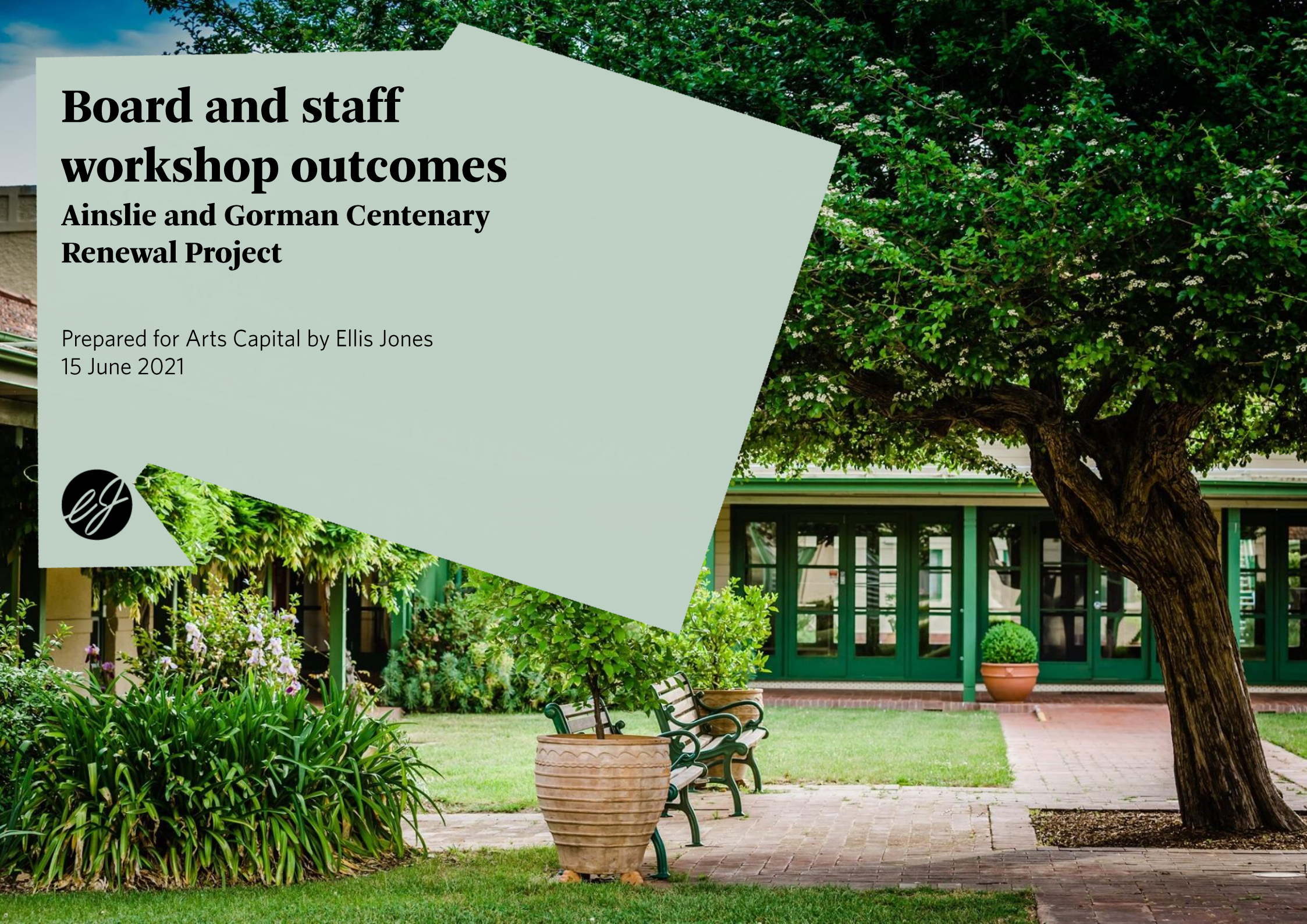


# **Board and staff workshop outcomes**

## **Ainslie and Gorman Centenary Renewal Project**

Prepared for Arts Capital by Ellis Jones  
15 June 2021





## **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

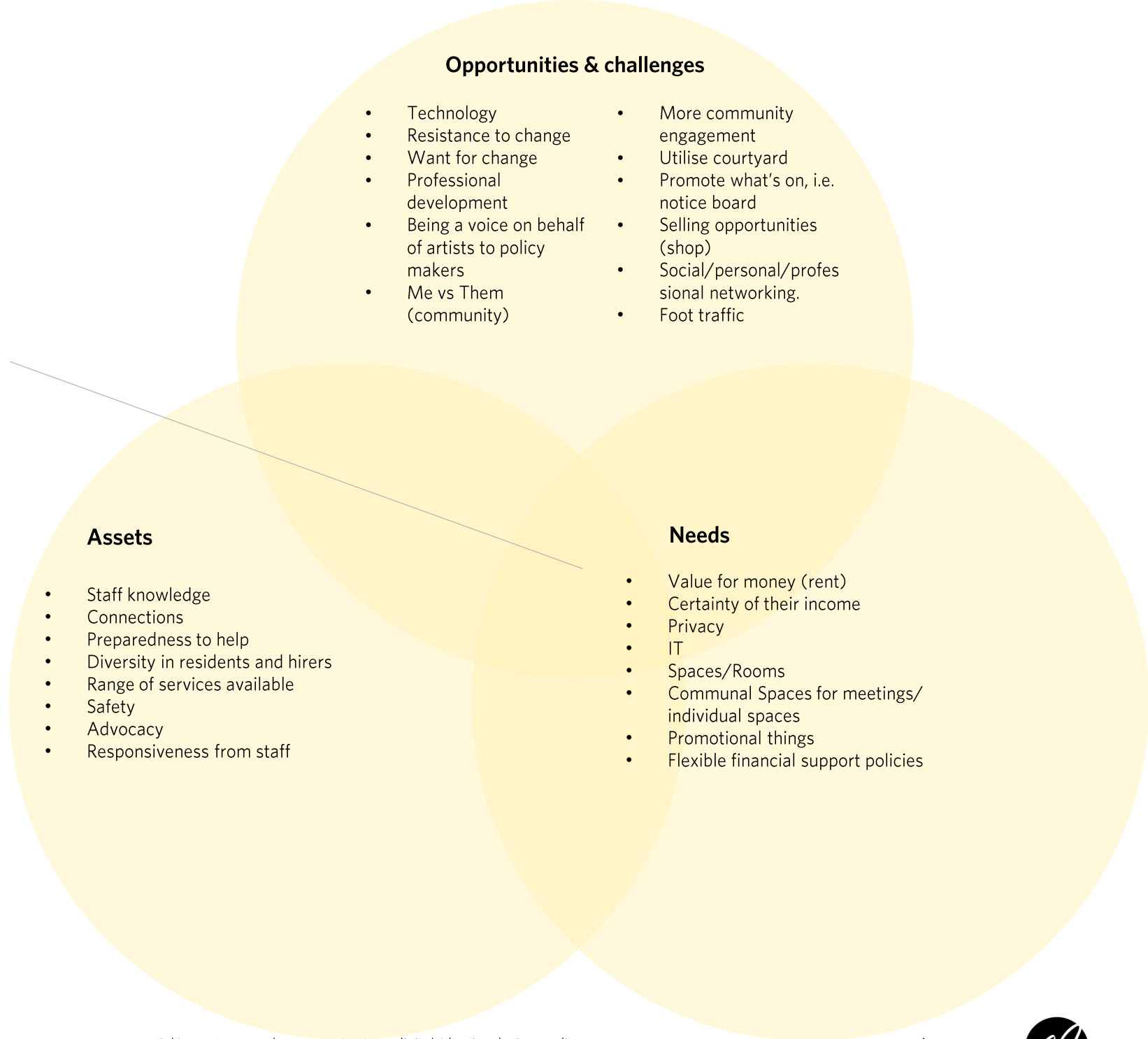
The following shared value maps identify needs, opportunities, challenges, assets and shared value ideas for each A+G audience.



# Shared value map: residents

## Shared value ideas:

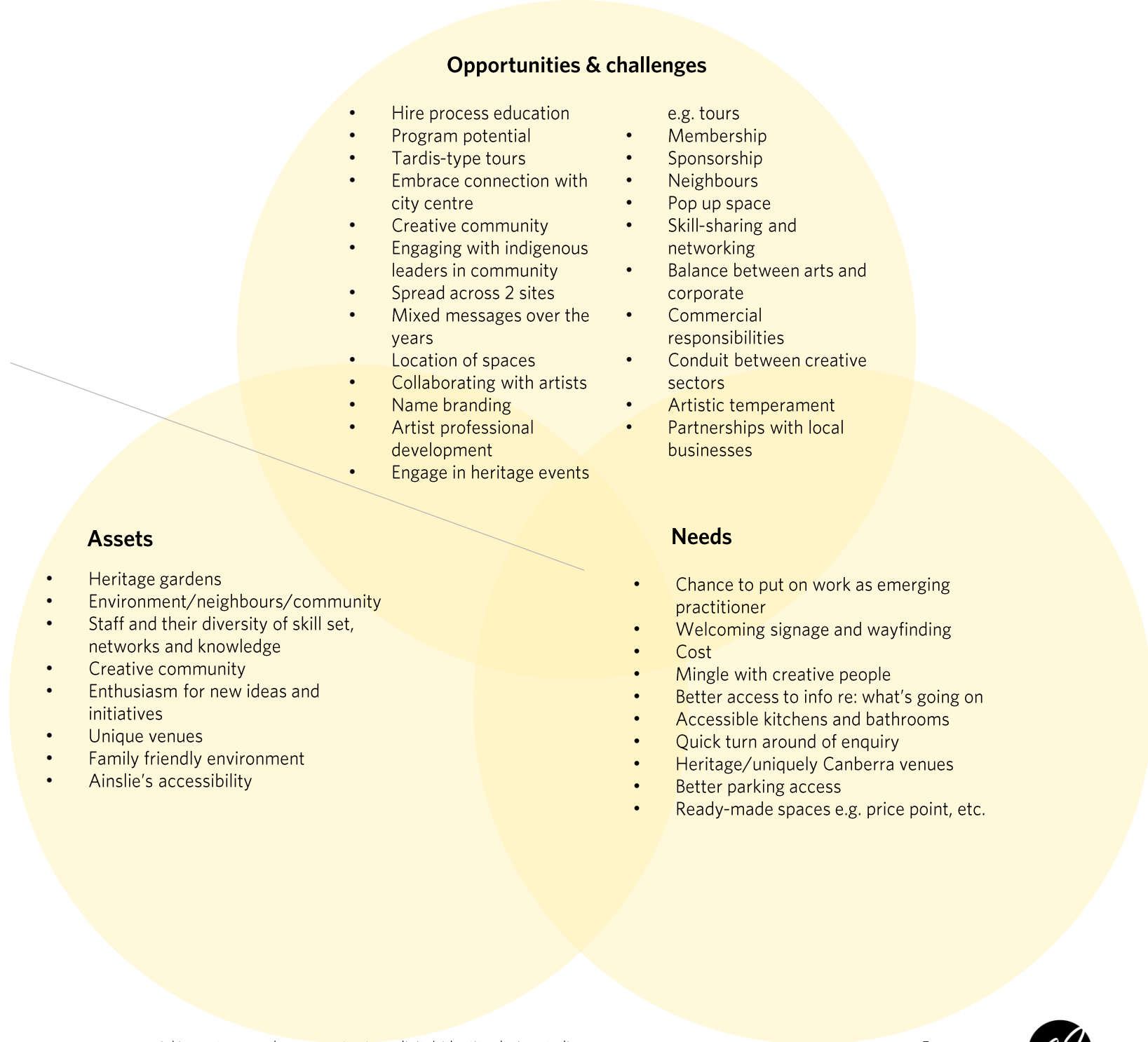
1. **Communal spaces for workshops** would use the diversity of our residents and responsiveness of our staff to address the lack of collaboration and communication and create a stronger and more creative arts community.
2. **A breakout space** would use our diversity of artists and residents as well 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.



# 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.



# 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.

## Needs

- 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.



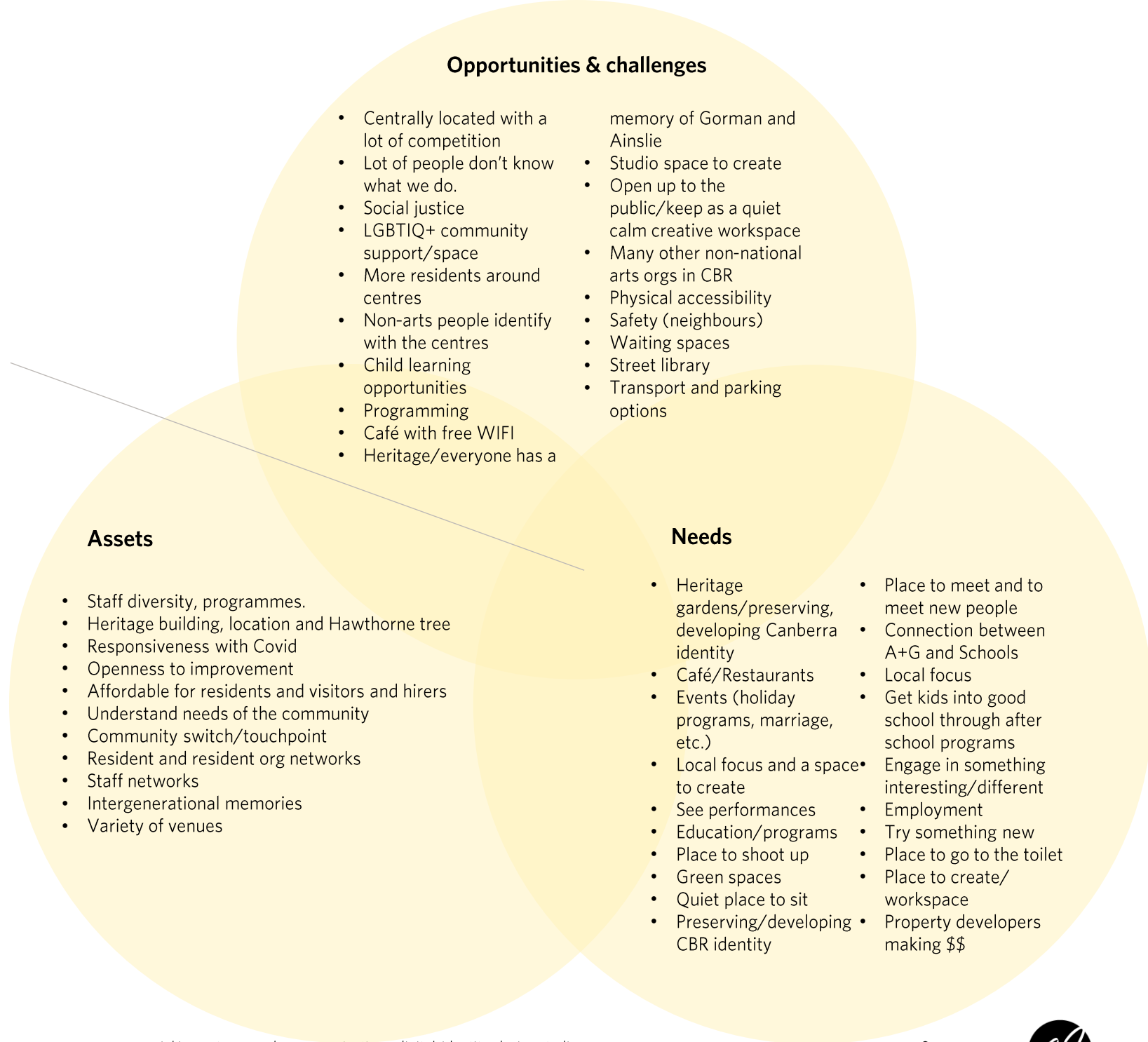
# Shared value map: broader community

## 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.





## 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.



# 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).

