



Arts & Cultural Development Committee
FIVE YEAR STRATEGIC REPORT
AUGUST 2021



Falls Creek Australia's Arts Mountain

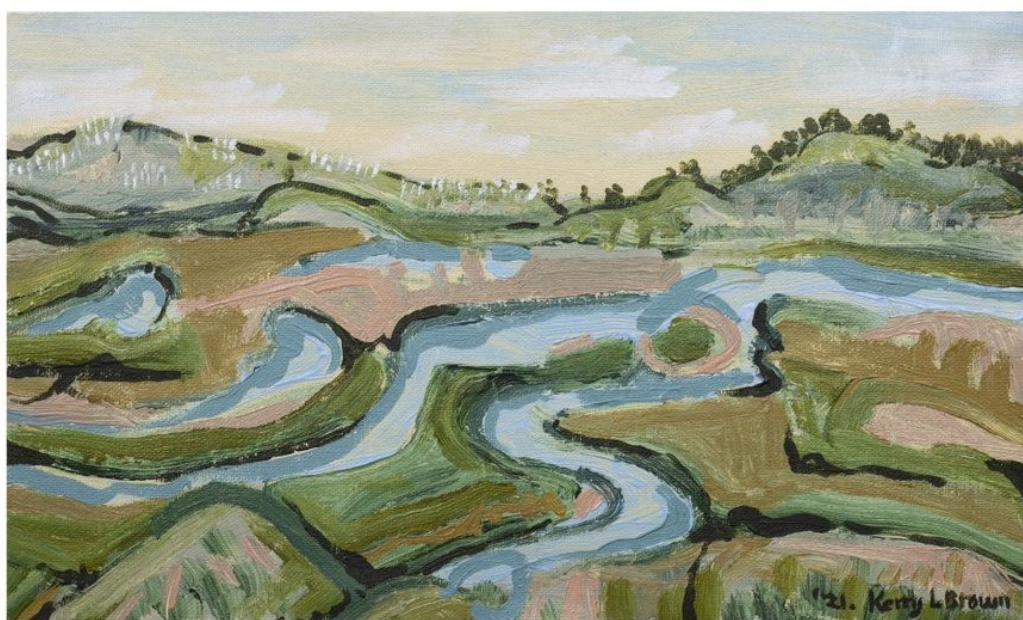
Respect for Environment

Respect for Culture



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Kerry Brown, Artist in Residence 2021

WHAT WE SET OUT TO ACHIEVE

In 2016, Falls Creek Alpine Resort Management Board (FCARMB) adopted a five-year Arts and Culture Strategy that sought to increase creative spaces, public art and cultural opportunities within Falls Creek Resort as a means to add vibrancy and increase visitation to the resort year-round. The strategy aimed to connect key points identified in the Falls Creek Master Plan, as well as provide a clear framework for development of arts and culture within the Resort. The adoption of this strategy by FCARMB strengthened the following objectives identified in the Alpine Resorts Management Act of 1997:

- Enhancing the visitor experience and developing resorts
- Building partnerships
- Respecting the alpine environment
- Broadening access opportunities

In 2016, FCARMB established the Arts and Cultural Development Committee (the ACDC), to help realise community aspirations to reposition Falls Creek as Australia's 'Arts Mountain'. As an 'ad hoc' committee of the Board, the ACDC was able to co-opt community members representing key community stakeholder groups, to assist with reach and engagement.

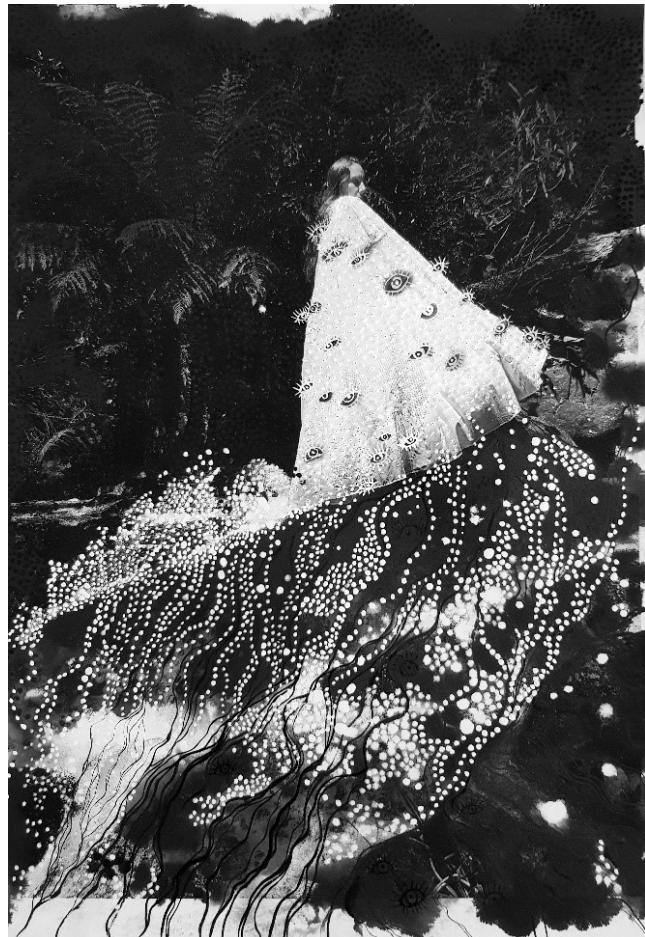
Core Committee Members have included:

Member	Period served	Other notes
Lindy Allen (Board Member and ACDC Chair)	2016-Current	
Roger Kilby, Board Member	2016-2018	Reappointed as FCHS representative, 2021
Peter Valerio, Board Member	2018-Current	
Lisa Logan, Board Member	2016-2018	Also served 2018-19 as a community member
Stuart Smythe, FCARMB CEO	2016-Current	
Karen Smythe, President, Falls Creek Historical Society (FCHS)	2016-2021	Stepped down in 2021
Brett Williams, Chair, Falls Creek Chamber of Commerce (FCCC)	2016	
Deb Howie, community member, later FCCC representative	2016-Current	
Shannon Exelby, community member	2020-2021	Stepped down in 2021
Richard Phillips, Falls Creek Ski Lifts	2019-Current	

The committee has been supported greatly through FCARMB senior staff members including Elise Armitage (Director Economic Development and Land Management), Jo Prothero (Director Marketing, not current), Sarah Watt (Director Marketing, current). The role of the ACDC was to progress the goals of the strategy, focussing on four key action areas:

- Aboriginal culture
- History and heritage
- A vibrant village
- A sustainable future

This report articulates outcomes and achievements in each of these key action areas over the five years of the strategy.



Kirrily Anderson: 2020 Artist in Residency

1. ABORIGINAL CULTURE

DR TREAHNA HAMM

A two-week residency by renowned Yorta Yorta artist Dr Treahna Hamm was completed in October 2019, supported by a Regional Arts Fund grant. This was the first time a lengthy artist-in-residence project involving community participants has been held in Falls Creek. Workshops were conducted morning and afternoon daily and invitations were extended to women throughout the community. Many brought children and friends. Students from Falls Creek Primary School formally attended for one afternoon and students returned individually with family members throughout the project. Participants learnt traditional weaving techniques and how creating, and storytelling are intertwined. They were able to create something of their own and also worked collaboratively to complete several group works that were representative of our natural environment and landscape.

An exhibition featuring 10 completed works, held in the QT Board Room at Falls Creek, was launched by the Federal Member for Indi, Cathy McGowan AO MP on Sat 13 October. The exhibition was of standard that truly exceeded expectations. The work produced was of a very high quality and will experience a life beyond the project permanently held as a collection and exhibited at the Falls Creek Museum and venues throughout the village. A postcard documenting the project and the outcomes has been produced and is available for all visitors to Falls Creek.



Treahna Hamm, Artist in Residence 2019 – collaborative work produced with Falls Creek Community

WILIN CENTRE PARTNERSHIP

In 2017 Falls Creek's ACDC entered into a partnership with the Wilin Centre, the Indigenous Arts and Cultural Development Centre of the Victorian College of the Arts, to support contemporary art graduates through an annual Indigenous artists' award. The aim of the partnership was to raise awareness of Falls Creek's arts program among emerging Indigenous artists broadly and offer supported residencies within the Artist-in-Residence program.

Award	Falls Creek Resort sponsored an End of Year Art Award recognising outstanding achievement of an Indigenous Fine Art student.
Value	\$1 000 pa, pledged for three years + 6 week artist residency at Falls Creek Resort pa.
Eligibility	Bachelor of Fine Arts Indigenous students graduating in either disciplines of: Painting, Sculpture and Spatial Practice, Drawing and Print Media, or Photography.
Naming	The Falls Creek Resort Contemporary Artist Award for Indigenous Artists

The Faculty of VCA are appreciative of the impact awards like this have on the next generation of creative leaders across all disciplines as they hone their skills and practice. While FCRM hoped the awards would provide a positive pathway for the recipients into Artist-in-Residence program and strengthen the presence of indigenous arts and connection to country within the resort on a longer-term basis, this outcome wasn't achieved during the partnership for a range of reasons. The option of a future residency will continue to be open to those artists awarded.

Award

Recipients:

2017: Katie Wularni West

2018: Moorina Bonini

2019: Edwina Green

TAMARA MURRAY

Yorta Yorta, Dudaroah and Barkindtji emerging artist Tamara Murray has been engaged to create a design template for heritage, environment and arts signage within the village, referencing the Bogong Moth, as part of Falls Creek Historical Society's Digital User Guide. Tamara also delivered Welcome to Country at the opening weekend of several ski seasons.

WURINBEENA

Established in 2013, Wurinbeena Limited is an indigenous artist-led organisation based in Lakes Entrance, primarily focussed on supporting cultural awareness for Aboriginal and Torres Strait Islander people in rural/regional/remote communities and sharing the strength, richness and diversity of Aboriginal culture among a wider audience. A residency at Falls Creek for lead artists Lennie Hayes, Frances Harrison, Elaine Terrick and Catherine Larkins was planned for November 2018 and FCRM successfully applied for a Regional Arts Fund grant to support this. Unfortunately the residency didn't go ahead due to important family business, which also prevented a rescheduled residency a year or so later.

ACDC has trialled various ways of supporting indigenous engagement in the A-I-R program and contemporary art practice more broadly. We have developed important relationships with a number of artists and will continue to build on these through residencies and projects.

2. HISTORY AND HERITAGE

The Falls Creek Historical Society was established in 2013 to ensure the collection, preservation and interpretation of the unique history of Falls Creek and the Bogong High Plains. Activities include interactive and informative displays, detailed archiving, documenting Falls Creek's unique Alpine history and using creative approaches to storytelling such as curated walks, village history trails and pop up museum displays.

FCHS President Karen Smythe has been an active member of the ACDC during the period of this strategy report (2016-2021) and has collaborated with ACDC and FCRM on the delivery of a range of programs as well as leading the delivery of a number of other new initiatives that link with the arts program.

Achievements during the 2016-2021 period include:

2016	Commencing the development of a self-guided Arts and Heritage Walk for visitors, supported by FCRM through the incorporation of information onto the FC Digital Users Guide. This can be downloaded at http://www.falluserguide.com/green/welcome-tablet.html
2017	'Falls Fashion', a fundraiser on opening weekend featuring snow fashion from local boutiques modelled by Falls Creek staff and board. 81 tickets were sold which raised almost \$3,000 for the Museum.
2017	70 th Anniversary of Falls Creek: In 2017, Falls Creek celebrated 70 years as a village, and 7 decades of Alpine Life. FCHS co-ordinated celebrations on 12 Aug 2017 for the completion of the first major building in FC, Skyline Lodge, built by the State Electricity Commission. A function for lodge owners and locals was held in the boardroom. The event attracted much print and digital media interest including radio interviews and local papers. To mark this occasion in perpetuity, a steel cut sculpture by Albury artist Vicki Luke, installed on Bogong High Plains Road, made it possible for visitors to visualise the exact location of the lodge.
2018	In 2018, the Society became a registered Charity with the Australian Charities and Not-for-profits commission (ACNC).
2018	'Trail, Tales and Tucker' walks were hosted during the summer period of 2018-2019. This was intended to be an annual activity but bushfire and COVID19 have placed these plans on hold.
2019	FCHS registered for Deductible Gift Recipient (DGR) Status which enables the organisation to access philanthropic funds.
2019	FCHS secured the Australian Alpine Snowsports and Histories Association (AASHA) conference for 2020 (which has now been postponed twice). The conference attracts around 100 attendees will be delivered in partnership with FCRM and several operators on the mountain.

2019	Following a successful Victorian History grant, FCHS was able to commence the production of information signage, by Indigenous artists Tamara Murray, for the Arts and Heritage Walk.
2020	FCHS achieved Holsworth Foundation funding towards the publication of Skippy St Elmo's memoirs. Diana Paterson (former RMB Board Member with experience in publishing) will work with Karen Smythe to undertake the writing of this.
Ongoing	<p>Building an active annual program of fundraising including raising donations (Falls Creek Alpine Association, artist David Rosendale, the Community Fund of Australia Post, various village auction proceeds, an annual Peaks Challenge fundraiser BBQ in Slalom Plaza and a donation of from Falls Creek Ski Lifts in 2017 from the auction of the retired Eagle Chairs).</p> <p>In total, since 2016, FCHS has raised \$60,000 of external funding through community fundraising and donations outside of memberships/merchandise) and \$20,000 in grants.</p>
Ongoing	Regular tours with visiting groups attending the Museum from across Australia.
Ongoing	Growing the museum collection and ensuring correct archival treatment which has extended to the digitisation of documents.

3. A VIBRANT VILLAGE

3.1 ARTIST-IN RESIDENCE PROGRAM

The ACDC established an Artist-in-Residence (A-I-R) program in 2016 to provide an opportunity for artists, academics, curators, and all manner of creative people a time and space away from their usual environment and obligations to create work and develop their creative practice within and beyond Falls Creek's unique alpine environment. Artists were supported via accommodation, connection to community, minor marketing assistance, and profiling on Falls Creek website.

The estimated total direct cost to FCRM for the Artist-in-Residence program over the five year period was \$8,500 in cleaning fees. Administration of the program was absorbed into general day to day operations and shared across a number of departments. Artists were supported via accommodation, connection to community, minor marketing assistance, and profiling on Falls Creek website.

While in the resort, the artists created some extraordinarily stunning images of Falls Creek which were widely published on social media using familiar hashtags including #fallsbrook, #fallsbrookarts and posting to [@fallsbrook](#) and [@falls_creek_arts](#).

The AIR program successfully progressed Board and committee objectives in relation to the Arts and Culture Strategy:

- attracted emerging and established artists highly regarded by their peers
- presented and demonstrated best practice in program development and delivery
- established a cohort of artists who were immersed in ongoing creative development about alpine-specific concepts
- enhanced the year-round visitor experience
- assisted FCRM to build key regional and city-based cultural and tourism partnerships
- raised broad awareness and appreciation for our alpine environment

Specific benefits to FCRM included:

- raised profile of the Resort regionally and state-wide
- activation of both indoor and outdoor areas with a specific focus on the arts and environment
- long-term cultural development of the Village which will in turn drive sustainability
- an opportunity to increase FCRM's connections to regional, state, national and international artists and arts organisations

Over the five summer periods from 2016-17 to 2020-21, 43 applications were received and assessed by the ACDC and 33 separate residencies took place. Selected artists entered into an agreement to deliver outcomes in the form of public artworks, local exhibitions, performance or installations. Of the 33 residencies, there was representation of a mix of mediums including, writers, visual artists, photographers, textile artists, sculptors, videographers, projection artists, virtual reality and sound artists, and academics. Six artists returned more than once to deepen their engagement with the alpine environment and extend their practice.

The 33 residencies included 25 individual artists who were in resort for a total of 504 artist/days, an average of 15 days per artist per residency.

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The artists delivered:

- 21 community engagement workshops
- 20 exhibitions/presentations (8 at Falls Creek, 12 in other galleries across VIC, NSW and the ACT)
- 12 new public artworks to Falls Creek collection (indoor and outdoor)
- 2 new publications, Kelly Gardiner's "The Adventures of the Bushranger Captain Lightning and that Other Girl," a fictional story for teenage audience and Sarah Allen's illustrated children's book "Jumping Joeys" about Australian marsupials

3.2 ARTS PROJECTS

3.2.1 Big Fella

Hiroyasu Tsuri is a contemporary artist also known as TWOONE (pronounced "two one"). Hiro was one of Falls Creek's first Artists-in Residence. His 2016 proposal focussed on painting the brown water tank at the top of Ory's trail with a large and striking image of the Bogong Moth. FCRM undertook a crowd-funding campaign to fund this, raising just over \$10,000. BigFella, as the work is now known, is one of Falls Creek's most iconic art works, surprising first-time visitors with its stunning emergence around a corner on the last leg of the home trail.

Born in Yokohama, Japan, Hiro moved to Melbourne in his teens where he lived till 2013. He developed his creativity through the skateboarding and graffiti culture. As an outsider, where language has always been an obstacle, he turned his art practice into his voice. He works with a wide range of materials and forms including painting, sculpture, installation and sound. His work has been exhibited internationally in galleries, and museums.

After completing BigFella over an intensive two-week residency, Hiro returned to Falls Creek later in 2016 and created three more iconic graffiti works throughout the village:

- Powerful Owl: side wall of the Man Hotel
- Currawong: painting a rear external wall at Diana Lodge
- Huski: painting a Huski on an internal wall at Huski
- Astra: Internal public works on walls in apartments

3.2.2 Clouds and Symphonies

Contemporary arts organisation, the Cad Factory, originated in Marrickville, Sydney in 2004 as a warehouse space for music, performance and visual arts and in August 2010 moved to the NSW Riverina where it now creates an international program of new, immersive and experimental work guided by authentic exchange, ethical principles, people and place. Under the direction of principal artists Vic and Sarah McEwan, the CAD partners locally, nationally and internationally with communities, artists, local government, service providers, organisations and businesses. Vic won the coveted Council for the Humanities Arts and Social Sciences (CHASS) Australian Prize for Distinctive work in 2018.

In 2016, Vic McEwan undertook a two-week Falls Creek residency engaging with the local community, creating sound scapes, projecting images onto evocative landscapes including Ruined Castle and Mount McKay. Vic subsequently developed a concept for the project 'Clouds and Symphonies' which received approximately \$35,000 in Australia Council funding. The project aimed to use contemporary arts practice to help the community navigate an increasing challenged environment. Vic returned in 2018 and 2019 to interview some of Falls Creek's most-loved 'elders of snow' and has since developed a multi-media work honouring these people and their stories.

Vic has not yet been able to return to Falls Creek to present the work, due to COVID19.

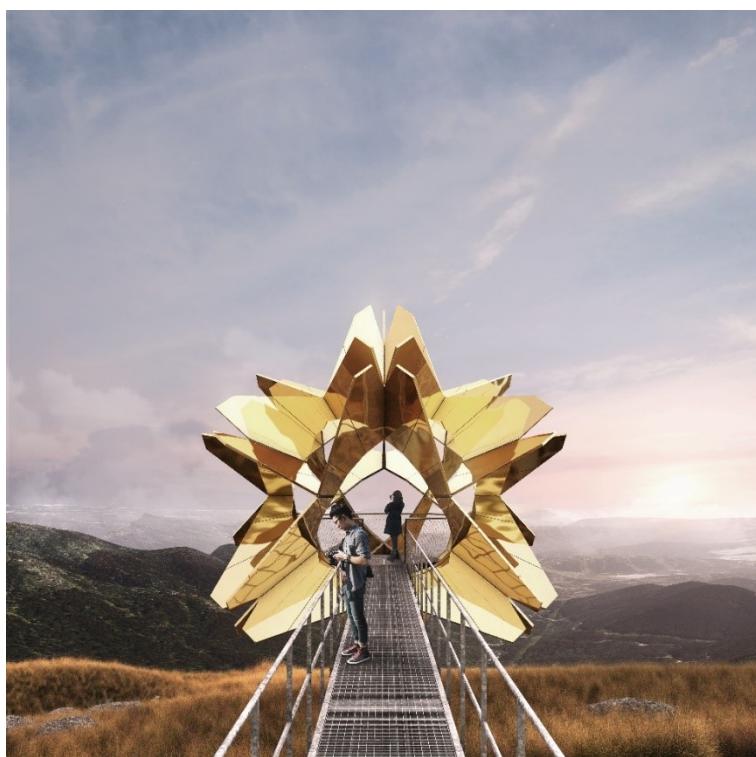
A SUSTAINABLE FUTURE

4.1 FLOWER OF THE ALPINE SUN

A key focus of our 5-year plan has been to increase public art and cultural opportunities, raise broad awareness and appreciation for our alpine environment, stimulate creative development around alpine-specific concepts and respond to the impacts of climate change. To sustain our ongoing program, the strategy has identified the capacity of a major public art work to act as a 'destination' marker, an itinerary driver, stunning in concept and execution, with the capacity to draw people from the region, from Melbourne and further afield, to experience its beauty.

To this end, in 2018 ACDC formed a working party to undertake a commissioning process to find the artists and the work that would put Falls Creek on everyone's map. With the support of life-long Falls Creek skier and Founding Director of the Melbourne Prize, Simon Warrender, ACDC recruited a Curatorial Panel comprised of leading public art professionals: Prof Marie Sierra, Deputy Dean, Head of School, University NSW Australia Art & Design; Prof Chris McAuliffe, School of Art, Australia National University (previous Director of the Ian Potter Museum of Art); and Bryony Nainby, Director Benalla Art Gallery. They oversaw the expression of interest process and the selection of a finalist.

Flower of the Alpine Sun, by Australian artist Giovanni Veronesi, was considered a stand-out concept. Proposed to be perched at the top of a rocky outcrop near Cloud 9, the work will invite the viewer onto a walkway that will deliver them into a golden orb. Encased within, they will see and feel themselves as part of our exquisite alpine landscape.



Giovanni Veronesi, Flower of the Alpine Sun Concept, for proposed completion 2022

The artwork will be a year-round tourist drawcard, providing significant economic and community benefits to the region. It will help re-vitalise the local economy and importantly, inform and educate the public to the beauty and fragility of Victoria's alpine environment through on-site information and broader engagement programs including 3D augmentation.

Recent tourism research reports have painted a very promising picture for the capacity of an iconic look-out to draw new tourism into Falls Creek, conservatively estimated at 70,000 new visitors in any given green season and optimistically estimated at 210,000.

Of a potential green season market of 210,000 new visitors, an estimated 91,476 would prefer to stay in resort.¹ The estimated annual green season direct spend for overnighting Victorian visitors to Flower of the Alpine Sun in Falls Creek is conservatively valued at \$11.25m and optimistically valued at \$33.75m.

The research suggests that the estimates for new visitation in green season will be matched by an equal number of new visitors in winter.

Flower of the Alpine Sun has the potential to be a game changer for driving new tourism to Falls Creek. FCRM is working on a number of fronts to achieve the funding needed to create the work.

4.2 FEASTIVAL

Following the 2020 bushfires that affected the North-East Region the a number of bushfire recovery grants were develop to support regional businesses. FCRM's application for the Austrade Regional Event Fund was successful and \$30,000 was granted toward a new event, Feastival.

Created as a unique point of difference on the yearly events calendar, Feastival, was developed as a performing arts and dining festival. The objective of the event is to attract an 'arts and culture' target market that are likely new or repeat visitors to Falls Creek who would undertake overnight stays within the resort and participate in free and paid events at venues throughout the village driving a positive economic impact to stakeholders.

Through performance and dining events, free music events and artist exhibitions the festival was to showcase the talent of Falls Creek and its artistic partners.

Originally scheduled during the snow season as a new offer for visitors, the festival was cancelled due to the pandemic and government restrictions hampering organisational efforts. FCRM are now looking to hold a summer Feastival, utilise the grant money and still attract new or repeat visitors to the resort.

If successful there is potential to run seasonal Feastival events in both the white and green seasons.

4.3 INTERNATIONAL COLLABORATION: SIMON BECK

Simon Beck is a UK based artist who does extremely large drawings in the snow. His work can be seen here:

<https://www.youtube.com/watch?v=pVWoOBEtE2M>

<https://www.youtube.com/watch?v=u5ykaVnq5gq>

<https://www.youtube.com/watch?v=pt4HgCMQxHI>

Simon came to the attention of ACDC when FCRM was approached to support a commercial shoot involving Simon and his work in Falls Creek in 2019. The idea didn't eventuate but an email conversation was established with Simon by the ACDC Chair, who subsequently met with Simon in November 2019 on a visit to the UK, where he lives. The meeting explored an independent visit to the Falls Creek. His unique and beautiful work has the capacity to generate a lot of interest.

A residency at Falls Creek was planned for August 2020, has been postponed twice due to COVID19 and it is now hoped he will visit in 2022. Simon would produce several giant ephemeral works of art made in the snow using snowshoes and a compass. His snow drawings are generally 150m in diameter. He uses markers to mark out key reference points for the drawing, often working overnight or returning the next day to complete the drawing. The work would be photographed, filmed [probably using a drone] and would be available for the resort to use for promotional purposes. While in resort he is happy to deliver a public workshop about the way he works.

This would be Falls Creek's first collaboration with a snow artist with an international profile. It offers the opportunity use the arts to promote Falls Creek to a new international audience, both from the snow sports arena and cultural tourism.

5. THE BENEFITS OF THE FALLS CREEK ARTS PROGRAM

5.1 The social and cultural benefit to Falls Creek

Falls Creek is the only Victorian alpine resort to present a broad annual arts program, supported by a 5-year strategy, that enables the resort to position itself as a year round destination with a diverse range of experiences on offer). The arts program creates a vibrancy in the village through delivering workshops, exhibitions, artists' talks and events and public art. Falls Creek has confidently positioned itself as 'the arts mountain,' and this confidence grows year on year, inspiring some of Australia's most well-known and respected artists to help us realise our boldest visions.

The local community has been able to actively participate in workshops via the childcare centre, the school and those presented for the general public. These experiences enable participants to reimagine the place they live in, to deepen their appreciation of what the village and the resort means to them and to create a stronger sense of unity and resilience. While in resort, the artists are constantly posting to social media and this has assisted in drawing new visitation to the art and culture webpage, which google analytics reveals has increased pageviews by 89.92% in the past 12 months.

"While on site, I posted to Instagram, Facebook and LinkedIn about my residency, featuring photos of the landscape as well as my illustrations created in the residency. My posts about Fall Creek reached over 15,000 views."

Sarah Allen, Artist-in-Residence, 2021

- 2,640 participants were directly engaged either as workshop participants, interviewees or audience members at exhibitions. A recent report by the national Association of Visual Art found that the small-to-medium (S2M) sector is crucial to Australian art practice as it supports the production of almost all of Australia's contemporary visual art and is the engine room of audience participation and engagement. With an annual investment of \$103m attracting 6.2m audience members, the cost per engagement is \$16.60. The direct value of the engagement at Falls Creek is \$43,860.ⁱⁱ
- >\$100,000 worth of public art was generated as part of the ACDC's art program
- \$50,000 of external funding sourced through grant funding for art projects

SUMMARY: ARTIST-IN-RESIDENCE & ARTS PROJECTS OUTCOMES

Artist/days in resort

Year	# artists	Names	Days in resort
2016-17	6 ARTISTS	Dr Mary Rosengren Vic McEwan Hiroyasu Tsuri David Rosendale Rebecca Jones Dore Stockhausen	40 16 14 13 11 11
2017-18	10 ARTISTS	Rebecca Jones David Rosendale Kelly Gardiner Garry Moore Swifts Creek Artists Group (5) Dr Greg Pritchard [plus Stephen Curtain, film-maker]	11 25 30 22 70 30
2018-19	5 ARTISTS	Tarli Bird Vic McEwan Alaska Young David Rosendale Dr Treahna Hamm	15 10 30 5 14
2019-20	3 ARTISTS	Kirrily Anderson Tarli Bird (2 nd) Sophie Dieu	15 15 11
2020-21	10 ARTISTS	Kerry Brown (group 5) Kirrily Anderson Myrtleford Mosaic Artists (2) Sarah Allen Sofie Dieu (2 nd)	55 18 14 28 9
TOTALS	34 ARTISTS	Artist/days in resort over 5 summers	532

Community Engagement Delivered by the A-I-R program

Artist	Workshops	Exhibitions/ Presentations	New work	Number of direct participants
Mary Rosengren	1: School workshop			30
Vic McEwan	4: School and childcare workshops; Local Interviews documenting history	2 Community Presentations: projection at waterfall, presentation at BE Foods		60
Hiroyasu Tsuri		1 Public launch of the work 'Bigfella'	4 outdoor public artworks: 'Bigfella' Water tank, 'Powerful Owl' side wall of the Man Hotel, 'Currawong' painting a rear external wall at Diana Lodge, 'Huski' painting a Huski on an internal wall at Huski	
Dore Stockhausen	1 Open Studio	1 Exhibition: Gippsland	7 new paintings	130
David Rosendale		4 Public exhibitions: (2 x Falls Creek, 1 x Ballarat Foto Biennale, 1 x Canberra)	12 new works plus 2 donated photos	800
Rebecca Jones	3: Digital painting workshop with school and childcare			30
Kelly Gardiner	2: Writing workshop with school		1 book: "The Adventures of the Bushranger Captain Lightning and That Other Girl"	20
Swifts Creek Artists	1: Open Studio community workshop	2 Exhibitions: 1 x Falls Creek, 1 x Swifts Creek		600
Alaska Young	1: Open Studio workshop	1 Exhibition: Milch in Falls Creek		200

	2: School workshops			
Tarli Bird		1 Pop up exhibition in Falls Creek Board Room		60
Kerry Brown (group of 5 women artists)	1 Childcare workshop 1 School workshops	5 exhibitions elsewhere		670
Kirrily Anderson	2 School workshops		1 childcare mural	
Sarah Allen	2 childcare sessions		1 book, "Jumping Joeys"	40
Trevor Ware			1 new public art work, 'The Wizard'	
Michael Laubli			3 new public art work, Throne of Skis, Ski Fence, The Wren.	
Giovanni Veronesi			Flower of the Alpine Sun maquette	
Treahna Hamm				
TOTAL	21 workshops	8 exhibitions/presentations at Falls Creek 12 exhibitions across Vic, NSW and ACT	12 new public art works in Falls Creek 2 publications	2,640 participants engaged

Public Art generated as part of the ACDC's art program

Artwork	Estimated Value
Flower of the Alpine Sun Maquette	\$15,000
Throne of Ski's, Windy Corner	\$8,000
Snow Wizard, Accommodation Transfer	\$5,000
The Wren, Slalom Plaza	\$8,000
'Big Fella' water tank art work Ory's Trail	\$30,000
Art & Ecology Videography, Stephen Curtain	\$6,000
Skyline commemorative street sign, Vicki Luke	\$5,000
Donated Artworks in Board Room	\$30,000
Eagle Chair Public Seating (work in progress)	\$10,000
Childcare Mural (in progress)	\$10,000
TOTAL Estimated Value	\$122,000

5.2 Economic benefits

- Artists were not paid for their time in residence. The value of the time artists spent in resort, developing new work and working with the community, is estimated at \$280,000ⁱⁱⁱ or just over \$8,000 per artist.
- The direct spend by these artists in resort is calculated at \$219 per night, a total of approximately \$117,000 over five years.^{iv}
- For an investment of \$8,500 in cleaning fees, the arts program achieves a direct spend in resort of \$117,000.
- The ROI (return on investment) is 14:1, that is, for every dollar invested in the A-I-R program by FCRM, \$14 is spent directly in the village.

5.3 The benefit to artists

While the benefit of the arts program to the Falls Creek community can be measured in terms of participation and engagement, artists economic value to the village and the vibrancy created through exhibitions and presentation, the value to the artists themselves is also vital in the development of their own practice and careers. Their reflections are captured through end of residency reports.

In their own words...

Summer 2016-2017	VIC McEWAN “I am completely surprised by how much I love it here. I have been travelling a lot over the last few years, to all sorts of places and environments as part of my arts practice and I have enjoyed them all but there’s something really special about Falls Creek. Summer is such a fabulous mix of fascinating landscape, people and climate. And there’s so many things to explore artistically, I have only begun to experiment with ideas here.”
	DAVID ROSENDALE “The concepts that brought me to Falls Creek originally for <i>The Fall</i> , have grown and shaped, from a simple graphic focus, when the landscape is quietened and set back in snow, to a broader affection for the landscape: light and organic symmetry when the landscape is not sitting dormant, a rhythm and pulse as the landscape changes and the weather rolls in. The graphic order and harmony I found in the symbolic man-made objects in the resort, I also find in the mountains themselves.”
	DORE STOCKHAUSEN “I am interested in the natural sights like the rocky outcrops, the vegetation (particularly the sphagnum moss), insects, and the change in weather and seasons, and in the built environment such as the huts, the dam, the village itself and especially the power station. I hope my paintings spark conversation about the contrast of the natural and the man-made environments.”

	<p>REBECCA JONES</p> <p>“My residency involved ten days of sunrises, sunsets and everything else in between, producing visual documentation of the high alpine landscape and daily events that shape Falls Creek. I went hiking and biking for <i>en plein air</i> drawing and painting to various sites within the Falls Creek Resort and its surrounds including Lakeside, Ruined Castle, the Summit and back country outside of the winter season. Once I had picked my spot, I observed and recorded the landscape and the human interaction with the environment. The un-interrupted time away from daily tasks allowed me to develop painting theories which provided the structure towards capturing the ever-changing environment and ecology of Falls Creek. The relationships created with the Falls Creek Management Team and the community of Falls Creek are enduring, and the opportunity to meet like-minded artists has been inspiring.</p>
Summer 2017-2018	<p>KELLY GARDINER</p> <p>“It's been my great privilege to spend the last few weeks writing in Falls Creek, high in the mountains of Victoria, as part of the Artist in Residence program. When I'm in an intense writing phase, I often let myself wake up slowly and lie there for a bit thinking about the work. Quite often, this leads to urgently jumping out of bed to scribble down new dialogue or some critical plot point. I have the luxury of day after day of thinking about nothing but the writing, and in those minutes between waking and sleeping can lie moments of creativity or clarity. I walk most mornings. Some days, it's just a relatively short walk around the village, on other days I do a slightly longer hike of 4 to 6 kilometres, with camera and notepad.”</p>
	<p>GARRY MOORE</p> <p>“I have located my art dialogue within the interface and interaction between the human and the natural worlds. Particularly challenging ideas of how we might reconsider and shift long held ideas that have led us to a position of global crisis in the form of climate change. Falls Creek is the ideal location to extend and develop this line of inquiry, due to its ecologically unique position within Australia and its sensitivity to the impact of human generated climate change on its fragile ecosystems. Whilst the work I am seeking to create is not overtly addressing climate change, it will none the less seek to open dialogue around how we relate to and impact upon the material of the natural world.”</p>
Summer 2018-2019	<p>TARLI BIRD</p> <p>“My artistic practice is inspired by my love of running and travelling. Falls Creek is well known in the Australian running community as being a place train in to get into peak shape. During my residency I would be interested in exploring all the traditional running tracks to train and create a sewn artist map documenting these runs.”</p>

	ALASKA YOUNG Although humans can have a detrimental impact on the environment, there is a beautiful part of humanity that falls in love with places of natural beauty. My work is a positive expression of humans in our natural habitat. The paintings aim to act as emotional anchor points for viewers by drawing them into the present moment as they contemplate images of the mountains.
	DR TREAHNA HAMM “Doing workshops with small communities reinforces my own cultural activity within my career, reinforces my identity, ancestry, the importance of referencing and sharing knowledge. I’ve learned a lot from the participants as well. When you are weaving and talking it is like the stitch is a word – the end product represents the conversation you’ve had. It’s a respect. Some of my work is strong because you put in what you learn, you have your ancestors’ voices coming through the work.”
Summer 2019-2020	KIRRILY ANDERSON “During these two weeks I was able to completely immerse myself in the inspiring surroundings of Falls Creek. My aim was to explore a new direction in my work which was nature based, illustrative ink and watercolour works on paper, speaking to the importance of taking time in nature to notice small wonders. The luxury of such a time and space for development can be rare for a full-time artist and usually only comes with opportunities such as residencies. Having access to this residency had a significant impact on my practice and the direction of my work. The residencies have also facilitated new professional relationships both with FCMR staff and other artists and have led to further opportunities to work with the community at Falls Creek. I am currently working with FCRM and the day care centre to develop a mural design which will be installed in early 2022.”
	SOPHIE DIEU “To synchronise with the natural elements, I closed my eyes and listened intensely. I let go of the vision sense and solely focused on hearing and touch. How it looked was something I focussed after the performance was completed. This is an important aspect of the process as I believe it enabled me to truly connect with my surrounding and let go of any mental talk that could have come between me and the work.”
Summer 2020-2021	MYRTLEFORD MOSAIC ARTISTS AKA CRACKPOTS, KAREN AND KYLIE “As emerging mosaic artists, when we were offered our week of Residency at Falls Creek we felt like we had arrived as artists - there was a real mental shift in our perception of ourselves - as being primarily self-taught, ‘imposter syndrome’ often sits heavily on our shoulders. We were overwhelmed by the generosity that this opportunity presented us. We strongly felt the need to give back to your community and leave a couple of mosaic calling cards by ‘mosaic bombing’ in the village area. Since having this first ‘artist residency’ under our belts and now proudly on our resumes, we have been engaged as

	<p>part of the Creative Workers in Schools program in 2021 - another first for the two Crackpots, in that we receive a regular art wage for 6 months."</p>
	<p>BENDIGO GROUP: KERRY BROWN, JULIE CROSTHWAITE, JAKI GEMMELL, STEPH BRIGGS, FELICITY LAW</p> <p>"The residency allowed me the time and space to reignite my love for painting with likeminded friends." - Julie Crosthwaite</p> <p>"The Falls Creek Artist Residency program gave me the opportunity to experience the summer environment, the way the weather changes in a moment, the peaceful nights. Learning of the impacts of fire and human activity on the landscape inspired me to a series of vignettes and prints capturing the things most precious to this region." - Steph Briggs</p> <p>"While at Falls Creek I took the opportunity to reflect upon the fragile, sensitive alpine ecosystems, already under great pressure due to changes to climate and other critical environmental threats. Snow gums, evolved to live with snow and rain, and stunning beyond belief, are being wiped out due to longicorn beetle, which has thrived due to a warming climate. Bogong moth populations have plummeted in recent years, causing starvation to the precious mountain pygmy possum and countless other species that rely on the high protein food source. Thanks for providing me with the opportunity to explore these issues by making work that responds to these devastating changes in our environment, as well as celebrating the magnificence and magic of the Alpine National Park." - Felicity Law</p> <p>"Being able to disconnect from our day-to-day lives and responsibilities for two weeks - to create art 24/7 - was an invaluable experience which enabled me to find focus. It has inspired me to connect more with nature and to explore my local area further too as inspiration for my art." - Kerry Brown</p>
	<p>SARAH ALLEN</p> <p>"I spent four weeks in residence in February 2021. It was an enormously rewarding time and has given me much inspiration for future work. I took tonnes of photographs and made many sketches and drawings. This has enabled me to expand my visual library of flower motifs that I can use in future work. I feel very fortunate that I had the chance to enquire and learn about the Alpine ecosystems."</p>

¹ Planning Economics + Tourism, by Urban Enterprise Published June 2021, page 42

² S2M: The economics of Australia's small-to-medium visual arts sector, National Association of Visual Arts (NAVA), 2017

³ The National Association of Visual Arts (NAVA) values the base hourly rate for an artist at \$75: 532 artist/days by 7 hours a day @ \$75 is equivalent to \$279,300. See also: ARCC, 2019; Ernst & Young, Victorian Alpine Resorts Economic Contribution Study, 2017; TRA, National and International Visitor Surveys, YE Dec 2019; Derived by Urban Enterprise.

⁴ Victorian Alpine Resorts Economic Contribution Study, 2017, ARCC; T54 Average visitor expenditure per trip, by visitor type and season , 2019, calculated at \$369 per day (less value of accommodation which is paid for by Falls Creek). \$219 per night by 532 nights is \$116,50



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