

Board and staff workshop findings

The board and staff workshop took place at Ainslie Arts Centre on 13 May 2021.

It involved the following activities:

- 1. Presentation of key insights
- 2. Identify needs and challenges for specific audiences
- 3. Identify assets of A+G relating to specific audiences
- 4. Shared value ideation
- 5. Brand stance
- 6. Postcards from the future

This document summarises insights from this workshop, which will help inform the next stages of the strategic planning process for Ainslie and Gorman Arts Centres.



Shared value maps

The following shared value maps identify needs, opportunities, challenges, assets and shared value ideas for each A+G audience.





Shared value map: residents

Shared value ideas:

- 1. Communal spaces for workshops would use the diversity of our residents and responsiveness of our staff to address the lack of collaboration and communication and create a stronger and more creative arts community.
- 2. A breakout space would use our diversity of artists and residents as well as our knowledge of our staff to address the lack of flexible and communal spaces and create a greater amount of information spring and sense of community.
- 3. Marketing and promotion of artists and residents through a central digital space would use our staff knowledge, preparedness to help and advocacy for our artists and residents to create greater awareness and visitor engagement.

Opportunities & challenges

- Technology
- Resistance to change
- Want for change
- Professional development
- Being a voice on behalf of artists to policy makers
- Me vs Them (community)

- More community engagement
- Utilise courtyard
- Promote what's on, i.e. notice board
- Selling opportunities (shop)
- Social/personal/profes sional networking.
- Foot traffic

Assets

- Staff knowledge
- Connections
- Preparedness to help
- Diversity in residents and hirers
- Range of services available
- Safety
- Advocacy
- Responsiveness from staff

- Value for money (rent)
- Certainty of their income
- Privacy
- IT
- Spaces/Rooms
- Communal Spaces for meetings/ individual spaces
- Promotional things
- Flexible financial support policies



Shared value map: hirers

Shared value ideas:

- 1. Package up venue hire options and supply better access to information across the board to create ease of access to venues: choose your own adventure options, e.g. pick your noodles, pick your protein and pick your sauce, etc.
- 2. Provide access to other services/assets (add-ons from within A+G staff and community pool, e.g. photographers, marketing services, etc.) to meet all needs associated with the venue hire creating professional and fruitful development opportunities
- **3. Hold an open day** where we can show off the venues, discuss options with potential hirers, network with other creatives.

Opportunities & challenges

- Hire process education
- Program potential
- Tardis-type tours
- Embrace connection with city centre
- Creative community
- Engaging with indigenous leaders in community
- Spread across 2 sites
- Mixed messages over the years
- Location of spaces
- Collaborating with artists
- Name branding
- Artist professional development
- Engage in heritage events

- e.g. tours
- Membership
- Sponsorship
- Neighbours
- Pop up space
- Skill-sharing and networking
- Balance between arts and corporate
- Commercial responsibilities
- Conduit between creative sectors
- Artistic temperament
- Partnerships with local businesses

Assets

- Heritage gardens
- Environment/neighbours/community
- Staff and their diversity of skill set, networks and knowledge
- Creative community
- Enthusiasm for new ideas and initiatives
- Unique venues
- · Family friendly environment
- Ainslie's accessibility

- Chance to put on work as emerging practitioner
- Welcoming signage and wayfinding
- Cost
- Mingle with creative people
- Better access to info re: what's going on
- Accessible kitchens and bathrooms
- Quick turn around of enquiry
- Heritage/uniquely Canberra venues
- Better parking access
- Ready-made spaces e.g. price point, etc.



Shared value map: visitors

Shared value ideas:

- 1. A community garden/green space would use Ainslie Arts Centre courtyard and the multiple access points to create connection in nature in the safety and security of our centre.
- 2. A garden amphitheatre venue in Ainslie courtyard would provide an opportunity to host music gigs, performances in a unique atmosphere, a greenified space for visitors to sit and connect.

Other ideas:

- **Informal meeting spaces** accessible via multiple entrances.
- White night all night programming across c, d, f and a blocks with central gathering in courtyards and main hall.
- Sage debuts new degustation menu in long-table dinner in wing courtyards

Opportunities & challenges

- Create a place for exchange of ideas
- How to connect with other users?
- Can I interact with something physical? An activity/art?
- What piques my interest?

- Access to information
- Do we need visitors?
- Café similar to the front.
- Wayfinding

Assets

- The spaces accessible, affordable, variety of spaces with heritage appeal
- The experience and passion of the team
- Location is central, though peaceful
- High-density of creatives and activities from lots of disciplines
- The heritage of the buildings and gardens.
- Communications network and marketing advice.
- A team who will advocate for the users.

- Wayfinding
- Finding out what's going on an invitation to stay and explore
- What can I do here? Is there something to do for all ages, regardless of being part of a class?
- A place to congregate a cafe, some place to go while waiting for children to finish classes.
- Feeling safe
- Accessible facilities including gender neutral bathrooms
- The ability to connect with someone cafe, studio tours, information desk



Shared value map: Canberran arts community

Shared value ideas:

1. Project-based residencies would use the spaces that sit empty, our staff and our central location to address the Canberran arts community's need for free and functional spaces to work, to create a pipeline of creators who all feel deeply connected to these arts centres and form a community that sees A+G as central to Canberra's arts and culture scene.

Other ideas:

- An "invitation" for the public to enter and feel welcome in the spaces.
- A series of weekly lunch meets in the Gorman courtyard to have critical conversations about arts practice.

Opportunities & challenges

- Who do we serve?
- What is our core purpose?
- Arts Community is not trusted
- Artistic empowerment
- Conflict between heritage value and contemporary use
- Knowledge sharing
- Lack of govt funding

- Multi arts community already on site
- Policy vacuum
- Regulatory environment hostile/unhelpful
- Capacity of our staff
- Disrepair of facilities
- Supportive services
- Local arts are invisible
- Local knowledge an entry points

Assets

- Connecting local artists to other national artists
- Artists toolkit
- The staff
- Gorman gardens
- Location
- Program activities

- Stimulus
- Know what else is on
- Community
- Consistent opportunities
- Exposure to national audiences
- Opportunities to purchase local art/design
- National / international networks
- An audience
- Grassroots arts performance
- Feel they are valued
- Multipurpose facilities
- Location
- Respect and recognition
- For their work to land the way they hope
- Working vs public facing spaces
- Support to promote their work
- Skills sharing
- Access to free/cheap and functional spaces and collaborative spaces
- Safe, flexible, comfortable physical environment Business / financial support/ opportunities
- Honest feedback. Transparent processes
- And ear/sounding board. Producer support



Shared value map: broader community

Shared value ideas:

- 1. A café with free Wi-fi would use A+G's unique location to create escape from the city/social spaces/place to meet.
- **2.** Addressing LGBTQI+ community needs through programs would use A+G's history of diverse programming.
- 3. Creating a safer environment from neighbours would use A+G's openness to improvements in addressing safety while avoiding alienation possibility of engaging a third party to mediate.

Other ideas:

 Preserving and developing Canberra identity by encouraging more of the first nations people with renaming spaces and through specific programming.

Opportunities & challenges

- Centrally located with a lot of competition
- Lot of people don't know what we do.
- Social justice
- LGBTIQ+ community support/space
- More residents around centres
- Non-arts people identify with the centres
- Child learning opportunities
- Programming
- Café with free WIFI
- Heritage/everyone has a

- memory of Gorman and Ainslie
- Studio space to create
- Open up to the public/keep as a quiet calm creative workspace
- Many other non-national arts orgs in CBR
- Physical accessibility
- Safety (neighbours)
- Waiting spaces
- Street library
- Transport and parking options

Assets

- Staff diversity, programmes.
- Heritage building, location and Hawthorne tree
- Responsiveness with Covid
- Openness to improvement
- Affordable for residents and visitors and hirers
- Understand needs of the community
- Community switch/touchpoint
- Resident and resident org networks
- Staff networks
- Intergenerational memories
- Variety of venues

- Heritage gardens/preserving, developing Canberra identity
- Café/Restaurants
- Events (holiday programs, marriage, etc.)
- Local focus and a space• to create
- See performances
- Education/programs
- Place to shoot up
- Green spaces
- Quiet place to sit
- Preserving/developing •
 CBR identity

- Place to meet and to meet new people
- developing Canberra Connection between identity A+G and Schools
 - Local focus
 - Get kids into good school through after school programs
 Engage in something interesting/different
 - Employment
 - Try something new
 - Place to go to the toilet
 - Place to create/ workspace
 - Property developers making \$\$



Brand stance

The following brand stances identify ambitions for the Ainslie and Gorman Arts Centres, in how the centres can better support Canberran arts and culture and the users of the arts centres.





Brand stance

The brand stance exercise highlighted the following priorities for Ainslie and Gorman Arts Centres moving forward:

- Advocating on behalf of artists
- Providing accessible and inclusive spaces
- Enabling the fulfillment of creative potential
- Sparking curiosity and positive change
- Facilitating the creation of networks and collaborative activity

Brand stances:

A+G will create an environment for users to thrive within, by advocating on behalf of artists and residents, leveraging our staff knowledge, and creating accessible spaces.

A+G will act as conduits, enablers and facilitators by inviting the community to discover Canberra's creativity and fulfil their own creative potential.

A+G will create curiosity, the spark that lights the fire and brings capitalism to its knees. Unite comrades! Viva la revolución!

A+G will facilitate interactions and relationships between stakeholders of arts and culture in Canberra, so that they can network and enable and amplify each other. Bust silos, bust people sitting in isolation. We find the points of connection, both active and passive connection, between our residents and other stakeholders. A conduit for creative connections and participation.

A+G will provide an inclusive space for artistic development for those of all ages, ability levels and cultured backgrounds, for the enjoyment of the broader community.



Postcards from the future

The postcards from the future exercise asked participants to project themselves to 2030, to envision what their experience at the centres would feel like, and to write about it. The exercise helped envision a future for the centres.





Future

Postcards from the future

This place identity map draws on insights from the postcards to present a future state for the Ainslie and Gorman Arts Centres. This future state (outer circle) is compared to a present state (inner circle).

