



## **PRESIDENT'S REPORT – 2013 ANNUAL GENERAL MEETING**

2013 marks the third year that the Chippendale Creative Precinct has put Chippendale in the spotlight. The continually-growing creative presence in the area means we have no shortage of exciting endeavours to support and promote. Three years on and this precinct is increasingly at the forefront of people's minds when they think of great creative places to visit. Chippendale as a gallery destination is coming closer to a cemented reality with more than fourteen art galleries operating in the area.

The Chippendale Creative Precinct Gallery Guide to Chippendale and Surrounds has gone from strength to strength with a Third Edition in set to be published in mid-2014. The Gallery Guide will again put all our fabulous new gallery and eatery members 'on the map' so that any visitor to Chippendale has no shortage of attractions. Distribution of the Gallery Guides in local businesses, City of Sydney Tourist Information Centres and major international hotels ensures they fall into the hands of continually replenishing audiences.

The second BEAMS Arts Festival, themed Revitalisation, drew a wide-eyed audience of 10,000, roughly twice the number of festivaliers than in its first year. This spectacular night built upon its predecessor with over 350+ creative talents involved in light, animation, video, dance, performance, puppetry, and music installations packed into the laneways of Chippendale. Our very successful media campaign for BEAMS meant that it was featured in a slew of leading editorials and also reached television audiences, with Channel 10's The Project, broadcasting a live segment about the festival.

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The Chippendale New World Art Prize 2013 named Bryden Williams its inaugural winner amongst 32 finalists whose works were exhibited in various key locations around Chippendale. Williams was the first recipient of a \$10,000 residency grant, this year hosted by Red Gate Gallery in Beijing. A generous private donation of \$100,000 by arts philanthropist and Frasers Property Australia Chairman Dr Stanley Quek means that the annual Art Prize will continue for a decade. Tying in with the BEAMS 2013 theme of Revitalisation, the Art Prize heavily contributed to Chippendale's revitalised identity within the arts community.

The newly-opened retail mall Central at Central Park has injected a surge of new retail life into the Precinct. Just like Chippendale Green is fast becoming fertile ground for relaxation and recreation for people in Chippendale, so is Central to our vision of bringing creative businesses and the wider community together. We have begun to make strong relationships with retailers in Central, and the mall has already proved to be at the intersection of the arts and commercial ventures.

This year we hosted three Networking Events in various member locations. These have proved to be fruitful occasions whereby new connections and collaborations are initiated and ties between the Chippendale creative community grow stronger. We welcome new faces at every event and the last Networking Event for 2013 was fittingly held at L3 in Central, a first-of-its-kind creative-commercial space managed by Brand X. Amongst the deconstructed decor of wooden palettes through which a beautiful view of the Chippendale Green and beyond could be seen, the potential of the Precinct to reach new heights was veritably tangible.

Our engaging website launched early this year and is the main port of call for the general public. The website features information about all our initiatives, our vision and most importantly our Directory. The Directory, like the Gallery Guide, is a key method through which we promote our member's businesses. We have also recently intensified our social media presence with regular Facebook postings about our

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members' news, and continued presence on the Twitter and Instagram platforms. Moving forward, CCP newsletters will come in a more condensed format as part of a monthly release.

The Member Benefits Program has just been launched, with the goal of fostering local economic growth and encouraging members to shop locally. The list of exclusive benefits that all 90+ members are entitled to is growing from an initial fifteen. The Program is serviced by a Member Benefits Card which every member is given to use. We have received considerable interest in this initiative and have expectations for it to grow exponentially as more members come on board and offer benefits.

City of Sydney as our partner remains highly valued and their ongoing support through the Village Partnership Grant of \$80,000 and the Cultural Grant for BEAMS of \$30,000 means we can keep our vision firmly in our sights. Similarly, our key sponsors Frasers Property Australia continue to share our vision and the Precinct owes much to Frasers for their involvement in our cause.

Julian Ward, Managing Director of We Are Social, has recently joined us as a Board member. His fresh perspective will bring a wealth of ideas and knowledge to the Precinct. We will be working closely with Julian's team at We Are Social to develop a comprehensive Social Strategy for our activities, and are confident that our social presence will soar as a result.

2014 brings many things we are looking forward to for the Chippendale Creative Precinct, especially at the international level. Already having been featured in Indian airline Jetwing's in-flight magazine, we highly anticipate the publication of a full-length (1500-word) article featuring the Precinct in Qantas' in-flight magazine in February, and the nod from this prestigious travel authority will undoubtedly affirm Chippendale's position as an arts destination. Also propelling Chippendale's international status is an upcoming feature on our galleries in Tourism Australia's "There's Nothing Like Australia" brand campaign in Malaysian magazines.

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We are delighted to find 2014 partnering us with Art Month, which we are thrilled will be held at Central mall, considerably widening our audience and networks. Further exposure in Central mall will be two Chippendale Creative Precinct booths, stocked up with Gallery Guides to draw audiences to our galleries, eateries and other venues. Our Pop-Up art space will be moving to a new location within our key sponsor Frasers' site, continuing to provide a dedicated physical Chippendale Creative Precinct presence in the area.

The theme for BEAMS Arts Festival 2014 and the Chippendale New World Art Prize is Utopia, a concept that fabulously befits our vision for Chippendale and this fertile ground upon which creative dreams can be realised. They say if you've got it, flaunt it - and did we flaunt Chippendale's creative qualities in 2013! We can only say that 2014 will be bigger, bolder and branded with the arts and creativity like never before.