

## PRESIDENT'S REPORT – 2014 ANNUAL GENERAL MEETING

2014 is the fourth year that the Chippendale Creative Precinct has held the spotlight. Time has flown, the pace has not let up, and the precinct continually emerges 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 **sixteen** art galleries operating in the area.

The Chippendale Gallery Guide and Surrounds has gone from strength to strength with our third edition now in print. It places our galleries and a number of recommended bars, cafes and eateries firmly 'on the map' so that any visitor to Chippendale has no shortage of attractions. It is available throughout the precinct and can be found via the City of Sydney Info Tourist booths and major international hotels. Our 4<sup>th</sup> edition to be released in May 2015 will offer paid advertising opportunities to local creative businesses and beyond.

The third BEAMS Arts Festival, themed *Utopia*, drew in a huge audience of more than 12,000 people; numbers continue to grow every year since its inception. This spectacular night built upon its predecessor with over 350 creatives involved in light, animation, video, dance, performance, and music installations packed into the laneways of Chippendale and for the first time this year as we expanded the festival, the Chippendale Green.

Some very significant relationships were made within the local creative business and residential community ensuring unrelenting support and participation for BEAMS 2015. Continued involvement from our educational institutions and new partnerships built, offer greater opportunities for further collaboration and sponsorship.

Our positive relationships with the media guaranteed a highly successful media campaign for BEAMS. We were featured in a slew of leading editorials, radio broadcasts and blogs. Several excellent short films documenting the events and energies of the night were made and can now be viewed on You Tube. This year the CCP also gained an international reputation with a number of featured articles in Qantas and Jetstar Magazines extolling the virtues of Chippendale as the new creative hot spot in downtown Sydney.

Inspired by the huge success of the 2014's BEAMS Arts Festival and recognition of Chippendale as an arts destination, we will be offering a free gallery walking tour to the public on the first Saturday of each month starting in March 2015 to coincide with Art Month. Tour guests will be given the unique opportunity to join our guides in uncovering the creative treasures of Chippendale. This exciting new initiative will be publicised widely and thus attract further audiences to our precinct.

The Chippendale New World Art Prize 2014 with its theme of *Utopia* attracted over 140 submissions this year, more than double from the previous year. Our judges Archibald winner Del Kathryn Barton and Dean of UNSW Art and Design (COFA), Ross Harley named Ian Andrews as its winner. A total of 44 finalists were exhibited in various key locations around Chippendale attracting audiences to wander the laneways of Chippendale and thereby discovering the delights of the Chippendale Green, the Central Park Living Mall as well as the abundance of galleries now residing in Chippendale.

Andrews was awarded a residency hosted by Joya: art + ecologia in the Andalucía mountains in Spain. The generous private donation of \$100,000 over ten years by Dr. Stanley Quek ensures that the annual Art Prize continues to flourish, grow to new heights and become one of the most significant art prizes on the Sydney cultural calendar. Tying in with the BEAMS 2014 theme of *Utopia*, the Art Prize heavily contributed to Chippendale's revitalized identity within the arts community.

The theme for BEAMS Arts Festival 2015 and the Chippendale New World Art Prize is *Phenomena*, a word which inspires the exploration and intersection of explosive, creative development with the intricate, intimate networks of our communal and private domains.

Work has commenced on these events to ensure an even greater level of awareness and submissions to both will open as early as 1 March 2015. A submission fee of \$50 for each will be charged. A City of Sydney matching grant will also be applied for. The finalists' exhibition will be held at a number of locations within the precinct opening on Thursday 9 April 2015 and running for 3 weeks.

The 2015 prize winner will travel to Greece to undertake a residency at the Ionian Center for the Arts and Culture. It is an exceptional, world class facility, located on the picturesque islands of Kefalonia and Ithaca in Greece. These international partnerships are instrumental for the Chippendale Creative Precinct to further its vision as global arts destination.

At a local level, as we have all witnessed, Central Park and the Living Mall continues to inject a surge of new retail life into the Precinct. The Chippendale Green has swiftly become a community hub of relaxation and recreation for people in Chippendale. Central Park aligns intrinsically with our vision of bringing creative businesses and the wider community together.

We have begun to make strong relationships with retailers in the Central Park, and the mall consistently proves itself to be at the intersection of the arts and commercial ventures. Positive relations were borne for the BEAMS Arts Festival and sponsorship achieved with a number of the local food vendors and eateries.

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 2014 was held at Brand X in the Central Park Living Mall and also welcomed residents, artists and the local creative business community.

The latest advent in our collaboration with UTS and the Faculty of Design has been the Carlton Project Space. It is a pop-up gallery, exhibiting the work of academics from within the UTS Faculty of Design. The venue is sustained through the generous support of Frasers Property Australia, and we gratefully thank them.

Initiatives, such as The Carlton Project Space, lay the foundations of a community. Building these relationships with our partnering institutions is exceptionally important; they enliven the community and open new avenues of collaboration. The successes of the space, and the exhibitions held there, highlights the importance of seeking and maintaining these cooperative relationships.

This year we have partnered with the NSW Business Chamber to help our members' businesses by offering them a number of exciting benefits. With the membership of the Chippendale Creative Precinct these benefits are at no additional cost to our members. The NSW Business Chamber has already been a supporter of CCP through their sponsorship of BEAMS.

Our engaging website stands as a major port of call for the general public when they seek out information on Chippendale and the CCP. The website features information about all our initiatives, our vision and most importantly our Directory in which we promote our member's businesses.

We have maintained our driven social media presence thanks to the hard work and extraordinary dedication of the CCP interns. Our social media team works to make regular Facebook postings about our members' news, as well as being highly vocal across the platforms of Twitter and Instagram. Moving forward, CCP newsletters will continue to broadcast through condensed format as part of a monthly release and draw visitors back to the website. Our vision for 2015 is to offer paid advertising via this portal.

Our CCP internship program has seen over 20 interns work across the CCP, the Chippendale New World Art Prize and the BEAMS Arts Festival this year. This has enabled the CCP to fast forward at a dramatic speed achieving great results and attention for our precinct. In turn it offers young students from the surrounding universities valuable experience and curricular credits, enabling them to apply successfully for positions in some of our major arts & cultural institutions as well as the Vivid Festival to name but a few.

City of Sydney, as our partner remains highly valued and their ongoing support through the Village Partnership Grant of \$72,500 this year and the Cultural Grant for

BEAMS of \$20,000 means we can keep our vision firmly in our sights. We are currently working on a number of grant applications for 2015 and will be applying for grants via Australia Council, Destination NSW and Austrade.

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. We thank them for the generous \$30,000 sponsorship for BEAMS this year.

This year we also welcome new CCP member and executive board member Merryn Bourne CEO of Fish Tank Creative, a branding and communications agency. A most generous supporter of all things Chippo, she has offered an invaluable sponsorship to the CCP and will support the CCP's graphic and web design content for BEAMS as well as helping out in other supportive ways offering her marketing expertise to the board.

Julian Ward, Managing Director of We Are Social, who joined us as a Board member in December last year offered the CCP a comprehensive social media strategy for 2014 and ongoing. Our social media team has been following these guidelines and we are achieving greater social media attention across all CCP creative endeavours and supporting all CCP members via this platform.

And finally we secured a number of new sponsors for BEAMS 2014 and are continuing to develop these partnerships. We believe that the co branding of BEAMS alongside the Chippendale New World Art Prize will sustain existing relationships and encourage a significant corporate level of sponsorship for 2015. With the help and support of our board we hope to achieve greater financial outcomes in 2015.

2015 will see all our goals come to fruition.

Thank you.

Nicky Ginsberg  
President CCP  
BEAMS Festival Director