



PRESIDENT'S REPORT - 2016 ANNUAL GENERAL MEETING

2016 has seen the Chippendale Creative Precinct continue to grow its reach and impact through a multitude of initiatives, both new and continued. Creative ventures undertaken in 2016 have continued to celebrate Chippendale as a rising arts, food and lifestyle destination.

Following on from the 2015 public rebranding of Chippendale Creative Precinct to Destination Chippendale, the precinct, more than ever, resonates with visitors to Chippendale, as the creative heart of Sydney.

As media interest continues to increase exponentially, we recollect all of the past year's successes. We also take time to consider the future trajectory of the organisation in light of recent reductions to funding that threaten the incredible hard work that we perform.

BEAMS Arts Festival

We couldn't be more proud that the BEAMS Arts Festival has continued to grow considerably with each consecutive year. Directed by the theme *Spirit*, BEAMS Arts Festival 2016 garnered over 30,000 visitors to Chippendale - the greatest audience since the festival's inception 5 years ago. The festival footprint expanded its activation of Kensington Street even further, bridging the gap between Central Park and the creative business district of Chippendale. The 100 metre-long live graffiti wall that ran along O'Connor Street became a festival highlight for many.

To foster an interactive BEAMS environment and effective campaign through social media and digital advertising, the Chippendale Creative Precinct partnered with local enterprises and progressive leaders in digital out-of-home outdoor advertising.

OFA and doohfa collaborated with APN Outdoor to facilitate the projection of promotional imagery for BEAMS onto the City West Link digital billboard for two weeks prior to the festival, and with live social media engagement on the night. This project reached an estimated 282,000 cars throughout its duration. The media market value of the sponsorship provided by APN Outdoor to execute the two-week promotion of BEAMS on the digital billboard was \$60,000.

Social media engagement on the night was also live-streamed on the Digital Wall in the Central Park Living Mall. Through the hashtag #beamsfestival, visitors could enter our Instagram competition, further increasing our social media audience and Chippendale's presence across the online community.

It is important to note that the total sponsorship revenue from the BEAMS Arts Festival in 2016 was \$119,261, which exceeds the revenue raised through sponsorship of last year's event. This significant increase in revenue is attributed to our increased efforts to seek additional private sponsorship.

Please read our media report showcasing the breadth of media achieved during the period of BEAMS, and ongoing. This extended to international publications such as The Wall Street Journal (USA), The Peak Magazine (Singapore), Business Traveller (UK), China! Magazine (China), and The Financial Times (UK) to name a few. Increasing awareness of the CCP by national and international press has brought over 30 media famils from the Asia Pacific region and the United States throughout the year. Our in-house team work hard to increase international attention for Chippendale as a destination.

International media attention and recognition of Chippendale Creative Precinct's vision for Chippendale reflects the sense of community that was garnered through ongoing creative initiatives. BEAMS would not have flourished so successfully if not for the team's extraordinary vision and tenacity, 24 unpaid assistant curators and 75 volunteers. Our efforts were bolstered by support from loyal partners and sponsors, such as Frasers Property, Sekisui House, City of Sydney, APN Outdoor, Greycliff Realty, Kensington Street Holdings and a great deal more. All sponsors, partners and media partners of the event were granted membership to the CCP. The 500 creatives, sourced from the city's creative community and most prestigious arts organisations, reveal a passion for the arts that continues to flourish in Sydney's burgeoning downtown.

Kensington Contemporary

Operating out of the offices in Kensington Contemporary, generously gifted to us by Greycliff, Chippendale Creative Precinct has been able to productively thrive, in the very epicentre of Sydney's cultural heart. Showcasing more than 50 artists across 18 gallery exhibitions, Kensington Contemporary has represented immense variety of media and skills across the arts, from established and emerging artists alike. Holding monthly exhibition openings, and advertising of current gallery shows widely across a diverse range of online platforms, the gallery continued to expand the audiences drawn to the precinct.

Kensington Contemporary maintains its unique policy of rent-free exhibition, whereby requesting a contribution of \$500 from each artist, for a three-week period, to ensure that all outgoings are covered. In addition to this, the gallery attains the commission acquired from art sales to date. Revenue has exceeded \$20,000. We endeavour to ensure a model of self-funding and financial longevity to consolidate the CCP's standing as a viable organisation.

Chippendale New World Art Prize

The Chippendale New World Art Prize entered its fourth year of its decade-long run. From a generous donation of \$100,000 from Dr Stanley Quek, the Prize continues to inspire the next generation of Australian artists, offering a three-month 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 judging panel for 2016 included Wayne Tunnicliffe, Head of Australian Art at the Art Gallery of New South Wales; Pat Corrigan, the renowned art collector and arts philanthropist; Janet Lawrence, the internationally renowned Australian artist; and the Prize's benefactor, Chairman of Greencliff, Dr Stanley Quek.

In 2016, the Prize attracted exponentially more submissions than in previous years. This, in part, was helped by the reconsideration of submission date, to coincide with the university semester in order to attract more emerging artists, and the lowering of the submission fee. In factoring in the administration and installation costs for the Prize, and considering the reduction in artist fees, the CCP was not able to gain any revenue this year.

Destination Chippendale Guide

The fifth edition of the Destination Chippendale Guide documents the seventeen galleries located within the precinct, alongside a line-up of Chippendale's best retail and dining establishments. The Guide's ever-growing page count - now at 70 pages - is a testament to the continual growth of this intimate hub in the few short years that the CCP has been active.

The Guide is printed in full colour with an attached walking map, and is also available in digital copy, so as to maximise exposure across media outlets and all social media platforms. The Guide has been distributed to multiple galleries, sixty of Sydney's top tier hotels, City of Sydney tourist information booths, Destination NSW and local bars, eateries and cafes. City of Sydney continues to support the Guide, and we received generous sponsorship from Kwik Kopy to aid the Guide's expansion for this edition.

All advertisers in the Guide gained automatic membership to the CCP, and attained all benefits associated with membership. This year we offered increased opportunities for advertising in the Guide. Non-members paid \$800 for full-page advertisements, and \$500 for a half-page feature. In doing so, the CCP raised \$10,725 in revenue.

Explore Chippendale Program

Now in their second year, our Explore Chippendale Free Gallery Walking Tours attract larger attendances than before, with majority of the tours booking out and or have a wait list. Held on the first Saturday of every month, our attendees are led by curator Susannah Smith,

myself, and, more recently, some of our CCP Assistant Curators, to traverse Chippendale's gallery scene in an afternoon, visiting four or five exhibiting institutions. Our final tour for the calendar year attracted approximately 60 people; well over our anticipated 40. This year, we expanded the tour program to include a conversational lunch, each month at one of Kensington Street's diverse venues. A small fee is charged, for which attendees receive a banquet-style meal and complimentary wine from our sponsor, Paxton. The addition of these initiatives to our repertoire have ensured additional sources of revenue for the CCP for 2016.

This year, we expanded the Explore Chippendale program to two new ventures. The Historical Walking Tour was launched in July, which allows intimate groups of 25 pedestrians the chance to delve into the many layers that comprise the Chippendale we know today. We have engaged three inspiring tour guide historians, and academics in the field, whose insights never cease to amaze.

The Food and Wine Safari, our latest project, took off in November, and traversed the world's food bowls and vineyards at a handful of Kensington Street's institutions. We plan to re-launch this program in February 2017 on the back of resoundingly positive feedback, to continue to explore Chippendale's diverse and finessed food and wine culture. We were able to offer the tour at a launch price of \$40 per person. However, going forward with the Food Safaris in 2017, we will need to increase the tour fees in order to sustain the project long term.

At present, the CCP runs its tours off a model that emphasises low cost and a high volume of engagement. This model, however, is unsustainable in the light of the severe loss of funding from City of Sydney for 2017.

City of Sydney Grants and Funding

The Chippendale Creative Precinct is to receive severely diminished funds next year from the City of Sydney for both the Village Business Partnerships Grant, of \$32,500, and the BEAMS Arts Festival grant of \$25,000.

In 2016, the CCP received \$86,400 total grant funding from City of Sydney for BEAMS and its other initiatives throughout the calendar year. This was approximately a 20% cut from the funding granted to the CCP in 2015. The CCP will move into 2017 with yet 30% less funding than our already diminished grants received in 2016.

With the news of the CCP's severely reduced funding, we are wholly aware that we need to adopt an updated business model that considers other channels of bringing in revenue. The CCP will need to emphasise self-sustainability through self-funding more than ever, moving into 2017.

Our Treasurer, Tim Sligo, has contributed an enormous amount of time and effort to completing grant applications in the absence of a dedicated individual and the resources to do so.

Internship program

Under my guidance, the CCP internship program continues to provide a wealth of knowledge and experience that cannot be gained in educational institutions alone. Our Assistant Curators, of whom we have had approximately 130 over the years, work across a diverse range of projects, from curatorial and events management to copywriting, design and marketing. Whether for curricular credits or the value of experience, interns support all CCP events, provide administration, research, design and planning in order to sustain the success of the CCP. Without the contribution of these interns, the CCP would not come close to accomplishing the extent of our current achievements.

Social Media

Our social media reach spans five accounts on Facebook and Instagram, managed by my PA and General Arts Manager, to circulate news of Chippendale and promote CCP members.

Boosting the frequency of posts in the lead-up to major and satellite events has promoted the growth of our audiences and we have successfully more than doubled our BEAMS social media following this year. By regulating posts to ensure consistent online presence of the CCP, we have given the marketing of our initiatives broader reach. In 2016, the CCP has increased its net following on Facebook and Instagram by nearly 5,000 followers. Newsletters and e-invites are distributed monthly to a subscriber database of over 25,000. This is a phenomenal growth of 250% in a single year.

Membership and Partnerships

With much focus from interns, we were able to not only expand, but maintain, our membership base in 2016, procuring more businesses and entrepreneurs in a thriving network from which we source revenue. Up to 70 members renewed their membership or joined for the first time this year. Whilst we were not able to implement an automated system for membership renewal this year, this is set to be activated in 2017.

With incredible support from our intern team, we have finessed the benefits of membership to the CCP. We are now able to boast an even broader reach in terms of the press that the CCP and its membership body receives. We have put much effort into enhancing the visibility of members on our website directory, and featuring more detailed information about our individual and student members.

The Networking and Creative Connect Events that we hosted this year encouraged engagement across disciplines and industries, and bolstered our ethos of fostering strong links and future opportunities for partnership between our members. The events have been held in Kensington Street's exciting new spaces.

This year, the CCP has continued to nurture a multitude of critical partnerships with some of the leading universities and colleges in Sydney, including The University of Notre Dame Australia, University of Technology Sydney, UNSW Art & Design, Australian Film, Television and Radio School, and the Academy of Music and Performing Arts. These partnerships are crucial in securing solid channels of promotion of all of our endeavours, including artist and intern call-outs, and fostering industry links. The social media opportunities alone increase our audiences via their viral influence.

Other Events

Chippendale New World Art Prize collaborated with Vivid Ideas in 2016, and will continue this partnership in 2017. The CCP participated in the 2016 Art Month Program, and has plans to assist in the activation of Kensington Street for a block party to contribute to the 2017 program.

The CCP also activated The Old Rum Store, Kensington Street, for Fashion Week this year. For the plethora of CCP events, and those held in collaboration with Kensington Street, the CCP has been responsible for the administration and event management involved in the application process for temporary full road closure through the City of Sydney.

We hope to secure extensive sponsorship from events and organisations and to forge new partnerships in the coming year, 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 yet greater recognition to leverage key sponsors ongoing across all of our initiatives. Expressions of interest and conversations have already begun in anticipation of entering the new year.

Whilst we face some financial question marks at CCP, our creative vision is certainly not dulled, and we remain positive that without entrepreneurial spirit and our hardworking team, the CCP will continue to grow Chippendale's prominence on the international stage as a thriving arts and lifestyle destination.

Thank you.

Nicky Ginsberg
President of the Chippendale Creative Precinct
BEAMS Festival Director