



ARTPACE

DONOR REPORT

2022\2023



ACKNOWLEDGEMENT

ARTRAGE acknowledges the Traditional Custodians of the land on which we meet, exhibit, and perform, and the traditional owners of the Wadjuk Noongar boodjar upon which we work and play. We pay our respects to their Elders past and present. .

MESSAGE FROM THE INTERIM CEO

I wish all our supporters a warm welcome as we reflect on the first year of ARTRAGE philanthropy.

Our thanks go to Sharon Burgess, who resigned as ARTRAGE CEO earlier this year to return to Scotland. Sharon's time was integral to ARTRAGE'S growth and evolution, particularly during the unprecedented challenges COVID-19 posed upon the arts sector. We look forward to sharing with you the outcome of the CEO recruitment that is nearing conclusion.

ARTRAGE's achievements over the past year have cemented our success as a versatile arts organisation, with a deep connection to, and impact on, the state and local communities. With your generous support, we achieved significant milestones in our first year, including an engaging campaign drive and the successful launch of our first Free Range development. We also had FRINGE WORLD Festival returning to form, welcoming back international and interstate artists.

Philanthropy supports our core work, where each dollar of support enables \$27 of total activity, and it also supports new work. This year, the new work that we were able to deliver thanks to ARTRAGE philanthropy support was:

- The first participant of Free Range, OFF-Base Dance Company, completed the development of their production, titled Madre Muerte.

- Rooftop Roller Club.
- The Rocky Horror Show Interactive Spectacular.
- Rooftop Theatre, with a successful run of Bogan Literature.

Looking ahead, our philanthropic efforts will support the entirety of ARTRAGE's organisation, both existing and new events and activities. Our aim is to support initiatives that not only foster artist development, but also benefit the wider Western Australian audience. By staying true to ARTRAGE's core values, we will continue to surprise and delight audiences, ensuring success and lasting community impact.

You should be proud to have supported ARTRAGE at the start of this journey, helping us to produce and deliver experiences unlike anything else on offer in WA. Building upon the lessons learned during our first year, we eagerly anticipate delivering even more in the future. Our goal is to expand and diversify our income streams, thereby facilitating organisational growth and helping ARTRAGE realise its long-term goals.

This report is for you, to see the positive change you helped us to create within the WA arts sector. I hope it encourages you to continue to support our endeavours and inspires your imagination as to what we can achieve together in the future.

ANTHONY ROBINSON

ANTHONY ROBINSON
INTERIM CEO

INCOME AND IMPACT

ARTRAGE delivers experiences unlike anything else on offer in Western Australia. With the support of our donors, we can do more.

Every donation made to ARTRAGE, big or small, has a significant impact and helps ARTRAGE get one step closer to embedding the arts in the hearts and minds of all West Australians, making our state a better place to live and play!

\$1
EVERY DOLLAR CONTRIBUTES TO THIS ACTIVITY

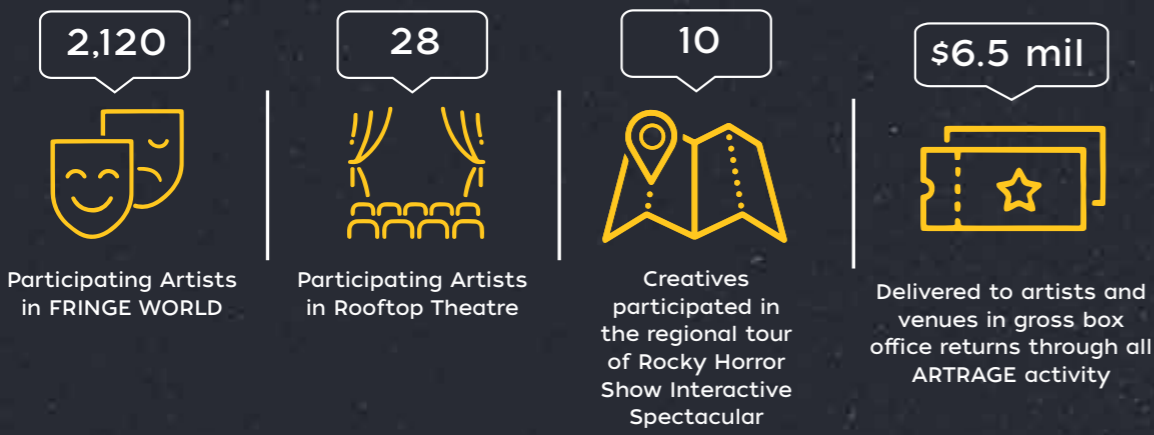
EXPONENTIAL IMPACT



ECONOMY



ARTISTS



AUDIENCES & COMMUNITY

600,000+
attendances across all ARTRAGE activity

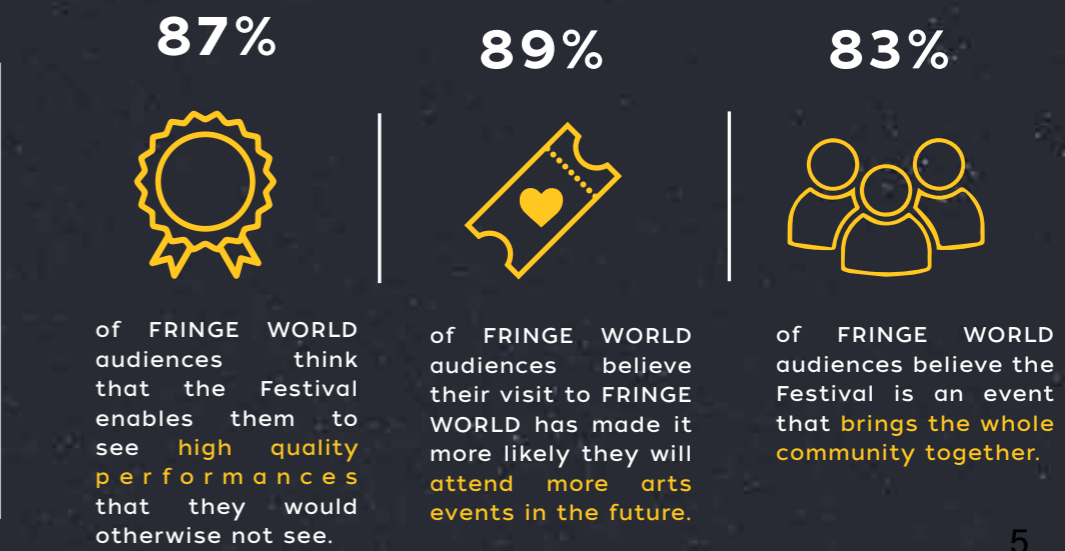




PHOTO OF - CLUB D'AMOUR AT FRINGE WORLD 2023.
PHOTO BY SEAN BREADSELL

ARTRAGE ACTIVITY 2022/23

Further information about ARTRAGE activity and impact will be revealed in the ARTRAGE Impact Report, available from artrage.com.au when released mid 2023.

ROOFTOP Roller Club

12 – 31 OCTOBER 2022

Rooftop Roller Club converted the roof of Roe street carpark into Perth's only Rooftop Roller Rink. Patrons could skate the night away, grab a bite to eat, and enjoy featured nightly entertainment, including live music, circus acts, and karaoke.

16

Nights

48

Skating
sessions

19

Local artists
engaged

10

Themed
sessions

THE ROCKY HORROR PICTURE SHOW IMMERSIVE SPECTACULAR

21 OCT - 3 DEC 2022

Our smash-hit immersive experience visited Perth and 12 regional WA venues. Audiences enjoyed tantalizing performances from our creatures of the night, whilst the original 1975 feature played alongside, in a live interpretation of the film. Audiences really got into the true Rocky Horror spirit and were encouraged to bring along their prop bag and dress-up for the occasion.

12

Regional
venue visits

12

Perth
shows

10

Touring
Creatives

\$118k

In total
Income

ROOFTOP MOVIES

4 NOV 2022 – 2 APR 2023

A unique social and entertainment experience, Rooftop Movies delivers a cinema experience for audiences on the rooftop of the Roe street City of Perth Carpark. Guests can relax in a beanbag chair, and enjoy a snack and a beverage while watching a movie against the backdrop of a summer sunset.

120

Film
events

\$619k+

in total
income

39%

of visitors also
attended a FRINGE
WORLD event this
year

99%

of audience surveyed
plan to attend
Rooftop Movies again
in the future

31.5k+

Attendance
at ticketed
events

FRINGE WORLD

20 JAN 2022 – 19 FEB 2023

Our massively popular annual festival held in Perth, which is annually enjoyed by hundreds of thousands of people. FRINGE WORLD offers the community an incredible array of entertainment; from comedy, music and musicals, circus and much more. The excitement and variety of this mainstay event brings the community together, and provides opportunities for thousands of artists locally, interstate, and internationally.

Artist Origin

51%

WA

28%

Interstate

21%

International

550

Events

2,522

Participating
artists

115

Venues

\$8.7+

Million
Spent at Box
Office

Presents BOGAN LITERATURE *'Pride & Prejudice'*

12 APR – 7 MAY 2023

Audiences were treated to a night of laughter and entertainment with a cast of talented locals serving up a contemporary Bogan take of Austen Classic Pride and Prejudice under the stars. Ticketing options for this open-air theatre immersive, ranged from group picnics to beanbag and seated. All of this was paired with delicious eats and treats to create an inclusive and unforgettable atmosphere for everyone to enjoy.

14

Events

\$112k

Spent at
Box Office

PHILANTHROPY RECAP & THE FUTURE

ARTRAGE is a trusted arts presenter, known for delivering entertainment unlike anything else on offer in Western Australia. Since 1983 we have presented numerous iconic arts events, including FRINGE WORLD, Outer Fringe, Rooftop Movies, Girls School Cinema, A Midnight Visit, The Bakery, and ARTRAGE Festival.

Philanthropic support will diversify our income streams and allow us to dream bigger, continuing to deliver ARTRAGE's traditional live events that offer something for everyone, and working towards our long-term goals including:

- More year-round activity produced by ARTRAGE Projects team.
- More regional touring.
- Increasing Indigenous content presented at FRINGE WORLD.
- Building pathways for engagement with more audiences, particularly CALD groups and groups that are financially disadvantaged.
- Building our capacity to deliver.

Our inaugural Annual Appeal campaign, ARTRAISE was launched from 17 August – 30 September 2022. The campaign was an important opportunity to talk to our audiences about how they can help support ARTRAGE, to talk to our stakeholders about Free Range, and to emphasise ARTRAGE as its own brand to flex into new opportunities.

Upon review, ARTRAISE and other elements created complication and confusion about how much we intended to raise, what for, and where these funds were going. We are re-framing future campaigns, with us working towards a big fundraiser in 2024 to coincide with celebrating ARTRAGE's 40th year of presenting works. By making the purposes and outcomes of our future campaigns clearer, we will strengthen the relationships we have with our supporters and re-establish the impact these donations will have on our events and communities.

In the first year of delivering ARTRAGE philanthropy, we mainly spoke about FREE RANGE, which was our newest program on offer. We've learnt that our donors want to hear about the full impact of their support, which is why moving forward we will let you know about all of the work we are doing, because ultimately every donation contributes to everything ARTRAGE does.



PHOTO - SUNDAY FUNDAY BY SOPHIE HIRT



PHOTO - THE PLEASURE GARDEN BY SOPHIE HIRT

For the coming 12 months, we will be rolling out some exciting events where we can host our donors and showcase the work we are doing to deliver more outcomes for audiences and artists. Moving into 2024/25 FY we will celebrate ARTRAGE's 40th birthday with multiple fundraising activities and events.

Our existing donors are our greatest asset to grow our philanthropy program. We hope you will join us on this journey, and we look forward to sharing with you ways that you can further support ARTRAGE,

FREE RANGE

ARTRAGE's newest development program, Free Range aims to support independent artists by developing their projects in a cultural landscape where opportunities for funding are scarce, and in doing so, encourage these artists to push the boundaries of medium, scale, and genre. Operating in two phases, Free Range first supports the creative development of new work, and secondly, supports the presentation of that work in new and unusual spaces throughout Western Australia. In this way, Free Range acts as a springboard for the creation of new and exciting performances and provides mentorship and development opportunities for local artists across the state.

The first participant of Free Range, OFF-Base Dance Company, completed the development of their production, titled Madre Muerte.

The feature length performance, led by choreographer Tyrone Earl Lraé Robinson, explores the idea of death as a motherly figure offering protection, healing, and guidance to the afterlife, as an inevitable part of life's journey.

The three-week development program for Madre Muerte included collaboration between the key artist and skilled professionals in Dramaturgy, Music Composition and Lighting Design to develop the piece into a well-rounded and considered work. In February, towards the end of the program, a segment of the performance was debuted for donors, production supporters and the ARTRAGE team to receive creative feedback.

Different mediums (of art) have different timelines...dance is a slower art form and there aren't many funding avenues in WA and Australia to make work. It's important for everyone, for audiences, for makers, for performers to do the project and just get better and better at what we do.

- Bernadette Lewis, Free Range Collaborator

As these kinds of avenues are rare both state-wide and nationally, this feedback proves this program fills a gap in the sector, providing professional development opportunities for new WA works.

At the conclusion of development, the ARTRAGE Projects team and OFF-Base reviewed the project's scope. Although it was determined that the final production was not suited to progress to public presentation with Free Range, Tyrone and the team at OFF-Base have our full confidence that with

the materials and connections provided through the program, and their passion for dance, they will realise Madre Muerte's full expansive vision in the future.

As ARTRAGE's review of this program revealed more emphasis was needed on public impact to match the output of creative development, we are reframing and reworking the purpose and delivery of the Free Range program. Watch this space as we review and redevelop this program.

MADRE MUERTE FROM OFF-BASE DANCE COMPANY



PHOTO - MADRE MUERTE BY EMMA FISHWICK



At the conclusion of development, the artist has completed choreography, stage direction, basic lighting design brief, production design brief, marketing materials and a new composition completed to accompany choreography



3

week development period



12

ARTRAGE HQ Staff engaged through development period



5

Arts Creatives contracted for Development; Composition, to accompany choreography



\$13K +

in wage payments for development period

THANK YOU TO OUR DONORS

Each donation helps ARTRAGE extend our positive impact to artists and the community. We express our gratitude to everyone who generously contributed towards us achieving \$40,000 in donations and \$60,000 in pledges.

We would like to give special recognition to the small list of elite individuals for their exceptionally impactful donations. These philanthropic pioneers will sit proudly forever on a pedestal of appreciation.

In addition to these donors, there were 119 donations of less than \$200.

Initiators

\$10,000 per year for three years

Our Initiator's Circle are taking the lead in supporting new West Australian work created and presented by ARTRAGE.

Through a three-year pledge, members of the Initiator's Circle are ensuring ARTRAGE has the support and commitment to flex into remarkable new opportunities and support more West Australian artists to shine.

Thank you to:

The Ungar Family
Foundation

Headliners

\$10,000+

Thank you to:

Hesperia

Hosts

\$1,000+

Thank you to:

Hesperia
Noel Whitehead
Phil Thick and Paula Rogers
Anonymous (1)

Chorus

\$500+

Thank you to:

Danielle
Nockolds

Crowd Warmers

\$200+

Thank you to:

Lindsay O'Sullivan

THANK YOU TO OUR PARTNERS

Without partnerships, ARTRAGE would not be able to deliver outstanding experiences to all Western Australians. These partnerships allow us to fulfil our purpose, engage with new audiences, and provide vital funding.

Our goal for partnerships is for both ARTRAGE and the partner to achieve their business goals through the support and delivery of ARTRAGE events, which ultimately enrich our community, and make Perth a more colourful place to live.

We acknowledge and thank these partners for their support of the organisation: Lotterywest, Woodside and the Department of Local Government, Sport and Cultural Industries.

FRINGE WORLD's Principal Supporter Lotterywest has been championing the Festival for over 10 years. Lotterywest's ongoing

commitment to the Festival has enabled us create opportunities for the whole community to celebrate culture and the arts, while helping to build an important platform for local artists to connect with each other and their West Australian audiences.

ARTRAGE has only been able to embark upon its philanthropy aspirations thanks to the support of Woodside. Their capacity-building support has been directed towards staffing, technology, planning, and donor servicing, to enable ARTRAGE to build and deliver its philanthropic program.

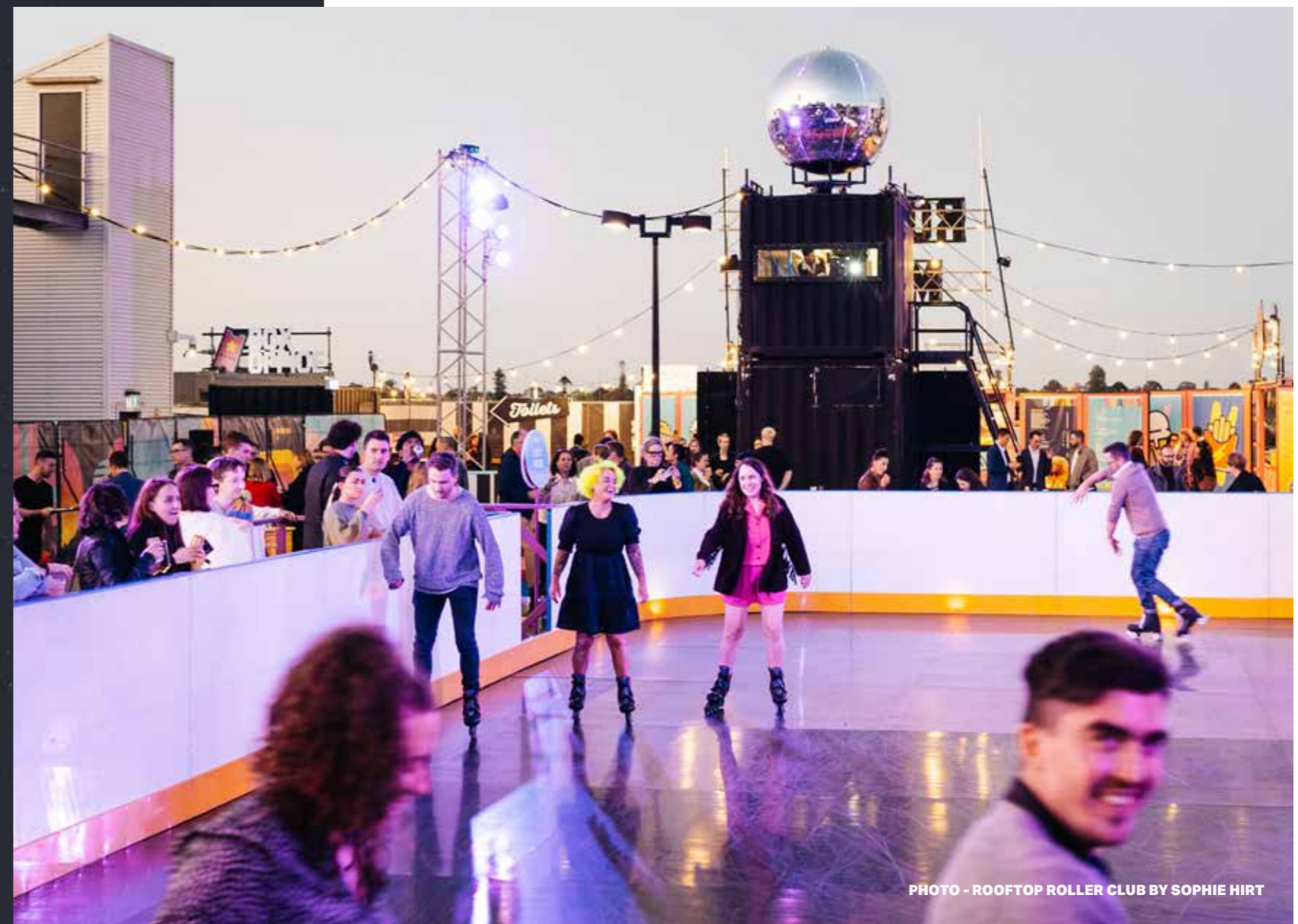


PHOTO - ROOFTOP ROLLER CLUB BY SOPHIE HIRT

COMMUNITY FEEDBACK

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QUOTES FROM OUR AUDIENCES AND ARTISTS

Free Range:

"It is a great opportunity for Mid-career artists to present larger scale work without all the hassles of applying for funding themselves, allowing them to solely focus on the art." - Tyrone Earl Lraé Robinson

"In a global context, through the medium of contemporary dance specifically, time is so crucial; you can't buy it. Different mediums (of art) have different timelines...dance is a slower art form and there aren't many funding avenues in WA and Australia to make work. It's important for everyone, for audiences, for makers, for performers, to be able to do the project and just get better and better at what we do." - Bernadette Lewis, Free Range Collaborator

FRINGE WORLD:

"Fringe World is probably one of the best things about Perth! It brings the city alive, brings culture back, excitement, dance, just life and I love having it around every year! The talent we have who could be people you pass on a daily basis is amazing! Love it and will continue going every year its on!"

"Events such as Fringe World are why I choose to live in the CBD. They add a vibrancy to our city that brings a sense of excitement and colour to our local community. I can't wait until next year to be a part of it all again."

Rooftop Movies:

"I love attending Rooftop movies and am always excited to see the new season start. It's a great atmosphere and a great relaxing night with friends or family, with easy food and drink and a relaxing vibe. Super date-night, too. Thanks!"

"I don't even really mind what movie I'm watching. I love taking my friends and family for the experience. It's so beautiful and as a uni student it is affordable! It's my favourite thing to do in Perth."



PHOTO - ROCKY HORROR PICTURE SHOW INTERACTIVE SPECTACULAR BY KAITLIN TINKER

Rooftop Roller Club:

"We loved our experience - the staff were friendly and there was a very inclusive atmosphere. I would (and have!) def recommend. I do wish the skate area was slightly longer, as we were circling rather quickly."

"Amazing to see something new and different tried in Perth"

Rocky Horror Picture Show Interactive Spectacular:

"The show was brilliant, I would love to see more shows like this in Kalgoorlie, inclusive and alternative shows with diverse casts. I loved it."

"It was absolutely amazing, I have never see a show like this. I'm a gay man in a small town in the wheatbelt so it was so good to have the whole community attend and enjoy it as well."

Bogan Literature:

"I loved Bogan Pride and Prejudice and it had me laughing and smiling the whole way through. I can't wait to go to another production."

"Had a great time, the performance and atmosphere were super fun in a unique location. Nice food (burgers and chips), along with good drinks and snack variety on offer. We had a fab night."





"It's important for everyone, for audiences, for makers, for performers, to be able to do the project and just get better and better at what we do."

– Bernadette Lewis, Free Range Collaborator