



EVALUATION OF CREATIVE CAPRICORN PILOT PROJECT



YEAR 1 REPORT- BENCHMARK MAY 2013

Client
Arts Queensland

Consultant
Natalie Fisher, NSF Consulting



Contents

Executive Summary	3
1. Introduction	7
1.1 Background and context	
2. Overview of Creative Capricorn	8
3. Objectives of the Evaluation	10
4. Evaluation activities	11
5. Key findings to date	12
6. Recommendations	28
7. Conclusion	29
Appendix 1- Commissioned works 2013	
Appendix 2 - People we consulted	

Executive Summary

The Cultural Places initiative is a partnership between the three tiers of government and local communities. It aims to demonstrate that arts and cultural projects can assist in the diversification of local economies, increase social cohesion and improve quality of life when integrated into economic, social and community planning.

Rockhampton has been chosen as one of two regions in Australia (the other being Goolwa, South Australia) to trial this model of cultural development. Creative Capricorn is the name given to the Rockhampton Cultural Places pilot project. The initiative was launched in March 2012 and runs for three years. It is a partnership between the Australia Council for the Arts, Arts Queensland and Rockhampton Regional Council.

Creative Capricorn involves the integration of artistic and cultural programs into Rockhampton, with the aim of bringing direct benefit for artists, venues, audience development and most importantly, the wellbeing of the local community. The pilot project is funded at \$1.5 million over three years, with Australia Council for the Arts committing \$600,000 and Arts Queensland and Rockhampton Regional Council each contributing \$450,00 cash and in-kind.

Following a year of exploration of opportunities and needs in 2012, the focus for the program for 2013 is the development and consolidation of new projects and the skills development of artists. A number of existing cultural venues around Rockhampton have been utilised for this purpose, as well as less traditional spaces and locations.

Objectives of the evaluation

NSF Consulting was commissioned by Arts Queensland to evaluate the Creative Capricorn pilot project over its three year duration, including for a period of six months after its completion to explore its lasting effects. The objectives of the evaluation are to:

- ▶ Assess the extent to which the Program has met its intended objectives with respect to cultural planning, the creation of employment and volunteering opportunities, production and presentation of local and touring product, capacity building, activation of spaces and venues, investment in the arts, cultural tourism and increasing public value in arts and culture;
- ▶ Measure the impacts and outcomes of the program for community members, visitors, artist, arts and cultural organisations and Rockhampton Regional Council;
- ▶ Analyse the extent to which the Program has contributed to the development of Rockhampton as a vibrant arts and cultural community and the impact of concentrated investment in the region;
- ▶ Explore the learnings that can be extrapolated about the building blocks of arts and cultural vibrancy in regional communities;
- ▶ Measure how effective the process has been to deliver the Program, including the Steering Committee structure, collaboration between the three tiers of government and the non-government sector; and
- ▶ Consider how the long-term outcomes beyond the life of the pilot can be evaluated as a way of measuring the legacy of the initiative.

This benchmark report is one of three evaluation reports that will be prepared over the coming three years. It provides a current snapshot of findings relevant to the areas of enquiry that will be tracked over the years. It also identifies information gaps and evaluation questions that will be addressed over time.

Methodology

The tasks carried out for this benchmark report included consultation with internal and external stakeholders, in-depth interviews with artists, the filming of video footage to be used in subsequent multi media case studies, participation in the local

Reference Group meeting, audience interviews, data collection and an online survey.

Program delivery

At the time of writing this report, the key pilot project statistics are:

- ▶ **55 artists** have showcased their work;
- ▶ **10 projects** have been commissioned;
- ▶ **\$400- \$35,000** worth of funding provided for individual projects and exhibitions;
- ▶ **10** Walter's Lounge sessions have been held;
- ▶ **32 artists** have been involved in Walter's Lounge;
- ▶ **60-80 members of the community** have attended each Walter's Lounge event;
- ▶ **92 artists** have participated in skills development workshops;
- ▶ **26 public workshops** or displays have been held by Artists in Residence at the Walter Reid Centre;
- ▶ **276 friends** of the Creative Capricorn Facebook page;
- ▶ **99 followers** of Creative Capricorn Twitter (@CreateCap);
- ▶ **324** people receive Creative Capricorn's monthly electronic newsletter;
- ▶ **512,000 domestic** and **49,000 international** visitors came to Rockhampton in 2012.

How the objectives are being met

Objective 1: Creative Capricorn provides a strong local commitment to arts and cultural planning and development

After 12-14 months of the program, there is already evidence that a strong local commitment is being made to arts and cultural planning in Rockhampton.

The Creative Capricorn team are working towards having arts and culture embedded into local government planning processes by preparing Council's Art and Cultural Policy and Council's Public Art statement, which is ready to be integrated into Council's Planning Scheme.

Rockhampton Regional Council's financial contribution to Creative Capricorn is evidence of its commitment to investing in arts and culture. There are a number of staff members at Council who are actively involved in the program and its related activities, although this high level of commitment is not consistent across the whole of Council.

Objective 2: Increased arts and cultural opportunities for community members, artists and visitors

Engagement with the arts in the region is considerable, as evidenced by data from in a 2009 Australia-wide telephone survey.¹ However, there are some barriers to engagement with the arts throughout regional Queensland, particularly a perceived lack of opportunities to attend or participate. Creative Capricorn has already offered a number of new events and activities and attracted new audiences. Activities have been varied in nature and have included public screenings of locally commissioned films, casual Sunday afternoon music and discussion sessions, workshops and displays presented by artists in residence at the Walter Reid Centre, and public masterclasses. An intensive program of events is planned to coincide with the Queensland Regional Arts and Culture Conference to be held in Rockhampton in August 2013.

So far, the profile of public attendees at events has been broad. There have been people of all ages, males and females, Indigenous and non-Indigenous locals, and people who have travelled from the coast and within the broader region.

¹ Arts Qld in partnership with the Australia Council for the Arts, 'More than burns an seats: Australian participation in the arts', Sydney, Australia Council for the Arts, 2010

Satisfaction levels at public events has been high. Most recently, almost all (94 per cent) of a randomly selected sample of 37 attendees at the Creative Capricorn program launch rated the event as 'excellent'; the remaining 6 per cent rating the event as 'good'.

Creative Capricorn has an intensive program of events and activities at the Walter Reid Centre with the aim of reactivating the space and attracting new audiences. At the same time, its program of activities involves the activation of non-traditional spaces, including Toonooba Park, Quay Street streetscape and Rockhampton Botanic Gardens. There are also plans to use Rockhampton Heritage Village and a number of privately owned buildings in activities during the Queensland Regional Arts and Culture Conference in August 2013.

So far, 55 individual artists have profiled their work and many have been paid a fee. Commissioned projects have included the formation of Indigenous visual artists groups, a touring contemporary music group, a collective of printmakers, a circus that involves the participation of young people to develop life skills, a locally produced film about Indigenous culture and identity, poetry and installation art. There are many more opportunities to come in 2013 for participation by the public and new artists.

There have been 22 public workshops or displays held by Artists in Residence at the Walter Reid Centre.

Cultural tourism figures have been difficult to gather. Tourism data is not collected on a local level and the major venues do not collect post codes of visitors. Actual visitor numbers for Rockhampton's major cultural venues have been made available and these figures will be tracked over the period of the pilot program.

In terms of general tourism figures, in 2012 there were 512,000 domestic and 49,000 international visitors to Rockhampton. Domestic visitor numbers

have increased by eight per cent since 2009, whilst international visitors have decreased by six per cent.

There are a number of ongoing evaluation questions relating to participation levels and cultural tourism that will be addressed and tracked over the lifetime of the evaluation.

Objective 3: Increased local capacity to plan, deliver and evaluate arts and cultural activities and events.

A number of professional and skills development activities have been run by Creative Capricorn to help artists deliver cultural activities.

So far, 92 artists have attended professional development workshops run or hosted by Creative Capricorn. Professional development topics have included how to obtain a grant, arts marketing, playwriting and directing. In addition, 170 students attended a Writing and Directing workshop hosted by Creative Capricorn and funded by Arts Queensland.

A number of new networks have already been created between artists and arts workers, between arts and cultural organisations, with Rockhampton Regional Council, amongst volunteers, and with other networks such as ABC Open, schools, local businesses and human service organisations.

The evaluation will track the number of networks made as well as participation levels in professional development activities. Artists will be interviewed at a later stage about whether they feel they have an increased capacity to plan, deliver and evaluate their own projects and activities.

Objective 4: Increase in community valuing of arts and culture

People in Rockhampton and Central Queensland are considerably engaged with the arts, although there have been some barriers to participation, including perceived or real lack of opportunities and some difficulties getting to venues.

An online community survey conducted in September 2012 revealed that there was a considerable hunger for most arts and cultural activities in the region, including events to attend and activities to participate in.

Creative Capricorn is developing a solid local following of people who have an interest in arts and culture. The Creative Capricorn Facebook page has 276 friends; the Twitter account — after just two months — has 99 followers. There are 324 people who have subscribed to the monthly e-newsletter.

Over the course of the evaluation online engagement with Creative Capricorn will be tracked and monitored, including interaction with Facebook, Twitter, blogs, Google, and local media.

Recommendations for Creative Capricorn

1. Maintain good records including data bases of participating artists, numbers of participants at workshops and attendees at public events and activities;
2. Collect basic demographic data of public participants at all major events;
3. Gather feedback from participants in professional development training or workshops;
4. Track website traffic including numbers of unique visitors, pages visited and time spent on the site;
5. Develop one or two Twitter hashtags to help extend social media reach.

Recommendation for arts and cultural organisations

Start to keep records of visitor data. Post codes, age and gender of all visitors should be recorded into a database on an ongoing basis.

Recommendations for Council

1. Increase engagement of elected Council members and senior Council officers with Creative Capricorn to achieve integration of arts and culture into local planning and ensure arts and

culture are recognised as central to Rockhampton community life.

2. Revise Creative Capricorn reporting arrangements to ensure a direct line to senior levels of Council. This will help build senior Council engagement with the program.
3. Work closely with the region's arts and cultural venues to encourage them to collect and maintain databases that profile their visitors.

Conclusion

This benchmark evaluation has found that, after just 12-14 months, the Creative Capricorn initiative has shown evidence of energising the arts community. Momentum has already built for the program and there is considerable participation from artists and the community. There are information gaps that need to be filled in order to address some evaluation questions over time. There are challenges to be faced, particularly with building brand awareness. There is reason to believe that participation levels will grow, although this can only be determined over the course of time.

1. Introduction

unclear at this stage what impact this may have on Creative Capricorn.

1.1 Background and context

Cultural Places initiative

The Cultural Places initiative is a partnership between the three tiers of government and local communities. It aims to demonstrate that arts and cultural projects can assist in the diversification of local economies, increase social cohesion and improve quality of life when integrated into economic, social and community planning.

The Cultural Places initiative identifies communities that would benefit from a sustained period of cultural and arts programming. Rockhampton in Queensland and Goolwa in South Australia were chosen as the two pilot sites.

Creative Capricorn

Creative Capricorn is the name given to the Rockhampton-based Cultural Places pilot program. It is a partnership between the Australia Council for the Arts, Arts Queensland and Rockhampton Regional Council. Launched in March 2012, the project involves the integration of artistic and cultural programs into Rockhampton with the aim of bringing direct benefit for artists, venues, audience development, and most importantly, the wellbeing of the local community.

Local government boundaries

Rockhampton Regional Council currently has four major localities including Rockhampton, Gracemere, Mount Morgan and Yeppoon. The major urban centre is Rockhampton, with a smaller centre at Yeppoon. A community referendum in 2013 amongst former Livingstone Shire residents resulted in a decision to de-amalgamate from Rockhampton Regional Council. From 2014 Rockhampton Regional Council will be split and the town of Yeppoon will be part of the newly formed Livingstone Shire Council. It is likely that a number of staff at Rockhampton Regional Council will be transferred to Livingstone Shire Council from early 2014. It is

2. Overview of Creative Capricorn

Creative Capricorn is a three-year pilot, launched in March 2012. It aims to grow a locally designed, owned and produced arts and cultural program. It will feature a mix of commissioned and touring exhibitions, performances, workshops, and a major festival as well as other events over the course of the pilot.

Aims of the Creative Capricorn Pilot

The stated aims of the Creative Capricorn Pilot Program are to:

- ▶ Build arts and cultural activities into planning processes of the local community and government authorities;
- ▶ Involve artists from across artforms;
- ▶ Create opportunities for both local and touring artists;
- ▶ Make available venues operated by local government authorities;
- ▶ Have an enduring, whole of community benefit beyond the life of the program.

Funding

A total of \$1.5 million will be invested over three years. Australia Council for the Arts will provide \$600,000 (cash); Arts Queensland and Rockhampton Regional Council will each invest \$450,000 (cash and in-kind).

Delivery model

The delivery of the pilot project is based on an integrative approach, whereby arts and cultural projects are developed to support the diversification of local economies and to increase social cohesion and improve quality of life when integrated into economic, social and community planning. The model of delivery is considered by Australia Council for the Arts to be the optimum way to nurture arts and cultural development in regional communities.

Appointment and administration

An Expression of Interest for a Creative Producer was advertised nationally and locally. Creative Regions Ltd — a not-for-profit arts organisation and regional production company — was appointed in December 2011. The pilot is being run by Producer Rod Ainsworth (engaged for 30 hours a week over a three-day period) and Associate Producer Helen Rendell (engaged on a full time basis from 2013 after being part-time in 2012).

Governance

A Steering Committee has been formed to oversee the direction of the pilot and to guide and support its implementation. It comprises representatives from Arts Queensland, Australia Council for the Arts, Rockhampton Regional Council and Creative Capricorn. Meetings have been scheduled approximately every two months throughout the life of the pilot.

A local Community Reference Group — based in Rockhampton — has been created to guide and inform operational decision-making processes on a local level by providing feedback to the Rockhampton Regional Council and the Creative Producer. The local Reference Group comprises representatives from Rockhampton Regional Council (Community and Cultural Development and Arts and Heritage sections), Keppel Coast Arts Council, Capricorn Enterprise, Rockhampton Morning Bulletin, Museum Resource Centre, Central Queensland University (museums and creative arts sections). The Reference Group is chaired by Council's Councillor Rose Swadling.

2013 Program delivery

The program focus in 2013 is the development and consolidation of new projects and the skills development of artists. It is about introducing artists and groups to broader networks and encouraging them to work across artistic disciplines. This follows on from the exploratory nature of 2012 which involved sourcing local artists, identifying community members who are keen to be involved in a voluntary

capacity, discussing the feasibility and suitability of potential projects, and seeking suitable venues.

In 2014 the pilot will continue trialling new concepts, consolidate existing projects and work on the sustainability of the program beyond the life of the pilot.

Focus for each year

2012	Exploration
2013	Project development, skills development
2014	Consolidation, trialling, sustainability

The 2013 program comprises the following four streams:

1. **Reactivating the Walter Reid Centre.** This includes programs and activities to revitalise and refurbish the Walter Reid Centre, and to attract visitors to the centre for workshops and activities.
2. **Marketing the Arts in the Region.** This stream includes the development of a new Creative Capricorn website, monthly e-newsletters, ABC Open postcard series, a Facebook and Twitter account.
3. **Developing Cultural Touring Product.** Projects and activities in this stream have been designed to tour artists throughout the broader region, and to collaborate with festivals, conferences and other events to draw people into the activities and events associated with the pilot.
4. **Commissioned Works.** At the time of writing this report there were 11 commissioned works, each involving a number of artists and other participants. The artists who have been commissioned include poets, film makers, musicians and project managers. A full list of commissioned projects as part of the 2013 program can be seen in the Appendix of this report.

3. Objectives of the Evaluation

The aim of this evaluation is to determine the effectiveness of the Creative Capricorn Pilot Program in meeting its intended objectives. The evaluation is being conducted over three years, to follow the progress of the program and its impact six months after its completion.

Specifically, the objectives of the evaluation are to:

- ▶ Assess the extent to which the Program has met its intended objectives with respect to:
 - cultural planning;
 - employment and volunteering opportunities;
 - production and presentation of local and touring product;
 - capacity building;
 - activation of spaces and venues;
 - investment in the arts;
 - cultural tourism; and
 - public value in arts and culture.
- ▶ Measure the major impacts and outcomes of the program for community members, visitors, artists, arts and cultural organisations and Rockhampton Regional Council;
- ▶ Analyse the extent to which the Program has contributed to the development of Rockhampton as a vibrant arts and cultural community and the impact of concentrated investment in the region;
- ▶ Explore the learnings that can be extrapolated about the building blocks of arts and cultural vibrancy in regional communities;
- ▶ Measure how effective the process has been to deliver the Program, including the Steering Committee structure, collaboration between the three tiers of government and the non-government

sector, and community involvement in planning, delivery and evaluation; and

- ▶ Consider how the long-term outcomes beyond the life of the pilot will be evaluated as a way of measuring the legacy of the initiative.

This report is one of three evaluation reports that will be prepared over the coming three years. It is a benchmark report, providing a current reading of measures relevant to areas of enquiry that will be tracked over the years. It identifies information gaps and outlines evaluation questions that will be addressed over time.

4. Evaluation activities

The following evaluation activities have been conducted between July 2012 and April 2013.

Online community survey: Pre-test

A survey was conducted with members of the Rockhampton community to provide a benchmark measure of how the community perceives and values arts and culture in Rockhampton. The survey was distributed via a number of channels: the data bases of arts and cultural organisations, Council, and Creative Capricorn's Facebook site. The survey will be repeated in 2015 as a post-test to the initiative.

Consultation with artists

We have conducted 18 in-depth interviews with a cross section of artists from contact lists provided by Creative Capricorn. We spoke with five artists who are already engaged with the program and 13 artists who are not yet formally working with the Creative Capricorn team but have registered their interest. Interviews were a combination of telephone and face-to-face discussions. A full list of the artists we have interviewed is shown in the Appendix of this report.

Stakeholder consultation

In-depth interviews were conducted by telephone or in person with 15 internal and external stakeholders of the initiative. A list of stakeholders we consulted is shown in the Appendix of this report.

Participation in Local Reference Group meeting

We attended and participated in a Local Reference Group meeting on 21 March, 2013 in Rockhampton. The purpose of this meeting was to hear about the direction of the program and to provide an update on evaluation activities.

Audience interviews

We conducted intercept interviews with 37 audience members who attended a major program event on Friday 22 March; the 2013 Creative Capricorn Program Launch and the screening of Toonooba

Voices. The surveys gathered feedback on the event and ideas for future programming.

Data collection

Data has been collected from major cultural venues, tourism operators, government departments, tourist bodies and other organisations to provide a benchmark for the region in terms of cultural tourism, cultural investment and attendance and participation in arts and culture.

Case studies

Multi-media material has been collected — and will continue to be built on — for the development of six case studies to be featured in the Final Evaluation report. Two of those case studies are introduced in this report.

Online data monitoring

We have started using social monitoring tools to track online and social media activity including on Twitter, Facebook, blogs, local media coverage, Google and other online platforms. Social media monitoring will include both quantitative and qualitative measures to understand:

1. Numbers of relevant online mentions of the program or related topics;
2. Types of people following the conversations;
3. The broadcast reach (how many people are following people leading these discussion); and
4. What people are saying.

5. Key findings to date

Objective 1. Creative Capricorn provides a strong local commitment to arts and cultural planning and development

Embedding arts and culture across local government planning processes

Council's Art and Cultural Policy was prepared in 2012 by Creative Capricorn and adopted by Council on 12 December 2012. The Policy provides the framework for Council to plan and implement arts and culture through the provision of hard and soft infrastructure for the region.

Creative Capricorn has also prepared a Public Art statement which is ready to be integrated into Council's Planning Scheme. The Public Art statement is a document that provides an approach to landuse management throughout the region to support creativity and the arts.

In 2010 Rockhampton Regional Council prepared '*Rockhampton Region Towards 2050*'. This document refers to the Walter Reid Cultural Centre, Rockhampton Art Gallery and the Pilbeam Theatre as important community facilities in the region. Arts and culture, however, are not discussed in their own right in the publication.

To date, Council has not produced a long-term cultural plan, although the Arts and Cultural Policy prepared by Creative Capricorn is the first step in this process. The development of this important planning document rests with senior Council officers and is currently under consideration in the context of Council's overall corporate planning process.

Increased engagement of elected Council members and senior Council officers with Creative Capricorn will be an important first step in achieving this outcome. Additionally, further integrating arts and culture into local planning processes is more likely to be achieved if Creative Capricorn is able to liaise directly with senior Council staff members who work closely with the CEO and Mayor.

Council's CEO acknowledges that Council's '*Rockhampton Region Towards 2050*' and its Strategic Framework documents will need to be reviewed in light of the de-amalgamation. The de-amalgamation is considered to present new financial and political challenges to the embedding of the arts into Council's core business practices. There are likely to be between 350-400 staff members moved to Livingstone Shire Council and subsequently, Rockhampton Regional Council will need to review all of its operations in light of available staffing and resources. Although this will not impact on Council's financial commitment to Creative Capricorn, it may have time and staff resourcing implications.

Investment in arts and culture in Rockhampton

Rockhampton Regional Council has one of the best regional art collections in Australia at the Rockhampton Art Gallery and presents an extensive annual performing arts program at the Pilbeam Theatre. Council's main commitment to the arts has been funding of infrastructure at its three main cultural venues; Mt Morgan Rail Museum, Rockhampton Regional Art Gallery, and the Pilbeam Theatre.

In the 2012/2013 financial year, Council invested just over \$2.5 million in the arts through its arts and heritage budget. Investment in Creative Capricorn comprised four per cent of this budget directly, as well as part of the five per cent allocated towards the upgrade of the Walter Reid Cultural Centre. The breakdown of Council's arts and heritage budget is seen in the following table.

Table 1. Rockhampton Regional Council's investment in arts and heritage 2012-2013

Item	Net cost	
Heritage Services (3 sites)	\$780,000	31%
Rockhampton Art Gallery	\$748,000	30%
Pilbeam Theatre	\$471,000	19%
Civic Events	\$201,000	8%
Community Arts (including Water Reid Cultural Centre)	\$129,000	5%
Creative Capricorn (in-kind)	\$100,000	4%
Regional Arts Development Fund (RADF)	\$83,887	3%
Total arts and heritage budget	\$2,512,887	100%

Council's Manager of Economic Development believes Creative Capricorn has the potential to bring tourists into the area, to raise the profile of Rockhampton region and to highlight another side to the region beyond mining and primary production.

Ongoing evaluation questions:

What difference does concentrated investment in the region make over time?

Does investment increase throughout the course of the pilot, including from the private sector, government sector, arts and non-arts sectors?

Does government funding of Creative Capricorn help leverage other funding sources? If so to what extent is investment likely to be sustained beyond the end of the pilot period?

Objective 2. Increased arts and cultural opportunities for community members, artists and visitors

Opportunities for local community participation in arts and culture

An online survey of 170 members of the local community was conducted in September 2012. The findings revealed that only 50 per cent of respondents felt there were enough arts and cultural activities in Rockhampton. However, 77 per cent agreed there are some great venues in Rockhampton. This suggests there is a perception that existing venues are not being utilised to their full extent for arts and cultural activities. This confirms findings from *More Than Bums on Seats* that people in Central Queensland were slightly more likely than people in other parts of regional Queensland to feel there were not enough opportunities to get involved with the arts.²

To date, Creative Capricorn has hosted or supported a number workshops or masterclasses at the Walter Reid Centre for participation by the the general community. These have included:

- ▶ Public screening of a commissioned local film combined with the launch of Creative Capricorn's 2013 program, which attracted more than 200 people. Intercept interviews conducted with 37 people who attended this event revealed one third of them (12 people) had not been to a public event at the Walter Reid Centre before. This suggests that Creative Capricorn is already starting to attract new audiences to Rockhampton's cultural venues.

- ▶ Ten Walter's Lounge music and discussion sessions (six in 2012, four in 2013). Each event has been attended by approximately 80 people and 32 artists have been involved;
- ▶ One animation workshop held by the Curator in Residence;
- ▶ Bursting at the Seams day which brought seven dance groups together to conduct 11 workshops attended by approximately 80 people;
- ▶ 26 public workshops or displays held by Artists in Residence at the Walter Reid Centre. These were:
 - Four public workshops held by Capricornia Printmakers as part of their Company in Residence Program. Workshops were on the topics of lithography, printmaking, collage, box making and solar etching³;
 - Two workshops about bark art run by Capricornia Arts Mob leading up to NAIDOC week⁴;
 - Eight workshops held by Keppel Coast Arts — two fabric banner-making workshops and six music workshops.

A further program of events and activities are planned for 2013 and many will be scheduled for August to coincide with the Articulate: Queensland Regional Arts and Culture Conference, to be hosted by Rockhampton in August.

² *Arts Qld in partnership with the Australia Council for the Arts, 'More than bums on seats: Australian participation in the arts', Sydney, Australia Council for the Arts, 2010*

³ *Funded through Arts Queensland's Artist Run Initiative (ARI) grant program, with planning and negotiation by Creative Capricorn*

⁴ *Funded through Queensland's Community Development and Engagement Initiative (CDEI), with considerable support from Creative Capricorn in community engagement, defining and changing company structure and coaching through the incorporation process.*

Profile of participants in arts and cultural events

The demographic profile of people who have attended Creative Capricorn public events have not been collected, although demographic information was gathered from a small sample of people who attended the 2013 Program Launch in March. The small sample revealed the event was attended by males and females of a range of ages, as shown below.

Age group	No. respondents* (n=37)
15-24 years	5
25-34 years	4
35-44 years	9
45-54 years	8
55-64 years	7
65+ years	2
Refused	1

** Due to small sample size, raw numbers are given rather than percentages*

Respondents were not asked about their cultural identity, however there was a mix of Indigenous and non-Indigenous people.

People who have attended Walter's Lounge events have predominantly been from Rockhampton, but also included people who live in Mt Morgan and Yeppoon.

It is important to collect basic demographic information of people who engage with Creative Capricorn events wherever possible so that an accurate profile of Creative Capricorn participants can be built up over time.

Satisfaction of community members with activities they have attended

Of the 37 people interviewed at the 2013 Program Launch, the majority (31 people) rated the event as

'excellent'; the remaining six respondents rated it as 'good'. There were no negative ratings of the event. When asked what they liked about the event, the main aspects noted were:

- ▶ the relaxed atmosphere;
- ▶ the quality and standard of the film;
- ▶ the way the event was organised; and
- ▶ the cultural and community feel to the event.

Only seven people had a criticism of the event, namely the venue was hard to find and there not enough signage or promotion. One respondent would have liked the film to have been longer.

Nine people of the 37 interviewed said the event was important to unite the community, bring people together, or create a community spirit. A further nine respondents said it was an important event for cross-cultural connections and to showcase emerging artists, particularly Indigenous artists whose work may not be as visible to the wider community. Some verbatim responses included:

" It brings people together from different cultures."

Event attendee

"It gets people of different backgrounds interacting with each other over common interests."

Event attendee

" It brings about more understanding and empathy around reconciliation."

Event attendee

Activation of non-traditional spaces

Creative Capricorn has already activated or identified non-traditional spaces for arts and cultural activities in the course of the pilot. These include:

- ▶ Toonooba Park — the intended location for the 2013 Program launch and screening of *Toonooba Voices* until rain necessitated a change of venue;
- ▶ Quay Street streetscape — will be used for local performances and events during *Articulate: Queensland's Regional Arts and Culture Conference* in August 2013;
- ▶ Rockhampton Botanic Gardens — one of the many sites chosen for the Behind Closed Doors Exhibitions in August 2013;
- ▶ Privately owned buildings including Kenmore private hospital, Harbourboard building in Quay St, City Print Works, public spaces in the streets — sites for the Behind Closed Doors Exhibition in August 2013; and
- ▶ Rockhampton Heritage Village — will be used for the welcome event for *Articulate: Queensland Regional Arts and Culture Conference*.

Increased opportunities for local artists to develop and profile their work

Opportunities provided through the pilot for artists to develop and showcase their work have so far have included:

- ▶ Walter's Lounge Sunday afternoon events at the Walter Reid Centre;
- ▶ Musicians touring greater Queensland and working with local musicians in other communities;
- ▶ Emerging professional film producer screening first film at a public event at the launch of the 2013 program;
- ▶ Local Indigenous dancers performing live at the *Toonooba Voices* film screening;

- ▶ A first exhibition in Rockhampton Art Gallery in August for a group of Indigenous artists; and
- ▶ Artists in Residence having ongoing opportunities to profile and showcase their work to members of the public who visit the Walter Reid Cultural Centre.

There are a number of artists who are not yet working directly with Creative Capricorn who would appreciate the opportunity to do so.

Numbers of artists who have been able to profile their work

At the time of writing this report at least 55 individual artists have had the chance to profile their work through various activities and events. This is shown in the following table.

Table 2. Opportunities created by Creative Capricorn for artists to showcase their work

Project	Approx number artists	Type of artists
Murri Girls Into Art	6	Indigenous visual artists, curator
Capricornia Arts Mob	6	Indigenous visual artists, curator
Keppel Coast Arts	20+	Arts administrators, performers and comedians
Capricornia Printmakers Collective	5+	Printmakers, event organisers
Ken Leslie	1	Installation artist
Martin Schlick	1	Installation artist
Contemporary Music Touring Circuit	3-4+	Touring performing artists, local performing artists
Flipside Circus	2-3	Performing artists, community engagement workers

Kaylene Butler	5+	Film producer and associated crew
Behind Closed Doors	10+	Poets, installation artists, arts administrators

Numbers of events and initiatives

A number of new events and initiatives have been planned for 2013 and they continue to be planned, developed and delivered. These include activities to reactivate the Walter Reid Centre, to market the arts in the region and to develop cultural tourism product. A summary of new events and initiatives for the remainder of 2013 is as follows:

Table 3. Events and initiatives scheduled for 2013

Initiative	No. sessions	When
Nail that Grant Workshops	3	April, June, August
Walter's Lounge	4	April, June, September, October
Bursting at the Seams dance workshop	1	25 May
Curator in Residence (week-long residence)	4	April-August
CQ University Animation Project	1	23-24 August
Circus Residency	many	August
CQ Contemporary Music Touring Circuit	many	July-August
CQU Schools Jazz Festival	many	2013/14/15
Behind Closed Doors Exhibitions	many	August
Orchestra of Found Objects	many	16-18 August

Flood Markets Public Art Project	many	August
----------------------------------	------	--------

Professional work for artists

It is common in the arts and cultural sector in Australia that there are more voluntary positions than paid jobs, and Rockhampton is no exception. However, Creative Capricorn has already provided a number of opportunities for artists and arts and cultural workers to gain paid work. These have included:

- ▶ Murri Girls into Art received \$35,000 for an exhibition at the Rockhampton Regional Art Gallery. Some of this money will be directed towards artists' fees;
- ▶ Capricornia Arts Mob and Capricornia Printmakers Collective have each received \$5000. Six individual artists from Capricornia Arts Mob are also receiving \$400 each to create works for an exhibition;
- ▶ Performing artist Linsey Pollak will receive funding through the Regional Development Arts Fund, Keppel Coast Arts and Creative Capricorn to deliver the *Orchestra of Found Objects* project;
- ▶ Artist Ken Leslie has been commissioned for \$1500 to create an art work and will also receive a fee of \$500 to be part of *Behind Closed Doors*;
- ▶ Martin Schlick has received \$1500 to make a work for the Walter Reid Cultural Centre;
- ▶ Performing artist Kate Leahy has received funding of \$10,000 to drive the Contemporary Touring Music Circuit program. Some of this funding goes towards musicians' fees;
- ▶ Kaylene Butler, an emerging local Indigenous film producer, received a total of \$15,000 from three sources (Creative Capricorn, Queensland Department of Aboriginal and Torres Strait Islander and Multicultural Affairs and Central Queensland

Indigenous Development. Artists were paid for their time from this fee;

- ▶ Kristin Hannaford and Paul Summers each received \$2500 to work on the concept development of the *Behind Closed Doors* project and will each receive another \$5000 to work on additional sites.

The main arts venues and events in the region are major sources of paid and voluntary positions in the arts. The following table summarises current status of these opportunities for artists and arts and cultural workers.

Table 4. Paid and voluntary work in the arts in Rockhampton

Venue/ organisation	Paid staff	Volunteers	Volunteer hours per year
Mt Morgan Rail Museum	1	0	6,260
Rockhampton Art Gallery	5	20	3,000
Rockhampton Heritage Village	7	many	43,371
Archer Park Rail Museum	3	30	7,078
Pilbeam Theatre	13	100	0
Mill Gallery, Yeppoon	0	14	1,908
Walter Reid Cultural Centre	0	14 groups in residence	
Keppel Coast Arts Council	0	143 financial members	1,240
The Village Festival	>435*	Approx 170	5,480
Fig Tree Markets [^]	up to 8	2	96

* 400+ musicians, 35+ visual artists + one Site Manager

[^] In 2013 Fig Tree Markets will create two new paid positions of Website Assistant and Administration Assistant, each offering 40 hours of work.

In the online survey conducted with 180 contacts on local arts and cultural databases in September 2012, one third of respondents had volunteered in the arts in Rockhampton in the past three months (mostly at festivals or events), whereas only 15 per cent had worked for a paid fee or salary.

Outcomes or impacts of the pilot for artists and arts and cultural workers

There have already been a number of positive outcomes and impacts for artists and arts and cultural workers, including:

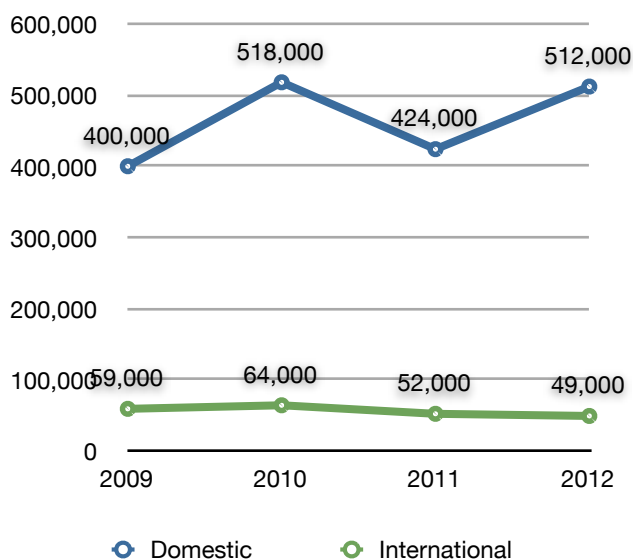
- ▶ Opportunities to work for a professional fee;
- ▶ A range of new networks;
- ▶ Exposure and increased profile as an artist in the local region;
- ▶ A sense of feeling supported as artists; and
- ▶ Opportunity for local emerging musicians to get established.

Cultural tourism in Rockhampton

Cultural tourism refers to the subset of tourists who participate in arts, cultural or heritage activities during their stay at the place they visit.

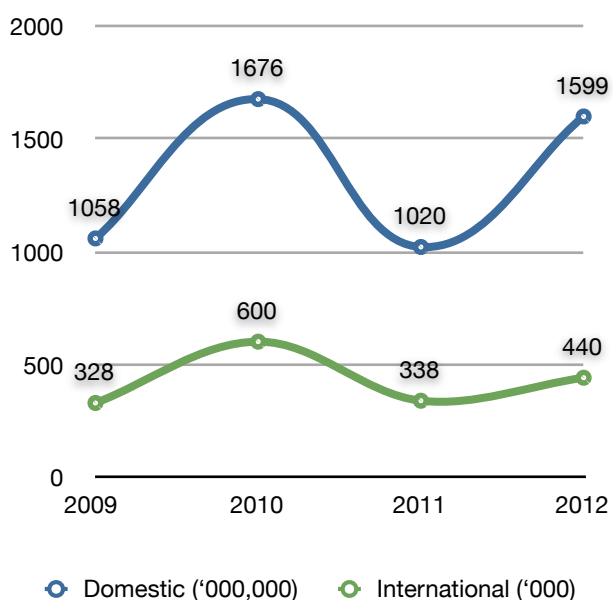
The Rockhampton region has traditionally been an area associated with primary industry, particularly beef cattle and mining, rather than arts and culture.

Since 2009, the numbers of domestic visitors to Rockhampton have increased by eight per cent to 512,000 people (despite yearly fluctuations), while international visitors have fallen by six per cent to 49,000. This is shown in the following graph.

Visitors to Rockhampton 2009-2012*

* Source: Tourism Research Australia's National Visitor Survey (NVS). Tourism Queensland

Visitors are also staying longer in Rockhampton. Domestic visitor nights have increased by 14 per cent since 2009 to 1599 nights, while international visitor nights are up by nine per cent since 2009 to 440 nights. This is shown in the following graph.

Visitor nights in Rockhampton 2009-2012*

* Source: Tourism Research Australia's National Visitor Survey (NVS). Tourism Queensland

The challenge is for local tourism authorities to raise the profile of arts and culture in destination messages and tourism infrastructure planning. The Creative Capricorn team have had conversations with Capricorn Enterprise about creating new destination messages that raise the profile of arts and culture in the region. Additionally, Creative Capricorn have talked with Council's marketing and engagement team about the possibility of including arts and cultural information in their events and industry attraction/economic development publications.

Currently, the annual Yeppoon Village Festival is the main drawcard to the area for domestic cultural tourists. The Festival began 11 years ago and has attracted close to 5000 people in 2012, with 150-200 volunteers contributing to it. Attendance data from 2012 revealed that those who participated as artists or visited as attendees tended to be from the local area; the majority from within 50km of the event. Approximately one in five came from up to 200km away. Ten per cent or less were state-wide artists or attendees and two per cent of artists who participated in the event were from interstate. This is shown in the following table.

Table 5. The Village Festival catchment area 2012

	Artists (n=1170) %	Attendees (n=4730) %
Local (50km)	73	70
Regional (50km-200km)	17	20
State (200km+)	8	10
Interstate	2	0
International	0	0

* Source: Keppel Coast Arts Council

Creative Capricorn is working closely with the Festival to try to broaden the appeal of the event to attract people from further afield.

The Fig Tree Markets at Yeppoon creates an average turnover of more than \$300,000 per year. Although the majority of visitors are from the Capricorn Coast, the markets also attract people from outside the region. A recent survey of 61 randomly selected visitors to Fig Tree Markets revealed 41 per cent were from the Capricorn Coast, 28 per cent were from the wider Rockhampton Regional Council region, 11 per cent lived in Central Queensland and 20 per cent came from other parts of Queensland or interstate.

In addition to festivals and markets, there are some well-patronised cultural venues in Rockhampton. The ongoing evaluation of Creative Capricorn will explore whether visitor numbers at these venues increase and to what extent Creative Capricorn can be attributed as an influence.

Visitor numbers for a twelve-month period in 2012 for four key cultural venues are shown below.

Table 6. Visitor numbers at Rockhampton's major cultural venues in 2012

Venue	No. visitors 2012
Pilbeam Theatre	62,496
Rockhampton Heritage Village*	39,845
Rockhampton Art Gallery	19,311
Archer Park Rail Museum	7,059

* July 2011- June 2012

It will be important for these venues to start collecting postcodes of their visitors on an ongoing basis. We will use the data to track whether the number of out-of-town visitors to Rockhampton's cultural venues increases over time. This will be an important measure to help ascertain whether Creative Capricorn has contributed to cultural tourism in region.

Ongoing evaluation questions:

Have opportunities for local artists to develop and profile their work increased over the course of the pilot?

Do participation levels increase over the course of the pilot?

Do visitation levels at cultural venues increase over the course of the pilot and beyond?

Has Creative Capricorn's work with The Village Festival resulted in increased cultural tourism into the region?

Has the profile of participants in arts and cultural events in Rockhampton changed over the pilot period and beyond?

Has the tourism profile and numbers changed over the duration of the pilot?

To what extent are arts and culture featured in tourism marketing messages for the region?
Has this changed over time?

Objective 3. Increased local capacity to plan, deliver and evaluate arts and cultural activities and events

Opportunities for local artists, arts and cultural organisations, Council and volunteers to develop their skills and capacity

An important component of Creative Capricorn program in 2013 is the provision of training workshops to help artists enhance their professional skills.

Creative Capricorn is committing to a program called The Warehouse Program, which has attracted additional funding of \$50,000 from Arts Queensland. The program aims to support professional and emerging artists in the region by providing them with monthly networking and professional development sessions at the Walter Reid Cultural Centre. The Warehouse Program comprises four key professional development streams: Monthly Arts Get-Togethers, Local Arts/Business Connections, Arts Networking Dinners, and National Guest Speakers.

So far, 92 artists have attended professional development workshops that have either been run directly by Creative Capricorn as part of The Warehouse Program, or in partnership with other organisations.

- ▶ 14 participants attended the first 'Nail That Grant' workshop in September 2012;
- ▶ 66 people attended the three-day Auspicious Arts Incubator course (Smarter Arts Marketing Workshop) held in April 2012; and
- ▶ 12 people attended a playwriting and directing masterclass funded by Arts Queensland and hosted by Creative Capricorn. A further 170 students from across three local schools also attended a Writing and Directing workshop funded by Arts Queensland.

At this stage, Creative Capricorn has not collected feedback from participants in professional development activities to gauge their satisfaction with the activities.

Networks and connections between arts workers and between arts workers and other stakeholders

There is already evidence that new networks and connections have been created in the community through Creative Capricorn.

Networks created between artists and arts workers

- ▶ Performing artists living in Rockhampton will be touring the broader region and working with local artists in the towns they visit;
- ▶ The creation of the film *Toonooba Voices* involved the formation of a local film crew and the engagement of local Indigenous elders;
- ▶ A Melbourne-based writer, Lisa Lang, was brought to Rockhampton for a month to engage with approximately 20 writers through workshops and readings; and
- ▶ Individuals from traditionally disparate volunteer arts groups are starting to communicate and work together as part of the Artists in Residence Program at the Walter Reid Cultural Centre.

Networks created between arts and cultural organisations

Examples of specific networks created between arts and cultural organisations include:

- ▶ The Curator in Residence project encourages very disparate groups of arts and cultural organisations to work together, communicate more openly and feel part of the bigger picture;
- ▶ Creative Capricorn is working closely with key local groups The Keppel Coast Arts Council and The Village Festival;
- ▶ Writing Australia and Copyright Agency Limited supported and funded the secondment of

Melbourne-based writer Lisa Lang to Rockhampton;

- ▶ *Toonooba Voices* film crew worked with Central Queensland Indigenous Development (CQID);
- ▶ Murri Girls Into Art connected with Disability Services Officer at TAFE;
- ▶ Creative Capricorn has partnered with Brisbane-based organisation Backbone Youth Arts to work with school students towards staging a two-night performance at the Walter Reid Centre. So far, 90 hours of rehearsals have been carried out.

Networks created with Rockhampton Regional Council

- ▶ Creative Capricorn reports to Rockhampton Regional Council as part of Council's role in managing the rollout of the program;
- ▶ Rockhampton Regional Council has provided a number of links for the program including events and marketing staff, as well as staff who are trained to work with multicultural communities;
- ▶ Rockhampton Regional Council has representatives on the local reference group which meets regularly to discuss the direction of the program;
- ▶ Council's Manager of Economic Development is on the management committee for the Yeppoon Village Festival;
- ▶ Council's Cultural Development Officer works closely with artists in the program;
- ▶ Council is undertaking a redevelopment of the ground floor of the Walter Reid Cultural Centre in partnership with Arts Queensland, funded through the former Grittier Places program.⁵
- ▶ Council's Manager of Economic Development is part of a small working group comprising Central

Queensland University, The Village Festival and Australian Department of Industry, Innovation, Science, Research and Tertiary Education (Enterprise Connect Division). The group is looking at ways to measure the extent to which the Village Festival contributes to regional development in Central Queensland.

Networks created amongst volunteers

- ▶ *Toonooba Voices* film crew worked with volunteers of local historical societies in the region;
- ▶ A data base of available volunteers has been created to assist with project events and activities. However, the additional workload generated by recruiting and training volunteers has meant that little time has been committed to building the database. So far, volunteers have been used to assist with intercept interviewing and will be drawn on to help at the Articulate: Queensland Regional Arts and Culture Conference in August 2013.

Other networks

- ▶ Creative Capricorn has regular meetings with Capricorn Enterprise with the aim of putting together a cultural tourism panel for their Tourism Forum in Yeppoon in February 2014 which will be attended by tourism operators;
- ▶ Connections have been created between artists and ABC Open;
- ▶ New relationships have been formed between touring artists, regional schools and parents of participating students;
- ▶ A performing artist has a new connection with the Blackwater Coal Centre — a not-for-profit tourism organisation that will benefit from fund-raising through a performing arts workshop;
- ▶ Touring music groups will be working with local businesses in towns across central Queensland;

⁵ From 2005 to 2011 Arts Queensland's Grittier Places partnership program offered funding to help local councils and community groups convert disused council buildings into arts venues.

- ▶ CQUniversity is a major partner in creating a unique animation project to be launched in the car park of the Walter Reid Cultural Centre in August 2013.

Ongoing evaluation questions:

How do artists perceive their skills and knowledge on an ongoing basis as a result of their involvement in the pilot and mentoring in particular?

Which networks and connections are still in place six months after the end of the pilot?

Kate Leahy

CREATIVE
CAPRICORN
PILOT PROJECT
CASE STUDY



A local musician driving a music touring project through Queensland

“I grew up in the Rockhampton region, but like a lot of artists, left when I was 17, which I felt I had to do if I wanted to do something creative. I lived in Sydney and in Europe, but a couple of years ago decided I wanted to come back to where my family was and still try to do music. So here I am a few years on. My music is a mix of a lot of different things but I guess you’d call it Indie Pop.

When I came back two years ago I struggled to find something going on in the music or arts scene. I thought I would use this as a base and then go back to the big cities. But then slowly I got into this little circle of artists who do a lot and do an amazing job. The trouble is the Rockhampton community just don’t seem to get behind it. It’s hard to get people motivated to come along and support the arts. On the coast it seems easier, perhaps because they have a few festivals there.

Last year I toured around Queensland with my music. It was good, but I felt there was something missing. I had an issue with it being all about me and wanted to make something that was bigger, that involved more people, particularly since I know a lot of musicians who are frustrated there is nothing going on.

I met some of the local groups, including Creative Capricorn and the

Keppel Coast Arts Council. The three of us realised there was something we could all do together. That’s how it started. I started by asking Rod Ainsworth about how to stage a larger tour, and he made me realise that the idea was viable, really possible and it became an idea that everyone seemed excited about.

I thought it would be really good to go out to little towns, find the people

really pleased to be able to support local musicians. People are really wanting it. I have parents calling me asking if I am coming to their town because their child wants to be involved.

We have nine towns who have confirmed so far, in five council areas. The towns include Baralaba, Woorabinda, Monto, Blackwater, Gladstone, Rockhampton, Mt Morgan, Benaraby and Springsure. The tour will happen in July and August this year.

In order to get the shows happening we’re looking at a funding model that pretty much relies on local organisations as well. Each local organisation in each of the towns will pay \$1,500 to cover the artists and they can apply for RADF funding to cover the workshop component. Creative Capricorn has set aside \$10,000 of funding for us to ensure the tour goes ahead.

We’re working with so many local organisations, including schools, ABC Open, councils, local businesses, show societies, local artists from Rockhampton and from the local towns.

I hope that Creative Capricorn can convince the public that there is stuff going on and that it’s worthwhile going along. We’re not missing the artists, we’re missing the support for the artists.

“We’re not missing the artists, we’re missing the support for the artists. I hope Creative Capricorn can make people realise it’s worthwhile coming along to support arts.”

KATE LEAHY

who love music and get them involved in our show. I decided that we would hold music workshops in the afternoon, so whoever in the town likes to play music can bring their instruments along and jam with the professionals and hopefully work on some of the songs they will perform with us that night. In that way, I feel it’s giving a whole other layer that the community gets out of it. They get the entertainment, and then they get support for their local musicians. I’m

Emma Ward

CREATIVE
CAPRICORN
PILOT PROJECT
CASE STUDY



Emerging visual artist known for her wispy ladies keen to be involved

“ I’ve been drawing and painting my whole life since the age of three. I recently went to a local show in Mackay and pushed myself out into the public. I went to the Mill Gallery in Yeppoon, but that’s one and a half hours away. I wondered why there was nothing for amateur artists in Rockhampton when I read about these things in other places. That’s how I found this shop, My Sister’s House. I approached the owner and now I show my work here. I have become known for my wispy ladies.

We have a Uni here in Rockhampton which doesn’t teach visual arts. We have TAFE but despite the printing section there is not much opportunity to work with visual arts. There are a lot of dance studios here, there’s a small theatre group and we have our visual artists. But it seems that these old community groups and clubs all work within their own little groups. Often they try ideas and may not necessarily be as successful as possible because they’ve kept it all quiet.

I think the public is looking for more opportunities. We have younger families moving to Rockhampton who are looking for entertainment. There is a lack of showcasing local talent. That’s where Creative Capricorn comes in because rather than being a group of individuals trying to find a way,

Creative Capricorn gives us a voice and an opportunity to share our stories and this is what we’re after and looking for in our community; to try to create more opportunities for our artists without having to travel great distances to do it.

I read about Rod Ainsworth coming to town in the local paper. He was calling for artists to come forward and express interest. I wondered if this applied to me because I’m not an educated artist. I sent an email saying I have enthusiasm and energy for this project and I want to see it happen, not just for myself but for other artists. It needs someone to drive it forward and give us a voice in that larger community because even as artists we often lack the professional marketing skills that a body or group has the power to make happen as opposed to an individual.

So I was excited when they came to town and I was on board immediately, going to their first meeting. I have also been to the Smarter Arts Workshop which was great.

In the future I would like to attend more of those workshops, I’d like to learn about curating, to be able to put some artists’ work together, perhaps in collaboration with a retail space like My Sisters House. I want to be able to create an event that the public gets excited about. I also want to learn more

about sourcing funding. I’m completely excited about the whole program. I like the idea and the building they’ve chosen. By working together, not only does it raise the profile of all those groups, but it also expands our knowledge of how we can promote these local groups. Creative Capricorn is a new voice that people aren’t sick of listening to and that has new ideas and new ways of injecting things that haven’t been thought of before. I just want to be involved”.

“I’m completely excited about the whole program. Creative Capricorn is a new voice that people aren’t sick of listening to that has new ideas and new ways of injecting things....”



Objective 4. Increase in community valuing of arts and culture

Increased value placed on the arts by the Rockhampton community

There was a perception amongst members of the local community that there are limited opportunities to get involved with the arts. This confirms a finding from a nation-wide telephone survey conducted in 2009 that revealed people in the Central Queensland were less likely than people in other parts of Queensland to agree with the statement 'There are plenty of opportunities for me to get involved in the arts'. (56 per cent compared with the Queensland average of 67 per cent).⁶

Discussions with artists and members of the local community in Rockhampton revealed a number of other reasons for a lack of engagement. These included:

- ▶ Professional and emerging artists from the local area had moved out of town to seek more opportunities elsewhere;
- ▶ There were few venues in Rockhampton that offered live music, performance or other cultural activities;
- ▶ Marketing and promotion of arts and cultural activities has been very limited;
- ▶ Artists have not had the networks to collaborate to bring arts and culture to the public;
- ▶ Some successful local artists who remain feel they have not been given much exposure or community support; and
- ▶ It was difficult to get to venues.⁷

In September 2012 an online survey of 170 members of the local community was conducted to

provide a benchmark reading of how the community values the arts and culture in Rockhampton. The survey was sent out through existing databases of arts and cultural organisations, as well as through Council. The main findings were:

- ▶ 77% agreed or strongly agreed that there are some great venues in Rockhampton;
- ▶ Just over half (51%) agreed that Rockhampton is a great place for culture.
- ▶ About 50% of respondents felt there were not enough arts and cultural activities in Rockhampton;
- ▶ Approximately 20% would like more opportunities to attend or participate to participate in music, theatre/dance and visual art and craft.

Increased profile and awareness of Rockhampton's arts and cultural activities

Creative Capricorn has started using a number of social media and online platforms with the aim of increasing the profile of Rockhampton's arts and cultural activities. Social media activities have include:

- ▶ A monthly e-newsletter currently sent to 324 people, outlining upcoming events and activities, cross promotions to cultural institutions and notifications of funding opportunities;
- ▶ A Creative Capricorn Facebook site was created, currently 'liked' by 276 people;
- ▶ The Creative Capricorn website has recently been redesigned to provide a one-stop-shop information portal about all arts and cultural events in Rockhampton (at the time of writing this report, website visitor traffic was not available); and

⁶ Arts Qld in partnership with the Australia Council for the Arts, 'More than bums on seats: Australian participation in the arts', Sydney, Australia Council for the Arts, 2010

⁷ More than Bums on Seats report found that close to one in four people in most regional Queensland areas found it difficult to get to venues. More Than Bums on Seats. Instinct and Reason, 2009.

- ▶ A Creative Capricorn Twitter account (@CreateCap) launched in March has accrued 99 followers in just two months. Followers include individuals as well as arts-based organisations.

Ongoing evaluation questions:

Have local community attitudes about the arts changed over time?

Has chatter about Rockhampton as an arts and cultural centre increased over the duration of the pilot?

6. Recommendations

Recommendations for Creative Capricorn

Recommendation 1. Maintain good records of activities

Maintain good data bases of participating artists and participants at workshops and other events and activities. Data kept on an ongoing basis should include numbers of participants in workshops, numbers of attendees at public events, and tangible outcomes of project activities.

Recommendation 2. Collect demographic data

Collect basic demographic data from public participants at all major events. Information may be recorded at the time of bookings or as people enter public events. This will make it possible to track the reach of the pilot over time.

Recommendation 3. Gather feedback from participants in professional development

Conduct surveys with people who participate in professional development workshops to measure their level of satisfaction with the sessions. Feedback should be collated to inform ongoing professional development activities and feed into the evaluation of Creative Capricorn.

Recommendation 4. Track website traffic

Liaise with website designers about ways to monitor website traffic to the Creative Capricorn site over time. This would ideally include numbers of unique visitors, pages visited and time spent on the site. This data will be important for providing evidence for ongoing engagement levels with the community.

Recommendation 5. Develop Twitter hashtags

Create and use Twitter hashtags to maximise social media reach. Twitter hashtags act as keywords and enable followers or participants in conversations to find or follow relevant tweets. They also make it easy to track and monitor relevant conversations about arts in Rockhampton more broadly. One or two hashtags should be chosen that represent relevant keywords — For example #artsRocky or #createRocky.

Recommendation for local arts and cultural organisations

Recommendation 1. Start to keep records of visitor data

Keep reliable records of the profile of visitors, including post codes, gender and age. This would not only benefit the Creative Capricorn pilot but would also assist organisations' individual marketing and program development. Each arts and cultural organisation should ask all visitors their postcode and age. This information, along with their gender, should be recorded into a database on an ongoing basis that identifies the data of entry.

Recommendations for Council

Recommendation 1. Increase senior council engagement with Creative Capricorn

Increase engagement of elected Council members and senior Council officers with Creative Capricorn to achieve integration of arts and culture into local planning and ensure arts and culture are recognised as central to Rockhampton community life.

Recommendation 2. Revise Creative Capricorn reporting arrangements to Council

Revise Creative Capricorn reporting arrangements to ensure a direct line to senior levels of Council. This will help build senior Council engagement with the program.

Recommendation 3. Encourage cultural venues to collect visitor data

Work closely with the region's arts and cultural venues to encourage them to collect and maintain databases that profile their visitors.

7. Conclusion

Arts and cultural programs in regional areas have the potential to demonstrate a range of enduring, whole-of-community benefits such as job creation, economic activity, community development and wellbeing. This long-term evaluation will explore whether Creative Capricorn contributes to these outcomes and meets its specific stated objectives.

This benchmark evaluation has found that, after just 12-14 months, the Creative Capricorn initiative has shown evidence of energising the arts community in Rockhampton.

There is a buzz of anticipation and excitement about the pilot amongst participating artists, the public who have attended events or activities and internal stakeholders. Activities and projects are happening on the ground and many more are planned. At the time of writing this report, more activities were close to fruition which have not been captured here. Members of the public are attending events and participating in activities though levels of engagement vary across activities.

Those who are aware of the program strongly endorse it and what it intends to achieve. Importantly, the Creative Capricorn team is highly regarded in the region by stakeholders and participating artists. This is crucial for continuing to build momentum and support over time.

There is evidence that 12-14 months into the project, Creative Capricorn is achieving outcomes against each of its intended objectives. However, there are some information gaps that will need to be addressed over time to measure certain aspects of these objectives. In particular, cultural tourism data is difficult to find and will need to be collected at a local level, with the cooperation of individual cultural venues, tourism operators, tourist organisations and Council. The Creative Capricorn team will need to monitor website traffic and continue to keep good records of participation and other project statistics.

As with all new initiatives, Creative Capricorn will be faced with its challenges. Engaging communities in the arts and increasing brand awareness can take time. The de-amalgamation of Rockhampton Regional Council may present some challenges and will be important to plan ahead for these.

A number of major program events and activities are scheduled to take place in August 2013 to coincide with *Articulate*: Queensland's Regional Arts and Culture Conference. The outcomes and impacts of those activities will be detailed in the next evaluation report.

The findings from this benchmark evaluation report are intended to give Creative Capricorn and the Steering Committee a sense of how the program is progressing, and some information to feed into the ongoing management of the pilot. It is also intended to identify information gaps that will need to be addressed over time by various stakeholders to ensure a meaningful evaluation that demonstrates the outcomes and impact of the pilot, supported by reliable evidence.

Appendix 1- Commissioned works 2013

Behind Closed Doors	Two poets are being commissioned to work on the concept development of the Behind Closed Doors Project, which involves creating local stories related to the built environment and identifying potential sites for exhibitions. They are project managing a team of artists involved in the project.
Murri Girls Into Art	An inaugural exhibition in July 2013 in partnership with Rockhampton Art Gallery. In-kind access to the Walter Reid Cultural Centre's artists' studio for a day a week through the exhibition.
Capricornia Arts Mob	Company in Residence at the Walter Reid Cultural Centre, commissioned to make a public art piece. They are also working on a Backing Indigenous Arts Project as individual artists exhibition of works by six Murri artists from Gympie to Rockhampton.
Keppel Coast Arts Council	This group runs the Village Festival in Yeppoon- an annual event that has been operating for 10 years and has great potential as a cultural tourism opportunity. They are a Company in Residence at the Walter Reid Cultural Centre, partnering with Creative Capricorn in the delivery of the Walter's Lounge events and other projects. Creative Capricorn has joined the Village Festival management committee.
Capricornia Printmakers Collective	This group is a Company in Residence at the Walter Reid Cultural Centre. They are working on the Behind Closed Door project and will run a workshop program about print making throughout the year that draws heavily on the Walter Reid Cultural Centre. The in-kind support provided to this group will be significant.
Ken Leslie	This artist has been commissioned to make a work for the newly created Walter Reid Cultural Centre Collection. He will also be involved in the Behind Closed Doors project as an artists/curator on site at one or more of the venues chosen for the project.
Martin Schlick	Martin Schlick is an artist who has been commissioned to make a work for the Walter Reid Cultural Centre Collection.
Kate Leahy	Kate is a musician who has been a regular performer at the Walter's Lounge in 2012. Kate is involved in the Village Festival Committee and has been commissioned to drive the music touring project.
Brendan Murphy	This CQUniversity multimedia lecturer and his colleague Qing Huang are working on a project with Walter Reid Cultural Centre tenants to interpret the history of the building and its activities in it through animation. This will be delivered as a large projection in the car park of the centre in August 2013.
Flipside Circus	Creative Capricorn will bring Flipside Circus to Mt Morgan for four weeks to develop performances for The Village Festival in August. This is part of a broader regional project.

Toonooba Voices

A documentary commissioned in 2012 and screened as part of the 2013 Creative Capricorn program launch in March. This project attracted additional funding from Central Queensland Indigenous Development and the Queensland Department of Aboriginal and Torres Strait Islander (ATSIS) and Multicultural Affairs.

Summary table of outcomes- DRAFT

MAJOR OBJECTIVE	PERFORMANCE MEASURE	YEAR 1 RESULT		COMMENT
Creative Capricorn provides a strong local commitment to arts and cultural planning and development	Arts and culture are embedded across local government planning processes	Council's Arts and Cultural Policy has been prepared. Council's Public Art Statement has been prepared.	√	The Creative Capricorn team were instrumental in this outcome.
	A resourced long-term cultural plan is adopted by Council and the community	No evidence of this as a work in progress yet	?	Creative Capricorn is working towards this long-term objective.
	There is evidence of increased investment in arts and culture in Rockhampton	Council has committed 6% of its arts and heritage budget to Creative Capricorn for 2012-13.	√	Council is showing evidence of extending its commitment to arts and culture beyond physical infrastructure.
Increased arts and cultural opportunities for community members, artists and visitor	Increased opportunities for local community participation in arts and culture	4 streams of opportunities for public participation.	√	Public screenings, Walters Lounge, ongoing displays at Walter Reid Centre and public masterclasses.
	Increased attendance and participation levels	200+ people attended the 2013 Program launch. Each Walter's Lounge event has attracted approximately 80 people.	?	Data will be built over time to measure whether attendance and participation levels increase.
	Increased opportunities for local artists to develop and profile their work	55 local artists have showcased their work. There have been 10 commissioned projects. Artists and groups have been funded between \$400 and \$35,000 for projects and exhibitions. 26 public workshops or displays have been held by Artists in Residence.	√	These opportunities for artists are all directly attributable to Creative Capricorn.

MAJOR OBJECTIVE	PERFORMANCE MEASURE	YEAR 1 RESULT	COMMENT
	Increased cultural tourism in Rockhampton	<p>Domestic visitors in 2012 were 512,000 (up by 8% since 2009). International visitors in 2012 were 49,000 (down by 6% since 2009).</p> <p>Visitors are staying longer. Domestic visitor nights were 1599 nights in 2012 (up 14% from 2009). International visitors stayed 440 nights in 2012 (up 9% since 2009).</p> <p>Visitation levels at Rockhampton's major cultural venues in 2012: Pilbeam Theatre - 62,496; Rockhampton Heritage Village - 39,845; Rockhampton Art Gallery - 19,311; Archer Park Rail Museum - 7,059.</p>	<p>Although visitor numbers and nights provide benchmark visitation data, this only illustrates cultural tourism if combined with visitation numbers to cultural attractions.</p> <p>Other tourism data at the local level is unavailable. Major venues do not collect post codes of visitors which makes it difficult to determine the number of out-of-town visitors. This is an important area of data collection for the future.</p>
Increased local capacity to plan, deliver and evaluate arts and cultural activities and events	Increased opportunities for local artists, arts and cultural organisations, council and volunteers to develop their skills and capacity	<p>92 artists have participated in skills development workshops.</p> <p>14 participants attended the first 'Nail That Grant' workshop in September 2012.</p> <p>32 artists have been involved in Walter's Lounge events.</p> <p>66 people attended the three-day Auspicious Arts Incubator course (Smarter Arts Workshop in April 2012).</p> <p>12 people attended a playwriting and directing masterclass funded by Arts Queensland, hosted by Creative Capricorn.</p>	<p>√</p> <p>Professional development training is either provided directly by Creative Capricorn or in partnership with other organisations.</p>
	Stronger networks and associations between arts workers	Many new connections made and being made.	<p>√</p> <p>Greatest number of networks created through musical touring projects, festivals and large projects such as group exhibitions and film projects</p>
	Stronger networks between arts and cultural organisations	At least 6 new connections made.	<p>√</p> <p>Collaboration between Creative Capricorn and festivals, conferences,</p>

MAJOR OBJECTIVE	PERFORMANCE MEASURE	YEAR 1 RESULT	COMMENT
	Stronger networks between arts workers and other stakeholders	At least 6 new connections made	√ Other stakeholders include ABC open, schools, parents, businesses, universities, TAFE, and human services.
	Arts and cultural groups are reflective in their practice and demonstrate increased capacity for evaluating their work	No evidence of this yet	? This is a longer-term goal that artists will be interviewed about at a later stage.
Increase in community valuing of arts and culture	Increased value placed on the arts by the Rockhampton community	Engagement with the arts is considerable, but some barriers to participation are evident.	? A post-survey will compare findings from a community survey.
	Increased profile and awareness of Rockhampton's arts and cultural activities	Creative Capricorn Facebook site liked by 276 people. Creative Capricorn website traffic not yet known. 7 artists or groups have registered to set up an artist profile on the website. Creative Capricorn Twitter handle (@CreateCap) has 99 followers. Monthly e-newsletter sent to a database of 324.	√ Social media mentions will be monitored to track whether online engagement increases over time.

Appendix 2 - People we consulted

Artists consulted- commissioned

Kaylene Butler	Toonnoba Voices
Sue Kraatz	Murri Girls Into Art
Kate Leahy	Touring musician
Pamela Croft Warcon	Capricornia Arts Mob
Debbie Wilks	Flipside Circus

Artists consulted- not commissioned

John Cooper	Computer graphics and animation
Rob Doran	Aboriginal Centre for the Performing Arts
Tom Hearn	Documentary film maker, media and marketing consultant
Jet James	Visual artist
Derek Lamb	TAFE teacher in print making
Ruth Lane	Ballet teacher
Peter Lawrence	Documentary maker and photographer
Nanette Nebe	Print maker and visual artist
Joey Ruigrok	Special effects maker and producer
Chris Schwarten	Journalist
Mark Svendsen	Children's book writer
Emma Ward	Visual artist
Zteven Whitty	Contemporary dance teacher

Internal Stakeholders

Rod Ainsworth	Producer	Creative Capricorn
Helen Rendell	Associate Producer	Creative Capricorn
Evan Pardon	CEO	Rockhampton Regional Council
Peter Owens	Manager, Arts and Heritage	Rockhampton Regional Council
Judy Couttie	Cultural Development Officer	Rockhampton Regional Council
Rick Palmer	Strategic Manager, Economic Development	Rockhampton Regional Council
Peter Mackay	Marketing and Engagement	Rockhampton Regional Council
Michael Rowe	General Manager, Community Services	Rockhampton Regional Council
Jan Wallace	Heritage Services Co-ordinator	Rockhampton Regional Council
Dennis Sheehan	Team Leader Archer Park	Rockhampton Regional Council
Tracy Cooper-Lavery	Director	Rockhampton Art Gallery
Cheryl Haughton	Strategic Manager, Community and Cultural Development	Rockhampton Regional Council

External Stakeholders

Dr Susan Kinnear	Leader, Sustainable Regional Development Program	CQUniversity
Ian Ogden	Innovative Regional Facilitator (Central Qld)	Queensland Department of Industry, Innovation, Science, Research and Tertiary Education
Jason Pflingst	Village Festival Coordinator	Keppel Coast Arts Council
Garyth Walpole	Manager	Footlights Theatre Restaurant
Joy Swindells	Secretary	Mill Gallery, Yeppoon