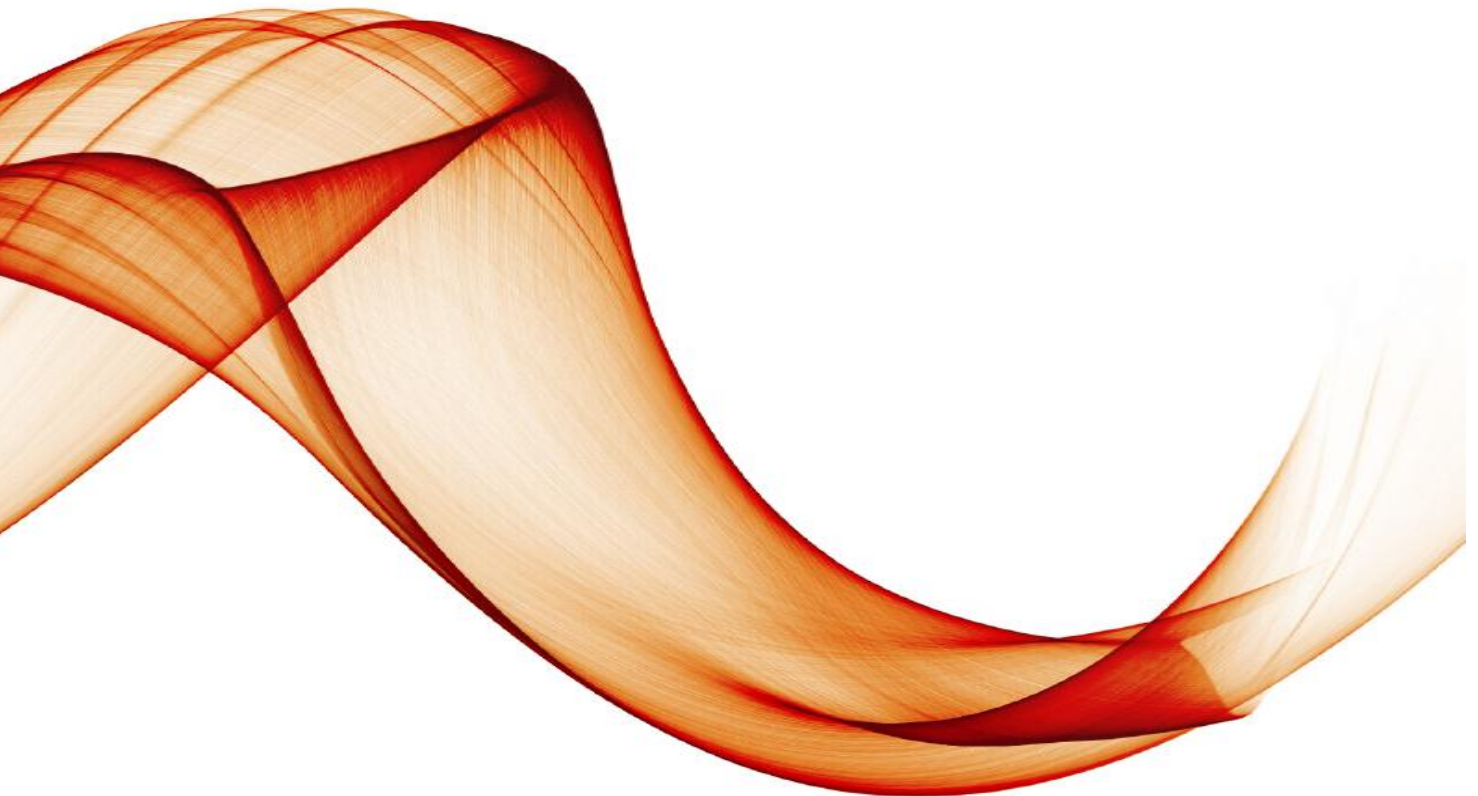


More than pictures on walls

A case for investment in Regional
Galleries in South Australia

RGASA

Regional Galleries Association of South Australia Inc



OVERVIEW

Galleries in regional South Australia are much more than places where you will find pictures on walls, they are community hubs where people connect, volunteers thrive and innovation is encouraged. As a sector, regional galleries aim to grow and develop and seek to form relationships with a variety of partners in government, health, education, tourism and commercial sectors.

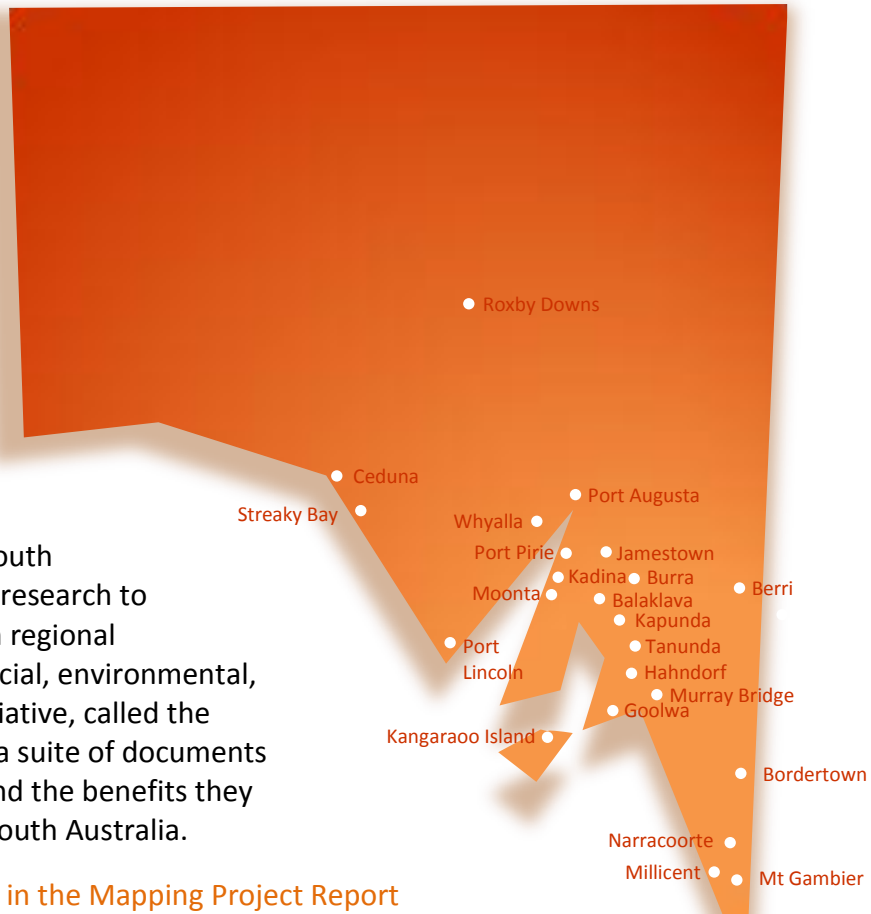
In 2012 the Regional Galleries Association of South Australia (RGASA) commissioned independent research to find out how public and community galleries in regional South Australia contribute to the economic, social, environmental, health and cultural fabric of the state. The initiative, called the Regional Galleries Mapping Project, produced a suite of documents which outline the status of regional galleries and the benefits they bring to communities in remote and regional South Australia.

This document summarises the material found in the Mapping Project Report and makes a case for investment in South Australian regional galleries. The content outlines why galleries are vital to regional communities and how we can continue to support their growth and development to ensure the people of regional South Australia can participate in creative activities which contribute to their health, vitality and wellbeing.

There are at least 25 public and community galleries scattered throughout regional South Australia, in large regional centres such as Mount Gambier and Port Lincoln, and small country towns such as Burra and Jamestown. The majority of these are members of the RGASA.

Regional Galleries support and initiate a range of diverse activities which contribute to the development of strong, vibrant and connected communities. Whilst a key focus in galleries relates to the delivery of visual arts programming, they also specialise in a range of other activities including event management, live music performance, skills development, retail development, community development and wellbeing programs.

To sustain the work of public and community galleries in regional South Australia and ensure that these organisations can support their communities effectively they need to be adequately resourced with funding, equipment and staffing. Together with all levels of government and the commercial and community sectors, Regional Galleries can achieve shared objectives which ensure we have strong, viable and connected regional communities.



WHAT WE KNOW ABOUT REGIONAL GALLERIES IN SOUTH AUSTRALIA



Regional galleries are good at connecting

Public and Community Galleries in regional South Australia connect with communities through a range of social, economic, environmental, cultural and health and wellbeing activities.



Regional galleries respond to universal strategies

Because regional galleries connect with their communities in so many ways, they also connect with a number of federal, state, local government and industry policies and strategies – addressing the goals of a variety of sectors.



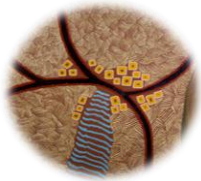
Regional galleries create fun, festive environments

Exhibitions, films, workshops, concerts, cultural celebrations – regional galleries help people to interact with their culture, celebrate history and enjoy a sense of belonging.



Regional galleries achieve big things with small budgets

Preserving heritage, connecting isolated groups, encouraging innovation and providing personal and professional development – imagine what we could do with just a few more dollars!



Regional galleries help people learn

Both primary and secondary schools throughout the state bring students to regional galleries to learn about art, history, indigenous culture and the environment. Adults enjoy learning at regional galleries too, developing new skills through workshops and volunteering.



Regional galleries make good partners

Working with business, health agencies, tourism bodies and governments strengthens regional galleries and increases the capacity of the community to enjoy opportunities which are currently being missed.



Regional galleries nurture arts and artists

Providing people with an opportunity to grow and develop their creative skills, regional galleries help build healthy arts communities, which produces innovation and economic strength across a variety of sectors.



Regional galleries are worth investing in

Significant investment in regional galleries leads to programs and infrastructure that can service the needs of the community, build local pride and become a drawcard for tourists and visitors.

HOW REGIONAL GALLERIES BUILD STRONGER COMMUNITIES



Health & Social Impact

A range of galleries in regional South Australia work independently and in partnership to deliver positive activities which target the following groups:

- Young people and youth at risk
- People suffering from mental illness
- Older residents
- Unemployed and job seekers
- Children and families

The programs offered at regional galleries include workshops, social gatherings and forums where people can connect, learn and communicate issues in an inclusive environment.

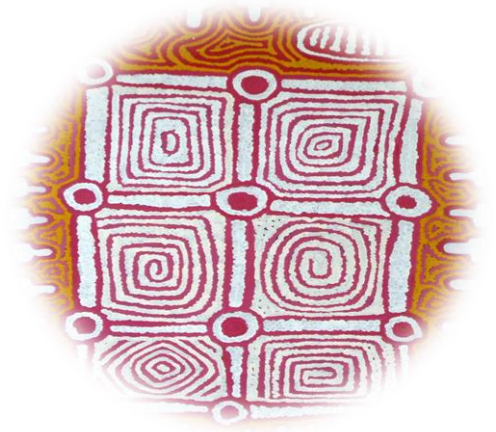
Economic Impact

- Galleries in regional South Australia attract approximately 210,000 visitors annually – if every visitor purchased one cup of coffee in a local café that would generate close to \$1m in income for regional communities
- Over 500 volunteers contribute to galleries in regional South Australia working approximately 37,000 hours annually, which is worth over \$1.5m in in-kind support
- Volunteering at regional galleries provides opportunities to develop skills which help secure paid employment in administrative, retail and events management roles
- Regional galleries provide artists with a space to develop and exhibit quality work and have been the starting point for several commercially successful artists
- Many regional galleries have busy retail outlets which generate income, employment and provide unique products which can enhance tourism branding



Education & Skills Development

- Regional galleries are a vital resource for local primary and secondary schools with thousands of students annually accessing gallery education programs which complement and enhance school curriculum
- Volunteers engaged by regional galleries throughout South Australia have the opportunity to participate in formal training programs including sales, first aid, curating and installing exhibitions, food and beverage service and customer services
- Workshop programs and community arts projects delivered through regional galleries provide an opportunity for people of all ages to develop new personal and professional skills
 - Artists exhibiting in regional galleries learn all aspects of exhibition development including marketing, design, public speaking and events management



Cultural Impact

- Regional galleries add depth to community festivals and events by linking exhibitions, workshops and other activities
- All regional galleries in South Australia exhibit locally produced artwork that conveys a sense of place and interprets the culture, heritage and identity of a community
- As public and community managed facilities, regional galleries provide free and inexpensive access to creative activities including exhibitions, concerts and workshops
- 60% of regional galleries manage collections of artworks and heritage artifacts on behalf of the community and have become a repository for cultural items of local, state and national significance
- Regional galleries convey and celebrate the values espoused in communities and encourage people to talk about and interact with local heritage and culture

"9 out of 10
Australians
participate in the arts"

*"More than Bums on Seats" The Australia
Council for the Arts 2010*

REGIONAL GALLERIES HELP YOU ACHIEVE YOUR GOALS

- Consider how collaboration with a regional gallery can add value to your programs; how art activities and the regional gallery can help you achieve your goals and strategies
- Identify where a partnership with a regional gallery could add depth to a funding application, and leverage alternative resource opportunities in various industries and sectors
- Showcase regional gallery initiatives in your media and communication to demonstrate how you support local organisations
- Provide hanging and display spaces to showcase and promote local artists, and attract visitors to your business
- Hire regional gallery facilities as a creative space for meetings, social gatherings, receptions, and conferences
- Provide in-kind support and technical expertise to support your local gallery
- Contribute to artist incentives, such as sponsoring awards and Art Prizes, as a way of supporting artist and gallery development and growth, and promoting your links to a culture of creativity and innovation

- Involve the regional gallery as a stakeholder in your own strategic planning to gain a broader community input
- Partner with the gallery for community events and festivals to support community development

If you are interested in working with or supporting a regional gallery contact us via the details on page seven or go to your local Visitor Information Centre; they will generally know where galleries are situated in the community.

Further recommendations on how regional galleries can continue to grow and develop and work with other organisations are detailed in the full Mapping Project Report.



WHAT IS THE REGIONAL GALLERIES ASSOCIATION OF SOUTH AUSTRALIA?

The Regional Galleries Association of South Australia was established in 2002 and became incorporated in 2006. It is the peak body for public and community-based galleries in regional and remote South Australia. It has 19 member galleries, which it supports through the provision of web promotion, networking opportunities and advocacy.

FURTHER READING

This document is just one component of a suite of documents that conveys the impact, benefits and current status of public and community galleries in South Australia. The documents include;

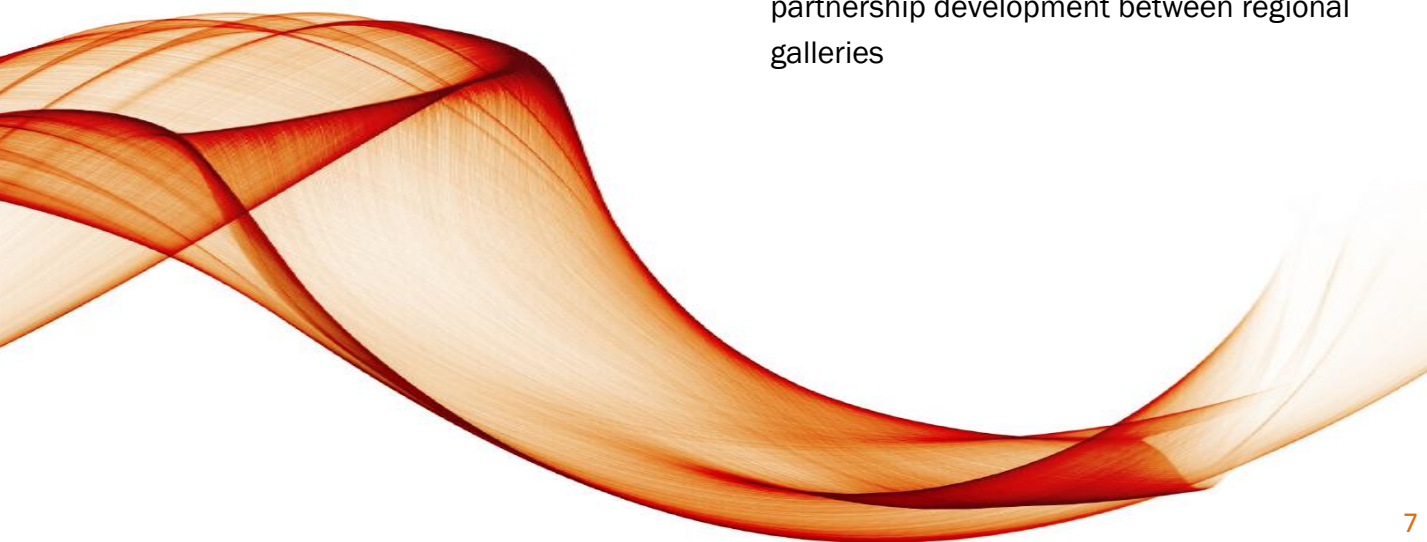
- **Regional Galleries SA Mapping Project Report and Strategic Framework** – detailing information about the Mapping Project including how the research was conducted and recommendations for the Regional Galleries Association.
- **Regional Galleries SA Profiles** – outlining key information about all of the RGASA member organisations.
- **Regional Galleries SA Case Studies** – providing comprehensive evidence of the impact and importance of Regional Galleries in South Australia.

Please feel free to go the Regional Galleries Association website www.rgasa.org.au and download a copy for your reference. Full contact details of Regional Gallery representatives can also be found on the website.

REPORT RECOMENDATIONS

Further recommendations regarding support and development of regional galleries in South Australia are detailed in the full Mapping Project Report. Recommendations included;

- Developing partnerships and further collaboration
- Increasing the capacity of regional galleries to use technology to promote services and deliver programs.
- Improving tourism positioning and activate cultural tourism opportunities
 - Engaging the community more broadly
 - Improved networking, communication and partnership development between regional galleries



This report is part of a suite of reports for the Regional Galleries SA Mapping Project prepared by:



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**country
arts sa**

