

STRATEGIC PLAN 2024-26



DENMARK
ARTS

CREATIVE RISE

Denmark Arts is located on the unceded land of the traditional owners, the Pibbulman and Menang people of the Noongar nation. We acknowledge their cultural and spiritual ties to this country and pay our respects to their elders, past, present, and emerging.



Brave New Works #30, Warra Wangkiny by Ruth Maddren

WHO WE ARE

Denmark Arts Council began as a grass-roots community arts movement in the 80's and was a catalyst for forming the creative and cultural identity of Denmark. We play an important role in supporting and driving community cultural development through our programs and services, contributing to the achievement of improved cultural, social, economic and health outcomes for our community. Our programming is directly designed to reflect and respond to our community needs, audience growth, skill development, participation and inclusion.

For a full insight into our history and programs see www.denmarkarts.com.au

OUR PURPOSE

OUR PURPOSE is to support and develop the creative spirit and cultural identity of our community.... **OUR VISION**.... is to be creatively unique, and vitally relevant to the collective experience of our community.... **OUR VALUES** are rooted in community and relationships, and the desire to support the arts at all levels:

RESPECT

We are deeply respectful of First Nations people, their Culture, and their connection to Country and continue to consult Elders on all projects on country. We respect our organisation's history and all the people with whom we work and collaborate.

OPENNESS

Denmark Arts are

- Actively open to new ideas and perspectives
- Transparent in our decision making
- Demonstrate a willingness to reflect and adapt to improve what we do.

Our outcomes are driven by quality arts engagement activates.

WORKPLACE EDUCATION

We continue to drive change in pursuit of vibrancy and support the development and presentation of innovative and thought-provoking works. We want to embody the unique creative spirit of our region and this reflects our bold advocacy.

INTEGRITY

We place integrity at the highest level in our governance and operation by encompassing all of the above values.

VITALITY



At the Denmark Arts Artshouse

INCLUSIVITY & BELONGING

We celebrate the diversity of all cultures, genders and ages represented in our community by delivering an annual program that engages multiple art forms and interests. Our projects include activation beyond the CBD of the town, delivering artistic experiences across the region. We aim to ensure that Denmark Arts programs and venues continue to be a safe space by increasing access to facilities to groups and individuals, building awareness of what Denmark Arts can offer.

CREATIVITY

Our aim is to foster artistic expression at all levels and to encourage innovative and imaginative works. To enable skill development in all disciplines of the creative arts and to provide a wide array of support services for creatives in furthering their careers.

BELONGING



VALUED



BRAVE

COMMUNITY

PARTICIPATION



STRATEGIC OBJECTIVES

1. HARNESS DENMARK'S CREATIVE SPIRIT

The Denmark community and the broader region is home to significantly high numbers of professional artists and artisans practising in various disciplines, who are known for their resourcefulness, entrepreneurial attitude and DIY culture. As a community arts organisation it is vital for Denmark Arts to have high levels of engagement, support and involvement from the local. This ensures patrons are not just consumers or recipients of our service but are encouraged and enabled to be co-producers and co-designers. Community contribution is invaluable and highly valued as it has contributed to the ongoing success of our existence. To this end we have commenced the process of actively harnessing the spirit of creative partnership within our community through:

- Maintaining the traditions of our signature events (Brave New Works and Denmark Festival of Voice) while encouraging innovation via new programs and projects
- Supporting local program partners: Denmark Baroque, Denmark Youth Theatre, Denmark Circus Collective, Green Skills
- Program to support the development of beginner, emerging and intermediate artists and small-scale arts projects
- Building capacity through training in production (sound/lighting), project management, community engagement, grant writing and programming
- Ensuring our signature events provide integrated opportunities for creative collaboration, skill building and artistic development

2. OPERATE SUSTAINABLY

Our continued policy is to diversify revenue streams by exploring commercial and corporate sponsorship opportunities, to build engagement and volunteer contributions from members, as well as adopt a more sustainable approach to programming.

KEY GOALS

- Reforming and improving festival programming, introduction of new events
- Continue to strengthen our volunteer program, through signature events and our skills-based contribution membership program
- Develop long term capital growth and income for both artists and the organisation. Initiate our partnership program for creatives to sell their products through a supported strategy
- Continue to activate the Artshouse facility; events, workshops, bands, festivals, Artist in Residence program, initiate a supported exhibition space and studio hire to maintain consistent income and amplify our asset for state-wide, national and international residencies
- Escalate our strategic marketing and stakeholder engagement
- Increase donations to our public fund via a well marketed local business sponsorship and patron program

3. ACTIVATE THE ARTSHOUSE

RESILIENCE
CULTURE

Denmark Arts Artshouse banks on to a natural reserve providing creek access into the Kwoorabup River. Set within an arts precinct which includes the Denmark Community Resource Centre, the community garden, and the broadcasting studios of Denmark FM, our building is leased from the Shire of Denmark until 2026, as a community arts venue and hub. Available to hire by our members and broader community.

ARTSHOUSE

- Lounge and spacious kitchen: intimate retro inspired decor with a food prep area suitable for the presentation of small performances, large workshops and live music gigs
- Artist in Residence: a fully self-contained king-sized apartment and balcony and attached studio, both styled in retro décor and overlooking the nature reserve
- 3 Artist studios: individual workspaces suitable for wet and dry activities
- A corridor gallery: with hanging rigs and multiple plinths for art and craft exhibits
- The exterior space is ideal for larger events in the summer and has housed multiple large bands, projections, large audiences, and a courtyard tucked away for intimate events

The town's facilities and surrounds are also used for exhibitions and performances. The Shire of Denmark extends approximately 70kms west to east, and approximately 30kms north to south. Denmark Arts is developing more activities and events to include the western part of the Shire (e.g. Peaceful Bay, Kent River, Nornalup).

4. TREAD LIGHTLY ON THE LAND

We believe in working toward a sustainable future. We aim to make caring for the environment an intrinsic part of our operations.

CREATIVE SPIRIT

5. COLLABORATE FOR COMMUNITY OUTCOMES

A Key to our organisation's success is in forming and maintaining partnerships with local community organisations and exploring cross-sector partnerships within and beyond our Shire boundaries. Denmark Arts plays a key role in helping to improve visual amenity and public spaces in our town in partnership with the Shire of Denmark. Together we drive arts and cultural development activities across the community, building capacity, tourism, skills and knowledge in local community organisations and creating greater opportunities for artists and creatives to contribute to the town's development and cultural identity.

KEY GOALS

- Develop the Artist in Residence Program from the pilot and support four annual residencies in partnership with two organisations
- Partner with the Shire of Denmark on public art development framework for activation and enhancement of town's public spaces
- Partner with Green Skills, Denmark Community Garden and Pardelup Prison Working Group to improve exterior public areas around the Artshouse
- Build collaborative programming and event delivery partnerships with Denmark FM, Kwoorabup Markets, Denmark Baroque, Denmark Village Theatre
- Collaborate with community service organisations in program delivery, Denmark Futures, Denmark Community Foundation and the Denmark Community Resource Centre.



*Upcycle Fashion Show 2023: Primal Calamity
Brave New Works #30, New Heights Aerial Performance by Southern Edge Arts*

6. EMBRACE THE BROADER COMMUNITY

Denmark Arts strives to engage, listen and respond to who we are as a community, First Nations peoples, artists, creatives and general public interested in exploring and rejoicing in cultural experiences.

We are committed to presenting ongoing smaller scale arts events and activities that aim to engage families, children and young people.

Our goal is to build artist driven initiatives and assist with funding or developing pilot projects that actively aim to foster beginner, emerging and intermediate artists.

We have well attended events at the Arthouse, however we still believe we are not reaching the entire community. We are consulting representatives and partners to aid us in our geographical programming. Our intent is to deliver programs to the smaller sub towns of the Shire, providing access to the arts for all.

The Arthouse is becoming a HUB of activity, by opening up the venue we can provide office space for administration and program development in the creative arts, we welcome you!



*Brave New Works #30 Denmark Arts Arthouse
All Photography by Nic Duncan*

