, photography, printmaking, ceramics, mosaics	19% 57	4% 13	5% 16	10% 29	62% 185	300
music, such as playing a musical instrument, singing	12% 34	3% 8	2% 6	5% 13	79% 227	288
performance such as dance, drama, comedy	2% 5	1% 3	4% 10	6% 18	87% 249	285
writing, such as stories, poems, plays	5% 14	3% 10	2% 6	5% 14	85% 243	287
making films	0% 0	1% 2	1% 3	4% 10	95% 267	282

- Compared to attendances a higher percentage in all activity categories said they had **never** participated in the previous 12 months.
- The strongest participation was in visual arts and music, with those who did participate tending to do so more frequently, and 19% and 12% respectively saying they participated weekly or more.
- The lowest response was for film making, possibly reflecting fewer opportunities to engage in this activity within the area.
- Respondents aged 45 years and under were likely to participate less frequently overall; against this trend, however, 17% of this group said they participated in filmmaking 'once or twice' compared to only 4% of the total sample.
- In general respondents who described themselves as not involved in the sector (Q5) were slightly more likely to say they had never participated actively compared to the total sample.

Frequency of attendance at listed venues (Q3 answered: 304)

The listed venues were selected because they are the main facilities designed to feature a regular program of arts and cultural events amongst other activities. It should be noted that opportunities to attend each venue are not directly comparable: for example the opening hours vary considerably as do the entry fees, with exhibitions typically free of charge while performances at the Hall tend to attract a fee.



	weekly or more	monthly or more	every few months	once or twice	never	Total
Signal Point Gallery or theatrette	7% 21	27% 81	26% 77	21% 63	20% 60	302
South Coast Regional Arts Centre (old Goolwa Police Station)	6% 18	18% 56	25% 76	22% 67	28% 86	303
Centenary Hall	0% 1	14% 41	23% 67	26% 76	37% 108	293

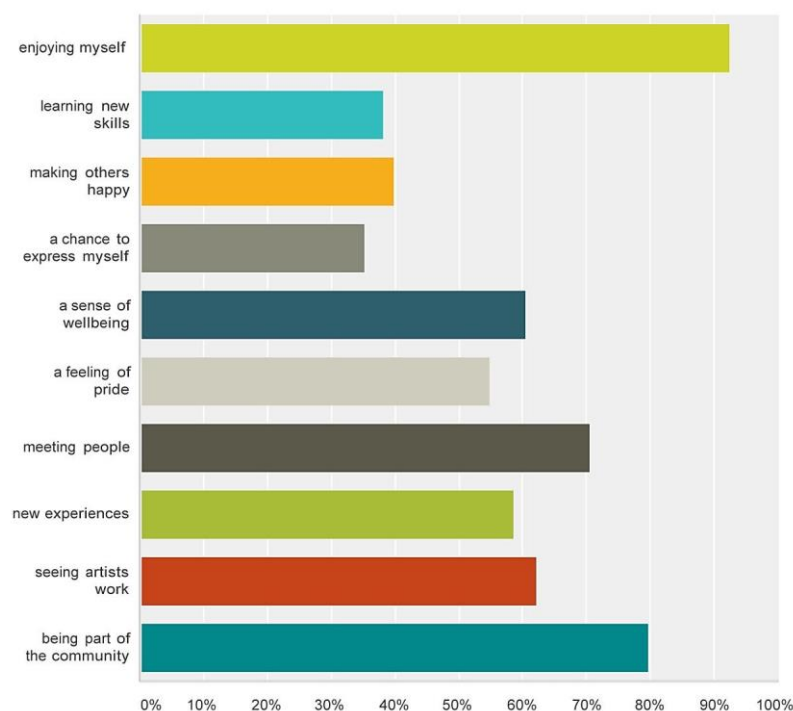
- The majority of respondents indicated that over the previous 12 months they had consistently attended all three venues.
- Notwithstanding the variable opportunities, for the record, overall attendances as well as frequency of attendance were highest for Signal Point Gallery/ theatrette.
- While frequent (weekly or more) attendances were low for Centenary Hall, partly a reflection of opportunity, moderate frequency (every few months/once or twice) was strong at 49%.
- Females were likely to attend more frequently in general. Males showed slightly lower rates of attendance compared with females for both galleries but were similar for Centenary Hall. They were slightly more likely than females to say they had never attended the venues.
- Respondents aged 45 years and under were more likely to say they had 'never' attended in the past 12 months for all venues, however, 34% said they had attended Signal Point Gallery 'once or twice'.
- Respondents who described themselves as not involved in the sector (Q5) were slightly more likely to say they had never attended the venues in the past 12 months.

3. Experience of engaging in arts and culture

Respondents were asked about their personal experience of attending or participating and any barriers to their involvement.

Rewards or benefits received (Q4 answered: 260)

Respondents were shown a list of commonly cited rewards or benefits that people tend to receive from their involvement in arts and culture. This list was compiled from research findings in the literature and affirmed by the 2012 evaluation of *Just Add Water* year 1. Respondents who had experience of attending or participating in activities were asked to select the rewards or benefits that applied to them. As they were able to choose any number of relevant answers the percentages in the table and chart below show how many times each answer was chosen as a proportion of the total responses for this question.



Answer Choices	Responses	
enjoying myself	92%	240
learning new skills	38%	99
making others happy	40%	103
a chance to express myself	35%	91
a sense of wellbeing	60 %	157
a feeling of pride	55%	142
meeting people	70%	183
new experiences	58%	152
seeing artists work	62%	161
being part of the community	80%	207

- Respondents chose 'enjoying myself' (92%) and 'being part of the community' (80%) most often, followed by 'meeting people' (70%), 'seeing artists work' (62%), and 'a sense of wellbeing' (60%).
- Notably, all of the answers were well subscribed, with the lowest rating being 'learning new skills' (38%) and 'a chance to express myself' (35%), both selected by just over a third of respondents.
- Scores from male respondents were lower than females overall, with at least 20 percentage points difference for 'learning new skills', 'chance to express myself', 'sense of wellbeing', 'new experiences', and 'seeing artists work'.
- Compared to the total sample, respondents aged 45 years and under responded similarly but rated more highly 'making others happy' (50% compared to 40%), 'sense of wellbeing' (70% compared to 60%) and 'feeling of pride' (60% compared to 54%).

42 respondents also took the opportunity to add 'Other' benefits or rewards in their own words. Some included notes explaining their reasons for not completing the multiple choice part of this question because they were 'away' or 'unwell' and had not been able to participate in the past 12 months.

Most of the responses qualified their multiple choice answers or added more detail. The following summary shows the range of such comments:

*Really enjoy the **range** of cultural activities/events on offer*

*Being able to participant in our **local area**...it can be expensive to go to Adelaide...difficult to justify when on a budget*

***Helping** the community*

*Getting **out of Adelaide**...making a day of it*

*Added an excellent dimension and sense of connectivity to our **travel from interstate***

*Going **out with friends** and having a meal at the pub before the show*

*Stimulating ideas for my own **creativity***

***Recognition** as a musician*

*I am unable to attend [ill-health] but believe very strongly that they are necessary for the community at large to **enjoy and socialise***

*As a newcomer to Goolwa...the lively buzz that is such a big part of the Goolwa **community**.*

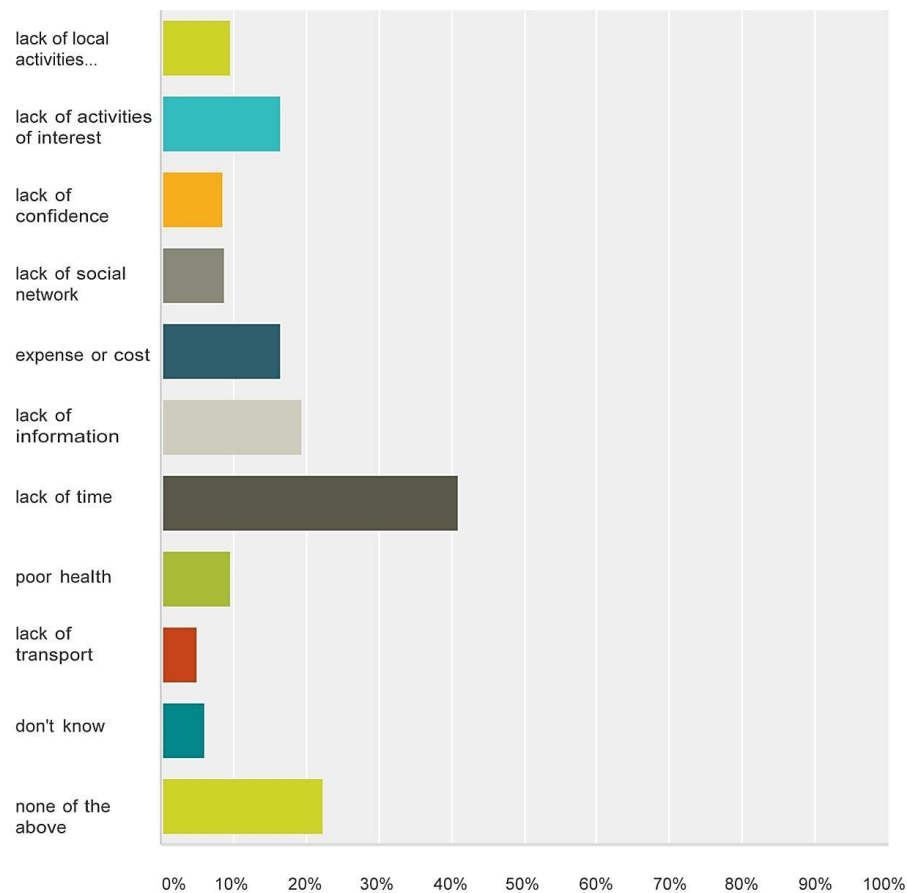
In addition a few comments expressed disappointment about aspects of the experience:

*All the above could benefit people in **other centres** if they had been offered in places other than Goolwa.*

*Weren't allowed to participate in a spray painting program about stencil art and aerosol art **due to age**, was very upset by this.*

Factors preventing involvement in arts and cultural activities (Q6 answered: 290)

Respondents were shown a list of factors that have been found to have an impact on people's involvement in arts and cultural activities and were asked to choose which ones, if any, prevent them from becoming more involved.



Answer Choices	Responses
lack of activities locally	9% 27
lack of activities of interest or relevance	16% 47
lack of confidence	8% 24
lack of social network to attend with	9% 25
expense or cost	16% 47
lack of information about what's available	19% 56
lack of time	41% 118
poor health	9% 27
lack of transport	5% 14
don't know / never thought about it	6% 17
none of the above	22% 64
Total Respondents: 290	

- The main impediment to involvement was 'lack of time' (41%). This was particularly important for under 45s (75%), and was more important for females (46%) compared to males (29%).
- 19% of respondents cited 'lack of information about what is available' as a barrier, however responses varied according to gender and age, with only 13% of males but 22% of females and 36% of those aged 45 years and under saying it was a factor.
- 'Expense or cost' (16%) and 'lack of activities of interest or relevance' (16%) had a moderate impact, slightly more for males than females; aside from these the remaining factors were found to affect less than 10 percent of respondents, with 22 percent selecting 'none of the above'.

44 respondents chose 'Other' and expanded on their selection in a variety of ways:

- Repetition or reinforcement of listed factors, for example:

Not main interest area

Spreading self across other interest areas eats into time

The environment is main area of interest

Writing from home and publishing on the net gives me little contact with actual people. I love to attend communal events but find myself isolated when I do, which is very discouraging.

- Expanding on one of the listed factors to provide further detail; for example, there were many comments regarding access to information about activities and events and the need for publicity:

Lack of information – often distributed very late...seems very ad hoc

Some things I hear about at the last minute or after the event and it's very annoying

Link wouldn't work on internet – better advertising

Need more publicity besides facebook as to what is happening

Artistic activities and events are not publicised enough

I would love to have prior knowledge via email so that I can read it as I am legally blind – then I could organise to attend those that interest me

- New or unlisted factors; two of these stood out in respondents' comments:

'carer responsibilities' – while poor health was cited as a factor by few respondents, several added that caring for a family member was a barrier to their participation:

Family responsibilities – small children

Have been full-time carer for husband for many years

Poor health of family member

'distance' as an issue featured prominently in a range of ways over and above the factor of transport itself:

Don't come to Goolwa often

Have a holiday house in area but not always present when programs held

Due to having grandchildren elsewhere not around as much as would like to be

Live in Happy Valley but come to visit sister as much as possible and often trips are planned around what events are on

Live in another region so distance comes into it

Most activities were in Goolwa [as opposed to other population centres]

[and in contrast] We live in central Victoria but one of the BIGGEST attractions to visit SA again is to further connect with this program...we were really impressed and it enhanced our tourism on the Coorong waterway immensely

4. Knowledge of *Just Add Water*

Respondents were asked to say whether they had heard of the *Just Add Water* program and whether they were aware of any of the main projects, events or activities that were part of it.

Awareness of the Just Add Water program (Q7 answered: 293)

Respondents were asked simply if they had heard of *Just Add Water* in the first instance. 267 (91%) of those who answered this question replied YES that they had heard of it. 26 or 9% said they had not.

Males and females responded similarly but those aged 45 years and under were slightly less likely to have heard of it. There was little variation in percentage according to whether respondents had described themselves as involved or not involved in the sector (Q5).

Unsurprisingly those who said they had not heard of it also scored very highly in terms of 'never' having attended or participated in the activities and venues canvassed above.

Awareness of particular Just Add Water projects or events (Q8 answered: 278)

Respondents were asked to indicate which projects they were aware of by selecting from a list of titles. All titles were selected at least 54 times with the maximum being the 'Painted Stobie Poles' chosen by 224 out of 278 respondents. The distribution is shown below in descending order of frequency:

Project	Respondents aware	% (of total)
Painted Stobie Poles	224	81%
Centenary Hall performances (eg 3 Stuffed Mums, Simply Sinatra)	214	77%
Saltwater SurfArtfest	211	76%
Fringe in Goolwa	202	73%
Art installations in public places (eg coast/ river)	187	67%
Sth Fleurieu Film Society Screenings	155	56%
Kondoli (inflatable story telling whale)	151	54%
Telling our Stories short historical films	111	40%
Sponge Kids Hub at Signal Point Gallery	105	38%
Cirkidz workshops	105	38%
Children's Performances (eg Mr McGee and the Biting Flea)	102	37%
Wet Paint/Strath Youth Players	71	26%
Christmas Where the Angas Flows (Strath)	58	21%
Home Brew songwriting and CD project	54	19%

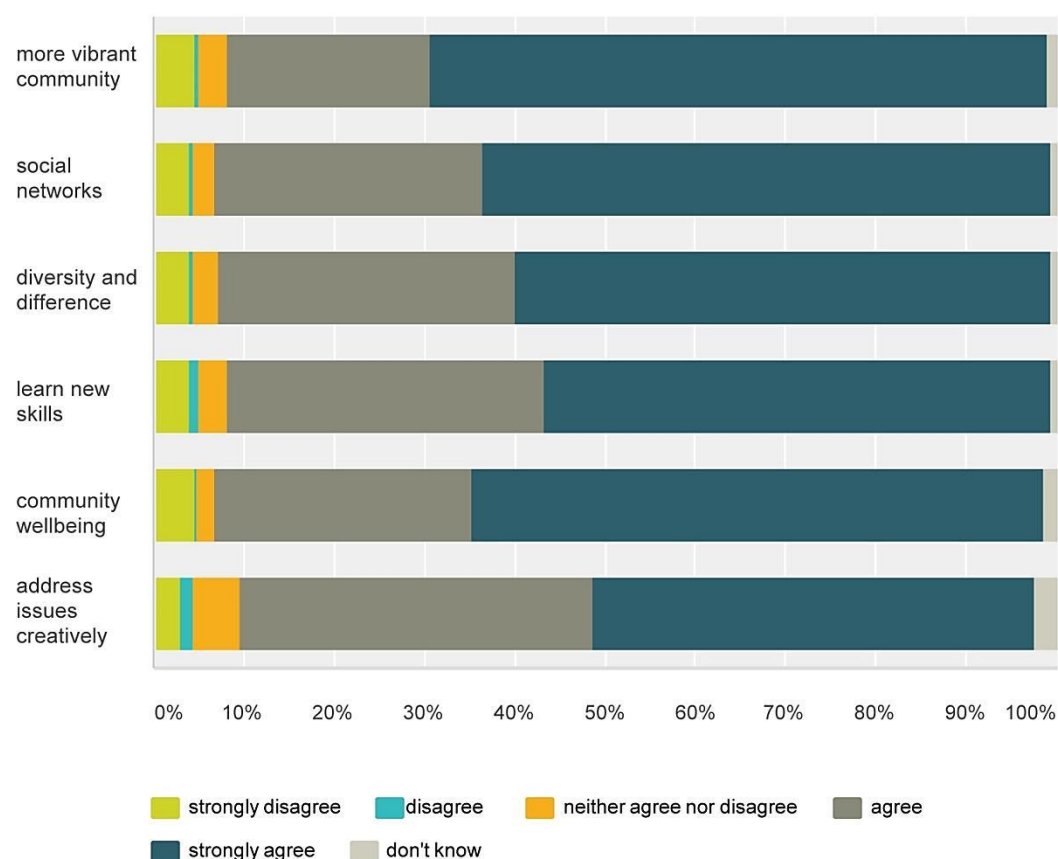
Respondents were also invited to say which other *Just Add Water* events they were aware of and 31 replied. Many of these referred to listed projects but additional titles included:

<i>Poetry on the Fleurieu /Goolwa Poetry Cup</i> <i>Langhorne Creek Writers Festival</i> <i>The Long Lunch in Milang</i> <i>The Big Sing</i> <i>Penzance to Pirates/Pirates to Pinafore</i> <i>Music on Signal Point Deck</i> <i>Ringbalin</i> <i>Flyer and Fin</i> <i>Exhibitions</i>	<i>Slingsby childrens performances</i> <i>Opera on the Wharf</i> <i>Roper River mob & Australian Arts Orchestra</i> <i>Middleton to Port Elliot events</i> <i>Yarn bombing</i> <i>Wooden Boat Exchange</i> <i>Farm Gate</i> <i>Kumuwuki</i> <i>James Morrison</i>
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5. Views on and cultural activity in regional communities

Statements about the value of arts and cultural activities (Q9 answered: 294)

Respondents were shown a list of statements about the observed benefits of arts and cultural activities within communities. This list was compiled from research findings in the literature and affirmed by the 2012 evaluation of *Just Add Water* year 1. Respondents were asked to indicate the extent to which they agreed or disagreed with the statements on a scale running from left to right, negative to positive.

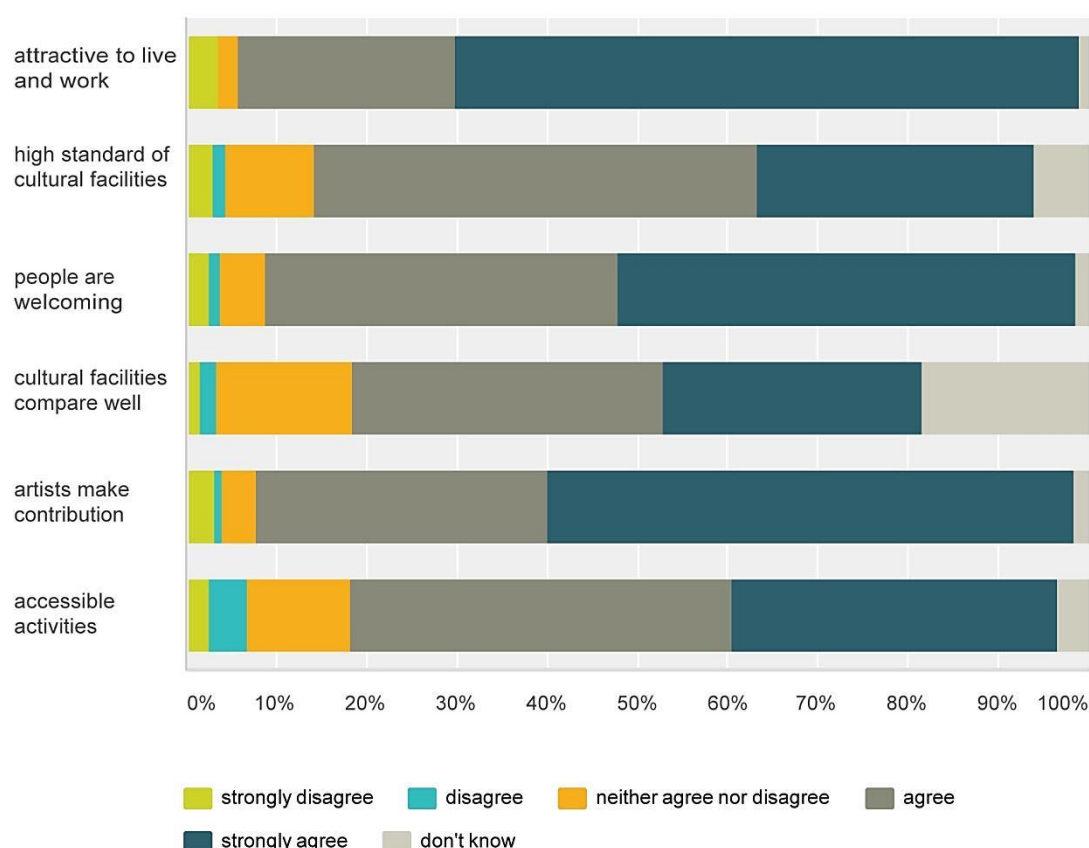


	strongly disagree	disagree	neither agree nor disagree	agree	strongly agree	don't know	Total
arts and cultural activities help to create a more vibrant community	4% 13	1% 2	3% 9	22% 66	68% 201	1% 3	294
arts and cultural activities help to create social networks by bringing people together	4% 11	1% 2	2% 7	30% 87	63% 184	1% 2	293
arts and cultural activities help us to appreciate diversity and difference	4% 11	1% 2	3% 8	33% 97	59% 174	1% 2	294
arts and cultural activities allow people to learn new skills	4% 11	1% 4	3% 9	35% 103	56% 165	1% 2	294
arts and cultural activities add to community wellbeing	4% 13	0% 1	2% 6	28% 83	63% 185	1% 4	292
arts and cultural activities support people to address issues in creative ways	3% 8	2% 5	5% 15	39% 114	49% 143	2% 7	292

- Respondents overwhelmingly 'agreed' or 'agreed strongly' with all of the statements, with a total score of 88% or above for each. Females agreed more consistently than males, with scores of 92% and above compared to 79% and above. (The smaller numbers of males may partly account for this difference.)
- This result was at most only one or two percentages lower for those who had described themselves as not involved in the sector (Q5).
- Concomitantly, fewer than 5% of respondents 'disagreed' or 'strongly disagreed' with each statement.
- The highest level of agreement overall was in relation to 'creating social networks' (93%) followed closely by 'appreciating diversity and difference' (92%).
- In terms of 'strongly agree' alone, 'creating a more vibrant community' received the highest single score (68%).
- In the case of respondents aged 45 years and under there was consistently strong agreement for 'creating social networks' (73%), 'learn new skills' (68%), 'community wellbeing' (73%) and 'address issues in creative ways' (67%).
- Between 2% and 5% of respondents neither agreed nor disagreed with each question, while between 1% and 2% of respondents said 'don't know'.

Views on arts and culture in the Alexandrina Council region (Q11 answered: 295)

Respondents were asked to say how strongly they agreed or disagreed with a series of positive statements about the Alexandrina Council region. These statements are based on findings from the 2012 evaluation of *Just Add Water* showing how people regarded their community and the role of arts and cultural activities in creating that view.

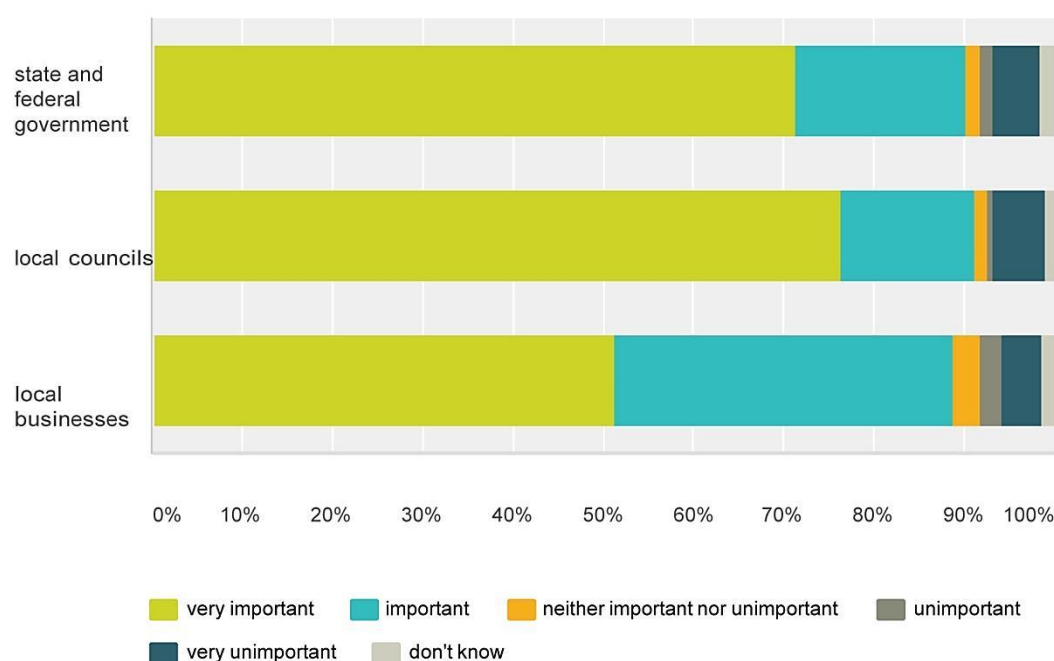


	strongly disagree	disagree	neither agree nor disagree	agree	strongly agree	don't know	Total
Alexandrina is an attractive place to live and work	3% 10	0% 0	2% 7	24% 71	69% 204	1% 3	295
There are cultural facilities of a high standard	3% 8	2% 5	10% 29	49% 145	31% 90	6% 18	295
People are welcoming and friendly to visitors	2% 7	1% 4	5% 15	39% 115	51% 150	1% 4	295
Arts and cultural facilities are good compared to other regions	1% 4	2% 6	15% 44	34% 101	29% 84	18% 54	293
Artists and other creative people make an important contribution the region	3% 9	1% 3	4% 11	32% 95	58% 172	2% 5	295
Arts and cultural activities are accessible to the whole community	2% 7	4% 13	11% 33	42% 124	36% 105	3% 10	292

- Overall the majority of respondents 'agreed' or 'agreed strongly' with each of the positive statements about Alexandrina. These responses did not vary significantly by age and overall males and females were similar although males tended to choose 'agree' more often than 'agree strongly'.
- More than 90% of respondents said they agreed or agreed strongly with 'Alexandrina as an attractive place...', 'people are welcoming and friendly...', and that 'artists and other creative people make an important contribution...'.
- Most respondents agreed or agreed strongly that 'cultural facilities are of a high standard' (80%), '...are accessible to the community' (78%), and '...are good compared to other regions' (63%).
- The highest single scores for '*strongly agree*' were for 'Alexandrina as an attractive place to live and work' (69%) and 'artists and other creative people make an important contribution to the region' (58%).
- The rate of respondents expressing disagreement or strong disagreement for each question was very low, ranging from 3% to 6%.
- Results for 'neither agree nor disagree' and 'don't know' were variable: at one extreme 'Alexandrina is an attractive place to live and work' scored only 2% and 1% respectively, and at the other extreme 'arts and cultural facilities are good compared to...' scored 15% and 18% respectively. A similar pattern, though with slightly higher percentages, was evident for respondents who had described themselves as not involved in the sector (Q5).

Importance of support for arts and cultural activities in regional communities (Q10 answered: 294)

Respondents were asked to indicate how important they think it is for arts and cultural development to be supported by governments and local businesses in a general sense. (NB The scale in this question was reversed, running from left to right, positive to negative.)



	very important	important	neutral	unimportant	very unimportant	don't know	Total
state & federal governments	71% 209	19% 56	2% 5	1% 4	5% 15	2% 5	294
local councils	76% 224	15% 44	1% 4	1% 2	6% 17	1% 3	294
local businesses	51% 150	38% 111	3% 9	2% 7	4% 13	1% 4	294

- Respondents overwhelmingly said they thought it 'important' or 'very important' for state and federal governments (90%), local councils (91%) and local businesses (89%) to support arts and cultural activity in the community. The results were somewhat more decisive in terms of selection of 'very important' for governments and councils than local businesses.
- Overall females were about 10% more likely to select 'very important' in each case compared to males.
- There was no significant difference for those who described themselves as not involved in the sector (Q5).
- A small percentage of respondents said they thought support from state and federal (6%), local councils (7%) or local business (6%) was 'unimportant' or 'very unimportant'.
- A very small percentage, between 1% and 3%, were neutral (thought it was neither important nor unimportant) overall and between 1% and 2% said they didn't know.

6. Suggestions for arts and cultural development in Alexandrina

Respondents were invited to offer suggestions about how Alexandrina Council could help to support arts and cultural development. The following is an overview of themes and priorities. (A full transcript of 171 responses is provided to Council staff for detailed consideration.)

Suggestions (Q12 answered: 171)

- General Support for arts and cultural development

More than a third of the suggestions can be categorised as ‘in-principle support’ for further development of arts and cultural opportunities in the Alexandrina region. They focus mainly on maintaining the activities that have been provided to date, in particular through *Just Add Water*, and on the need to continue to fund the full range of opportunities:

Continue the good work!

Continue JAW in the future.

Keep funding a range of events as they have been doing, throughout the year. That appeal to a broad range of ages and interests.

Keep up with these programmes so that it becomes part of our daily/weekly/monthly life. The well-being that these programmes bring is far-reaching and very beneficial to the whole community. Long term is a good idea as sometimes it can take a while for participants to reap the benefits.

More money put into the arts which helps everyone.

Ensure they have a healthy percentage of the budget for the arts and stick to it.

Continue to seek funding as it attracts tourism.

Please continue our unique and important support for artists, musicians and creativity. This is the stuff that binds people together and minimises mental health problems.

Keep up the good work. I'm proud to live in a region where the arts are recognised as a crucial aspect of our community. We have so much to gain from greater integration and general community involvement and I wish that I could play a more active role in it locally.

Stay involved, listen and promote. Provide space, provide money.

[We] appreciate Council's commitment to art and cultural activities.

What we have should be supported and encourage new ventures.

I think it is very important that Council continue to support arts and cultural development in the Alexandrina region to further enrich the community. In these times of fiscal difficulty, the short sightedness of some can lead to sacrificing artistic endeavours when funding decisions are taken. When this occurs, the community is a lesser place to live.

Continue but keep good quality and a wide range... Use facilities as much as possible. People are coming from Adelaide because of professionalism.

Need to balance funding across other areas ie supporting landcare because of gov funding cutbacks.

- Operational suggestions

A similar proportion of responses offered suggestions about ‘how’ the development could be supported including ways to improve processes and make the programs more effective and efficient. Many comments focused on **publicity** for the programming:

More advertising around the council area

More publicity in adjoining regions

Needs to be advertised in the city and marketed better so that advertising to a bigger audience rather than just the local people who are already converted.

Central notice board in town in mall supermarkets.

Better signage needed.

Maybe council should promote "What's On" outside the council area. The standard, especially at Centenary Hall, is very high. Prices are competitive and having people coming from the Hills and southern area is not out of range for a good night out. People at Victor Harbor are saying they wish they had heard of shows before.

Maybe try and think of additional ways to advertise as people still say they don't know about things.

Letting people know that this [email list] exists. Letting people know of extra performances, changes in programme, getting on the waiting list for performances with the possibility of another show.

Low cost activities make it more viable. Could use community entertainment in South Australia website www.sacomment.com This would provide free window to draw people to the region.

Other suggestions focused on improving **access across the region**:

Easier access to council facilities to run events. Better promotion in Strathalbyn area. Run some sessions outside of Goolwa to share load of travelling and Goolwa people support other parts of the region so there is not so much of a divide.

Spread the funding and the activities across the whole council area.

More JAW events in Strathalbyn. More support from Council for stationmasters gallery eg not charging rent.

Decentralise out of Goolwa so more events go to other communities.

Ensuring access to a **range of population groups** was also regarded as important:

In kind support to community groups.

Council should carefully consider which cultural/arts/tourism facilities need support and development and carefully go about funding to support the projects. All development/support for the arts and cultural sector must be appropriate to Alexandrina and wherever possible be implemented and supported by located artists.

Resource more free events. Ensure older people are included. Ensure accessible programs and venues.

Seem to cater for young children and older people which leaves a gap for teenagers and older children. Events need to be promoted better eg kids events through school newsletter.

[more] Aboriginal and Torres Strait Island involvement.

Provide more free activities to be more inclusive and transport for people to attend.

Put high value on wellbeing so all community members have opportunity to participate ie transport and disadvantaged. Emphasis on ageing community and those that are vulnerable. Enabled to be active participants and feel valued. Integration of Aboriginal community to dissolve barriers. Value and encourage strong sense spiritual identity through meaningful contributions. Tackling together.

- Specific program suggestions

Some respondents made specific reference to **programming strategies** to improve delivery and opportunities:

Support art galleries and their volunteers by offering lower rent and advertising

Support events which emerge from the community not bring in so many activities

[Support] young artists coming out of school

Encourage and support local interest groups

Repeat the ASO concert by the wharf

Would like to see more live music

More workshops. More public art in shared spaces

Support self-starter events organised by volunteers

Maybe future exhibitions could be assessed by the public to help the coordinator to choose better art works.

Role of arts officer essential.

Look at annual artist-in-residence program – feature this artist and workshops around their specific art skill.

More spaces for live volunteer music groups eg Ukulele groups.

- **New or different ideas for initiatives**

How about an old time dance for people in Centenary Hall.

Develop a program to support professional artists, particularly in neglected areas like theatre development since we have a state of the art theatre that local artists cannot afford to use.

The pubs need upgrade entertainment areas [for] live music. Better use of Signal Point as all weather facility.

Attract as many artists to perform at Centenary Hall as possible, particularly those that are playing in Adelaide. Other than the film society films being held once a month at Centenary Hall is there potential to have current movies being shown once a week.

Community meeting place that has information available.

Laucke flour mill across from swimming pool in Strathalbyn turned into market for selling arts and running workshops. Art opportunities in Milang.

Grants/scholarships to assist artists to explore and develop in the creative space.

Council could facilitate the arrival of the Red Hen to the Stationmasters Gallery in Strathalbyn – allowing space for workshops and community activities.

To support local musicians and involve those who would like to have a night out locally that doesn't cost a bomb – run a community dance featuring local bands at Aquatic Club/Centenary Hall. Have buses and a designated driver program.

Family friendly opportunities for open mic to involve younger musicians. More live music venues eg wharf area and markets.

- **A Different approach**

Get behind and assist businesses that want to promote new ideas that will grow the town. Open up your eyes and look outside the square. Don't be narrow minded.

I think the council that is the rate payers should not be handing out money to the arts, if people were that interested in the arts it would be user pays. The council may help out with venues with cheap rent for a short while. Who really gains with council support, a few people running the events? Handing out money doesn't always breed strong people.

Future programming should consider the wider impact of shows and events, ask the questions that were not asked during Just Add Water... how many people came from outside the Council area to participate in what Goolwa had to offer? How many overnight stays were encouraged? Did the local businesses notice an improvement in trade? Is the real estate market more buoyant because of it? Just Add Water has been a fantastic blessing for this Council. We should make the most of it, build on it, and create a sustainable model by attracting or creating more unique, top quality programs that will bring people from far and wide and establish Goolwa as, amongst its many attractions, the Regional Arts Hub of the state.

Just Add Water – Cultural Places

Project Participant Survey 2013-2014

Who: Community members who participated in creative projects in a sustained way including some involved in one or more projects and some who were also volunteers.

What: qualitative and quantitative questions about respondents' own involvement in projects, the quality of their experiences, appraisal of the benefits of participating and suggestions for improvements or future projects.

How: Survey Monkey [™] on-line questionnaire

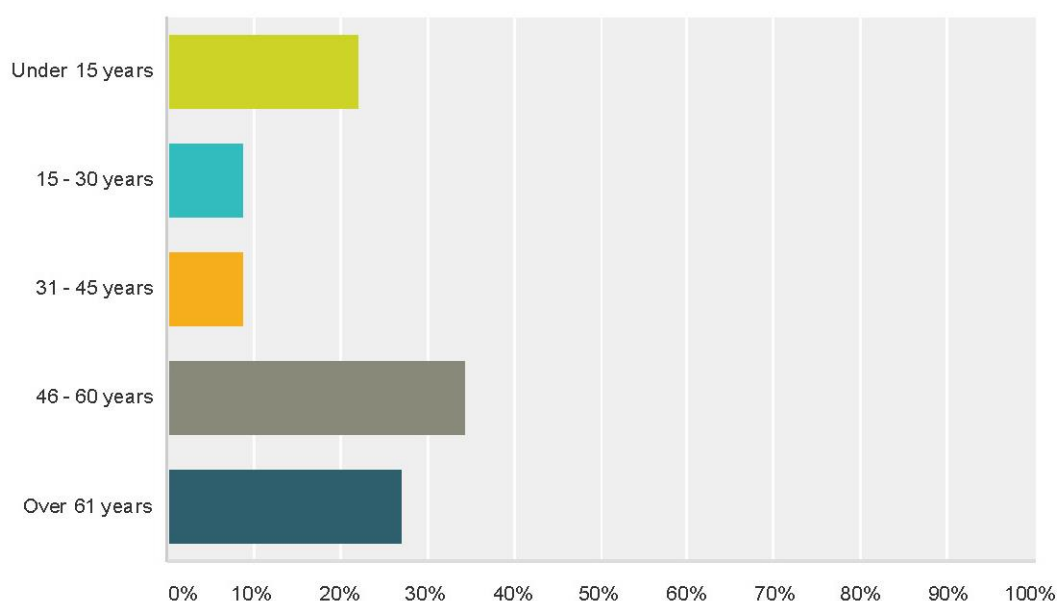
A total number of 220 participants across a range of projects were invited to complete the survey. 85 responses to the on-line survey were collected between October and December 2014. Not all respondents answered every question and the number of actual responses is shown in each case.

1. Profile of respondents

1.1 Gender and age Q 10, 11

Of the total number of 85 participants who responded to the survey, only 72 indicated their gender: 31 (37%) males and 41 (48%) females, with 13 (15%) no response.

82 stated their age as follows:



Answer Choices	Responses	
Under 15 years	22%	18
15 - 30 years	9%	7
31 - 45 years	9%	7
46 - 60 years	34%	28
Over 61 years	26%	22
Total		82

1.2 Postcodes (Q12 answered 80)

Participants were asked to provide their residential postcode. The distribution was as follows in descending order of frequency:

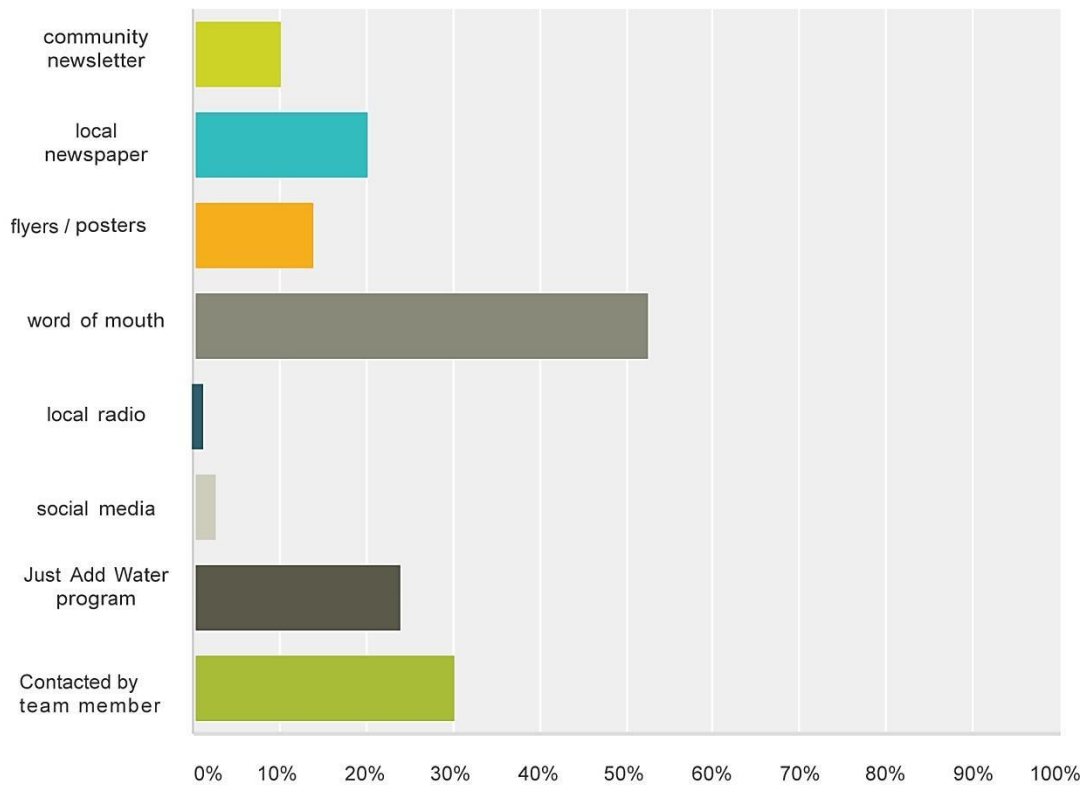
Postcode	Area	Frequency (to nearest %)
5214	Goolwa, Hindmarsh Island & surrounds	23 (29%)
5255	Strathalbyn & surrounds	20 (25%)
5212/13	Port Elliot & Middleton	15 (19%)
5211	Victor Harbor & surrounds	8 (10%)
5256	Clayton and Milang	8 (10%)
5000+ various SA	Other regions	4 (5%)
5201/5157	Paris Ck/Bull Ck & surrounds	2 (2.5%)
TOTAL		80

1.3 Projects in which participants said they were involved (Q1 answered: 85)

Project	Frequency
Drawing on Country	17
Galleries/exhibitions various	16
Saltwater ArtSurfFest	15
Box Cars	9
Strath Youth Theatre	8
Wet Paint Youth Theatre	6
HomeBrew	6
Workshops (adults and children various)	6
Contemperate (Sculpture trail)	4
Wooden Surfboard project	3
Telling Our Stories	2
One River Project	1
Under my Feet	1
Cirkidz	1
Groms Garden	1
The Big Sing	1
Surfboard	1
Createability	1
Little Fish Band	1
Naturally Fascinating	1

2. Becoming involved in the project

How participants first heard about the project (Q2 answered: 80)



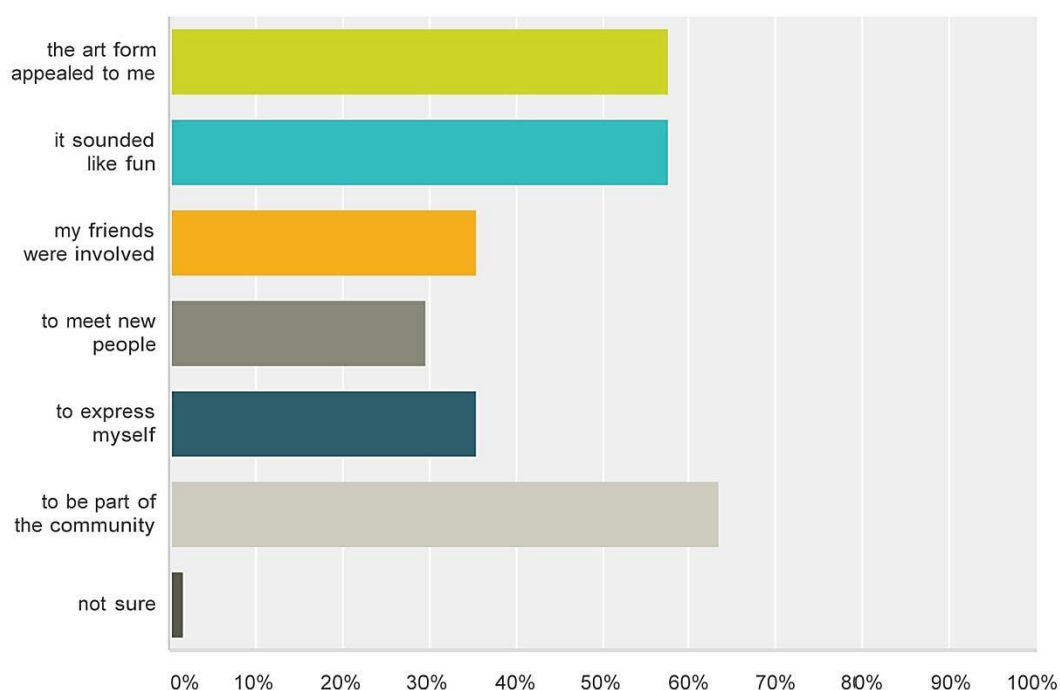
Answer Choices	Responses	
community newsletter	10%	8
local newspaper	20%	16
flyers / posters	14%	11
word of mouth	53%	42
local radio	1%	1
social media	3%	2
Just Add Water program	24%	19
contacted by a Just Add Water team member	30%	24
Total Respondents: 80		

- Participants were able to select more than one source and 123 answers were chosen overall.
- Most participants found out about the project in which they became involved by word of mouth (53%).
- While only 22% of females said they were contacted by a *Just Add Water* team member, 50% of males said so, equal to 'word of mouth'.

- Overall flyers and newsletters were mentioned less often while local radio and social media were relied on by only one or two people. However for participants under 31 years of age the preferred method after ‘word of mouth’ was ‘local newspaper’.

Several participants added comments which tended to reinforce the importance of ‘word of mouth’ through friends and existing contacts as well as ‘the JAW team’.

Reasons for deciding to become involved in the project (Q3 answered: 68)



Answer Choices	Responses	
the art form appealed to me	57%	39
it sounded like fun	57%	39
my friends were involved	35%	24
to meet new people	30%	20
to express myself	35%	24
to be part of the community	63%	43
not sure	1%	1
Total Respondents: 68		

- Participants were able to make more than one selection in response to this question including ‘Other’.
- The most common reason chosen by 63% of the participants who responded was ‘to be part of the community’, followed closely by ‘the art form appealed to me’ (57%) and ‘it sounded like fun’ (57%).
- Around a third chose ‘my friends were involved’ (35%), ‘to express myself’ (35%) and ‘to meet new people’ (30%).
- Males and females showed broadly similar patterns except males were far less likely to answer ‘to express myself’ (28% compared to 52%).

- Priorities appeared to differ for participants under 31 years of age who favoured 'the art form appealed to me', 'my friends were involved', 'it sounded like fun' and 'to meet new people' – in that order – ahead of 'to be part of community'.

27 participants chose 'Other' and provided details. This included some who had already responded to the multiple choice question and who provided further explanation. The two main additional reasons given were 'artistic development' and 'to make a contribution':

For artistic development

It was challenging, out of my comfort zone

To gain experience

It suited my needs as a freelance artist

Something new to experience and learn

Great artist so interested to be involved.

To promote my art

Related to a program I was running at the time

Contracted to photographically document the event

An opportunity to be inspired

To make a contribution

I want to make Goolwa the regional centre of poetry

Offering support [to others] as I'm qualified in communication arts

To support local history research/information

To involve the surf students

To contribute expertise to a worthy project

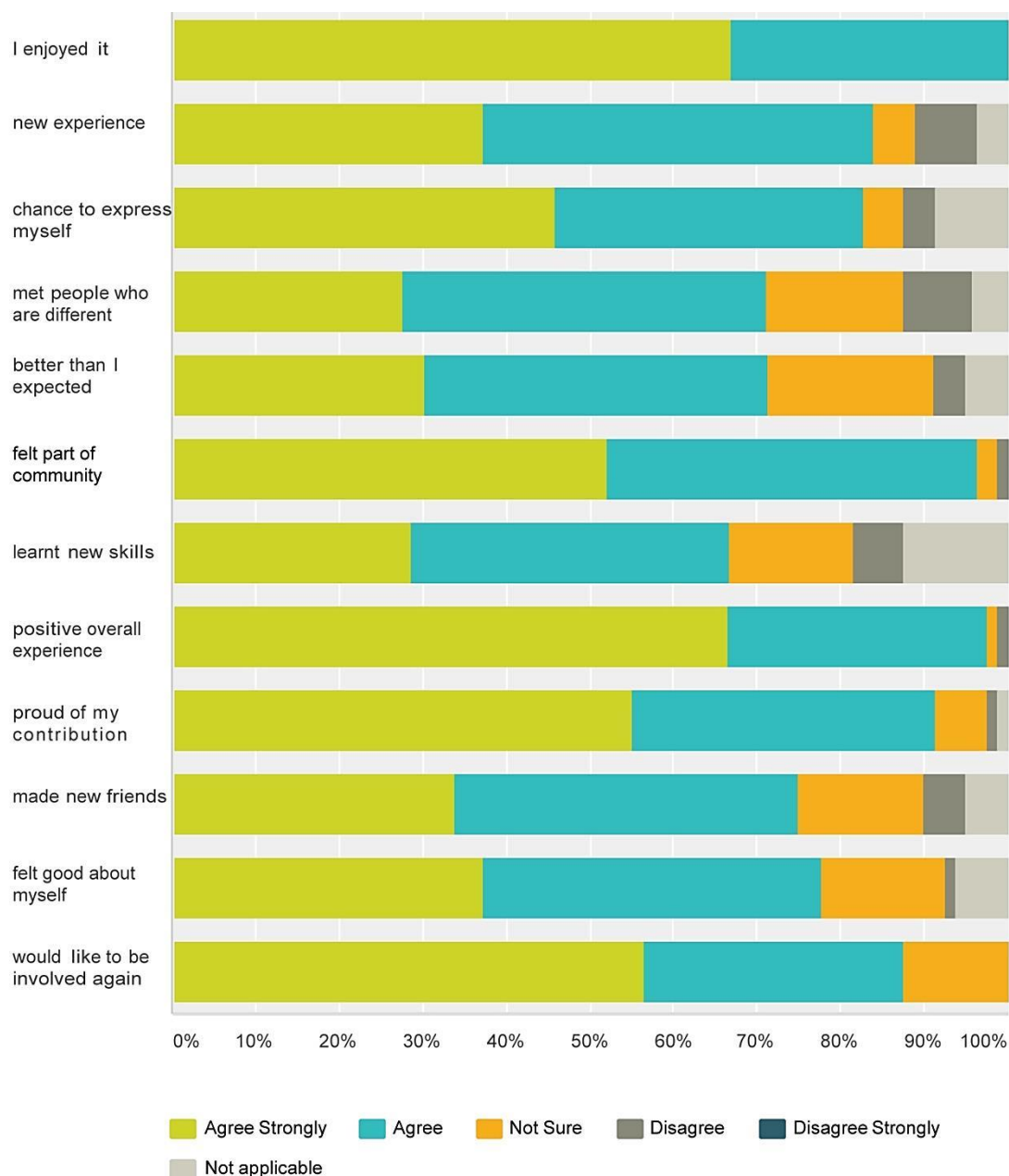
Support local community input.

3. The experience of participating

Participants were asked a number of questions about how they found the experience of being involved in the project/s: how strongly they felt about it overall, the best thing about it and whether anything could have been improved.

Strength of feeling about the experience (Q4 answered: 84)

Participants responded by indicating the extent of their agreement or disagreement with listed positive statements on a scale running from left to right, positive to negative. The statements were drawn from the 2012 *Just Add Water* survey, however some appeared to have difficulty in relating them to their role in recent projects which may account for the higher than normal rate of 'not sure' and 'not applicable' responses in a few cases.



	Agree Strongly	Agree	Not Sure	Disagree	Disagree Strongly	Not applicable	Total
I enjoyed it	67% 56	33% 28	0% 0	0% 0	0% 0	0% 0	84
It was a new experience for me	37% 30	47% 38	5% 4	7% 6	0% 0	4% 3	81
I had the chance to express myself	46% 37	37% 30	5% 4	4% 3	0% 0	9% 7	81
I met people who are different from me	27% 20	44% 32	16% 12	8% 6	0% 0	4% 3	73
It was better than I expected	30% 24	41% 33	20% 16	4% 3	0% 0	5% 4	80
It made me feel part of the community	52% 43	45% 37	2% 2	1% 1	0% 0	0% 0	83
I learnt new skills	28% 23	38% 31	15% 12	6% 5	0% 0	12% 10	81
It was a positive experience overall	66% 55	31% 26	1% 1	1% 1	0% 0	0% 0	83
I felt proud of my contribution	55% 45	37% 30	6% 5	1% 1	0% 0	1% 1	82
I made new friends	34% 27	41% 33	15% 12	5% 4	0% 0	5% 4	80
It made me feel good about myself	37% 30	41% 33	15% 12	1% 1	0% 0	6% 5	81
I would like to be involved in more projects like this	56% 45	31% 25	13% 10	0% 0	0% 0	0% 0	80

- Overall there was a very high level of agreement with all positive statements for both females and males, and across age groups.
- The strongest single scores were '*strongly agree*' for 'I enjoyed it' (67%) and 'it was a positive experience overall' (66%).
- The combined '*strongly agree*' and '*agree*' responses were also very high for 'felt part of the community' (97%) and 'proud of my contribution' (92%).
- A substantial number of participants '*agreed*' or '*agreed strongly*' with 'it was a new experience' (84%) and 'the chance to express myself' (83%) and perhaps most telling was that 87% agreed that they 'would like to be involved again'.
- No one '*disagreed strongly*' with any statement, although small numbers of participants disagreed with some, in particular 'met people who are different from me'. As explained above, this may reflect a mismatch between the statement and the nature and focus of recent projects.
- Several statements received a sizable number of '*not sure*' responses, in particular 'it was better than I expected' (20% of total and 31% of males). The statement 'learnt new skills' also attracted a '*not sure*' response from one third of male participants and relatedly scored highly for '*not applicable*'.

The 'best thing' about the project for participants (Q5 answered: 82)

Participants were asked to explain in their own words what they had found to be the 'best thing' about the experience and almost all responded. The main themes emerging from their comments are summarised below with examples.

- **Learning creative skills**

Learning about what goes into a play

Learning to sing and dance on stage

A new opportunity to try something with a new approach

Getting to make my own song and learning new song writing skills

The challenge of being interviewed closely

Time-out to draw

- **Social connection**

New friendships, bringing the community together, seeing people blossom

The atmosphere created by the events, the sense of community and overall cultural experience has been a highlight

Hearing stories from other people about their life experiences

Involving the surfing community

Made my community come alive. My kids love it.

Being part of a caring community that was keen to be involved.

The overall friendliness of everyone.

- **Sense of achievement, self-confidence**

I made new friends and it made me feel more confident.

Felt good about self

Seeing the community shine through expressing themselves

Being supported to take risks with new, challenging work, and doing so

Feeling confident about creating a performance.

Best thing was hearing positive feedback about the event.

These events have helped grow the popularity of poetry here on the Fleurieu. The success of the Goolwa Poetry Cup in particular has put Goolwa on the poetry map throughout Australia.

- **Support from peers**

Meeting people who have the same interests as me and being able to express what I am passionate about.

The positive feedback I received.

Being involved with other artists and the interaction was most enlightening on different techniques

The support of Berenice and Carole

Meeting some other artists and trying out landscape painting in the field

Being with likeminded people

Ongoing collaboration at events and projects with my esteemed musician friends...locally and in Adelaide. it has encouraged me to share my music.

Working with a producer that encourages and supports my choices. Working with a colleague who has been supportive and inspirational. Support from Just Add Water staff.

- **Pleasure and enjoyment**

Being part of a most enjoyable community art event and looking forward to seeing the results of everyone's contribution at the exhibition coming up.

Enjoying the exhibitions and meeting visitors

To be around like minded people celebrating our surf culture. It was fun and positive. Most things were free for people. Catching up with friends and the opportunity to meet new people. Meeting the world class film makers and hearing them talk about their craft. The relaxed, positive happy atmosphere that engulfed the whole weekend.

Racing cars at the showground.

- **Creativity in community**

Positive feedback from families where all ages and abilities were able to create and make.

The end of year performance, how well it turns out.

Local live music

Getting visual art into the community

Seeing local history explored, documented and presented to the community, especially topics not covered in the print media.

Seeing how eagerly the broader community supports the arts here, and how much things have expanded over the last three years.

Lots of things to see and do and having it local.

Witnessing Goolwa come ALIVE!! Art 'is' the SOUL of Goolwa. Without the arts, Boating/Sailing Goolwa would lose its identity.

- **Making a contribution, being productive**

Feeling useful

Mentoring the young indigenous kids and seeing them try new things

Working with young people – watching them learn, change, adapt. It's interesting the way young people see the world.

It has resulted in being part of a support team behind the One River project. Rethinking and valuing my area of research on Murray River history. It has led to an invitation to contribute to another River project (exhibition/catalogue - Same River Twice (Murray Bridge/AEAF) in 2014/15.

Engaging Aboriginal young people in community activities

Being part of the arts community down south as well as mentoring the participant.

Imparting a sense of community in students through the arts and an appreciation of the importance of the arts in the health of our society.

Suggested Improvements in projects (Q6 answered: 79)

About half of male participants and just under two thirds of females said they thought there were things about the project that could have been improved. The comments from 17 males and 23 females offer more details and some suggestions for improvement, as the following examples show.

- **Positive feedback**

More of the same!

For a first-off effort it was very good

There's always room for improvement... Overall I have been impressed by how well the program has been managed and presented to the community

Nothing I can think of!

Everything was well organised, even a delicious lunch.

- **Administrative issues**

Venue organisation

Information on site for helpers about event

Comfort for the volunteers and visitors could be greatly improved at Signal Point by installing air conditioning

Maybe could have a screen up for people to see the AYAC surfing group in action to complement the board display

So much on offer it made it difficult to decide what to attend

It needs a better commercial outcome for it to be supported by business and be self-funding

I would have liked more feedback about what was happening along the way

I was disappointed with the narrow and somewhat minimal coverage in the local print media of both the festival and the entire list of participants

Marketing in general.

Maybe the timing of the event and to have more local support somehow

- **Project implementation**

More time to do sculpture for Contemperate

I think keeping it centred in Middleton would be a better idea... spread out along the coast to Goolwa and Port Elliot was just a bit too far. (SurfArtFest)

More rehearsal time

Our collaboration with council could have been so much more lucrative – in terms of opportunities for young people. Council were originally not very excited about the prospect of us being there spending \$1000s of dollars on young people in the region. Communications with the young person I was mentoring could have been better and this was sometimes frustrating.

Maybe a get together at the end to look at each other's work.

It would be nice if it was a regular event.

Several people commented on the impact of 'the weather' on their experience of 'Drawing on Country', for example: 'The weather – something the organisers can't control', and 'The wind was a bit ordinary'.

Two people commented on their own role:

I should have used a smaller canvas as mine was a bit too big to put on my lap

I could have been a bit louder!

Comments about the project and Just Add Water in general (Q8 answered: 48)

Two thirds of male respondents and half of the females offered general comments which were overwhelmingly positive, mostly offering thanks to the organisers and commending Council on its initiative and commitment.

- **Positive** feedback on projects

The teachers were kind and trustworthy

It was a good experience

I made new friends and feel a lot more confident

A great idea for a project

It was a fun day and a new experience for me

It would be nice if it was a regular event

Very generous and kind with her knowledge

The project was professionally planned, carried out and presented. Well done!

The funding was generous and should be sufficient in itself to attract interest from the most appropriate artists across the state. It was a most enjoyable experience.

All the people I had dealings with on the project I hold in the highest regard

Thank you so much! Homebrew and Nisa have elevated my level of functioning and I am much happier and more connected.

- **Appreciation** for organisers

I commend those responsible for the idea and the work involved in achieving such a good outcome.

Thank you for giving me the opportunity to be involved in things like this.

Thank you for running this program ☺

I am grateful for all involved for bringing this down here, it has moved us all to a new level and it will keep going in some form from now on.

Thanks to all who organise these events. I think we are extremely lucky to have such a vibrant program of art events in our community that we can participate in so easily.

I applaud the Alexandrina Council for its level of support for the Arts in this region.

Thanks Country Arts South Australia!

- **Community** impact

The excitement, color, sense of connection, life enhancement will be remembered for years to come. Well done to everybody.

Just Add Water has to have been the most interesting community celebration of the human spirit to have occurred in the Alexandrina electorate.

Goolwa came alive with the 'Just Add Water' Program. People have made lasting relationships from working within this program. It attracted great artistic talent which has influenced Goolwa as a whole. It lifted standards; demonstrated how talented our own community is while demonstrating how much talent is across the Fleurieu.

I think this is a good public image for Goolwa and impresses visitors.

- **Suggestions**

I'd like to see more of these projects in other regional areas. And would like to see the film Under My Feet shown in regional movie theatres.

Great, needs to be every two years.

It was a great idea and could be expanded.

I would have liked to see the mainstream media more involved.

- **Disappointment**

So many locals were interested in involvement initially, then they weren't around when it happened.

4. Looking ahead to the future

Participants were asked to indicate whether they would recommend getting involved in such projects to others and offered the chance to make suggestions for future projects.

Recommendation for others to get involved (Q7 answered: 77)

All of the female participants and all but 3 of the male participants said they would recommend that others get involved. 19 males and 26 females gave reasons for their answers and all of these were positive. The main reasons are summarised below with examples:

- **Because of what you learn**

Because it teaches you new skills

Great experience, learning opportunity

Young people meet other young people outside their school circle, they learn about themselves and their community, society in an experiential way.

- **Because of the way it makes you feel**

Good for the soul

It's fantastic

Relaxing, makes you part of the community, feel you can contribute to the community, great way to see life through the eyes of others and often they are travellers from outside the community

Being involved in arts projects is great for the soul, building confidence... be proud of their achievements.

It's a wonderful medium that reaches a wide audience.

Powerful sense of connection and feeling valued.

Its very satisfying and enjoyable.

To express yourself

To embrace yourself

Feel part of the wider story of your district.

- **Because it is good for the community**

Involvement in these projects gives a positive outlook for all.

Self-expression is a birth right and makes a healthier happier society.

Because it is bonding within the community.

Community spirit

Benefits our community

It's a team effort. Great for the community.

It's fun and helps build community

Gives something back to the community in the form of ideas they may have never come across and hopefully will draw people and artists from all over the state to the local area.

Community involvement increases success of your business.

- **Because it has social benefits**

Just a great atmosphere. Lots of colour and good vibe.

Because you can meet people and learn new things

Its an enjoyable way to be involved in art, meeting others who enjoy the same things

Many new friends or relationships are formed. Many heads working together can create amazing results.

The more the merrier.

I have recommended [to others] and they will!

- **Because of the level of support in Alexandrina**

Alexandrina Council has been incredibly supportive of these events, both the monthly readings and the annual Goolwa Poetry Cup and I would encourage anyone wanting to organise any arts project, program or event in regional SA to make Goolwa the place to go. This Council is very good for the arts in this region for both artists and audience.

Suggestions for future arts and cultural projects in Alexandrina (Q9 answered: 42)

42 participants added comments and suggestions. Some of them simply said 'no comment', while others were general statements of **support for the continuation** of *Just Add Water*, such as:

Alexandrina Council should keep doing what they are doing, because the arts program in this region is 2nd to none in SA & Australia.

Keep up the good work and utilise the facilities and talent that is available both local and further afield.

Keep it coming! Need to be sure that local Council has the right staff and enough of them to make such things sustainable long term. We love the staff we have at the moment!

Just keep them coming. It adds so much to our quality of life in this region. Makes us the envy of other adjacent council regions.

Others were specific suggestions for **particular initiatives** or interest groups including:

I'm excited about The Chart House proposal for young people. There is an age group 18-27 that this venue could become very important to. I would like to see it become a production house run by and for young people.

We should paint buses

More connection with Aboriginal community

Dance classes/workshops

Music festival eg ukuleles

River steamer forum (international) Maritime history focus.

A film festival

Interactive theatre

Acting workshops! Art workshops!

Get new people involved to inject new ideas, business people with good PR skills.

More artists in residence with local arts groups

Armfield Slip etc to expand their conceptual horizons

A changing program of ephemeral art pieces at a single central location so people would return to see what's new, rather than spread them out across all areas and be missed. The central location could change each year.... An artist in residence with Council's footpath team, for example, to explore different ways of making artistic interventions to punctuate the pavement surface... local youth could be involved.

And finally a statement about the **potential expansion** beyond Alexandrina:

I respected the 'Just Add Water' program because it was inclusive to all ages. This worked. Over time, it would be special to develop our very own Fleurieu Arts Program with the amalgamated support of all Fleurieu Councils. Funding is the big issue, but you see, Art & Culture is the intrinsic soul of the people; our people are the Fleurieu. Example: Ancient Roman Art & Culture was the most successful invasion [intervention] on its conquered people across Europe. With each Roman conquest, came their art, architecture and culture, which influenced all its conquered communities. This is the big picture.

Just Add Water – Cultural Places

Local Contributors Survey 2013-2014

Who: Individuals who have contributed directly to the JAW program delivery as a volunteer, liaison person for groups or schools, project artist, gallery assistant or in technical roles, cultural or historical advisor.

What: mainly qualitative questions about how well the projects have achieved the overall objectives and contributed to creating a legacy for future activity in the region.

How: Survey Monkey™ on-line questionnaire

Approximately 80 individuals across 13 projects as well as individuals were invited to complete the survey. A total of 25 responses to the on-line survey were collected between November and December 2014. Not all respondents answered every question and the number of actual responses is shown in each case.

1. Respondents' roles in *Just Add Water*

(Q1 answered: 24)

Respondents were asked to indicate their main role in the program, bearing in mind some had played more than one role. The roles were reported as follows:

Role	Number of respondents
Lead artist in one or more projects (includes exhibitors)	8
Project coordinator	6
Operational staff (includes technical, documentation, volunteers)	4
School or community group coordinator	3
Community historian (includes researcher, consultant)	2
Cultural advisor local and regional Ngarrindjeri community (and participant)	1
TOTAL	24

2. Perceived achievement of *Just Add Water – Cultural Places* objectives

Respondents were asked to give their views on the extent to which the four key objectives of *Just Add Water – Cultural Places* had been achieved over the previous 3 years. For each objective they were asked to indicate their agreement or disagreement with a positive statement and to offer comments or reasons for their response.

None of the respondents disagreed with any of the statements although some neither agreed nor disagreed in each case and the strength of agreement varied between objectives.

These findings and associated comments – some of which were extensive and detailed – are summarised here and provided to Council staff in full for consideration.

Objective 1: Just Add Water has offered a good range of opportunities for community members and visitors to engage in arts and culture over the past 3 years (Q2 answered: 23)

20 respondents strongly agreed with this statement, 2 agreed and 1 neither agreed nor disagreed.

The comments identified particular aspects of the program which testify to a very high level of achievement, with the highlights being the scope and diversity of programming, the wide demographic catered for, the appeal to local and visiting audiences, attention to emerging as well as established local artists, and strong support from Council and Country Arts SA. A repeating theme, which reflects how deeply these opportunities are valued, is the concern from some in Strathalbyn that the program has focused too much on venues in Goolwa while neglecting other centres.

*Such a wide selection of events – for different age groups – **entertainment, education, promotion of history and enjoyment.***

JAW has offered a **huge range** of arts & culture opportunities for the community & visitors from children's workshops (Sponge, Saltwater festival, Kumuwuki/sharing circle) lantern making, drawing & cutting designs for the inflatable whale kondoli, theatre performances, drumming/circus workshops, musical/ dancing opportunities, poetry, storytelling, sculpture along the coast, film & exhibitions.

In the projects I have been involved in definitely **more than 200 people have engaged** as audience and another 50 or so as participants. Also many artists have been engaged through the project.

The program has been a **showcase for locals, as well as visitors** alike. The diversity has been warmly welcomed by everyone. This shows by a high percentage of shows booked out at Centenary Hall.

Opened up a lot of opportunities for people to participate and view/see art/performances that they **would have to travel for**.

It all happened over 3 years so there was plenty of time to gravitate towards one or more of the many opportunities; **events were well publicised**; there was a very varied program which was conducted across a **wide demographic**.

Established artists were challenged to take a step or two up with their work (me, for example), **emerging artists were identified** and supported to develop their work ...and of course the endless events, theatrical and visual...it goes on.

The **support from council** & the Arts Officer, Leah Grace has enabled me to start up a monthly poetry reading event this year, Poetry On The Fleurieu, that is local & very popular, making it possible for the community to enjoy regular poetry without having to travel to the city.

... for the ones I have been involved with the **response and feedback from participants** have been of a very positive nature.

The involvement and attendance by 'community' has been easier for those in the western part of the Alexandrina Council region. As an Alexandrina Council initiative it has been regarded by many in, say, Strathalbyn as rather '**Goolwa-centric**'.

It is a result of many years of **combined experience** that a team from Country Arts SA combine their skills to create a program that stimulates community. There is no wishy washy attempt at outcomes as funds are difficult to come by so the program is driven by **process and goals** and continually scrutinized.

Objective 2: The Alexandrina community values arts and culture more as a result of opportunities provided by Just Add Water (Q3 answered: 22)

14 strongly agreed and 6 agreed with this statement, with 1 neither disagreeing nor agreeing.

The comments indicated that respondents believe great progress has been made, identifying some of the key ways in which shifts in community valuing have been achieved. They remain aware, however, that while not every community member will be interested in arts and culture as a priority, nevertheless there is still great potential for further development.

*I think **community members can see the positive outcomes** of the Just Add Water program. I have spoken to many parents who were **surprised at the standard** of the Wet PAint performances and surprised by the skill and talent of the young people - this is most gratifying!*

*I observed deep interest from members of the community in the range of activities - particularly **historical perspectives in events or displays or films**.*

*After talking to groups within the community for 'the rain curtain', they have all expressed how JAW has **helped groups & individual transform & grow** in many ways.*

***Exposure to arts** makes people aware of it, which in turn makes them value it.... After presenting their work to Goolwa Primary the number of participants in the project more than doubled.*

*I feel **there is more energy in the arts community** now. I know the elected members are conscious of the increase in arts activity and should be aware of the benefits it brings. I feel there is a slightly raised awareness of the arts more generally but I still think **there is a long way to go**.*

*It has also attracted **artists to relocate to Goolwa** and because of this it's becoming a real hub.*

*Lots of people weren't **into the arts** previously.*

Absolutely. Mainly because **it attracted folk who were not art viewers or event goers** really, prior to Just Add Water. Saltwater, for example drew in surfers of course, but also exposed them to many art events and opportunities. As for folk who were engaged in the arts prior to JAW, they had deepened their involvement and in some cases had their first paid gig as an artist.

There is certainly a strong sense of pride in our arts and culture now, a sense that it has given us a bit of an identity that we can be proud of... Some just simply need to hold animosity towards the arts in order to maintain some distance from emotions I suppose. But **they are much quieter than they used to be...**

... we hear that some think there is too much money spent on arts, without understanding that a great deal of the funds did not come directly from rates. Within council there are still many that don't even seem to know it happened while there are others who are engaged. I think it will **take a little more time to see projects initiated by council directly before we know how the community values money being spent on the arts.**

Without being exposed to the different art forms people do not know if they like that kind of art, so giving them the opportunity to experience such variety locally is a fantastic aspect, as people will not travel long distances to the city on the "what-if we might enjoy it" theory, whereas **having more art locally, they will attend & then become regular patrons of the arts.**

There is still a lot more traction to gain – but there has been **a huge shift** in how much the community values and understand the benefits of arts and culture.

Objective 3: Just Add Water has helped to strengthen local commitment to arts and cultural planning and development in Alexandrina (Q3 answered: 22)

11 respondents strongly agreed and 6 agreed with this statement, with 4 neither agreeing nor disagreeing.

Comments show respondents believe there is growing commitment within key organisations but that it is still fragile and needs constant building and reinforcement. There is clear recognition, though differing perceptions, of the key role that Council can and will play in future developments.

I felt that members of the Alexandrina Council **could have embraced the efforts of the program more** and had a far more co collaborative role.

... it seems that there is **strong Council support** for arts and culture in the area.

The community has experienced in most cases **a positive vibe** from local commitment to arts & culture development from Saltwater festival, stobie pole painting, change & adaptation, community theatre & music to name a few.

I am not sure about this. I feel as though there is **some momentum within council** to support Youth Arts... but not as much as I would like or expect to see.

The commitment amongst the arts community, I think, has strengthened. Also the Council has **expressed a stronger commitment** to the arts. This will filter out to others.

I think this **shows in the volunteering** in Goolwa, with keeping art galleries and Centenary Hall functioning.

Hard to tell really still. But **I have a good feeling about it.** Council have committed to some funding; staffing; some ongoing events etc; and locals are keen on having future events. We just have to get used to not having the level of funding and support that we've had, and **be realistic about making things happen** in other ways: seeking funds etc.

The last council election in the Goolwa ward was won on reducing council staffing and rates. In a climate where the federal govt is cutting allocations to councils, this does not bode well. However, there are **those in pivotal positions** who now see arts and culture as an important aspect of cultural planning and development. I would like to think we have **pushed the boundaries** a bit so that it is not just viewed as therapy, but **intrinsic to overall wellbeing** for individuals and community.

Local people now don't have to travel long distances to get "their fix" of art & they are **spending their dollars in the local economy** and so are visitors to the area attracted to this wonderful variety of the arts. Local community members are happy they have more to do & see. **Local businesses have good customers spending money** in their premises & planning for even more future events has been encouraged. I have been asked to add a poetry component to the Langhorn Creek Writers' Festival which was at risk with lower

numbers, but I think adding more variety to their program after the success of my events / readings means it will not only continue, but **improve & thrive**.

It has moved arts from a satellite context much closer to **core business since 2012** within Council.

Objective 4: the Alexandrina community is better able to plan and deliver arts and cultural activities and events as a result of Just Add Water (Q5 answered: 23)

11 respondents strongly agreed and 7 agreed with this statement, with 4 neither agreeing nor disagreeing.

Comments convey a sense that exposure to high quality program delivery and having the chance to gain experience with support from Country Arts SA and Council staff have meant that inevitably there is a greater capacity and determination to continue. A few were more cautious in their optimism.

*Just by the process of doing something – even if unwillingly at times – **things will be learnt**. The huge effort members of the community put into the many projects mostly found their target.*

Great modelling and enthusiasm and I think lessons learned from Just Add Water will continue to be an influence. The challenge will be funding and scale.

Country Arts SA/ JAW has provided the **ground work & scaffolding** for the Alexandrina community to continue arts & cultural activities.

I am **not sure** about this.

The experience gained from Just Add Water, especially events like Kumuwuki, but also smaller events, has got numerous people up to speed on what is required. We also have **better arts infrastructure** now.

Since JAW started in 2012, **people now realise that the quality** of exhibitions and performances in Goolwa are well worth attending. Knowing this, planning ahead surely makes it easier to know that events will be well attended.

Although **systems are now in place** in the council we will see what the new elected members have on their agenda besides business opportunities and gopher tracks.

Hmm, some individuals and possibly some orgs maybe, but I think there needs to be some kind of **help for people wanting to access funding**, and advice.

I think that the two galleries, SCRAC and Signal Point are producing high quality exhibitions continuously now and that **has been a huge leap. Community based galleries are also** delivering great exhibitions so clearly we know what we are doing in this area.

If a position is not created for a community arts officer equivalent to what Di Gordon is doing at the moment then we have no chance of being able to continue planning and delivering arts and cultural activities because there will be no one to do it. It is a **highly specialised** field.

In terms of theatre, **we are at very early stage**. Centenary Hall is a bit out of most people's reach because it is too expensive to operate when there is not really much funding about for the level we are at. But it is growing, there are **small groups producing good stuff**. I think among the arts community we have individuals who can produce great activities and events, Saltwater showed that. I don't think at council level there is a great deal of confidence or real understanding of the arts to have council driven arts events beyond what Leah Grace and Di Gordon are able to achieve.

This has yet to be seen in subsequent years when any further delivery of arts and cultural activities is seen to be budgeted for and then delivered.

Having such an all-encompassing umbrella to cover the variety of arts in this region has helped **cross pollinate information** of gigs, **enabled organisers to plan events** so they don't clash, thus not cutting each events attendances & this cross pollination has also enabled "**sharing**" of audiences, people travelling from longer distances are more likely to attend if there are more than 1 or 2 events to enjoy.

The community still needs a **fair bit of assistance** from council staff to help with the **practical aspects** of realising arts and cultural aspirations.

3. Creative development for local artists and project staff

A concern with the question of community capacity to design and deliver programs as expressed in Objective 4 highlights the particular role of *Just Add Water* in fostering the development of artists and other project staff. Respondents were asked to consider the extent to which *Just Add Water* has created opportunities for professional development or employment for local artists in general as well as supporting and fostering their own (the respondents') development in their respective roles.

Employment or professional development for local artists in general (Q6 answered: 22)

In relation to the aim of *Just Add Water* in professional development for artists, 13 respondents 'strongly agreed' with the statement that it had created more opportunities and 5 'agreed', while 3 'neither agreed nor disagreed'.

Most respondents felt this aspect had been achieved in meaningful ways and gave clear examples. The question of being able to sustain this given the end of external funding for *Just Add Water* was raised.

*I have been fortunate to **experience development in coordinating** children's workshops from other professional artists.*

*Absolutely. This has been a major aspect of the program. In my little part I mentored 6 people working in the arts and culture sector, so I imagine **overall this would have been a very strong part** of Just Add Water.*

*As an artist who has received work through Just Add Water, **I have benefited directly**. I took the opportunity to have a go at a few things outside my normal practice - and this has been valuable professional development. I have also got to work with, and get to know better, a number of local artists, which may lead to further collaborations or new initiatives.*

*Personally the Just Add Water programme put me **out in the public arena**. Working away quietly for years this programme has given me new contacts and a chance to work in my field being creative.*

*Yes it did... Also there were many experiences for **artists starting out**, that educated them and gave them some experience.*

***Well it took a little while for me but in the last year I have certainly had employment** in the arts for the first time, and that has also been professional development for me. JAW appears to have created many opportunities for artist employment and development but probably more importantly for the long term, it has **given many of us a profile** that we didn't have before and given a great deal more credibility to us as regional artist. I feel so much more solid and confident as an artist in the state. I would say in the past three years I have developed far more than in the previous four years of my practice. It has been fantastic.*

*This may well have been so recently. Again the longer term **evidence is yet to be seen** of this **impetus being sustained**.*

*...[he] **mentored me** to give me **improved workshop facilitation** & individual mentoring skills so I can run workshops & mentor writers & poets for local members of our community. This interstate poet was paid & travel & accommodation costs covered.... I can now start to pay poets as feature performers at our monthly events & this will have a flow on effect in attracting more audience (& funds raised) so I can pay more local artists to perform. And as a local resource for workshop facilitation & mentoring of writers & poets **I will be able to pass on learned skills** to other locals for their improve professional development*

*I have worked extensively in regional SA and beyond and as a freelance artist have seen the **opportunities for both local artist and those such as myself** having strong links with this region as very positive with many wonderful arts outcomes.*

*Professional development opportunities were created. **Paid employment depends on funding.***

Effects of Just Add Water on personal interest and commitment (Q7 answered: 21)

Respondents were asked whether their involvement in the program had had any effects on their own interest in and commitment to arts and cultural activity. 20 of the 21 who answered this question confirmed that it had, most saying they were more committed than ever as a result of feeling **connected**, inspired by the **community and place**, and/or because of the **success of the projects** in which they were involved.

*Yes. The mouth of the River Murray is **an auspicious place** and the community are a part of that unique creative hub.*

*Gave me **first hand insight** into a range of cultural events and organizations that already existed within the community that I never knew existed.*

*I became really **interested in the importance of how local history** and the understanding of the past can assist people in the Alexandrina area to develop a stronger knowledge of the contributions of people in the past to building community. I also think the **sense of identity** would have developed through the 'Telling our Stories' films.*

*Through my involvement in JAW, I feel a **stronger desire to develop** & be a part of a group art or sculpture exhibition.*

*It has made me feel **well connected** to youth arts in Alexandrina. I have networks and ideas. Whether this will amount to anything in the future? Time will tell ☺*

*As a professional artist **my commitment was always there**.*

*Most definitely. I enjoy being involved and have been involved in different aspects of JAW over the years. Spreading the word to visitors or even locals **has been a pleasure**. I guess being a local for over 30 years now, I am passionate about this town and what goes on.*

Makes me realise I don't have to be wedding photographer to earn an income.

*My enthusiasm is always there, but I already work in the area. However I can see how much enthusiasm there is and **have a broader sense of how I can work with my community** as well as with local govt staff to make things happen.*

*I am **more committed**. I love the diversity of the region. It gives great inspiration and people are generally willing to engage with me as an artist.*

*I'm very keen to continue to make theatre within Alexandrina because of the **enormous support provided to my event**.*

*I have a history of interest and commitment to the arts... My involvement this year has **helped sustain** my commitment.*

*I am even more enthusiastic **after the successes of my projects** & events & because of the level of **support from council** & Leah Grace, Arts Officer I am prepared to **increase my involvement** in local community events & other programs with other organisers. I am even buying a property & **moving from the neighbouring council** so I can be in this council area, because of this **wonderful supporting culture** that exists here!*

*My involvement has been very positive and as also enables me to form links for ongoing workshops and **build connections in the community**. I will always have interest in creative activities within the Alexandrina council area.*

*As an arts worker it has **strengthened my resolve** to see it go further into the future and become more embedded in the community and council.*

Effects of Just Add Water on personal artistic or professional development (Q8 answered: 21)

Respondents were asked if there had been any impact on their own artistic or professional development. 18 replied that there had while 3 said there had not.

Many offered specific examples of areas in which they had developed and the kind of increased understanding and knowledge they had gained.

Yes – the process has been **best practice** and has stimulated and supported my own practice.

Inspired me to think more locally with regards to my art in terms of **utilizing local assets**.

I loved being a community history researcher and interacting with people who became the storytellers in the films for 'Telling our Stories'. It developed my **sense of the importance of gathering the small stories of events and artefacts and place**.

I have learnt a lot from other artists... Also working for & with other managing professionals has increased my awareness in **communication & working as part of a team** to complete a task.

It has **grown my knowledge and understanding of the ways that councils operate**. By mentoring young/emerging artists it has given me a clearer understanding of my own practice; what I value, **what my strengths are and the areas I need to focus on** developing further.

I have developed an interest in **a new medium**, due to being involved in Just Add Water. This may lead to a change in direction in my artistic work.

Not that I've found any hidden talent yet, but professionally I take my position of Front of House Manager at Centenary Hall very seriously and try to **run a professional venue** for people to visit and enjoy.

Given me more confidence and a belief in my art work.

I was involved in many things and at different levels: coordinator; lead artist; participant; volunteer; audience member, the lot! So I **got to learn many things**, and get off my own little beaten track a bit.

Massive. I have grown in **confidence and capacity**. While I have been creating my own collaborative projects for a while, during JAW I have been invited into projects that pushed me to develop professionally. Through JAW and other events during the last three years such as One River, I have **honed my skills** and recognised that what I do is a bit unique which has given me a great deal of confidence. It is also exciting to be involved in projects that **push the boundaries** of traditional community arts.

I have undertaken my own personal professional mentoring by Robin Archbold through one of the projects I attracted funding for from Country Arts SA & the Australian Government Regional Arts Fund (which I was assisted in applying for by Leah Grace, Arts Officer at Alexandrina Council & Di Gordon, Regional Arts Officer with Country Arts SA. I intend to **continue my personal professional development** in the next year in the areas of multi-media so I can learn to publish chapbooks, record & make CD's & DVD's to assist other poets / writers / performers produce material to promote themselves & / or for sale.

New skills with film and more confidence with community history projects. Inspirational.

I'm a **better arts worker** because of this program.

4. Future development of arts and cultural programs in Alexandrina

Aspects of Just Add Water that should be continued (Q9 answered: 19)

Respondents were asked to say whether there were particular aspects of *Just Add Water* they would like to see continued into the future. Some of these related to specific projects, while others to general principles or qualities and processes that had characterised *Just Add Water*.

- Particular projects or approaches

All of it

Youth focused programs. Focus on the telling of historical stories. Film events and documentation.

I think there are plenty more stories for **films**!

Theatre & art/culture workshops for **children**.

Wet Paint. This group has a lot of momentum behind it from **young** people. I would love to see an artist take the reins and be able to lead with vision. I would love to see the group be allowed to grow according to demand and to broaden the opportunities for arts practice that it offers. Those young people have many stories to tell and skills to grow and capabilities to grow which could be achieved through this project.

All of it! In particular, the **Fringe Caravan** and shows in Centenary Hall. I imagine the exhibition spaces will be booked out by local artists, even after Just Add Water, but a traveling exhibition would also be good.

Contemporary outdoor **sculpture trail**; Drawing on country; touring shows and exhibitions; The sponge.

Our Stories film making project.

Live shows that normally miss regional areas. The opportunity to work on projects with collaboration with other artists of different media.

- Standards and principles

Keep up the **standard** of performances coming to Centenary Hall including **international acts**.

The standard of programming

Keep bringing professional theatre companies to Alexandrina. And continue to **support the development of locally made theatre**.

I would like to see the **diversity** maintained

Exchanges between Aboriginal and local communities. Workshops to give people new skills.

I would like to see **potency and drive** maintained by the **appetite** that the community has developed.

New ideas or strategies for future support (Q10 answered: 14)

A number of respondents offered ideas or particular strategies to extend or add to existing proposals.

The Chart Room as a **production house** for young people's work.

I would like to see **more local artists employed** & maybe to have a proposal time of sculpture displayed at library first.

If the film society continues to grow, their ideas about **supporting local film-makers** may benefit from additional support.

Take advantage of Goolwa being a holiday destination. During Christmas and the New Year there is very little on to show the public that Goolwa is a place to be. **Even buskers in the street or open air performances around the rotunda** (Jazz Bands for example). In the past there used to be artists displaying their works on the lawns there. I know these things don't generate money but it's just a thought to keep people talking about Goolwa!

I think we need to have a good think about how we **support original/contemporary theatre** projects. We don't have the support or infrastructure in the same way the visual arts do so I have tended to do all my own shows through the visual arts. Something similar to what visual arts have would be good to **nurture theatre**.

An **Arts Hub** - a shared office space of some kind that can be used by local (visual/performing) artists and writers.

Living in Strathalbyn I am particularly aware of the youth suicide rate. I hope the AC will work towards ways cultural programs can be part of bringing meaning to the lives of youth and also those in the farming sector who have been affected. The scope for **community people as well as professional artists** to participate needs to be furthered.

Add **production of books, CD's & DVD's** of Just Water events & performances for promotion &/or sale to the public.

Woven sculptural forms which reflect the local environment combined with woven forms with function.

In-depth films which could be sold - to ABC, SBS.

I've watched **new engagement strategies** in ccd practise that are moving out of a 70s model find that very exciting.

Instead of money going to artists for workshops etc, community groups would benefit more from the money directly for a **particular resource, eg costumes**.

I am proposing a **thinker-in-residence** so we can clarify our strengths and weaknesses.

Other general comments and suggestions (Q11 answered: 14)

Just over half of the respondents took the opportunity to add final comments. Four of these comprised specific suggestions to Council about processes to support good practice in arts and cultural development, including appraisal of its outcomes:

*More **transparency around funding** from local councils – a bit hard to suggest something like this as the council has the right to do whatever it wants with it's money – just didn't seem very progressive.*

***More publicity!!!** Greater effort with the distribution of the 2015 JAW program.*

*I would like to see the Council make a **public commitment to continuing** this program with an evaluation of what this has contributed to the community culturally and economically.*

*That council has an in-depth reflection on what this project has provided the Alexandrina. That they **recognise the value and importance of what has occurred/**been achieved and take a proactive strategical approach to how they continue to achieve these outcomes...*

The other comments all **commended** the program organisers and expressed **appreciation**:

*Congratulations on the **commitment, energy and vision of Just Add Water** and its organisers and employees for the benefit of the Alexandrina community!*

***Brilliant job** & well done Jo Pike!*

*Personally, Just Add Water has **enhanced my life in Goolwa**. I love seeing the arts play a bigger role in people's lives because I am convinced of the benefits. I would like to see a Just Add Water program out every year from now on!*

*Thanks to Jo Pike, Ollie Black and Di Gordon for their **encouragement and support**.*

*Just thanks very much for bringing this fabulous support and experience to this area. It was the **right thing in the right place at the right time**. I only wish it could be continued and other communities could have the same experience we had. I realise that it's a mixed result and does not always work as well in some places but it's all a learning experience too! Many thanks again xx*

*In all it has been a **life changing time** for me and I am so appreciative of those who have made it happen.*

*I think the extra two years have proven to be critical in embedding the arts in the community as we have. If it had ended in the first year I think it would have been easy to have dismissed it... **three years is good because those extra years helped to get to the heart of the skills we have locally** which is the point, that we be better able to sustain ourselves when the program ends. It did appear that a lot of work at the beginning went to artists from Adelaide so while audiences were being developed, artists weren't necessarily so. So the next two years were the best for me. I love the local arts scene. That excites me far more than what comes in but that is probably because the programs that visit are often aimed at attracting strong audiences so they are more popular than challenging, but that is good. There is something for everyone. **It has been great, really great and a bit scary to see it end but good things are already happening and we are stronger for it.** So thanks.*

*A wonderful initiative by **Alexandrina Council making them the best supporter of the arts in SA**, which has made this such a vibrant community to live in & / or be involved with & I hope this continues for many years to come.*

My involvement over the years has been very positive and I have gained positive connections with many in the community !! thanks!

Well run program. Gave the community a positive sense of their self-worth.

We have been very fortunate – I think we are in the best place we have ever been to navigate into the future.

Just Add Water – Cultural Places

Focus Groups and Interviews with Council Staff and selected informants

Who:

- staff who had some involvement with *Just Add Water* in a range of different roles
- specialist arts and cultural staff; additional Council staff; Arts and Cultural Advisory Committee members.

What: with a total of 18 qualitative questions exploring aspects of the four program objectives focusing on areas of achievement, benefits of the program, effectiveness of delivery, community response, areas for improvement, future commitment and suggestions.

How:

- Focus Group discussions x 2 (18 individuals)
- Interviews (10)
- Total number of informants: 28

Summary of main points in discussion with examples

1. Increased arts and cultural opportunities for community members, artists and visitors

Overall assessment

- There was general agreement that many opportunities had been created and the overall appraisal ranged from 'pretty good' to 'particularly good', 'magnificent' and 'fantastic'.

when I came down to live here 10 years ago, I never felt like it was a cultural and art environment to be in, but I think that's really changed...

the ability to see something live and locally is fantastic.

Diverse opportunities

- The diversity of the program was a particular 'selling point', catering to a range of interests and engaging people from a range of demographic and cultural backgrounds.

I think the diversity has been its selling point and its strong point. It's fantastic. We've had people from right across the community and all corners of the community coming to this area and exploring not just the arts and culture but other things. So they're getting out and exploring their own backyard. People who don't normally get out and explore the region are coming together for this cultural event.

It's also because we've got such a diverse community, there's not really one or two options that cover everybody.

Council had exhibition space but I think Cultural Places and with Just Add Water generally has expanded the range of art forms that are accessible to people. So visual arts is one art form but there's many other art forms that have come on board in the last couple of years.

but also a lot of the indigenous stuff...[some] that's come into our region from all over Australia through this program has been fantastic as well.

Cross-generational appeal

- The activities catered to all age-groups and created opportunities for intergenerational relationships.

We've had stuff across all generations, I think, and that's been a very positive thing.

I just know, for example, my mum and my grandparents have been to events, and it's not just about just going to the show at Centenary Hall; they go for dinner somewhere first and spend their money locally and then they go to the show, and then they might go and have a coffee or a drink and catch up.

I think it's been particularly good, some of the children's programs, particularly during holidays and at Christmas time. There have been some fun events. We've got the schools involved, and I think that's probably broadened their curriculum a little bit that they wouldn't have probably been able to access because obviously at other times they'd have to travel to Adelaide, and that costs money for buses and things like that. So I think from the school's point of view, it's been great.

I think schools have got so much crammed into their curriculum and events that they've got for the kids already that it's sometimes difficult to add something else in. But I feel - I've got children at Goolwa Primary and at Investigator and at Mt Compass, and I feel like there has been a range of events that they have taken on...

[for instance] with 'Cranky Bear' we had buses from Victor Harbor coming over for it as well. They were totally booked out - all the school sessions.

So a couple of our Youth Theatre Group members ended up on Lake's Angel, another production, and all of the access to going to performances and live performances that, yes, if we ever did before, it had to be Noarlunga or Adelaide. So it's given us a good opportunity there. Again, with the younger age group as well, loads of fun things. Things that we just didn't get here before.

Community groups

- The investment in community development in the first year enabled many groups in the community to initiate projects which have since grown and strengthened. However, groups still need this kind of support.

[with the Create and Connect stobie pole project] even people who weren't involved in it could see that something was happening, and it's created a real interest to the town... I think that's a great legacy because now people have their stobie poles painted outside their homes with whatever they want on them... and it's helped to keep them [Create and Connect] running, because they now charge the people that are requesting their stobie poles to be painted.

And groups like the Ukulele group have gone ahead in leaps and bounds, with so many members and growing. And they play in public places all the time so give back to the community as well.

In the first year they [Just Add Water team] were more actively engaging with those managing community programs, so they would say "Great!" and be a part of it. It was more face to face, having a chat, very effective ... but it takes time and resources ... [we] have ideas but still need some input to get them off the ground.

Venues and facilities

- Access to high quality venues and facilities has been a huge advantage for both visiting shows and local artists' development.

Goolwa is becoming known because of the facilities- it's like an arts village. People come to the Hall for the first time and are amazed – they say they had no idea we had this...

We've got a reverse effect happening down here. Whereas people from here used to go to Adelaide to visit relatives, to go and see shows, we're now having people visit relatives down here to come and see shows in Centenary Hall, which is brilliant. So rather than people going out of the town to experience culture, they're coming to us.

We've been a long time user, our Youth Theatre Group, of Centenary Hall, so the upgrade to the hall has just been magnificent. It's given the young people that really great performance outcome - we've always had great outcomes, but it gave them a really fantastic theatre to work in... So hopefully with having this great theatre now, that will just always continue.

And it's not just being used for shows... I know for our local footy club last year, it was hired for our big event, like a formal event, so it's not exclusively for performances and things.

Publicity and promotion

- Publicity and promotion continue to be a challenge – despite considerable time and investment some people complain that they have not heard about available opportunities.

You know, you talk to locals and say, "I went to this last night, why weren't you there?" "Well I didn't know it was on."

I have the same thing. People come up to me the following week and go, "Why didn't we know about it?" I go, "What is the best way we can promote this to you for you to get the information?" They say, "Well, put it in the Times" – and it would have been in the Times, colour photograph in the week leading up to it, and they didn't see it!

Even though we have our beautiful Just Add Water book – or as I call it, 'the Bible' – it's amazing how many people, even those involved in the projects, are not reading it.

Marketing was difficult as the program was not finalised and printed til the year had well and truly started. This resulted in a loss of momentum. We have learnt from this and as a result the one for 2015 is coming out in December.

I understand there's probably a balance there, in that ... there is a capacity to the venues that we have, so across the whole region you're not going to be promoting it [too much], or you're going to be totally inundated. But at the same time, the fact that there are people within this local community that don't appear to know about it means that we're not getting the message out there somehow.

They have to want to know a bit more too. Getting people to actively seek their information rather than the notion of it being delivered right to you.

Not everyone is going to be interested in the end – it's like any other area in the community, like sport.

Accessibility

On the one hand the Just Add Water program has fostered an accessible environment, while on the other hand factors like transport, cost, and geography affect opportunities to participate to some extent.

I feel like arts is far more accessible in this region... if you come to an event here, everybody from all walks of life are here. It's not some kind of exclusive club, and I think that's the difference that this program has fostered ...it doesn't matter if you're a black skivvy wearing artist or... everyone mixes in together and it feels like it could be the footy game, where everyone's sort of joining in... That's a big credit to the program, I think.

There's a cohort here that don't have a lot of extra spending money. A lot of young people don't get that opportunity especially if their parents are struggling.

And transport... that's always going to be a bit of an issue down here and they'll continue to struggle with and work on as years go by.

My understanding was that a lot of the activities were very Goolwa-centric initiatives... I didn't hear of much happening around the place in Strathalbyn where I live for that period of time. So if anything I think it was a bit too Goolwa-centric.

2012 funding was centred in Goolwa...but in subsequent years it's definitely gone outside of Goolwa.

There's been a variety of things happening here each year, but now it's starting to broaden more and get out into the wider community, like Strathalbyn, Langhorne Creek, Mt Compass... I think we're getting better at it, but it's still got a long way to go.

Things like Drawing on Country goes all over, the ASO did a thing in Strath this year, the Poetry Cup...

2. Increase in the extent to which the community values arts and culture

Overall assessment

- Participants offered many examples that show how the general community has come to value the opportunities provided through *Just Add Water* and demonstrate that escalation in awareness of arts and culture over the past three years has resulted in greater appreciation of the social, economic and civic benefits.

Now even those not originally interested in art and culture are saying “I can get involved” and “I can do it” and “maybe I’ll give it a go”.

...and an acknowledgement that...we have some great artists and talented people through all generations, and a lot of us have known that, but now the general population and community do and they sort of admire it and have that pride.

Civic Identity

- The profile of Goolwa and surrounds has risen and there is a sense of civic pride associated with that which people are coming to appreciate.

My neighbour used to say to me... people were complaining that “we are just an art town now” and that it might be more valuable to perhaps open up the tunnels under the town and offer them as a tourist attraction. So that was about 2½, 3 years ago.... Just recently she said to me, she’s going to vote in this election because, “I don’t want this to stop. I’m really concerned that this will stop. We’ve got an identity now. We just used to be [known as] ‘down the road from Victor’. We’re identified now because of what’s been happening with the arts. I don’t want it to stop.” So there’s that shift in just a few years...

It’s our uniqueness and our difference, and we have people from around the country commenting on that.

There are two artists running [at Council elections], one who was not a great fan of Regional Centre of Culture when it first came, and has gone through such a shift that they are now running with a fairly major platform for the continuation of the arts and cultural program.

‘Spin-off’ activities

- Aside from high levels of participation in the *Just Add Water* sponsored projects and events, the many ‘spin-off’ activities initiated by community members as a result of the main program show they value the experience.

...and the community has been involved in it. They’ve helped design the images. In some cases they’ve helped paint the images. And now they just keep rolling on.

They’ve had a lot of Ngarrindjeri involvement with learning how to do different weaving and story-telling... there’s been a spin-off effect of a community group whose profile has been raised as a result of that.

...and as a result of that [‘yarnbombing’] now, we have people coming together on a voluntary basis to knit poppies that were designed for Federation Square on Anzac Day next year. [Now] we’re having our own event here in Goolwa. As well as people sending poppies to the Federation Square event, we’ll be having the poppies as an exhibition here as well...

Well, the film society... that’s just gone berserk, hasn’t it?

That’s just exponential.

Yes, and it’s going out to Clayton Bay and Milang now?

...and there was an inquiry from Strathalbyn as well about starting up there.

*The ukulele group is an example of one that got a real boost from the *Just Add Water* workshop in 2012, and your gallery exhibitions and things like that, more people are probably stepping forward for that sort of thing.*

I was approached by a lady in Strathalbyn to run a comedy festival aligned with Mental Health Week... the idea that she could actually do that and work in with a group, the Strath Youth Players, and put that on with a therapeutic mission behind it I think speaks quite loudly about connection and how that’s been strengthened in our community, understanding the value of arts and how helpful it can be in a variety of people’s situations.

‘Art envy’

- Visitors and people from outside of the region repeatedly express their appreciation of the opportunities available through *Just Add Water* which reinforces the sense of community pride.

It’s really lifted our profile

And we've got people from outside of the region already contacting us to say, "when's your Just Add Water program for next year coming out?"

I think plenty of people have moved to this town because of its new emphasis on arts. I know one artist that's actually said, "I moved from Adelaide", and they just love that there is a sense of being embraced and encouraged to continue their profession.

At the SurfArtFest... everyone was saying "what an amazing place to live, look at what they do here!" It was like one big 'love fest' all about the area and the community. Strangers were talking to each other saying "Wasn't that great? Are you going down to see the band? See you there for a drink." It was fantastic... I had friends from Adelaide who would have come down if it was more widely known.

And there's a lot of Council envy – so we get a lot of people from Victor Harbor going, "Why doesn't our Council do what your Council does?"

Increased volunteering

- The solid group of volunteers which has grown up to support the arts programs on a regular basis over the past three years is a clear sign that it is valued in the community.

Another area I think that's really seen an increase in interest and participation is volunteering. I think that's been a really good thing... So we've got some well-trained, good volunteers who are willing to support these activities. That makes it a lot easier for people to bring events and activities into the area, but also to assist and facilitate local people going to those things too.

General 'buzz'

- There is a tangible atmosphere of expectation that is now evident within the community.

Yes. I can't really quantify it, but ... you don't want it to stop now, because it has given us a little bit more sophistication, and it's been a taste of the city here with the performances and the exhibitions and so on. It just makes it a much more interesting and vibrant place to live.

It's wonderful to walk down the main street on a Friday night and see people teeming into Centenary Hall. I think that creates a buzz and sort of a feeling of belonging that perhaps the town has only had when there's like a major event on. So, to see that happen more regularly is really good.

...right from the moment you walk through the door and sit down, you can tell that audience is desperate, they're willing, there's so much energy and excitement that they're giving out already. Like, thanks for coming, we're just so glad you're here. They're absolutely eager to devour that kind of entertainment. It's sell-out crowds...and I think the town wants this stuff, and they're willing to support it.

It's raised the bar on people's expectations, too, the quality of what they really expect from art as well.

And that opening event [Watersong] was really perfect...people are still talking about that.

Economic flow-on

- It is hard to quantify direct economic outcomes from such a diverse and dispersed program, however there are certain trends that demonstrate the economic value that people attach to having more activity and support in the community. The program has attracted people and investment to the area in a number of ways.

...there are people who've actually bought and moved here because of what's going on. There are people who are planning to buy real estate here because of what's going on. I could give you names...

We've got our holiday homeowners that are checking the program and making sure that they're down at their houses aligning with particular shows, bringing people with them. We've got regular clients coming back from Adelaide Hills, Victor Harbor, so it's not just our community.... So there's definitely economic development.

We've been able to beef up next year's program with private people coming in paying us to use our facilities, because of the flow-on effects they've seen in the community.... And it brings in a new marketing database as well, so we get people from outside the region, we get money from outside the region... the economic development is huge.

We now have three businesses that previously weren't open late, that're staying open later, and another one coming on board to open for the evenings before a show, and looking to stay open after a show for drinks.

It's emerging as more of an opportunity for people to make a living through the arts because a lot of the other areas traditionally here in our region are disappearing. We don't have any manufacturing and we have very high unemployment, so I think the arts are being seen as more as a legitimate outlet now... in Strathalbyn we've got a number of studios that have been set up that attract local artists who are putting their works out for exhibition and sale... I think that's a lasting legacy of Just Add Water to put artists on the map as legitimately earning a living from their expertise.

The flow-on effect of advertising from particularly this one promoter's Facebook pages and flyers and things in Adelaide is huge. I don't have a quantifiable figure for that... but what happened is, her husband travels a lot for his profession, and she was at home with her daughter one weekend so they decided to come for a drive and see the whales.... So they went for a little drive around the coastline and had come back through Goolwa, fell in love with Goolwa, seen Centenary Hall and then rang and said, 'How can I get a show in here?', because that's what she does, she promotes her shows. Then she's since come back to visit, just on a family basis, bought accommodation, food, petrol, paid for the hire of the hall – all from that one trip where she just kind of wandered into town unexpectedly.

3. Strong local commitment to arts and cultural planning and development

Overall assessment

- Participants pointed to evidence that the experience of *Just Add Water* has led to a greater focus on planning for and supporting the development of arts and cultural initiatives by organisations responsible for structural and policy decisions in the region. At the same time there is awareness that while considerable progress has been made, such shifts are not set in stone and there is a need to continually reinforce their value for the wider community.

Alexandrina Council

- In the terms of the funding agreement with the South Australian Government in 2012 and then the Australia Council for the Arts in the extension of *Just Add Water* – Cultural Places, Council undertook to build on and maintain the progress that has been made over three years. This relies on a commitment from elected members, expressed in a variety of ways.

I think the community have made their voices known, because you see in the Chamber that in the budget bid process for this year – budget bid processes are very competitive because there's always too many projects for the funding available – but the arts and culture projects that were put up got through because elected members were obviously aware of the commitment and interest in arts and culture by the community. So they were competitive in a budget bid process, whereas three or four years ago that probably wouldn't have been the case. So I think there's definitely been a shift...that would have come about through the influence of the community.

...you go to events and you see them sell out and you see people enjoying themselves, and saying, "look, as a community, we can do this". It creates pride, and I see that pride reflected in the elected members when arts and cultural... reports come to Council.

This year the Saltwater ArtsSurfFest won an Australia Day community award – that makes a Just Add Water program initiative winning it for the past 3 years, whereas before that it probably never went to an arts project.

- Policy and funding decisions that define Council priorities indicate a level of commitment.
Council now has culture as a 'fourth pillar' in its reporting process.

I think the community strategic plan has definitely picked up on the arts and culture area more significantly than it did previously. That is a Council commitment. ...[although] we are moving into a new Council,

probably a new era..., the strategic plan has been committed to, so they do have a responsibility to uphold that.

And Council has introduced a new category of community grants, 'Connecting Community Through the Arts', for the first time, which says a lot.

There's ownership within the community over the arts and cultural program, but there's also a recognition throughout the Fleurieu and beyond that Just Add Water is Council's program, and it's our signature art and culture program for the year.

There's been a commitment from Council - they've offered the old Chart Room as a space for youth. So the offer has been put to young people to develop an expression of interest for the use of that space. So that means that there's capacity for not just the Youth Theatre Group but YAC and other young people to have a common space where they can continue to meet, run programs, use the space for a variety of purposes. I see that as a significant commitment by Council towards ongoing activities for the youth sector.

There are commitments in the long-term financial plans, but it doesn't mean it is guaranteed to stay like that. Things can change. Though I think that having such a successful program has made it hard for them to cut it, why would you do that, cut something that has brought you so much good publicity and recognition? That's just not good management.

I think the development of the spaces that we've had, particularly Centenary Hall and Signal Point, I think the rejuvenation of those physically and the facilities that have been created has gone very well. I think with Centenary Hall, we had like a three stage plan, and stage 1 has gone very well. It's an excellent facility. Stage 2 and 3 are kind of 'if, maybe, perhaps'. I think operationally, to see the best use of those facilities we need to make sure that things are completed.

It's great that it's happened, though it's given us a headache in that now we have to manage facilities that we didn't before.... It probably, I think, has also raised an expectation of what we're going to do for the rest of the region now, so there's going to have to be some budgeting and resourcing for that. That's going to be interesting, because we don't have that financial backing now from the State to make the rest of that happen.

- Commitment is also evident in the day to day practice of Council staff and the sanctioning of new ways of working across the organisation; examples include encouragement for bringing creative solutions to bear in all areas of Council work, and routine collaboration between cultural staff and other departments to break down unproductive 'silo' behaviour.

I think Just Add Water has probably indirectly brought out people's imagination and skills, operationally, continues to do so. A lot of the staff that we've got with us are, number one, being allowed to show their talents, their artistic talents, and it's happening right now... That's I guess why I'm here – because I feel like I'm representing that side of [Council that's] not directly [involved with] Just Add Water but indirectly this is what Just Add Water has helped to happen.

We're developing playgrounds that have an art concept to them, an imaginative place for kids to visit....

...that's not something that this Council probably would have thought about. They've [staff] been given the okay to be creative in the public realm, and are really activating our public spaces... so when we talk about doing a project now, it's not just about infrastructure, it is also about making it a space for people.

I think it also has helped with the Council in terms of departments working better together and actually thinking that they might need to bring someone from another area into the consultation process, whereas before you probably would have seen just that department going off and doing a project and then no one else knowing about it. Who would have thought an engineer and an art person would work together, like, a few years ago?

So, in my area, community wellbeing,... it's very, very practical dealing with day to day issues that people have that don't appear to match with arts, but seeing art coming in as a therapeutic option has been very positive. And I think that's been strengthened over the time we've had this Just Add Water program.

...arts is a great way to actually engage your community and to find out what they feel and what they want and to get people together...I would like to see more of that approach through Council formalised and less working in silos.

Community initiatives

- Local businesses and groups are recognising the benefits that flow from the increased activity and investing in commercial and community initiatives in ways that support arts and culture directly and indirectly.

Just Add Water was intended to raise the bar in terms of developing the exhibition spaces at the Old Police Station and Signal Point to a high standard. But because of the increased activity, and not everyone is at the stage where they can show their work in the Council galleries, so a whole lot of other spaces have sprung up. We now have several independent galleries like 'Art@Goolwa' that are booming and a lot of artists have got their start from there. Plus there are up to a dozen new small studio/workshop galleries run by individual artists.

...all of a sudden about 50 people came in [to the pub]. You wouldn't see that normally on a Saturday night, and that's great for local business, but it's also great that local businesses are staying open and being inclusive and giving people a place to go.

Volunteering in the arts venues represents a measure of the community's commitment to what has been started and a determination to see it continue.

The Arts and Cultural Advisory Committee has attracted new members who became involved through Just Add Water activities and are keen to support their continuing development. They are committed to consulting widely with people in all parts of the region to support local initiatives and provide useful advice to Council.

4. Increased local capacity to plan, deliver & evaluate arts & cultural activities and events.

Overall assessment

- Organisations large and small as well as artists and arts workers are reported to be better equipped to develop local initiatives from the ground up. The legacy of *Just Add Water* has been an increase in both practical knowledge of how to go about each stage of the process as well as a much greater sense that it is within their ability to design and deliver high quality programs.

Very importantly it's actually established a foundation for us to work on and actually build on what we've seen developed in Goolwa. You can't go backwards from here, really. You shouldn't. It's actually a very good kick off platform to say, well, actually this is what we've got as a baseline now, and we've got some excellent facilities that we can continue to utilise and develop. This is the ideas that have I guess progressed here; we can actually replicate that in the rest of the region. So, from a foundational perspective, I think it's been very, very good.

Skills and experience

- Knowledge about what is required to conceive and implement arts and cultural programs has been acquired through practical experience and the expertise of staff supported by Country Arts SA.

Because we had Ollie working here during 2011, she just happens to be the Community Cultural Development Queen of South Australia! That she has those skills and was here, so she kind of built that a lot, just because of who she is. If there was an arts officer here at that time for Just Add Water who didn't have those skills, that may not have happened as much... there is a capacity to increase and improve upon the really positive outcomes that have come already through that approach.

Those big events like that, the big outdoor events, and Saltwater Festival, which was just huge, a production manager – an excellent production manager was hired, so that part of the resourcing was fabulous, so that makes a big difference to the smoothness of an event.

It's now an experience more than just an idea, so people have experienced more.

So we've got some well-trained, good volunteers who are willing to support these activities. That makes it a lot easier for people to bring events and activities into the area, but also to assist and facilitate people going to those things too.

We've also, as a result of the resourcing that's gone into the development of a modern new theatre, the technical side and skills development there.

But it gives us a blueprint, doesn't it, for other projects, to say, well, this has really worked, so what did we do, and then it kind of helps then to get other projects running as well....

- There has also been a perceptible shift in thinking within Council about the potential to approach 'non-arts' areas of work differently as a result.

There has been a shift in our areas of buildings and legislation, I think it's actually broadened people's minds and thinking beyond just doing bricks and mortar....and it's actually become, I think, a leader in that area. I get a lot of contact from other Council people wanting to know how we did things, you know, and "how did you convince your Council and the community that this is the way to go". To me it didn't seem that hard, but probably because of the timing [of Just Add Water] and everything.

It's given us the opportunity to – rather than just go out and source an artist and certainly add some beauty and amenity to the play space – now it's all the community development that sits around that, and the engagement, and therefore we reach out to community and hopefully, with the end product, they'll be more likely to be engaged in the play space at the end. We could probably get a result by not doing it that way, but this would be a much richer outcome.

I don't know whether it's just coincidence that everyone's on the same wavelength and we like the same things, or whether the culture of the organisation has fostered the ability to do that. I don't know which one it is. But that shared vision has made this project so much easier.

With the town in the spotlight, I think this justifies spending money on streetscape upgrades, thinking about how traffic moves and parking in places like Signal Point, and trying to securing buildings when we can... [Are you saying it actually has a flow-on effect to other areas of Council's responsibility to manage the public image of the town, is that what you're saying?] I think so, yes... We've just purchased the Railway Superintendent's cottage... on the way to Signal Point, and that was done with a view of obviously developing that as part of that precinct....

Increased confidence

- With more activity and opportunities, groups who would previously have been uncertain about where to start are more able to embark on projects.

I think there's more confidence; people have more confidence to initiate things, because there's a kind of like a growing culture. Whereas before you might look a bit like a pimple on a pumpkin doing something, it's more just a part of what generally happens, so there's more confidence to step up and do something.

So that's given Cittaslow a huge amount of confidence in what they could do, and probably improve upon what they did as well... Because I have had the impression a few years ago that somehow it was viewed as just a catering group. We'll be hosting a Cittaslow international conference here in Goolwa in 2016, or 2017 [as a result of involvement in Kumuwuki/Just Add Water].

If it feels too hard then things don't happen, people get put off. But lately it's more like, not 'can I do it?' but 'which way will I do it?'.

There's a lot of that happening now... people wanting to connect up with other organisations to talk about things, to make projects happen... Just as an example, someone contacted me and said that they really wanted to have a projection as part of the Anzac celebrations for next year. Although we can't get 'IlluminArt' in because they cost lots of money, we can use our own local resources to make a projection happen – on a smaller scale, but a really effective one. So I'm in the process of meeting with RSL, Heritage Centre, a private individual who first thought of the idea, and three local artists. So we will put together a 10-minute projection that will be played on a loop, the night before Anzac, and again in the morning before the Dawn Service.

Lessons learned for future development

- There is a determination in the community to continue to build on progress to date but this requires vigilance:

I think it's just so worthwhile – it's been a massive injection of energy and creativity to this community, and I think it's a train that we'd like to continue riding. I'm concerned that we're going to slow down in all the stations until we stop. That's a concern. Because I think the spin-offs that do happen for a community of this size are so good, it would be such a shame to lose that momentum.

We need to work with the community and we need them to pick this up and make it work for them. There is a responsibility there too because Council doesn't have the financial resources to do it all, to continue at the level at which it has been.

- Consolidating partnerships

It's about accessing the partnerships that we have developed over the last couple of years. Working close with Country Arts and other arts facilities and connecting with Adelaide performers and performance companies and just keeping that going, keeping those partnerships going. We'd like to think we're good at that down here, so it would be good to see that continue.

- Ensuring information for promotion and publicity is available in good time:

We need to make sure we have enough lead-up time for promotional material. Currently our draft program is with the designers and the printers to go through, so we're three months earlier than what we were last year in the planning process...

We lost a lot of momentum at the end of each year that took us a lot of time and effort to pick up again the following year, because the program was brought out March...Whereas this year we've put a lot of effort into getting it released in December, and at this stage we're on track. It caused some angst trying to lock in a few things, and there's a few things that aren't in the program because we can't lock the dates in. But I think just having that momentum to keep going and getting things out before Christmas... especially because we get such high visitation numbers over that period... and we've got a lot of significant things happening in January and February, and without that promotion, they wouldn't be as successful as we're hoping they're going to be. It's going to keep the momentum going right throughout the year. We're not going to have to work so hard to pick it up again. So that's a huge thing.

... the use of these two community notice boards

Electronic events screen in Council window

Social media could be used more...a coordinated approach across Council.

We've found 'word of mouth' and 'posters' are the best form of advertising.

- Thinking ahead and better planning for integration of art projects:

...we should be thinking about, when we're forward planning projects, that if we're going to have an arts component, making sure that we've factored that in. We probably should have thought that through a bit more. We knew lots of bits and pieces about it, but I don't think we saw it as big as it's become, which is great, but ideally in the pre-planning stages, obviously, we'd quarantined this chunk of money for the art, or if I went for a bigger grant so that I had more money. I think that's something in our project planning stage, thinking about arts preparation early.

- Encouraging arts and cultural staff collaboration with other Council staff to achieve more:

I think we could do a little bit better within Council as far as projects. We're sort of told who we've got to consult with, but sometimes it doesn't quite happen... We get to hear plenty of them, and we feel at the moment we get told that, "oh no, you've got to go through this or that process", and that can be a barrier... I think that could improve, for sure.

It's how we can make that shift, and whether that's through coming to some of your [department] meetings to know what's coming up in the planning, or occasionally someone from your department coming to the Arts Advisory Committee meetings to hear what's happening.

- Isolated comments about operational issues mainly associated with Centenary Hall:

The entire [ticketing] process has been challenging, we've had many hiccups...resourcing for back-up services was never factored into delivering the program... we still don't have a box office set up at Centenary Hall... it hasn't been a smooth process, having a lot of people involved and having to go back and forth and check things, with lots of crossovers, and 'who's doing which bit?'.

It would be good to consider having more cabaret style events [at Centenary Hall] – they don't seat as many but people love them. And also there is the ongoing question about selling alcohol at events or not.

The foyer needs to be expanded as it gets crowded and hot at times, as well as having a proper box office.

There could be better audio contact with staff too for improved management of shows.



Station to Station rolling artwork, Seb Humphreys and KAB 101, photo Richard Hodges

ATTACHMENT A

Statistics Summary 2012 – 2014

ATTENDANCE/PARTICIPATION	Goolwa 2012	Alexandrina 2013	Alexandrina 2014	Grand Total 3 years
TOTAL	53711	29929	44714	128354
Attendances at Indoor visual events	32052	19343	21862	73257
Attendances at Outdoor Visual Events	846	0	6000	6846
Attendances at performances (with fixed capacity)	7944	4083	5442	17469
Attendances performances (with no fixed capacity)	9812	4410	10052	24274
Participation in hands on sessions	1549	1774	985	4308
Participation in History/Heritage events and projects	364	100	130	594
Participation in creation of new work	719	139	142	1000
Participation in community conversations	425	80	33	538

EVENTS/ACTIVITIES/PROJECTS	Goolwa 2012	Alexandrina 2013	Alexandrina 2014	Grand Total 3 years
TOTAL	545	372	416	1333
No. of Indoor exhibitions (visual arts)	27	14	23	64
No. of Gallery public events	27	19	24	70
No. of Outdoor Visual Events	8	0	8	16
No. of new works created locally through <i>Just Add Water</i>	23	28	21	72
No of hands-on sessions (days)	350	240	230	820
No of community conversation sessions	8	2	2	12
No of film/projection events	12	27	44	83
No of major public events	3	2	4	9
No of performance-based events	87	40	60	187

OTHER STATISTICS	Goolwa 2012	Alexandrina 2013	Alexandrina 2014	Grand Total 3 years
Residencies	14	2	2	18
Performance-based productions	48	36	43	127
Exhibition days	730	608	690	2028
Average % of capacity (ticketed performances)	89%	78%	68%	78%
Free Events	370	247	210	827
Free events as % of total	68%	66%	52%	62%
Opportunities for Indigenous cultural awareness	16	12	15	43
Hands-on participants (across all projects)	3564	2270	1231	7065
Schools attendances (also in overall total)	3902	948	1225	6075
Residency Days	122	9	16	147
Projects funded through <i>Just Add Water</i> (some included multiple events)	89	53	88	230
Presented works with additional community engagement opportunities	206	212	176	594
% of presented works with additional community engagement opportunities	39%	57%	44%	47%
Participating artists	360	305	369	1034
Participating local professional artists	140	89	137	366
Opportunities to express local stories	308	411	144	863
Opportunities to build local skills/capacity	39	26	41	106
SA metro-based artists employed (days)	736	353	197	1286
Regional artists employed (days)	251	132	460	843
PD/mentor: artists or artworkers (days)	116	118	173	407
Utilisation of non-standard venues	45	16	24	85
New audiences reached (events)	51	17	19	87
New ongoing partnership developed	22	16	12	50
Opportunities for profile of local artist(s)	27	25	50	102
Major SA Arts Orgs involved	17	7	4	28
Non Major SA Arts companies involved	30	16	10	56
Interstate Arts Companies	14	3	2	19
Events in Goolwa (site of RCC hub)	479	227	216	922
Events in Goolwa (as % of total)	88%	61%	56%	68%
Events elsewhere in region	65	144	194	403
Events elsewhere in region (% of total)	12%	39%	43%	31%

ATTACHMENT B

JUST ADD WATER 2012 – 2014

WHAT, WHEN, WHERE AND HOW MANY

NUMBER OF ACTIVITIES, EVENTS & PROJECTS		
	2012	545
	2013	372
	2014	413
GRAND TOTAL	2012-2014	1330

PARTICIPATION		
	2012	53,711
	2013	29,929
	2014	44,714
GRAND TOTAL	2012-2014	128,354



Wooden Boat Exchange: surfboard maker Nick Brauer and artist Gerry Wedd, photo Grant Hancock

EXHIBITIONS AND GALLERY EVENTS

NUMBER OF GALLERY EVENTS

TOTAL	2012	54
	2013	33
	2014	47
	2012-2014	134

PARTICIPATION

GRAND TOTAL	2012	32,052
	2013	19,343
	2014	21,862
	2012-2014	73,257

EVENT	WHEN	WHAT	WHERE	HOW MANY
2012				
<i>Prospects</i>	Dec/Jan	CASA touring exhibition inc artist talk	Signal Point Gallery	1165
<i>Double Vision/ Eva Jager Artists' Books</i>	Jan/Feb	Exhibition by local artists	South Coast RAC	1234
<i>New in Town</i>	Jan/Feb	Curated exhibition of local professional artists	Signal Point Gallery	2909
<i>Generate</i>	Feb/Mar	JamFactory exhibition	South Coast RAC	704
<i>Wata (wind)</i>	March	CASA touring exhibition	Signal Point Gallery	1288
<i>Buffalo, Bird Bandicoot</i>	March/April	CASA touring exhibition	South Coast RAC	1264
<i>Patricia Piccinini</i>	April/May	Art Gallery of SA exhibition	Signal Point Gallery	2708
<i>Alexandrina Art Prize</i>	April	Locally curated exhibition	Centenary Hall	1500
<i>Mayor's Selection</i>	April/May	Locally curated exhibition	South Coast RAC	532
<i>Grounded</i>	May	Local artist: Cheryl Anne Brown	Signal Point Gallery	1999
<i>Drawing in Motion</i>	June	Exhibition from school residency	South Coast RAC	1433
<i>Our Mob 2012 On Tour</i>	June/July	CASA touring exhibition	Signal Point Gallery	1105
<i>The Lost Tools of Henry Hoke</i>	August	CASA touring exhibition	South Coast RAC	1720
<i>Plastic Fantastic & Archers Arcadia</i>	August	2 exhibitions: Annabelle Collett and David Archer	Signal Point Gallery	2593
<i>Experts' Eye: revealing hidden treasures</i>	August	Nick Mitzevich/Jane Hylton/Richard Heathcote	Strathalbyn Sports Centre	60
<i>Allegoria Sacra</i>	August	Art Gallery of SA moving image event	Centenary Hall	184
<i>Painted Words</i>	September	Local artist: Nyorie Bungey	South Coast RAC	775
<i>Rita Hall – Museum Studies</i>	September	CASA touring exhibition	Signal Point Gallery	1075
<i>Colour Me Senseless</i>	September	local youth exhibition	Centenary Hall	1200
<i>Life in your hands/in the nature of things</i>	October	2 exhibitions: National touring /local artist Michael Bryant	Signal Point Gallery	2096
<i>Talking skirt</i>	October	Installation for Kumuwuki/Big Wave	South Coast RAC	513
<i>Flow:</i>	November	Lyn Wood	South Coast RAC	596
<i>Stratum: Yvonne East</i>	November	CASA's Breaking Ground Professional Development Award	Signal Point Gallery	1015

<i>Concentric:</i>	December	Local artist: Audrey Kooyman	South Coast RAC	1265
<i>Braveheart</i>	December	Local artist: Barbary O'Brien	Signal Point Gallery	1119
2013				
<i>Robert Hannaford Open Studio</i>	Jan/Feb	Country Arts SA/Regional Galleries Assoc touring exhibition	signal point gallery	4739
<i>Concentric</i>		Local artist: Audrey Kooyman	South Coast RAC	1283
<i>Wooden Boat Exchange</i>	February	<i>Just Add Water/Craftsouth</i> collaborative trades project	South Coast RAC	1054
<i>Wooden Boat Exchange In Conversation</i>		Artist Talk	South Coast RAC	18
<i>Murundi Ruwe Pangari Ringbalin</i>		Ngarrindjeri exhibition	signal point gallery	1882
Rita Hall and Peter Millar	March - May	Local artist exhibition	South Coast RAC	723
Rita Hall floor talk		local artist talk	South Coast RAC	22
Ronald Adams Retrospective	June - July		South Coast RAC	649
Ronald Adams Retrospective	June	artist floor talk	South Coast RAC	21
<i>Time and Place: Christopher Houghton</i>	May - July	photographic exhibition with Ngarrindjeri subjects	signal point gallery	944
<i>who are you, what time is it, how do you know</i>	July	Margaret Worth	signal Point Gallery	1114
Margaret Worth Floor Talk	July		signal Point Gallery	65
<i>Points of Contact</i>	July - Sep	local artist: Michael Bryant	South Coast RAC	689
Michael Bryant floor talk			South Coast RAC	18
<i>Some windmills are real</i>	Sept - Oct	Kit Chambers	signal Point Gallery	1693
Kit Chambers floor talk	Sept		signal Point Gallery	25
<i>Another Time, another Place:</i>	Sept - Oct	Artists Voice Collective	South Coast RAC	539
Artists Voice Collective	Sept	Floor Talk	South Coast RAC	18
Fleurieu Art Prize: Sculpt 13	Oct- Nov		Signal Point Downstairs	100
<i>Beyond Bravura</i>	Oct- Nov	JamFactory touring exhibition: Stephen Bowers	Signal Point	2129
Stephen Bowers floor talk	October		Signal Point	35
<i>From a Sunday too Far Away</i>	December	SA Film Corp: major organisation	Signal Point	896
<i>Drawing on Country</i>	Dec - Jan	Result of plein air events	South Coast RAC	667
Drawing on Country		Floor talk	South Coast RAC	20
2014				
<i>Yvonne East solo exhibition</i>	January	Local Artist exhibition	South Coast RAC	619
Yvonne East solo exhibition floor talk		local artists floor talk	South Coast RAC	35
<i>Waterfront: where water meets land</i>	January	25 south Australian artists - 8 local: curator Annabelle Collett	signal point	1945
<i>Endeavour</i>	March	local artist solo exhibition: Peter McLachlan	signal point	1717
<i>Salt</i>	March/April	local artist solo exhibition: Dana Fatchen	South Coast RAC	1198
An afternoon in Venice: Carol Gaston talk	March	Art talk by local art collector	signal point theatrette	35
Alexandrina Art Prize	April	local Rotary Art Prize	signal point gallery	1900
Coach House Studios		South coast Regional Art Centre studios: first solo exhibition	Coach House Studios	1500
<i>Flyer and Fin</i>	May	local artist Richard Hodges: Saltwater Festival event	South Coast RAC	845
<i>Surface Tension</i>		Saltwater Festival curated exhibition: local surf artists	signal point gallery	1390
<i>Ebb Tide: Gerry Wedd and Chris de Rosa</i>		Saltwater Festival curated exhibition: local surf artists	south seas books	100
Saltwater Short Film loop		saltwater Festival event in conjunction	Signal point theatrette	30

		with Film Fest		
Antiques and Collectibles Fair	June (2 days)	Currency Ck Antiques & Collectibles	signal Point Downstairs	1244
<i>The Journey</i>	June/July	NAIDOC week exhibition by Tandanya	signal point gallery	963
<i>Sea/Change:</i>	July/August	SALA Festival: solo exhibition by local artist : Margie Hooper	signal Point Gallery	1344
<i>Essence of Place</i>		SALA Festival: solo exhibition by local artist : Audrey Kooyman	South Coast RAC	837
Margie Hooper artist demo		SALA festival event	signal Point theatrette	23
Digital drawing artist demo		SALA Festival event: artist Sally Parnis	signal Point theatrette	12
<i>Liminal</i>	Sept/Oct	Local artists: Helen Stacey & Gaynor Hartvigsen	signal Point Gallery	1336
<i>The Black Faced Shag:</i>		local artists Michelle Murray, Richard Hodges, Jerra Hill + 6 local artists exhibition in conjunction with performance	South Coast RAC	576
Carole Bann	October	local artist solo exhibition	South Coast RAC	553
<i>the Way</i>	Oct/Nov	local artist solo exhibition: Henny van den Wildenberg	signal Point Gallery	1188
Coach House Studios exhibition	November	second exhibition by local artist studios	Coach House Studios	458
<i>Colour me Senseless</i>	November	youth exhibition inc youth curator mentorship	signal Point Downstairs	236
<i>Drawing on Country</i>	December	exhibition arising from day long drawing event: Year 2	South Coast RAC	364
<i>the Raincurtain</i>		public artwork depicting community feedback for JAW	Signal Point downstairs	150
<i>From Home to Here</i>		local artist exhibition: Lyn Wood, Cheryl Anne Brown, Jane Hylton	signal Point Gallery	1264



Surface Tension exhibition Signal Point Gallery, including *Plastic Wave* by Annabelle Collett; part of *Saltwater SurfArtFest*

OUTDOOR VISUAL ARTS EVENTS

NUMBER OF OUTDOOR VISUAL ART EVENTS		
TOTAL	2012	8
	2014	8
	2012-2014	16

PARTICIPATION		
TOTAL	2012	846
	2014	6,000
	2012-2014	6,846

* most outdoor visual events are in the public realm and attendance numbers are not available

EVENT	WHEN	WHAT	WHERE	HOW MANY
2012				
ArtBurst	Jan - Dec	Myriad guerilla art happenings by local community	Around Goolwa	
Alexandrina Farmgate Festival	Jan - April	ephemeral artworks created around the region	across Alexandrina	846
Station to station	Jan- Aug	Moving artwork #1 on passenger train carriage		
a slow seed	October	Kumuwuki event Artist Hiromi Tango	goolwa train station	
dying to tell	October	Kumuwuki event: installation involving local community	centre for positive aging lawns	
Home	October	Kumuwuki event: Artist Craig Walsh; project initiated for Murray Bridge RCC	neighbour reserve	
simulacrum	October	Kumuwuki event: photographic projections by local artist Richard Hodges	goolwa wharf	
Station to Station	ongoing	Moving artwork #2 on passenger train	Cockle Train Route	
2014				
Drawing on Country	October (2013)	plein air drawing event leading to exhibition	Raukkan, Goolwa, Clayton, Milang	68
Saltwater street decoration	May	Street art by local artists: Coordinator Annabelle Collett		
Saltwater stobie poles	May - ongoing	Street art by local artists: Coordinator Barbary O'Brien		
Contemperate	May	Major ephemeral public art project	Freemans Knob to Middleton Point	6000
Wave of the Day:	May - ongoing	sculpture by local artist Chris Murphy	middleton	
Drawing on Country	October	plein air drawing event leading to exhibition	Raukkan, Goolwa, Clayton, Milang	68
Mt Compass Wetland facilities	July - Dec 2014 and ongoing	collaboration with Martin Corbin and Randall Cooper	Mt Compass Wetland	

PERFORMANCES & SCREENINGS (FIXED CAPACITY)

NUMBER OF FIXED CAPACITY EVENTS

TOTAL	2012	67
	2013	26
	2014	29
	2012-2014	122

PARTICIPATION

% OF CAPACITY

TOTAL	2012	7,944	89%
	2013	4,083	78%
	2014	5,442	68%
	2012-2014	17,469	78%

EVENT	WHEN	WHAT	WHERE	HOW MANY
2012				
Stella Angelico and the Wilhelm Scream	March	Adelaide Festival event	Centenary Hall	120
Edward and Edwina Emu on Tour	March	new production produced by CASA with the ASO	Centenary Hall	654
Masterworks in Goolwa	March	Concert #1 of 4 Day ASO residency	Centenary Hall	209
Afternoon with the ASO	March	Concert #2 of 4 Day ASO residency	Centenary Hall	195
Twilight with the ASO	March	Concert #3 of 4 Day ASO residency	Centenary Hall	195
Andrew Goodwin and Daniel de Borah	March	Concert #4 of 4 Day ASO residency	Currency Creek Winery	138
James Morrison and Friends	April	Collaboration with Elder Conservatorium	Centenary Hall	220
Three Stuffed Mums	April	Intro show for comedy workshop series	Centenary Hall	210
Dance Week Showcase	May	Community Dance event featuring ADT	Centenary Hall	159
What a Man's Gotta Do	May	CASA touring show	Centenary Hall	120
The United Gig (JMG)	May	Results of workshops: Robert Petchell	Centenary Hall	80
Taikoz: Shifting Sand	June	CASA touring show	Centenary Hall	172
War Mother	June	State Theatre Education show with Q&A	Centenary Hall	196
Youth Showcase	June	local youth event	Centenary Hall	100
Just Add Voices	July	Results of community choir project	Centenary Hall	203
3 Stuffed Mums:	July	results of comedy workshop series	Centenary Hall	190
A Musical Soirée	August	community fundraiser	Centenary Hall	233
Erth: I, Bunyip (2 perfs)	August	CASA touring show	Centenary Hall	170
Man Covets Bird (schools)	August	Slingsby Theatre Production	Centenary Hall	332
Man Covets Bird (public)	August	Slingsby Theatre Production for families	Centenary Hall	203
Goolwa & Strath Bands: Spring Concert	September	Community Concert	Centenary Hall	189
A Lion in the Night	September	Patch Theatre Production for ages 4-8 + engagement with schools	Centenary Hall	780
If there was a colour darker than black	October	Site specific performance through CASA Local Stages	Bus tour	228

EVENT	WHEN	WHAT	WHERE	HOW MANY
I Met Goolwa (10 days)	October	Site specific performance for Kumuwuki	South Coast RAC	144
Involuntary	October	Dance performance	Centenary Hall	228
In the Dark	October	Theatre Production	Goolwa Lakeside Caravan Park	56
Southern Encounter	October	Site specific performance for Kumuwuki	Train journey	100
democratic set screening	October	Film project by Back to Back theatre with community members	signal point theatrette	43
Slingsby: Cheeseboy (schools x 3)	November	Theatre Production for ages 10 and over	Centenary Hall	347
Slingsby: Cheeseboy (public x 3)	November	Theatre Production for ages 10 and over	Centenary Hall	177
Windmill: Grug	November	theatre production for ages 1-5	Centenary Hall	1238
Come Ye Sons of Art	November	Baroque music performance with workshopped local chorus	Signal Point Lower Level	166
This (Baby) Life	November	Theatre Production for ages 18 months to 2 years	Goolwa, Strath and Victor Libraries	149
2013				
Janet Seidel Trio performance	January	Performance in conjunction with ukulele workshops	centenary Hall, Goolwa	126
Nick Parnell World Rhythms		Percussion concert	centenary Hall, Goolwa	86
Nearly Neil		CASA touring production featuring guest spot by local Fleurieu's got talent winner	centenary Hall, Goolwa	216
Under my Feet screening	April	result of major film/dance/music project	signal point theatrette	45
Girls from Oz	April	Centenary Hall matinee series	centenary Hall, Goolwa	118
Mr McGee and Biting Flea		Patch theatre company school holiday 4 performances	centenary Hall, Goolwa	588
Dance Week Showcase	May	Community dance groups inc new work "Coming Home"	centenary Hall, Goolwa	59
Age is Just A Number		RIAUS science organisation production	centenary Hall, Goolwa	100
Bindjareb Pinjarra		Come Out performance	centenary Hall, Goolwa	100
Down Shamrock Road		Commercial Hire	centenary Hall, Goolwa	210
Black Screen		Free screenings/Indigenous films Nat Film and Sound Archive	centenary Hall, Goolwa	70
Random State Theatre	June	State Theatre Education Production	centenary Hall, Goolwa	117
Skip		Dance performance for ages 4-9	centenary Hall, Goolwa	68
Southern Fleurieu Film Society	Monthly	screenings	theatrette signal point	180
Uni of the 3rd Age opera screenings	Monthly	new initiative for Signal Point theatrette	theatrette signal point	150
Three Stuffed Mums performance	July	performance prior to workshop series	centenary Hall, Goolwa	135
Sputnikz		Cirkidz performance at conclusion of workshop series	centenary Hall, Goolwa	166
Home Brew CD launch	August	Concert: culmination of major songwriting workshop project	Centenary Hall	114
Scaredy Kat		SA based company: schools performance	Centenary Hall	146
Scaredy Kat		SA based company: schools performance	Encounter Lutheran School	100
I Heart Bunnings: Harley Breen	September	CASA touring production (Shows on the Road new presenter)	Mt Compass Supper Club	40
School Screen	October	Free screenings of films from Nat Film and Sound Archive	Centenary Hall	277
Uncharted Waters and Saltwater launch		Adelaide Film Festival screening and launch of Saltwater festival	centenary Hall	216

EVENT	WHEN	WHAT	WHERE	HOW MANY
Goolwa Concert Band Annual Concert	November	local arts organisation	Centenary Hall	180
Band of the SA Police Christmas Concert		SA based company	centenary hall	183
Wet Paint Dreams Production	December	Culmination of major youth theatre program	goolwa primary school	153
Wet Paint Dreams Production	December	Culmination of major youth theatre program	centenary hall	140
2014				
southern fleurieu film society screenings	February	expansion of film society sees move to bigger venue	Centenary Hall	124
Uni of the 3rd age opera screenings	monthly	new initiative	signal point theatrette	240
pirates to pinafore (2 perfs)	March	light entertainment	Centenary Hall, Goolwa	285
Text 1 2 3 Play readings	March	new initiative for Signal Point theatrette: Danielle Johnstone	Centenary Hall, Goolwa	12
simply sinatra	March	Country Arts SA touring production	Centenary Hall, Goolwa	216
southern fleurieu film society screenings	March	expansion of film society sees move to bigger venue	Centenary Hall	112
cirkidz Production Nest	April	Performance following workshop series	Centenary Hall, Goolwa	216
southern fleurieu film society screenings	April	expansion of film society sees move to bigger venue	Centenary Hall	110
Saltwater Film Fest launch: Last Paradise	May	Saltwater Film Festival event inc Q&A	Port Elliot Institute	121
Saltwater FF: The Heart and the Sea		Saltwater Film Festival event	Port Elliot Institute	9
Saltwater FF: Saltwater Hero shorts/Missing		Saltwater Film Festival: inc selected work by local filmmakers	Port Elliot Institute	117
Saltwater FF: Mothers' Day Matinee		Saltwater Film Festival event	Port Elliot Institute	47
Saltwater FF: Minds in the Water		saltwater film festival event	Port Elliot Institute	7
Saltwater Film Festival: Spirit of Akasha		saltwater film festival event	Port Elliot Institute	85
Road Trip		Country Arts SA touring production (Shows on the Road)	Centenary Hall, Goolwa	130
Jesikah: State Theatre Company		Ed production by Major Org: now embedded in touring circuit	Centenary Hall, Goolwa	193
yes I remember it well		light entertainment	Centenary Hall, Goolwa	209
Black Screen		screenings of indigenous films	Centenary Hall, Goolwa	102
southern fleurieu film society screenings	May	expansion of film society sees move to bigger venue	Centenary Hall	100
southern fleurieu film society screenings	June	expansion of film society sees move to bigger venue	Centenary Hall	97
Text 1 2 3 Play readings	June	new initiative for Signal Point theatrette	signal point theatrette	32
southern fleurieu film society screenings	July	expansion of film society sees move to bigger venue	Centenary Hall	115
<i>The Mouse The Bird The Sausage</i>	Aug 2 perfs	Slingsby Theatre Company	Centenary Hall	132
Wet Paint Production: <i>Peter Pan</i>		Major Project: Youth theatre development program	Centenary Hall, Goolwa	100
<i>Past Jazz Greats</i>	July	jazz performance (with accompanying vocal workshop)	Centenary Hall, Goolwa	129
Denise Drysdale		light entertainment	Centenary Hall, Goolwa	222

EVENT	WHEN	WHAT	WHERE	HOW MANY
southern fleurieu film society screenings	August	expansion of film society sees move to bigger venue	Centenary Hall	103
<i>Cranky Bear</i>	September (4 perfs)	Patch Theatre Company	Centenary Hall, Goolwa	802
text 1 2 3 play readings	september	new initiative by Danielle Johnstone	signal point theatrette	10
southern fleurieu film society screenings	september	expansion of film society sees move to bigger venue	Centenary Hall	91
<i>the Black Faced Shag</i> performance	September (2 perfs)	local artists Michelle Murray/Richard Hodges/Jerra Hill	south coast regional art centre	100
<i>Space Encounters</i>	October (2 perfs)	school holiday production by Adelaide based company	Centenary Hall, Goolwa	70
Grace Barbe		CASA touring show	Centenary Hall, Goolwa	108
<i>Vibes Virtuoso</i> : Nick Parnell		Adelaide based artist	Centenary Hall, Goolwa	70
southern fleurieu film society screenings	October	expansion of film society sees move to bigger venue	Centenary Hall	75
School Screen: <i>Oakie's Outback Adventure</i>		Free screenings of films from Nat Film and Sound Archive	Centenary Hall, Goolwa	66
School Screen: <i>Beneath Hill 60</i>		Free screenings of films from Nat Film and Sound Archive	Centenary Hall, Goolwa	40
<i>Laugh Out Loud</i> strathalbyn comedy	August	result of comedy workshops	Chapel St theatre strathalbyn	100
Band of the SA Police Christmas Concert	November	SA based company	Centenary Hall, Goolwa	188
southern fleurieu film society screenings	November	expansion of film society sees move to bigger venue	Centenary Hall	75
<i>Unpack This!</i>		CASA touring show (Shows on the Road): new presenter group	Mt Compass Supper Club	67
southern fleurieu film society screenings	December	expansion of film society sees move to bigger venue	centenary hall	95
Wet Paint Horror Humour Show	December	youth theatre new short film screenings and performance	Centenary Hall	120



Just Add Voices Community Choir performance, Centenary Hall

PERFORMANCES & SCREENINGS (NO FIXED CAPACITY)

NUMBER OF EVENTS		
	2012	20
	2013	14
	2014	31
	TOTAL	2012-2014 65

PARTICIPATION		
	2012	9,812
	2013	4,410
	2014	10,052
	TOTAL	2012-2014 24,274

EVENT	WHEN	WHAT	WHERE	HOW MANY
<i>Watersong</i>	January	Major event with State Opera, Adelaide Art Orchestra and 100s of community participants	Goolwa Wharf	4500
ASO Open Rehearsal	March	rehearsal attended by aged care and schools	Centenary Hall	50
Adelaide Fringe Caravan	March	5 fringe performances outdoors	Goolwa Wharf	1500
<i>Crossing Roper Bar</i>	March	Australian Art Orchestra and Ngukurr Arts in conjunction with the exhibition WATA: Wind	Signal Point	300
ASO Open Rehearsal	March	rehearsal attended by aged care and schools	Centenary Hall	100
Afternoon with James Morrison	April	open masterclass	Centenary Hall	64
Dance Week Film screenings	May	screenings curated by Ausdance (SA)	Signal Point	638
Argentinian Mulonga	May	Dance week event	Rotunda	135
<i>Democratic Set</i> screening	June	end of production week screening	Centenary Hall	60
<i>Flying Over Water: Cirkidz</i>	June	Cirkidz Aerial performance prior to workshops	Signal Point	600
Kondoli stories	July	NAIDOC Ngarrindjeri Storytelling inside Kondoli the inflatable Whale	Neighbour Reserve	150
Ukelele Open Mic concert	August	End of workshop concert	Centenary Hall	150
Coriolis effect	October	Site specific work developed for Kumuwuki/Big Wave	Around Goolwa	39
<i>Be Prepared</i>	October	Site specific work developed for Kumuwuki	steam exchange	26
Adam Page's Elbow Room	October	Kumuwuki/Big Wave club - interior design by local artist A. Collett	Steam Exchange Brewery	1500
2013				
Adelaide Fringe	March	return visit by Adelaide Fringe Caravan at Goolwa Wharf	Goolwa wharf	900
Poetry of the Fleurieu	monthly	new initiative for Signal Point	signal point theatrette	120
<i>world rhythms</i> public forum	March	public forum prior to concert	centenary Hall, Goolwa	45
<i>One River: A small man in a small boat</i>	August	Centenary of Canberra production	signal Point Gallery	120

EVENT	WHEN	WHAT	WHERE	HOW MANY
Jazz on the Deck	October	new initiative for Signal Point	signal point Deck	150
Inaugural Goolwa Poetry Cup	November	new initiative for Signal Point	Council Chambers	45
Strath Players Comedy	November	result of comedy workshops	Chapel Theatre, Strathalbyn	30
<i>Christmas Where the Angas Flows</i>	December	Major event with new arts inclusions (dance, live art, music)	Strathalbyn	2500
Live Art Strath Youth (part of Christmas event)	December	result of youth theatre program	strathalbyn shopfront	500
2014				
Southern Fleurieu Film Society Mobile Film Unit	monthly	Expansion of society through purchase of mobile projection equipment	Milang/Clayton	203
<i>Boxcars of Australia</i>	January	Major Strathalbyn car event/result of cardboard car workshops	Strathalbyn Oval	200
<i>Fringe in Goolwa</i>	March	Major organisation 3rd year in a row/now annual event	Jaralde Park	1500
<i>Jazz on the Deck</i>	March	new addition to Adelaide Fringe day	signal point deck	200
<i>Saltwater</i> Kondoli	May	Ngarrindjeri storytelling/ inflatable:	Middleton Point	55
<i>Lakes Angel</i>	May	new site specific work creative development showing	Amelia Park	120
<i>Saltwater</i>	May	Major community event: outdoor event with surf focus	Middleton Point	2100
<i>Saltwater</i> launch	May	Major community event launch	Pt Elliot Surf Life Saving Club	180
<i>Saltwater: Surf Themed Open Mic Night</i>		Major community event: music	Royal Family Hotel Port Elliot	100
<i>saltwater: GT Stringer</i>		Major community event: music	Middleton tavern	100
<i>Saltwater: Music at the Garage/ projections</i>		Major event: music and outdoor visual art	Middleton Main Street	150
<i>Saltwater: Guided Ngarrindjeri walks</i>		Major community event: Ngarrindjeri cultural awareness	Basham's Beach	30
<i>Saltwater: Music at Surf and Sun</i>		Major community event: music inc workshops	Surf and Sun lawns	550
Strath youth players		Performance by youth players aged 9-14	Chapel Theatre	45
Strath youth players		Performance by youth players aged over 15	Chapel Theatre	30
<i>Telling our stories</i> launch	May	Launch of major film project: 10 short films.	Strathalbyn Town Hall	145
Southern Fleurieu Film Soc Mobile Film Unit	monthly	Expansion of film society through purchase of mobile projection equipment	Milang/Clayton	169
Strath Players Quiz night	September	Comedy performance opp following workshops	Chapel St Theatre	42
Goolwa Poetry Cup	November	poetry slam - result of funded workshops	signal Point Gallery downstairs	105
Man of Steel (7 perfs)	November	part of 2 year youth tutor mentorship for Strathalbyn Youth Players	Chapel Theatre, Strathalbyn	273
Christmas Where the Angas Flows	December	major community event with <i>Just Add Water</i> elements	Strathalbyn	3200
Telling our stories outdoor screening	2015 January	public screening of locally made films	Pt Elliot foreshore	205
Explore	Jan 2015	Artist: Tammy Arjona-Wheeler/result of new funding program	Signal Point Gallery (Embody opening)	300
Explore	Jan 2015	Artist: Tammy Arjona-Wheeler	Currency Ck Winery	50

HANDS ON SESSIONS

NUMBER OF EVENTS		
	2012	350
	2013	240
	2014	230
	TOTAL	2012-2014
		820

PARTICIPATION		
	2012	1,549
	2013	1,774
	2014	985
	TOTAL	2012-2014
		4,308

EVENT	WHEN	WHAT	WHERE	HOW MANY
2012				
Service Skills SA Tech training (2 weeks)	December 2011	Training for 15 people, leading to employment throughout <i>Just Add Water</i> and Kumuwuki		20
Massive Mob	Nov - Jan	Dance flashmobs developed with community for Watersong	Around Alexandrina	29
Drawing in Motion (1 wk)	February	Artist Residency at Goolwa Primary School	SCRAC	90
ABC Open Now and Then Series 2 (2 days)	March	Digital workshops conducted by ABC Open	Centenary Hall Green Room	15
Lake's Angel	April (2 days)	Kids School Holiday program/set construction	Signal Point Lower Level	46
The Jam, the mix the gig	May	community based music program co-funded by Mental Health	Centenary Hall	18
Argentinian Mulonga Dance	May	dance workshops during Dance Week		12
3 Stuffed Mums	May	Standup comedy training for mums	Centenary Hall	27
Taikoz Drumming Workshop	June	Workshop with Taikoz performance	Centenary Hall	25
Drawing in Motion (2 wks)	June	Artist Residency at Goolwa Primary School	SCRAC	90
3 Stuffed Mums	June	Standup comedy training for mums	Centenary Hall	15
3 Stuffed Mums	June	Standup comedy training for mums	Centenary Hall	15
3 Stuffed Mums	June	Standup comedy training for mums	Centenary Hall	15
Just Add Voices (20)	May/June /July	Combined choir rehearsals for performance	Strathalbyn and Goolwa	38
Cirkidz Aerial (5 days)	July	Workshops for 10 children aged 10 - 17	Signal Point Lower	10
The Sponge (4days)	July	kids school holiday hub for Our Mob exhibition	Signal Point Lower	167
Ukelele making workshop	August	participants made ukeleles and learnt to play	centenary Hall	20
Station to Station (mentees)	August (4 weeks)	young aerosol artists working with professionals	SteamRanger	3
ukelele come 'n' try	August	come n try ukelele workshop	centenary Hall	70
Ngarrindjeri weaving	Sept	traditional weaving technique	milang old school house	28

EVENT	WHEN	WHAT	WHERE	HOW MANY
Batik making (4 days)	October	Art of Batik and cultural exchange with Ernabella (KuArts)	stables at SCRAC	18
Lake's Angel	Sept (2 days)	props making, movement and makeup workshops	Signal Point Lower Level	9
Off the couch (4 days)	Sept	Carclew music symposium	centenary Hall	17
weaving workshops (2days)	Sept	Ngarrindjeri Weaving for Kumuwuki/Big Wave		73
Naïve Art (2 days)	Sept	Painting workshops	Create & Connect	20
Sandwriters conference glass project	July - Sept	Change & Adaptation Writing Project for Kumuwuki Big Wave		20
Laugh yourself well	July - Sept	change & Adaptation Comedy writing Project		22
Ngarrindjeri sharing Circle	Oct	2 days Ngarrindjeri Cultural Awareness Event for Kumuwuki/Big Wave	Jekejeri Park	300
Involuntary workshop	October	Dance workshop	centenary Hall	14
The Sponge (5 days)	Sept	Kids school holiday hub focussed on Rita Hall	Signal Point Lower	221
This (Baby) Life Workshops	November	PD with Sally Chance for child care workers	Victor, Goolwa, Strath Libraries	47
Come Ye Sons of Art (3 days)	November	Workshops for to performance	Signal Point (Lower)	35
2013				
the Sponge (4 days)	January	Kids school holiday hub	Signal point (lower)	154
Robert Hannaford: volunteer floor talk	January	volunteer training opportunity	signal point	25
Janet Seidel ukulele	January	workshops in conjunction with performance	centenary Hall	30
Janet Seidel ukulele	January	workshops in conjunction with performance	Victor Harbor	18
Janet Seidel ukulele	January	workshops in conjunction with performance	Pt Elliot	19
The Sponge (6 sessions)	April	Kids school holiday hub focussed on Ringbalin exhibition	Signal point (lower)	352
Murundi Ruwe Pangari Ringbalin:	March	volunteer training: floor talk	signal point	25
Wet Paint Workshops (13)	March - June	weekly workshops with theatre makers and director mentorship	centenary Hall	14
Wet Paint Intensive	April	intensive toward new production	centenary hall	11
volunteer training x 4	Jan - June	upskilling gallery volunteers	south coast RAC	60
Home Brew workshops (6)	May	songwriting and music business workshops	Hotel Elliot	14
Home Brew open mic (6)	May	open mic sessions following workshops	Hotel Elliot	14
Dance Week Showcase	May	local participants	centenary Hall,	22
time & Place	June	volunteer training floortalk	Signal Point	20
Wet Paint AC Arts	June	Adelaide excursion/career pathway session	Adelaide	10
Skip schools workshops	June	Dance workshop	Pt Elliot Kindergarten	44
Cirkidz workshops	July	specific workshops for Wet Paint youth	Centenary Hall	6
Wet Paint weekly and production week (21)	July - Dec	major youth theatre development project	centenary Hall, Goolwa	17
cirkidz workshops 2 sessions x 4 days	July	circus workshops for 8-13 year olds	centenary Hall, Goolwa	60
The Sponge: Time and Place wed am	July - 6 sessions)	kids school holiday hub focussed on Time and Place exhibition	signal point downstairs	223
Milang Common mentor (3)	July	local artist skills development with Dave Archer	Milang Common	3
Sputnikz (Cirkidz)	July	inclusion of workshop participants in perf	centenary Hall,	25
Box Wars intensive	Sept	3 full day workshops in set design leading to new production	centenary Hall, Goolwa	13
Three Stuffed Mums (3)	November	comedy workshops leading to performance	Chapel Theatre, Strath	9
Strathalbyn Youth Players	weekly	mentoring of tutors: major youth theatre development project	Chapel Theatre, Strathalbyn	38
Drawing on Country	October	plein air drawing event leading to exhibition	Raukkan, Goolwa,	68

EVENT	WHEN	WHAT	WHERE	HOW MANY
			Clayton, Milang	
The Sponge: A Splash of Colour (6)	October	School hol kids hub/Gallery public programs	Signal Point (lower)	320
Live Art Strath Youth Theatre mentorship	December	live art performance at major event	Chapel Theatre, Strathalbyn	10
Digital Drawing workshops	December (5 days)	drawings made in school for projection at Christmas event		100
Just Add Voices Strathalbyn Christmas event weekly rehearsals	October-December	community choir developed for major event	strathalbyn town hall	50
2014				
Boxcars of Australia: car making workshops	January	cardboard cars made for 'race' at major event	Chapel Theatre, Strathalbyn	15
Surfboard Shapes - Students and local artists	March - May	street art for Saltwater festival: coord Annabelle Collett	for Saltwater	24
Text 1 2 3 play readings	March	local actors reading <i>Tender</i> by Nikki Bloom	signal Point theatrette	5
Cirkidz little Tiddlerz (2 sessions)	April	workshop program expanded to include younger/ongoing annual commitment by council	Centenary Hall, Goolwa	16
Cirkidz Big Tiddlerz (2 sessions)		circus workshop program expanded to include younger	Centenary Hall, Goolwa	16
Cirkidz Tackers (4 sessions)		circus workshop program expanded to include younger	Centenary Hall, Goolwa	16
Cirkidz Tweens (4 sessions)		circus skills workshops	Centenary Hall, Goolwa	16
The Sponge Kids Hub (Salt)		School holiday/Gallery public Program	signal Point downstairs	149
How to Price Your Work: Guildhouse		Gallery public program	signal Point theatrette	9
Saltwater: Saltwater Hero filmmaking	May	locals submit short film pitches to professional filmmakers		27
Saltwater FF: Meet the directors Forum		Saltwater Film Festival event	Port Elliot Institute	15
Saltwater: Saltwater Hero one on ones x 3		one on one tuition with professional filmmakers	Port Elliot Institute	6
Saltwater: Photographic workshops		photographic workshops with local artist Alice Bell	Port Elliot	10
Nunga Board making workshops		indigenous kids making/decorating surfboards: Artist Nick Brauer		6
Groms Craft with Wendy Williams		Kids hub at Saltwater Festival inc emerging artist mentorship	middleton point	97
Groms Craft with Rebecca Hicks		Kids hub at Saltwater Festival	middleton point	25
Saltwater: Smile and Drum workshops		drum making workshop leading to playing	Surf and Sun Middleton	10
Strath youth comedy workshops	May	comedy workshops with urban myth	Chapel Theatre Strathalbyn	15
Strathalbyn Christmas production mentorship	March - June	Major Project - youth theatre development	Chapel Theatre Strathalbyn	10
Wet Paint workshops (towards <i>Peter Pan</i>)	March - June (18 sessions)	regeneration of youth theatre ensemble	Centenary Hall	17
Strathalbyn Youth Players mentees	March - June (18 sessions)	weekly mentorships	Chapel Theatre Strathalbyn	3

EVENT	WHEN	WHAT	WHERE	HOW MANY
Strathalbyn Youth Players	March - June (18 sessions)	major youth theatre development program	Chapel Theatre Strathalbyn	27
Wet Paint <i>peter pan</i> - dance workshops	May (3 sessions)	workshops with Jade Erlandsen to choreograph dance scenes	centenary hall	21
Text 1 2 3 play readings	June	local actors reading short works by Daniel Keene	signal Point theatrette	6
the Sponge (the Journey)	July	School holiday/Gallery public Program	Signal Point Lower	132
Wet Paint weekly workshops inc filmmaking	July - Dec	Major Project weekly sessions/mentorship	Centenary hall	21
Strath youth players weekly workshops	july - dec	Major Project weekly sessions/mentorship	Chapel theatre, strathalbyn	21
with Ms Trace	June	vocal workshop in conjunction with production	Centenary Hall	36
Generation of ideas: drawing Margie Hooper	August	SALA workshops: Gallery public program	Signal Point Lower	32
Don't forget to draw with Sally Parnis		SALA workshops: Gallery public program	Signal Point Lower	64
Text 1 2 3 play readings	Sept	<i>Rapture</i> by Joanna Murray Smith	signal Point theatrette	7
Making a soul vessel with Helen Stacey		Gallery public program	Signal point downstairs	9
Carole Bann drawing in precious metals		Gallery public program	south coast regional art centre	12
laugh Out Loud Strath comedy workshops	August/September	spin off from Three Stuffed Mums comedy workshops	Chapel Theatre Strathalbyn	6
Naturally Fascinating wearable art	November	Gallery public program	Signal Point Gallery lower level	36
Ngarrindjeri weaving and storytelling	2015	through inaugural council grant program	Create & Connect	25
Goolwa Poetry Cup: workshops and open mic	Nov	new initiative	Signal Point Gallery lower level	23



Cirkidz workshop, Centenary Hall, Photo Richard Hodges

COMMUNITY CONVERSATIONS

NUMBER OF EVENTS		
	2012	8
	2013	2
	2014	2
	TOTAL	2012-2014
		12

PARTICIPATION		
	2012	425
	2013	80
	2014	33
	TOTAL	2012-2014
		538

EVENT	WHEN	WHAT	WHERE	HOW MANY
2012				
Ngarrindjeri/Ramindjeri forum	June (2011)	public community consultations	Alexandrina Council	38
Conversation Café	July (2011)	public community consultations	South Coast RAC	41
Conversation Café	July (2011)	public community consultations	South Coast RAC	48
Conversation Café	July (2011)	public community consultations	South Coast RAC	55
Lake's Angel public viewing	January (2012)	public viewing and feedback of set design development	Signal Point	150
conversation café	March (2012)	Cultural Leadership conversation	Signal Point	39
Telling Our Stories Forum	June (2012)	public community consultations for history project	Centenary Hall	9
conversation café	November (2012)	public community consultations about the future	Centenary Hall	45
2013				
Saltwater conversation café	September	major community event consultation	Middleton Community Hall	60
Christmas where the angas flows	September	community choir info session	Strathalbyn Town Hall	20
2014				
Christmas where the Angas Flows	September	community conversation and advice about the future	Strathalbyn	18
saltwater conversation café	September	community conversation and advice about the future	Middleton	15

HISTORY & HERITAGE PROJECTS

NUMBER OF EVENTS

	2012	8
	2013	2
	2014	2
TOTAL	2012-2014	12

PARTICIPATION

	2012	364
	2013	100
	2014	130
TOTAL	2012-2014	594

EVENT	WHEN	WHAT	WHERE	HOW MANY
2012				
Artlab: Caring for Artefacts	March	Conservation workshop	Goolwa Library	25
Out of the Glass Case Roadshow	June (2 days)	SA Museum Schools program	Centenary Hall	253
Out of the Glass Case Roadshow	June (1 day)	SA Museum community program	Centenary Hall	26
History Lecture: Barbara Santich	August	History Council Forum	Centenary Hall	60
2013				
Telling Our Stories launch of Stage 1 films	May	Major project: launch of first 5 short films	Woodchester Hall	100
2014				
telling our stories launch	April	Major project: launch of all 10 short films	Strathalbyn Town Hall	130
telling our stories used as trailers	May - December	regular use with mobile film unit	Milang/Clayton/Goolwa	
telling our stories touchscreen	2015 January	touchscreen enabling viewing of films	Strathalbyn Medical Centre	
telling our stories screening	2015 January	Public outdoor screening	Foreshore Port Elliot	

NUMBER OF NEW WORKS CREATED

TOTAL	2012	23
	2013	28
	2014	21
	2012-2014	72

PARTICIPATION

TOTAL	2012	719
	2013	139
	2014	142
	2012-2014	1000

EVENT	WHEN	WHAT	WHERE	HOW MANY
2012				
Watersong: flagmaking	Dec/January	Flags for major event	Signal Point (lower)	105
Watersong: site decoration	Dec/January	tree droplets for major event site decoration		46
watersong: lantern making	January (3 days)	lanterns for Watersong parade	signal Point (lower)	110
Kondoli construction	Dec - Feb (28 days)	inflatable Ngarrindjeri storytelling space	Various venues	128
Station to Station	January	Artwork #1 aerosol art on SteamRanger 'Red Hen' passenger	SteamRanger Railway	2
ArtBurst workshops	February (2 days)	crochet flowers for yarnbombing	Create & Connect	20
Edward and Edwina Emu	January/February	new production produced by CASA	Centenary Hall	
Artburst Stobie Poles	Feb- June (5 days)	workshops and sessions painting local stobie poles	Create & Connect	20
Artburst Bunting	April	yarnbombing	Create & Connect	18
Under my feet: Dance on Film	October 2011 - June 2012	1 day in oct, 5 days in Feb, 4 days in March,	Port Elliot Institute	12
The Democratic Set	June	community performance in short films by Back to Back Theatre	Centenary Hall	77
Weaving the Wings (Erth: Nori Project)	July (3 days)	Ngarrindjeri weaving of costumes for Nori performance	Centenary Hall	40
three Stuffed Mums participant performances	July	live performance: results of comedy workshop series	Centenary Hall	15
Station to Station	August-September	Artwork #2 aerosol art on SteamRanger 'Red Hen' passenger	SteamRanger Railway	5
WordBurst	September (3 days)	to 'bomb' the town with words for Kumuwuki Big Wave	SCRAC	8
Artburst	september (6 days)	Papier Mache Dogs for Kumuwuki Big Wave	Create & Connect	53
flag & banner making (cittaslow)	September (6 days)	flags and banners for use during Kumuwuki Big Wave	Signal Point and SCRAC	35
Lakes Angel (2 days)	September	set construction	Signal Point	15
Craftsouth Wooden Boat Exchange	Sept 2012 - January 2013	Artists and local tradespeople collaborating on new artwork	Various venues	5
Artburst Stobie Poles	July - October	Commissioned painting of stobie poles throughout Goolwa	Create & Connect	5

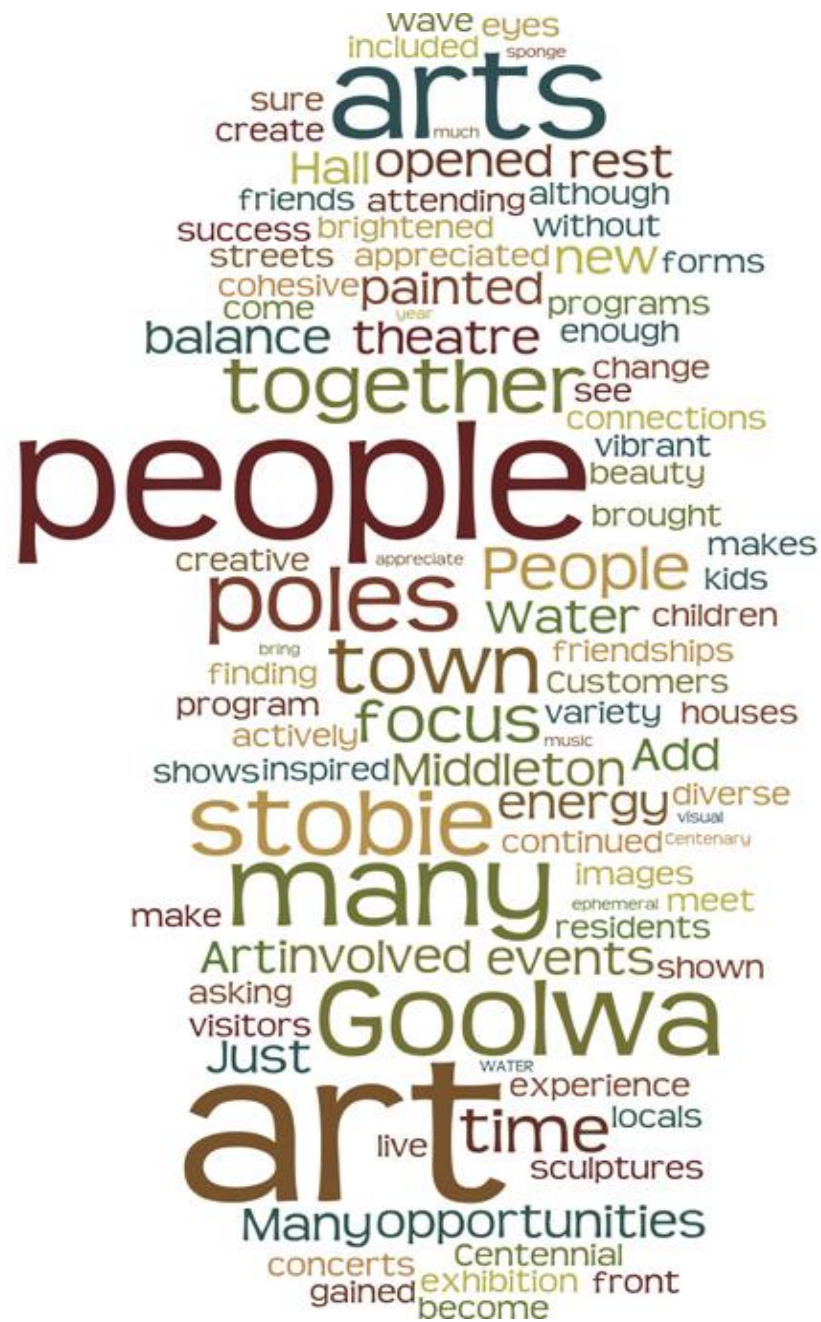
EVENT	WHEN	WHAT	WHERE	HOW MANY
2013				
Wooden Boat Exchange artists	October 2012 - Jan 2013	local artists and tradespeople commissioned for new exhibition	Goolwa/Port Elliot	10
Wooden Boat Exchange films	Oct 2012 - Jan 13	artist talking heads	Goolwa/Port Elliot	11
<i>Telling Our Stories</i> Stage 1 Films	Sept 2012 - March 2013	local talent as historical resource & talking heads	Strathalbyn/Coorong/Goolwa /Mt Compass	40
<i>Continuum</i> - Coming Home Project	Jan 2013 - May 2013	new work created for Dance Week performance	Goolwa	5
<i>Home Brew</i> CD of new songs	May - July 2013	10 songwriters following 6 weeks of mentoring and workshops	Port Elliot	
Artburst Stobie Poles	Jan - June 2013	development of policy/ now managed within council	Goolwa	2
Wet Paint <i>Dreams</i> Project	July - Dec 2013	Major Project: creation of new work through mentorship and youth theatre workshops	Centenary Hall Goolwa	20
<i>Telling Our Stories</i> Stage 2 making of films	July - Dec 2013	Major Project: local talent as historical resource and talking heads	Ashbourne, Pt Elliot, Finniss, Woodchester, coorong	51
2014				
<i>Contemperate</i> : 9 ephemeral sculptures	April May	Major project: 9 local artists commissioned for sculpture trail	Freemans Nob to Middleton Pt	10
Saltwater Stobie Poles and street art	April May	local artists commissioned to paint poles for Saltwater Festival	Surfers Parade Middleton	10
<i>Plastic Wave</i> - beach guardians sculpture	March: 4 sessions	new work created: gallery public program and saltwater event	Signal Point Downstairs	23
Wet Paint new work: <i>Peter Pan</i>	March - June	Major Project: youth theatre development mentorship	Centenary Hall	21
<i>Lake's Angel: Paradise Shack</i>	March - May	Creative Development of site specific theatre work	SCRAC courtyard and Amelia Park	2
Strath Youth Players	May	creation of new work: Court of Lore		21
Milang Foreshore and Common	2014/2015	Civic planning artist fees	Milang	1
<i>Black Faced Shag</i>	May - August	new work by local artists Murray, Hodges and Hill		3
Wet Paint Youth Theatre Horror Movies	July - December	Major project: 6 new short films by young people		21
Gina Allain and Phyllis Williams mentorship	2014/2015	local artists and Ngarrindjeri weaver/ inaugural council arts grant program grant recipients		2
<i>Explore</i> creative development - dancer Tammy Arjona Wheeler	Nov/Dec 2014	a new work by local artists - inaugural council arts grant program grant recipient		3
<i>Just Add Water</i> documentary	Dec 2014 - Feb 2015	Documentary on community impact of <i>Just Add Water</i>		20
<i>No Shame</i> - remount of Ngarrindjeri work by Owen Love	2014/2015	creative development/remount of theatre production and mentorship of young actor		5

Attachment C

‘Word Cloud’ representations of responses to questions by contributors to the *Raincurtain* Installation showing the most frequently cited words

Please note that the maximum word limit in each case ranges from 100-150.

Members of the public, community groups and school students were invited to comment on themes of ‘inspiration’, ‘impact’, and ‘change’ related to *Just Add Water*. They wrote their comments by hand on long coloured ribbons which were then assembled as an installation titled the ‘Raincurtain’ in the Signal Point Gallery for the final public event in December 2014.



CHANGE: How has your community changed as a result of *Just Add Water*?

