



**CHIPPENDALE
CREATIVE
PRECINCT!**

PRESIDENT'S REPORT – 2015 ANNUAL GENERAL MEETING

2015 has seen the Chippendale Creative Precinct move from strength to strength through a multitude of initiatives; creative ventures which continue to celebrate Chippendale as a rising arts, food and lifestyle destination.

Our vision was publicly rebranded to Destination Chippendale, now at the forefront of people's minds when they consider what lies in the creative heart of Sydney. As media interest continues to flock to this flourishing precinct, we recollect this year's success.

Directed by the theme of *Phenomena*, BEAMS Arts Festival garnered over 22,000 visitors - the greatest audience since its inception. The festival footprint expanded to include the newly refurbished Kensington Street, with a phenomenal outpouring of visitors and creative endeavours in every nook and cranny.

To foster an interactive BEAMS environment and effective social media campaign, the Chippendale Creative Precinct partnered with local enterprises in digital media. This included TapnLike, an interactive platform profiling artworks through QR codes, as well as OFA and doohfa, who facilitated the livestreaming of crowd-sourced Instagram coverage on *Digital Wall*, the digital billboard in Central Park Living Mall. This social media strategy was featured in publications across Asia, the US and the UK. Through the hashtag #beamsfestival, visitors could enter our Instagram competition, increasing our social media audiences and Chippendale's presence across the online community.

Attached is our media report showcasing the breadth of media achieved during this period and ongoing. This extended to Destination NSW's program, *Window On Australia*, in which BEAMS was aired to 55 million viewers across Indonesia in November. This year has witnessed Destination NSW acknowledge Chippendale as the arts mecca of Sydney, akin to New York's Chelsea. With this has come their unyielding support for all our ongoing endeavours to place Chippendale on the world map.

This international recognition reflects a fortified sense of community in Chippendale. BEAMS would not have flourished so successfully if not for the team's extraordinary vision and tenacity, 20 unpaid assistant curators and up to 100 volunteers. Our efforts were bolstered by support from loyal partners and sponsors, such as Frasers Property, Sekisui House, City of Sydney, Greycliff Realty, Kensington Street Holdings and a great deal more. The 350 creatives, sourced from the Sydney's creative community and most prestigious arts organisations, reveal a passion for the arts that brews in Sydney's downtown.

This year, we took up office in Kensington Contemporary, a dual exhibition space on Kensington Street, Chippendale. The two Federation-style terraces succeed NG Art Gallery's legacy of showcasing the best in contemporary art. Linked to Carlton Project Space, these galleries comprise the Gallery Trifecta, which has offered its spaces rent-free for three weeks. As we begin a new year, our gallery policy will request a contribution of \$500 from each artist to ensure that all outgoings are covered, in addition to the commission acquired from art sales to date. We aim to strengthen self-funding and financial longevity to consolidate CCP's standing as a viable organisation.

While NG Art Gallery still stood, the Chippendale New World Art Prize entered the third year of its decade-long run. From a generous \$100,000 donation from Dr Stanley Quek, the Prize continues to inspire the next generation of Australian artists, offering a three-month residency at the Ionian Centre for the Arts and Culture on the Greek island of Kefalonia. The judging panel included Museum of Contemporary Art (MCA) Director, Elizabeth Ann MacGregor OBE, art critic and broadcaster, Andrew Frost and the prize's benefactor, Greycliff Realty CEO, Dr Stanley Quek.

In 2016, the CCP will explore *Spirit*, the theme which mirrors Chippendale's ever-growing events calendar, particularly BEAMS and the Chippendale New World Art Prize. Our 2016 winner will enjoy residency at the Arte Studio Ginestrelle, in the hills near Assisi, Italy. By forging partnerships with international residencies, we cement Chippendale into the global arts context and offer local talent the opportunity to expand their horizons.

The revised Destination Chippendale Guide documents the twenty galleries now located within the precinct, accompanied by a lineup of Chippendale's best dining establishments. It stands as testament to the intimate hub that has expanded since the last edition.

Printed in full colour with an attached walking map, the guide is also available in digital copy with mass exposure across media outlets and all social media platforms. It has been distributed to multiple galleries, seventy international hotels, City of Sydney (CoS) information tourist booths, Destination NSW and all local bars, cafes and eateries. CoS continues to generously support the Guide, which has also been partially funded by Kensington Street Holdings, Frasers Property Australia and Kwik Kopy.

Our Explore Chippendale Free Gallery Walking Tours launched in March. Held on the first Saturday of each month, a group of pedestrians are led by myself and curator Susannah Smith, to traverse Chippendale's gallery scene in an afternoon, visiting four to five institutions. These tours have grown exponentially in attendance number and geographical span, doubling from the first tour of 2015 to our final tour on Saturday 5 December, which accumulated sixty attendees and a waitlist. In 2016, we will expand the tour program to include lunch, and a small fee will be charged.

This year, the CCP received over \$100,000 in cultural grants from City of Sydney, one of our most esteemed partners. The Village Business Partnership Grant of \$72,500 and BEAMS Grant of \$30,000 have allowed our

ambitions to come into fruition this year. A grant of \$10,000 for the Explore Chippendale Free Gallery Walking Tours fostered our promotion of Chippendale as an intimate gallery coterie.

We are currently applying for grants via Australia Council, City of Sydney and Destination NSW to support all current events and introduce new cultural offerings to our events calendar. The Historical Crawl will excite multiple audiences to Chippendale and engage talks from local architects and historians. Our Food Safaris will expose Chippendale's epicurean excellence with talks from esteemed local chefs.

The CCP internship program, under my direction, continues to provide a wealth of knowledge and experience not privy to students in educational institutions. CCP interns work across diverse projects, from curatorial and events management to copywriting and marketing. Whether for curricular credits or the value of experience, interns support all CCP events, provide administration, cost sourcing, research, design and planning in order to sustain the success of the CCP. Without the contribution of these interns, the CCP would not accomplish such sizeable achievements.

Our reach on social media spans five accounts on Facebook, Twitter and Instagram, managed by interns to circulate news of Chippendale and promote CCP members. Accelerating the frequency of posts before major and satellite events has led to a healthy growth in our audiences. By regulating posts to flesh out the CCP's online presence, as well as partnering with popular accounts, we will be able to market initiatives to a broader reach. Newsletters and e-invites are distributed monthly to a subscriber database of over 10,000.

CCP membership expanded in 2015, procuring more businesses and entrepreneurs in a thriving network from which we source revenue. Up to 55 members renewed their membership or joined for the first time this year, including major arts institutions and creative enterprises. An automated system to renew memberships will be activated beginning 2016. Revisions on the CCP website have clarified the advantages of membership, such as positive brand promotion and partnership with key stakeholders. The three networking events hosted this year encouraged cross-pollination between CCP members, in order to fully reap the benefits of membership. With impressive crowds each time, these events continue to create avenues for sponsorship and collaboration.

Media attention has surged since January. Increasing awareness of the CCP by national and international press has brought media famils from multiple Asian metropolises. As well as our national attention across Australia, CCP accomplishments have been covered online and in print across US, UK and Asian publications.

Yelp! and 2SER have been secured as partners for 2016, with whom we will conduct frequent cross-promotion. By website alone, Yelp! achieves a reach of one million and 2SER an audience upward of 260,000. Chippendale New World Art Prize will collaborate with Vivid Ideas over a three-day event in June to coincide with Vivid Festival.

We will build a new relationship with Sydney Writers Festival and once again, partner with Art Month.

We hope to secure extensive sponsorship from events organisations and new partners in return for association with our brand. Significant relationships have been built with people of influence expanding our networks both nationally and internationally. Our Destination Chippendale brand has gained greater recognition to leverage key sponsors ongoing across all our initiatives. Expressions of interest and conversations have already begun.

There is no visible peak for the CCP's skyward trajectory. We will continue to rise with new initiatives in 2016, and build Chippendale's presence on the world map of lifestyle destinations.

Thank you.

Nicky Ginsberg
President of the Chippendale Creative Precinct
BEAMS Festival Director