

DENMARK ARTS COUNCIL OPERATIONAL PLAN 2025/2026

The 2025 Operational Plan is to be considered in conjunction with Denmark Arts' Strategic Plan 2024-26.

STRATEGIC AND OPERATIONAL GOALS 2025/2026

Our goals for the coming year are largely focussed on the continuing upgrade and maintenance of the Artshouse facility, further developing and streamlining business systems, seeking and maintaining strong partnerships and continuing to offer art opportunities for the Denmark community.

In the past calendar year we have continued our commitment to activating the Artshouse, providing more opportunities here in the multi-arts facility we manage. In 2024 we have developed and finessed a program for all ages and artistic interests beginning with the upgrade to our facility:

- The refurbishing and painting of the Artshouse rooms including the visiting artist's residence.
- The creation of the Andre Steyl Gallery now open to local artists as a professional exhibition space.
- The opening of the "Rare" artisan retail shop, supporting community artists.
- The establishment of a 3 year contract for funding and other support from the Shire of Denmark.
- The continued diversification of programs to suit all the community.
- The re-evaluation of our 2 major festivals (Denmark Festival of Voice and Brave New Works) to achieve long term sustainability.

2025 will begin with the presentation of an annual program, showcasing the core projects run by Denmark Arts. This program will improve partnerships, support the creative community and see the arts sector thrive.

Four categories of programs are our focus for 2025
The Artshouse, Festivals, First Nation and Youth

The Artshouse is the program at our arts facility

- Andre Steyl Gallery
- Rare, artisan shop
- Denmark Artist in Residence
- Venue hire for for multi purpose activities - band/performing arts/workshops/film screenings/comedy nights
- Art Library
- Live music Equipment Hire
- Workers spaces and studio hire

Festivals

- 31st Brave New Works
- 22nd Denmark Festival of Voice
- REVIVE, sustainable sculpture award

First Nation

- Naidoc Week Celebration for Denmark
- Festival programming and cultural representation
- Continued relationships and reconciliation

Youth

- 3 year partnership with all three primary schools:
Kwoorabup Nature School
Denmark Primary School
Golden Hill Steiner School
- Partnership with the senior students
Denmark Senior High School
South Regional Tafe
- Youth Week market
- Youth programming and engagement

The launch of the Andre Steyl Gallery in June 24 leads to the development of 10 monthly exhibitions per calendar year, providing a space for youth, schools, artists and the community to exhibit.

“Rare”, the newly fitted retail artisan shop has provided a space for local artists to display their work in a very professional setting, allowing new sales avenues and promotion for artists.

DAIR (Denmark Artist in Residence) accommodation ensures a comfortable and inspiring stay for visitors. Feedback from last year’s Artists-in Residence has been overwhelmingly positive.

The annual Denmark Arts program will be launched in the new calendar year and each year henceforth.

Partnerships with local business and regional arts organisations will develop further. We will continue to develop our marketing strategies to be more inclusive, with the aim of building our membership base, and inclusivity into all programming.

OUR TEAM

The team at Denmark Arts is small but dedicated to offering excellence in community arts.

Director, Abbie Pedersen, not only takes a leadership role but contributes to the organisation in the following duties:

- The sourcing of funds to continue our work
- Festival direction
- Creation of the Annual Program
- Development of partnerships locally and across the regions
- Development of the Strategic Plan
- Creation of the annual budget
- Designing of the new Membership program
- Creation of new income opportunities (e.g. RARE & Andre Steyl Gallery)
- Management of inhouse systems.

Programs and Publicity Coordinator, Saira Spencer

- Marketing and communication online
- Artshouse programs coordination including
 - Denmark Artist in Residence
 - Touring bands
 - Events
 - Workshops
 - Memberships

Administration Officer, Justine Gamblin

- Administration duties
- Front facing and community consultation
- Financial records
- Andre Steyl Gallery artist coordination
- RARE artisan Shop & artist coordination

Indigenous Producer, Ruth Maddren

- First Nation Communication
- Continuing to build relationships with Elders
- Guiding Denmark Arts' best practice and cultural safety
- Designing and delivering the cultural programming for Festival of Voice
- Delivering annual NAIDOC week program
- Building new First Nation run programs and participation

Youth Committee Coordinator, Darshan Clark

- Coordinating the Youth Committee, embracing different cultures, ages, schools and home schooled representatives
- Designing and delivering youth related programs
- Leaning administration and budgeting
- Carrying out administrative tasks

ANNUAL CALENDAR

2025 KEY DATES

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| APRIL 4-6 | Brave New Works celebrating 31 years Schools can be involved with an exhibition, singing a new song, performance, or new artwork in town. |
| APRIL 10-17 April | Youth Week Market Where: TBC What DArts provide - marquees and table School holidays 12-27 |
| APRIL 10-17 April | Youth Week Exhibition Where: Andre Steyl Gallery, Denmark Arts Bump In: 4 days Duration: 3 week exhibition |
| MAY 31 May | Denmark Festival of Voice celebrating 22 years Friday night of the festival is reserved of a schools concert Where: Civic Centre |
| JULY First week of | Naidoc Week Where: Denmark Visitors Centre School Holidays 5-19 July |
| SEPTEMBER 27 - 12 October | Art South Southern Art & Craft Trail Exhibition Where: Andre Steyl Gallery Denmark Arts Duration: 3 weeks School Holidays 27-12 September |
| OCTOBER | Seniors Week Exhibition Where: Andre Steyl Gallery, Denmark Arts Duration: 3 weeks |
| NOVEMBER 14 - 30 | REVIVE Sustainable Sculpture Award Open: September - October Exhibition: November Duration: 2 weeks School Holidays 19 December |

Budget and resources

To deliver our annual program, we will need to be successful in grants throughout the year to ensure the delivery of the major festivals. These festivals are an income for local artists and they rely on the delivery of these events, not only for finances but for exposure. Our team is small but resourceful and our Board of Directors are actively engaged in the sustainability of the organisation.

With new income streams for Denmark Arts through the Andre Steyl Gallery and the RARE shop, we will continue to present a facility. Memberships need constant drive and we are looking forward to announcing the more affordable membership option. Denmark Arts is ensuring to have everything in place to support revenue growth and other business needs.

Day-to-day operations

A detail of daily activities that are integral to the business operations. This will ensure efficiency across diverse cross-functional teams:

- Monthly team meetings
- Weekly one on ones for programming
- Weekly morning check in about the weekly program
- 3 month staff check ins KPI where need assistance
- New systems and programs
- Communication through emails and face to face
- Maintain a positive inhouse working environment
- Whole team grant writing
- Whole team delivering the festivals
- All work together one day a week
- Monthly Board meetings
- Financial stability with the engagement of a new accountant