

Key Insights

“There's nothing like it - we have arts all day every day at Ainslie and Gorman Arts Centres.”
- Resident organisation, April 2021



Ainslie and Gorman
Arts Centres

**ARTS
CAPITAL**



The Journey we've been on – building a shared vision for the future of the centres

This consultation included:

- Analysing over 80 key documents
- Benchmarking against comparable organisations both locally and globally
- 17 indicative stakeholder interviews
- Visitor Survey of the general public
- Board and staff member survey
- Resident and regular hirer community survey
- An additional opportunity for Residents to provide detailed written submissions
- A co-design group of internal and external stakeholders

Who are our visitors, why do they come, what are they interested in?

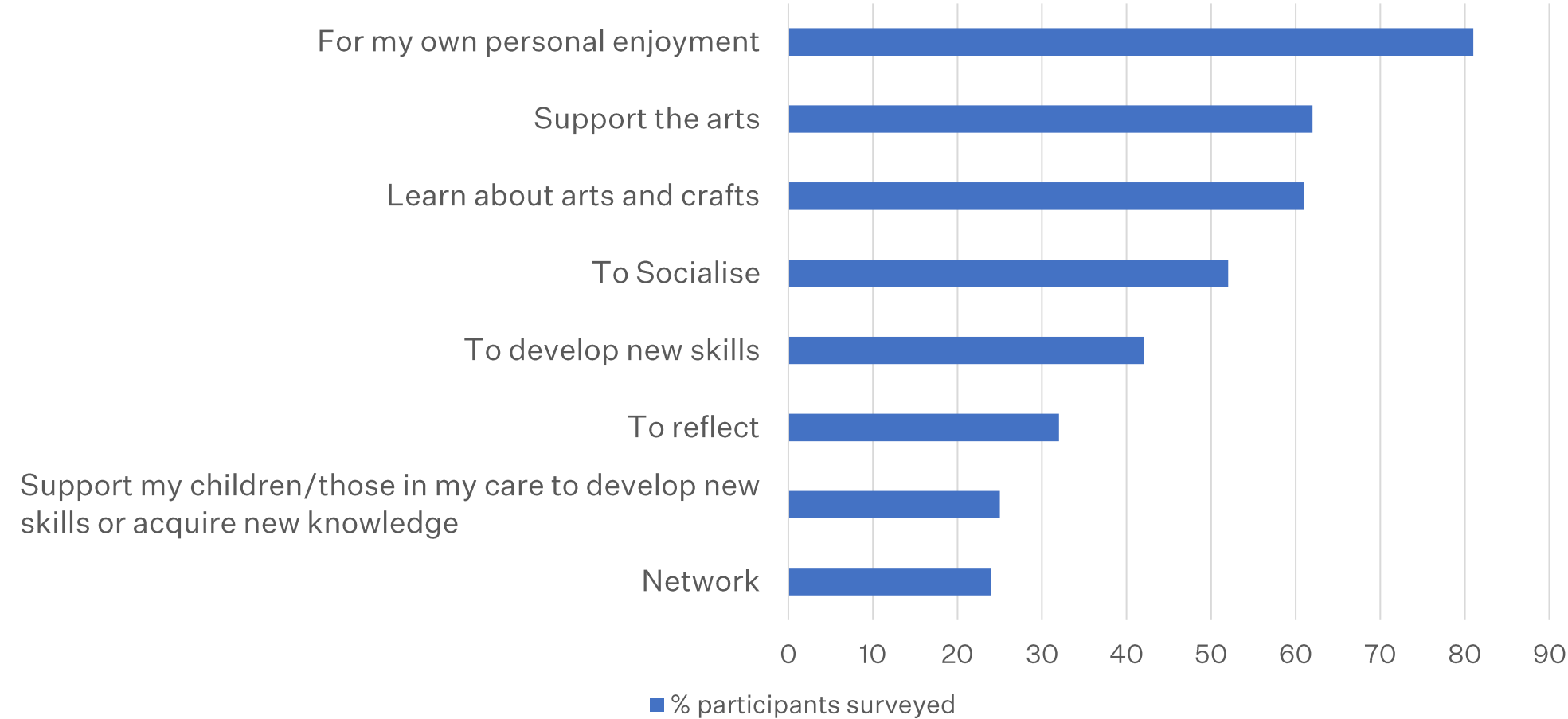
A+G are well respected and relatively well visited by the community

Just under **20%** of Visitor Survey respondents **attended activities** at either **Ainslie or Gorman Arts Centre** in the last 12 months. This is on par with a range of Canberran arts institutions including Belconnen Arts Centre (24%), Tuggeranong Arts Centre (17%) and the Street Theatre (13%).

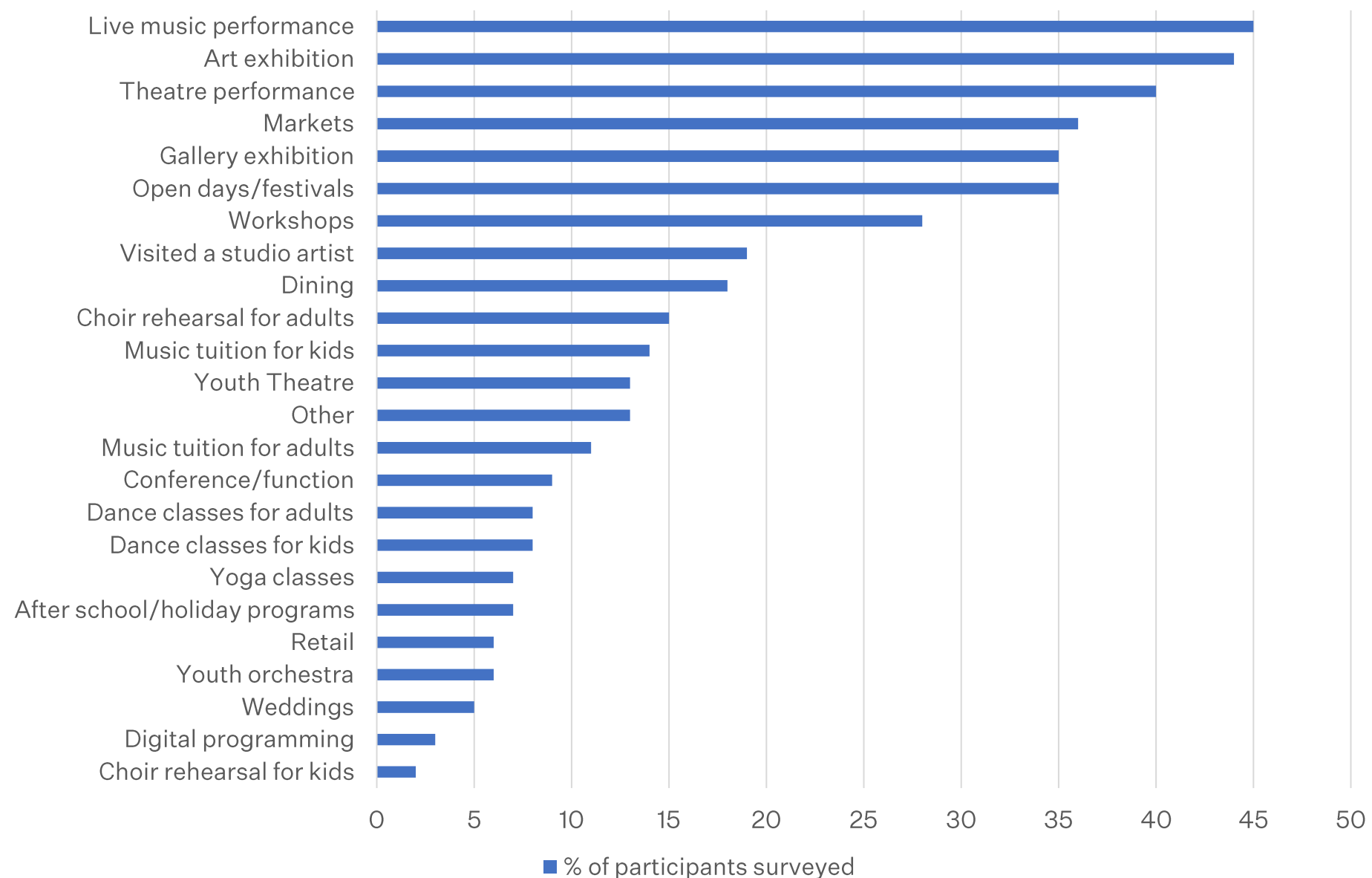
While national cultural institutions are popular with Canberrans, there is an appetite for local community engaged arts experiences, such as the ones provided by A+G.

People like to experience the arts to have a good time, socialise and learn. There is a desire for places with a focus on both local community and the arts, elevating and supporting local arts and local arts practitioners.

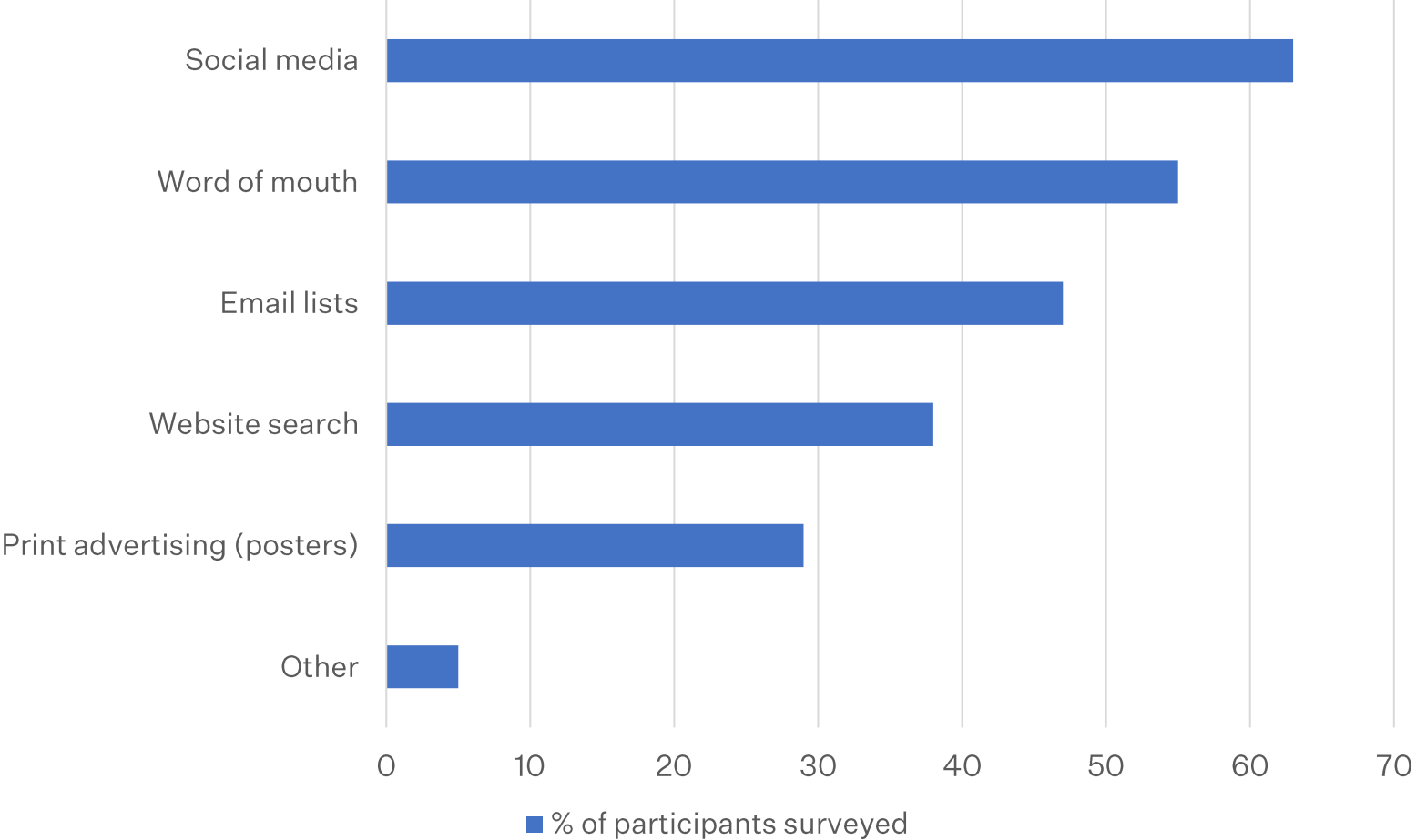
Public Survey - What are the public's main motivations for engaging in arts and cultural activities?



Public Survey - What activities do the public participate in at A+G?



Public Survey - How do the public typically find out about arts and cultural activities in Canberra?



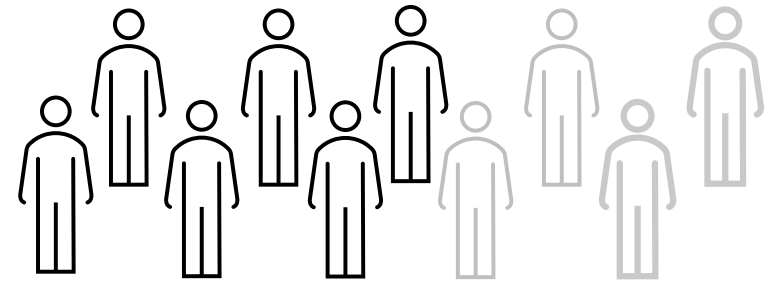
What do the public think about A+G?

A+G's heritage buildings, courtyards, central location, artistic community, programming, events and experiences, and the affordable, flexible spaces they provide, are highly valued.

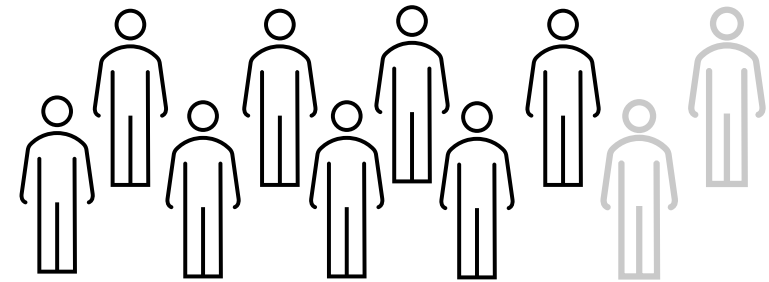
The public's top association with A+G is its Artists studios.

What do the public value most about your experience at the A+G?

- 62%** Community of artists and creatives
- 51%** Variety of activities and programs
- 46%** Heritage of buildings and grounds
- 45%** Community of users
- 41%** Green spaces
- 35%** Diversity of spaces
- 33%** Quality of creative programming
- 29%** Quality of spaces
- 6%** Other

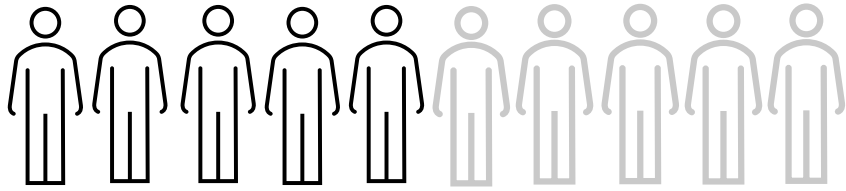


6 out of 10 people value the community of artists and creatives

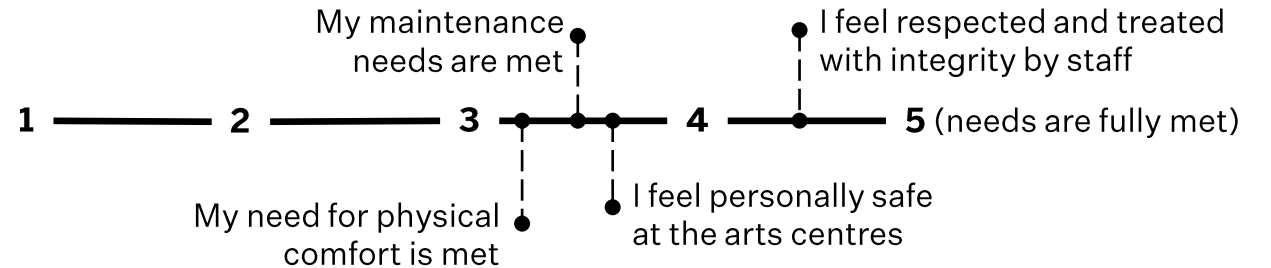


OVER 8 out of 10 people would recommend A+G

What did we hear from you?



Only 5 out of 10 residents and hirers say the **facilities** meet most of their needs, and those of their visitors



When asked what could be done to make the centres safer, the top three responses were:

-  A greater number of **people on-site** more frequently
-  More **investment in preventative maintenance**
-  **Physical changes** to the grounds and/or **buildings**

What did we hear from you?

Resident Survey - How important is it to you that the following features and benefits are provided at A+G?

- 91%** fees are subsidies for artists, arts organisations, and non-profit uses
- 91%** affordable studios, offices or regular workspaces
- 76%** peer artists and arts workers are co-located at the arts centres
- 70%** the garden landscape setting of the arts centres is preserved for use
- 70%** arts and cultural programming, events and experiences are offered to the public
- 67%** in-kind support is available for programs, events and projects
- 67%** telephone and/or internet infrastructure is provided at the arts centres
- 67%** a diversity of spaces is available for different needs
- 61%** diverse people use the arts centre
- 58%** there are shared spaces where I can meet other people and chat
- 58%** the heritage value of the buildings and grounds are protected
- 52%** Technical and Production support is provided by the arts centres
- 42%** a restaurant and bar and/or café is available on site
- 39%** development programs train and nurture artists and arts workers
- 36%** signage and wayfinding
- 36%** concierge, parcel and front-of-house services are provided by arts centre reception
- 33%** Marketing support is available to promote my work to the public

What did we hear from you?

Resident Survey - What could A+G do to better meet your needs and the needs of others in your sector?

(answers in order of priority)

- Provide affordable and stable/long-term tenancies
- Enable more people to experience the arts
- Support more people to develop as artists
- Provide more inclusive arts experiences (e.g first nations, people with disability)
- Organise more events and experienced based offerings
- Offer additional venue hire opportunities
- Provide professional development programs for artists and arts workers
- Offer improved IT infrastructure
- Provide state of the art, specialised equipment/technology
- Provide arts business incubator programs
- Invest in online program offerings
- Provide more streamlined and efficient customer service



Residents, Arts Capital board and staff share the same priorities.

What did we hear from you?

Resident Survey - What could be improved about the outdoor spaces at A+G?

- 55%** event signage (so its easy to know what's happening)
- 48%** places to rest and relax
- 42%** a sense of vibrancy
- 42%** access to art (e.g. sculptures and public art)
- 33%** more nature and green spaces
- 33%** wayfinding signage (to help navigation)
- 21%** accessibility

Resident Survey - If A+G could provide more occasions for social encounters and collaboration, what would you like them to be?

- 76%** a café and/or more food and beverage options
- 58%** informal/flexible working spaces (e.g. a small library)

Residents, Visitors and Hirers all want to be part of a more lively community and place.

Suggestions include that this could be **built through the creation of informal social spaces for lingering and connecting.**

This aligns with the public, who would like to see more public events and spaces (e.g. **café, shops and open studios**).

Why are renovations needed?

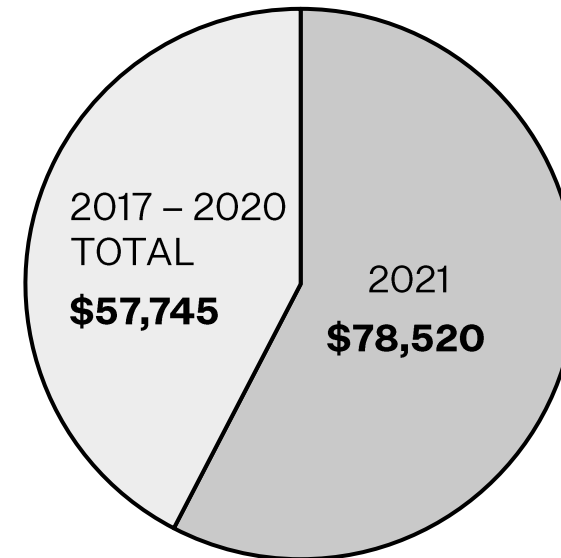
Keeping the centres safe

Compounding maintenance issues due to the age and condition of the buildings as well as a lack of preventative and routine maintenance on behalf of artsACT have resulted in a growing number of work health and safety risks on site.

Physical improvements are required to both A+G to create safe, functional and accessible venues.

Most residents agree **that renovations and upgrades are required** to improve digital connectivity, heating/cooling, lighting, wayfinding and disability access to create welcoming, comfortable and safe spaces.

Arts Capital
Maintenance
Expenditure



Place Identity – what we learned about A+G

Central

Convening, focal, magnetic

A+G are central to the cultural life of Canberra.

Real

Authentic, transparent, tangible

We are unapologetic in the pursuit of potential and vision, yet we acknowledge our capacity and resources.

Layered

Deep, storied, connected

Our history is rich, layered and continuous, from the traditional owners, through European settlement, past lives of buildings, and the many stories of our communities past and present.

Transformative

Metamorphic, reframing, a 'gateway'

While the experience you seek may be specific and unique, you join a common commitment to the transformative, challenging and enticing world of creative endeavour.

What is the shared vision for the future of the centres?

Prerequisites

Have accessible, safe, easily navigable, affordable and attentively cared for spaces

Place

Adaptive open and built spaces

Presence

Be celebrated by the local, national and international arts community

Pulse

Host an ever-evolving, diverse mix of artistic and cultural activities

People

Be a home for artists and arts workers to make, grow, present and connect

Potential

Stimulate brave cultural conversations, critical artistic discourse, experimental programming and community created cultural experiences

How is our strategic planning going to achieve this?

- Reviewing, streamlining and automating venue hire processes for residents
- Structured process for applications for in-kind support
- Advocating to ACT Government for more reasonable and secure head and sub license terms and conditions
- Shifting resident services to be all inclusive e.g. internet and storage
- Employing a community manager with building concierges
- Diversify income streams in order to minimise reliance on resident rent
- Establishing a centrally operated retail space
- Establish opportunities for more public interface
- Expand on capacity building offerings
- Building audiences and public engagement

Guiding Principles for renovation designs

Safety
through
vibrancy –
more people
on site and
more
opportunities
for people to
gather
socially and
informally

Better
Accessibility
– ensuring
equitable
access to all
spaces as well
removing
hurdles for
access where
possible (e.g.
toilet codes,
multiple
locked
doorways etc)

Properly
equipped,
functional
spaces that
meet the
needs of
residents

Functional
separation
between
private and
public spaces

Rationalised
use of spaces
with legible
wayfinding

Benchmarking at a glance

"I don't think that there is another space like Ainslie and Gorman Arts Centres. It's unique in that it provides a hub for the arts community. You can't insert an atmosphere into a place. That's what it has that others don't, an artistic, welcoming feel to it."

Regular hirer, April 2021

Abbotsford Convent - Melbourne



Carriageworks - Sydney



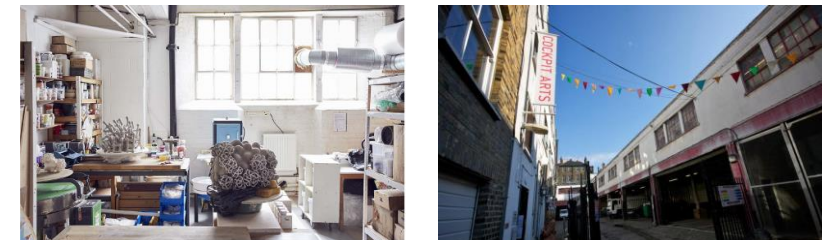
Belco Arts - Canberra



Artscape - Toronto



Cockpit Arts - London



How can we work together?

How can we help?