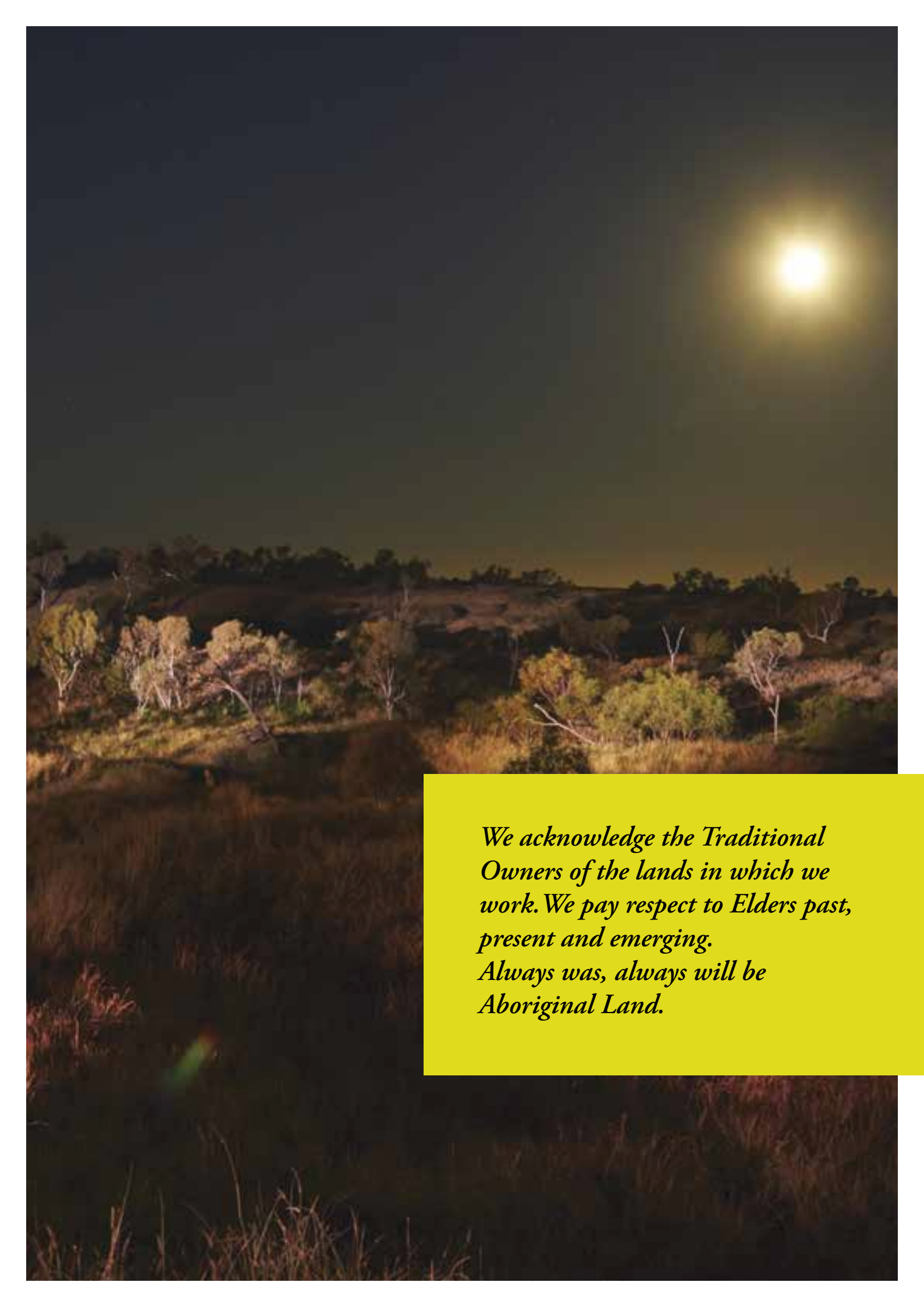


# BIG *h*ART

ANNUAL  
REPORT  
2017-2018

We **make** art.  
We **build** community.  
We **drive** change.



*We acknowledge the Traditional  
Owners of the lands in which we  
work. We pay respect to Elders past,  
present and emerging.  
Always was, always will be  
Aboriginal Land.*

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*"Big hART has  
established itself as  
Australia's leading  
arts for social change  
organisation."*

LIMELIGHT MAGAZINE

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# From the Chair

It has been an important year for Big hART in so many ways, celebrating 25 years of practice, having a presence in all states of Australia and working with over 523 participants. Along the way Big hART produced 283 events and won a number of high profile awards, no small feat for a small not-for-profit with 14 full-time employees.

This year Big hART's projects have focused on driving change around family violence prevention, disadvantage and Indigenous intellectual property rights, with the aim to build stronger communities, inclusion, social harmony, and access for all. Key to our work is the warm and supportive partnerships with our communities and I would like to take this opportunity to thank all members of our communities for your generosity and support, particularly in Roebourne

(Ieramugadu), NW Tasmania, Hermannsburg (Ntaria), Cooma, Canberra and Melbourne. Big hART has worked with young Indigenous people, Aboriginal elders, young women, skateboarders, outsider artists, youth and refugees and collaborated with acclaimed artists, designers, filmmakers, musicians and performers. All of these contributors have given their expertise and their stories, to expose injustice through powerful campaigns.

It was the year Big hART's 8 year initiative 'Namatjira Project' with Albert Namatjira's family and community in Hermannsburg came to a close, culminating in the incredible historic resolution which made international headlines, with Albert Namatjira's copyright handed back to his family. It was also the year which Big hART won the Telstra Tasmanian Business of the

Year and Charity of the Year and Scott Rankin, Big hART's CEO and Creative Director, was named the 2018 Tasmanian Australian of the Year.

I would like to take this opportunity on behalf of the Big hART Board to thank all the staff for their tireless dedication, passion and integrity, often working above and beyond their role to ensure projects are innovative and successful, and backed with strong methodology and cultural safety. I also extend my warm thanks to the board for their governance, support and generous time they give the organisation voluntarily. I thank our funders, sponsors, donors and supporters who make our work possible, and support us to build a sustainable future.

**JOHN CULLEY**  
CHAIR  
BIG hART

# From the CEO



The past year has been remarkable for its achievements, and Big hART has seen strong returns from the strategic changes put in place over the last few years. We have continued to reshape and refine our structure and delivery, and this has seen Big hART establishing three new pillars of impact under which all our work must fall - community safety, digital justice and Aboriginal advancement.

A continued focus on the internal company culture in our 25th year has seen a deliberate, year-long contraction in the size of the company, so as to facilitate an increase in the precision of our focus. This has coincided with the conclusion of Big hART's work with a fundraising strategist - with new systems in place, and coaching across the company and board. This result has seen us expand our reach into government, philanthropic and sponsorship sectors, providing a stronger base to tackle the many urgent issues in the communities we work in, with

more sustainability.

The month of May saw the conclusion of Big hART's 25th year celebrations and the end of a process of redesign, shifting the company brand and position across sectors. This has seen the publishing and distribution of a collection of project portraits and essays capturing the companies work over the last 25 years and a celebration hosted by MONA in their beautiful Faro restaurant.

The profile of the awards Big hART has garnered in this financial year has shifted the profile of the organisation, and created many opportunities for advocacy regarding disadvantage and public speaking engagements.

Looking ahead, the increased profile, stewarding of opportunities and dedication from staff has paid off in the form of substantial large scale projects coming online in 2019 and beyond. This includes SKATE coming to Barangaroo in a six month activation; the Telstra Foundation's Tech4Good

support for NEO-Learning, a new Indigenous Education platform created by the young people of Roebourne which will take NEOMAD into schools across the country; and the increase in the scale and scope of Project O led by National Director Genevieve Dugard, with a new digital component focus which will see young women armed with tech skills alongside a creative mindset, building Australia's future young female leaders.

There have been so many highlights of the year, such as Project O's Colourathon at the National Gallery of Australia in Canberra, the successful proof of concept for SKATE, the final restoration of justice to the Namatjira family and the creation of the John Pat Peace Place in Roebourne. All of this year's achievements are the result of the dedication and effort of staff, and the continued stewardship of the board, all of whom have my deepest thanks.

**SCOTT RANKIN**  
CEO & CREATIVE DIRECTOR  
BIG hART



523

PARTICIPANTS



## BIG *h*ART

2017-2018  
Celebrating  
**25 years**  
of work



15,306

AUDIENCE



283

EVENTS



All

STATES &  
TERRITORIES



BIG *h*ART

25 YEARS

PROJECTS. PLACES. PEOPLE.



7

INTERNATIONAL  
SCREENINGS & CONFERENCES

# 16,000

SOCIAL MEDIA  
FOLLOWERS



# 629

WORKSHOPS



# 5,500

E-NEWS  
SUBSCRIBERS



# 7

INDIGENOUS  
TRAINEES



# 313

MEDIA STORIES



# 5

REGIONAL  
AND REMOTE  
COMMUNITIES





# About Big hART

**Big hART is Australia's leading arts campaigning organisation, telling Australia's most invisible stories.** Founded in North West Tasmania 25 years ago, Big hART has now worked with over 50 communities in regional, remote and urban Australia to great acclaim winning 45 awards from a Telstra Business Award to an Institute of Criminology, World Health, Myer and AFI awards. We make art, build community and drive change, exposing injustice through powerful campaigns.

## BIG hART'S WORK

**It's harder to hurt someone if you know their story.**

Big hART's work exists to restore justice and disadvantage through innovative transformational projects, and is led by co-founder and CEO Scott Rankin, the 2018 Tasmanian of the Year.

Big hART uses film, theatre, documentary, events, music, podcasts, apps, digital media, augmented and virtual reality to tell powerful stories which ensure that the voice of the powerless influences decision makers.

No issue is too hard. Big hART's projects have driven change in homelessness, addiction, slavery at sea, domestic violence, inequality and intergenerational injustice faced by Indigenous Australians.

Big hART supports Indigenous communities to help change their story. We enable young women to be change-makers in family violence hotspots and work with isolated communities and prisons, delivering exceptional community driven solutions which are proven, evidence based and innovative.



*"Big hART has shown us opportunities that leadership and courage are important. This has helped us grow and work out our futures."*

MAX COPPIN,

BIG hART ALUMNI & MENTOR







# Big hART **tackles disadvantage** through:

## **INDIVIDUALS**

Providing individuals with tailored pathways out of disadvantage which brings about changed behaviour and personal growth.

## **COMMUNITIES**

Working with communities to develop local solutions which drive cultural shifts, change community attitudes and build new community narratives.

## **GOVERNMENT**

Sharing successful initiatives and evidence with government which helps bring about long-term change through better policy.

## **AUDIENCE AND STUDENTS**

Big hART's audiences receive a deep understanding of the issues and we share our knowledge with students and peers to help achieve positive new community narratives.

# BIG hART

## 2017-2018 Timeline

### 2017

#### JUL

- Big hART wins Telstra Tasmanian Charity of the Year & Telstra Tasmanian Business of the Year Award
- Canberra Project O commences
- This is not a Speech Night performances, Wynyard High

#### AUG

- Namatjira Project World Premiere, Melbourne
- Salam Tasmania Project, Launceston
- Wynyard Winter Fest

#### SEP

- John Pat Peace Place Opening, Roebourne
- Cooma Project O young women meet Premier
- Cape Grim Project, Smithton

#### OCT

- Copyright handed back to Namatjira family
- Tunes in the Tulips, Table Cape
- Big hART 25th Volumes published
- SKATE Showing, Melbourne

#### NOV

- Colourathon, National Gallery of Australia, Canberra
- Scott Rankin named 2018 Tasmanian Australian of the Year

#### DEC

- Project O in Cooma & Canberra concludes
- Big hART named as Finalist, Human Rights Award

### 2018

#### JAN

- Barangaroo Creative Development, Sydney

#### FEB

- WMYAC steps forward with major cornerstone funding for Roebourne
- Social media 25 years series begins
- Roebourne workshop & music program commences
- TAS State Govt & Telstra Confirm to back Project O in NW TAS for 3 years

#### MAR

- Roebourne E-news begins

#### MAY

- Mona 25th Celebration, Hobart

#### JUN

- Outsider Art Exhibition with James Perry, Wynyard



# Our Projects

*“(Big hART) is a very important partner with government. An organisation very well known to many Tasmanians but also familiar to the World Health Organisation, the Human Rights Organisation and the Institute of Criminology as a multi award-winning organisation.”*

THE HON. WILL HODGMAN MP,  
PREMIER OF TASMANIA



## PROJECT O

Project O is a primary prevention project where young rural women develop new confidence and skills, and learn to advocate for change in communities affected by family violence. It invests in young rural women as change-makers, through grassroots workshops and public events and is guided by female mentors. The initiative builds confidence, resilience, advocacy and

agency, removing the barriers arising from family violence and delivering generational change in communities.

A key strand of the initiative this financial year was the 20+20 Project, which supported young rural people to make the workplaces of the future, providing real life work experience in the creative industries. The project assisted young people to define their

aspirations, match these with skills, develop the habits of work, and explore unusual employment pathways.

This allowed young people to expand their horizons, and move beyond negative generational expectations.

In the 2017-2018 year, Project O operated in Wynyard Tasmania, Canberra, Cooma NSW and Roebourne WA.



*"This is an amazing project. I wish there could be a Project O in every single community across Australia and the world. This is the kind of model that works."*

ROSIE BATTY



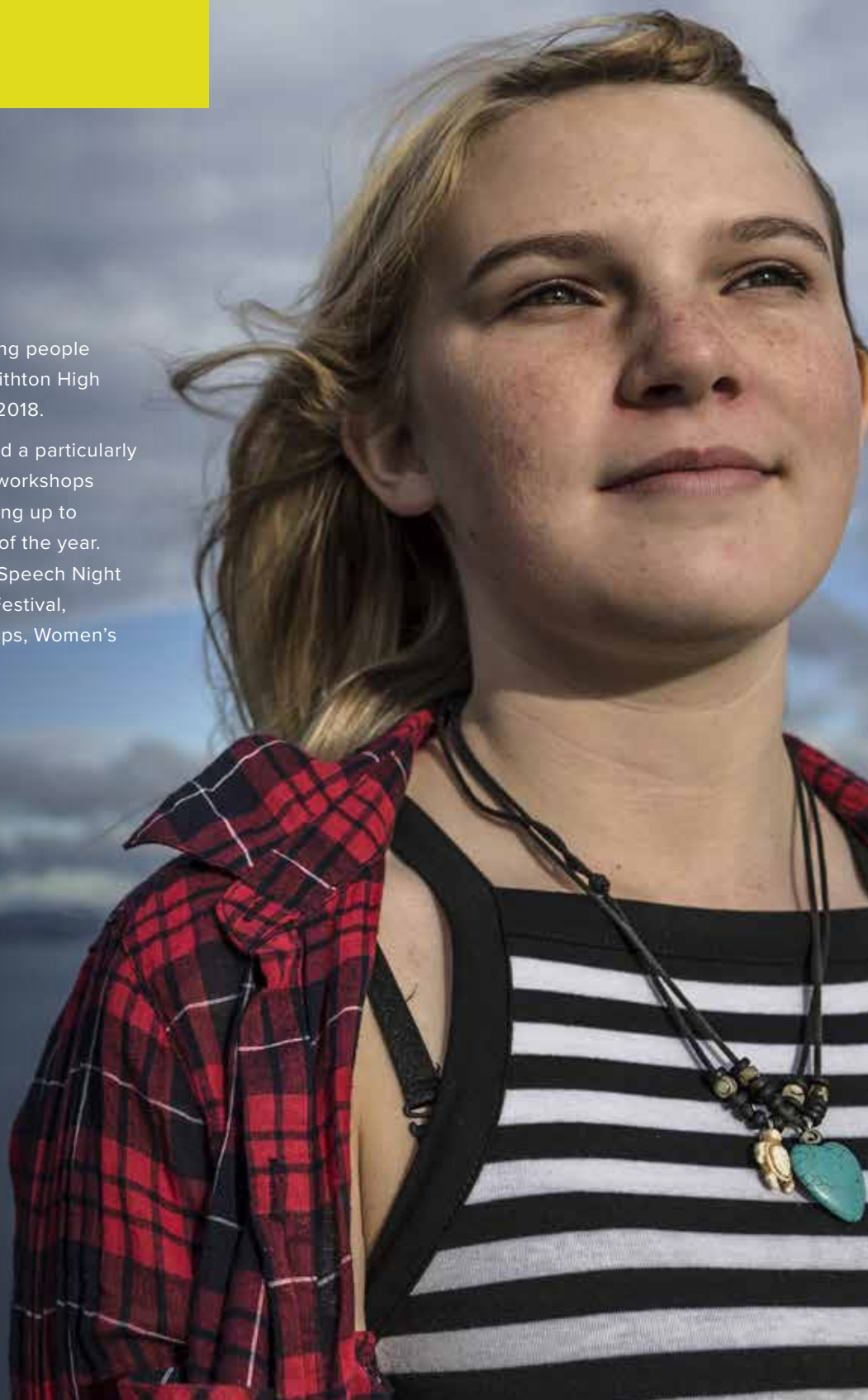
*"A group of young women  
from Wynyard are making  
a difference to their  
community."*

BURNIE ADVOCATE

## North West Tasmania

In North West Tasmania, 230 young people aged 14-16 from Wynyard and Smithton High participated in Project O in 2017-2018.

In Tasmania the young women had a particularly busy year with many events and workshops in the last 6 months of 2017, leading up to the cohort graduating at the end of the year. Highlights included This is Not a Speech Night production, the Wynyard Winter Festival, Salam Tasmania, Tunes in the Tulips, Women's Business and Colourathon.



## CASE STUDY:

### North West Tasmania

On commencement of Project O in NW TAS 2017, 52.2% of the young female cohort had experienced or witnessed family violence, 77% experienced generational poverty and 27% reported substance abuse issues in the family. In addition, 17% of young people reported mental health issues, 34% truancy issues and there was a 76.7% deficit in soft skills.

By the end of 2017, participants in the Year 9 cohort reported an increase in agency of 53.8%, their confidence by 29.4% and their resilience by 14%. The high schools reported that truancy issues for the core participant groups dropped from 34% (on enrolment) to 17% by the end of 2017. All of the Year 10 cohort enrolled in Year 11 for 2018. Given the structural barriers faced by many of the young women this reflects great success of the program.

The core objectives of the program are developing agency, advocacy, confidence, resilience and thereby social and emotional wellbeing in young women, through the delivery of workshops, mentoring and events. Through the presenting and producing of events young women learn skills in leadership, public speaking, media liaison, conflict resolution, marketing, digital media, social media, event production and entrepreneurialism.

This year the Project O young women met the Tasmanian Premier and Cabinet, Commissioner for Children and Young People and Governor, represented their region at the Tasmanian Youth Conference, participated in 14 events. In the media, they were featured on ABC Radio National Life Matters, ABC Canberra, ABC Sydney and in Frankie Magazine.

The initiative also engaged with young women from the Launceston refugee community in the project Salam Tasmania, which brought young women from migrant and refugee backgrounds together with young women from the North West in 2 key projects which fostered respect, confidence, cross-cultural awareness and pride.

Project O's work has also impacted on the wider community. In 2017 there was over 2789 community members attending events in Tasmania that Project O ran, 95 media stories captured nationally and a national social media campaign which reached thousands of Australians.



**53.8% increase  
in personal agency.**

**29.4% increase  
in confidence.**

**14% increase  
in resilience.**



*"Project O empowers young women to speak up, take action, and make a change in the community and develop a whole range of new skills along the way."*

THE MONARO POST

## Cooma

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The final year of Project O Cooma focused on a core committed group of 17 young women in grades 7 to 9 from Monaro High School. The project extended its network of partnerships, with supporters including the Cooma Youth Hub, the Southern Regional Business Enterprise Centre, Mission Australia, the YMCA Cooma, Cooma Little Theatre, the Snowy Monaro Regional Council, the Monaro Domestic Violence Committee, and Rotary Cooma. Successful local business Birdsnest partnered with Project O to pilot the 'Colourathon for Corporates' Kit launch and also mentored young women weekly in business skills, entrepreneurship and innovation in Term 2 of 2017.

Highlights of the 2017-2018 year include meeting with the NSW Premier Gladys Berejiklian at Parliament House Sydney, presenting at White Ribbon business breakfast, meeting with local Federal MP Mike Kelly, volunteering at the Australian Busking Championships and with the Monaro Committee for Cancer Research for charity screening and featuring on ABC ME "Girls Can Change the World" Series. The last module of the program was particularly focused on readying the young women for producing and presenting Colourathon.





*"I've learnt heaps by being involved in Project O and we've shown people that domestic violence just isn't okay."*

TAYLAH BROOKS, PROJECT O PARTICIPANT,  
CANBERRA TIMES

## Canberra

A capsule program of Project O ran in Canberra in the final six months of 2017. In Canberra the initiative was supported by a key partnership with the Canberra Theatre Centre (CTC) and Campbell High School with the engagement of Canberra based Producer Pip Buining to lead the project, supported by Indigenous associate Tania Keed. Up to 15 participants from Campbell High School attended weekly workshops at CTC, learning a range of new capabilities with a focus on theatrical production skills. Visiting artists coming through CTC, as well as local Canberra artists and CTC staff, mentored the young women in areas such as technical production, lighting design, sound design and operation, public speaking, media and publicity. Participants also benefited from a partnership with the Gorman Arts Centre, in

which Indigenous resident visual artist Elisa Carmichael created exceptional artistic content for Colourathon with the young women.

Highlights of the Canberra capsule included meeting with ACT Arts Minister and ACT Minister for Women, assisting with stage management at CTC for the Fearless Comedy Gala, meeting with the ACT Commissioner for Children and Young People, and presenting Project O at Creative Capital: Drama Australia Symposium 2017 at CTC.

The Canberra program culminated in a public outcome and application of these skills at Colourathon at the National Gallery of Australia.

*The Project O program in Roebourne will be covered in the New Roebourne chapter.*



# COLOURATHON

Colourathon was a 12 hour art marathon held on 30th November 2017, produced and presented by 42 young women from Project O nationally, to raise awareness and funds for children affected by family violence. Launched by Rosie Batty, Colourathon was held at the National Gallery of Australia in Canberra, with smaller satellite events also occurring in the regions Project O works.

The Project O young women aged 12-16, from both Indigenous and non-Indigenous backgrounds, travelled from Wynyard Tasmania, Roebourne WA, Cooma NSW and Canberra to produce and present the event.

Colourathon was supported by a national crowdfunding campaign driven by the young women, which raised \$40,000 for children affected by family violence. 1000 people supported Colourathon, with staff teams and individuals from the corporate, government and not-for-profit sector all 'colouring for change' on the

day. Supporters who attended Colourathon at the NGA include the Telstra team, the Canberra Raiders football team, the National Library of Australia, the National Folk Festival, ACT Police, ACT Ambulance, ACT Fire & Rescue, Fortescue Metals, the National Gallery of Australia and many others. Leading female artists engaged with the project, delivering workshops with young people in each region, and the event showcased outstanding female visual artists and musicians.

In the lead up to the event the Project O young women developed agency and advocacy by skilling up in public speaking, marketing, campaign management, social media activation, media liaison, photography, filmmaking, event management and more.

Colourathon was led by Project O National Director Genevieve Dugard alongside a team of Project O producers, stage managers, mentors and staff of Big hART.



*"We here at Frankie are proud to be sponsoring Colourathon, a world-first initiative raising awareness and funds for family violence prevention."*

FRANKIE MAGAZINE

# NAMATJIRA PROJECT

Big hART was invited into the Hermannsburg community by the Namatjira family 9 years ago to help bring about change and renewal. At the end of 2017 the Namatjira Project finished on an incredible high, with the objective of Big hART's campaign being won, copyright to Albert Namatjira's paintings was handed back to the family.

Highlights of Big hART's work with the community over the 8 years include producing the internationally acclaimed theatre show Namatjira which toured nationally and to the UK to an audience of 50,000, and went on to

win 4 awards including a Helpmann Award, Sydney Theatre Award and Arts Hub Award. Big hART also facilitated for the Namatjira family a private meeting with the Queen at Buckingham Palace and presented over 23 contemporary watercolour exhibitions, produced a CD, webcasts, and an iPad painting app, 28 conference presentations in Australia and overseas, and delivered over 1700 workshops, working with 995 Indigenous community participants. In March 2017 Big hART and the Namatjira family together established the independent Namatjira Legacy Trust which was launched at the National Museum of Australia.

Part of a painting by Edwin Pareroutja

*"A whole new landscape opens up for Namatjira."*

THE AUSTRALIAN





*"Bold and unconventional ...the ignition source that lights a fire of discussion around...what his life and death have to say about the fraught relationship between white and Indigenous Australia."*

FILMINK

Big hART's documentary with the Namatjira family Namatjira Project, directed by Sera Davies, produced by Sophia Marinos, starring Trevor Jamieson, and distributed by Umbrella Entertainment, had its world premiere at Melbourne International Film Festival in August 2017, touring to cinemas and film festivals around the country. It was at the end of the cinema screenings, with increased media and public pressure building throughout 2017, that the copyright was finally restored to the Namatjiras, with the assistance of law firm Arnold Bloch Leibler and Dick Smith working alongside Big hART and the family. Copyright now belongs with the Namatjira family and is overseen by the Namatjira Legacy Trust.

Big hART's campaign for justice for the Namatjira family was supported by many institutions, art galleries, partners and funders in Australia and

overseas, and without their support, the outcome today would not have been possible. The role of the media to create social impact was also key, with 200 stories captured in the 2017 year, and media outlets like the Australian and the ABC giving unprecedented support.

In 2018 Namatjira Project continued to screen around the country and overseas — showing in Paris, New York, Tahiti and London and playing inflight on Qantas. The film had 210 screenings in total, to an audience of over 6508. The film was acquired by ABC TV and went on to screen in July 2018 playing to an audience of 232,038 with 6652 plays on ABC iview. Australian Teachers of Media (ATOM) worked with Big hART to develop a study guide which accompanies the film for teachers and students.

Sadly, senior Namatjira artist, cultural leader and Executive Producer of the film Kumantjai L Namatjira, passed away just days after the copyright decision in October 2017, a battle which she had fought alongside us for so many years. A year later in 2018, Kumantjai K Namatjira, accomplished artist and one of the key drivers of the copyright campaign passed away. Big hART would like to pay our deep respects to these incredible artists and campaigners and to their families.

The Namatjira Legacy Trust continues to work to build a sustainable future for the Hermannsburg (Ntaria) community and carry on the Namatjira legacy

## NEW ROEBOURNE

Big hART was invited by Elders to work in the Roebourne community in 2010. With the guidance of elders and alongside the community, Big hART's focus is to build on what is strong, develop skills and capacity and drive long-term change. Big hART works with the community to build safety and resilience, raise awareness of hidden issues and create community projects which support healing, pride and resilience.

The remarkable culture and richness of the Roebourne community has seen community members perform and tour with the nationally acclaimed theatre production Hipbone Sticking

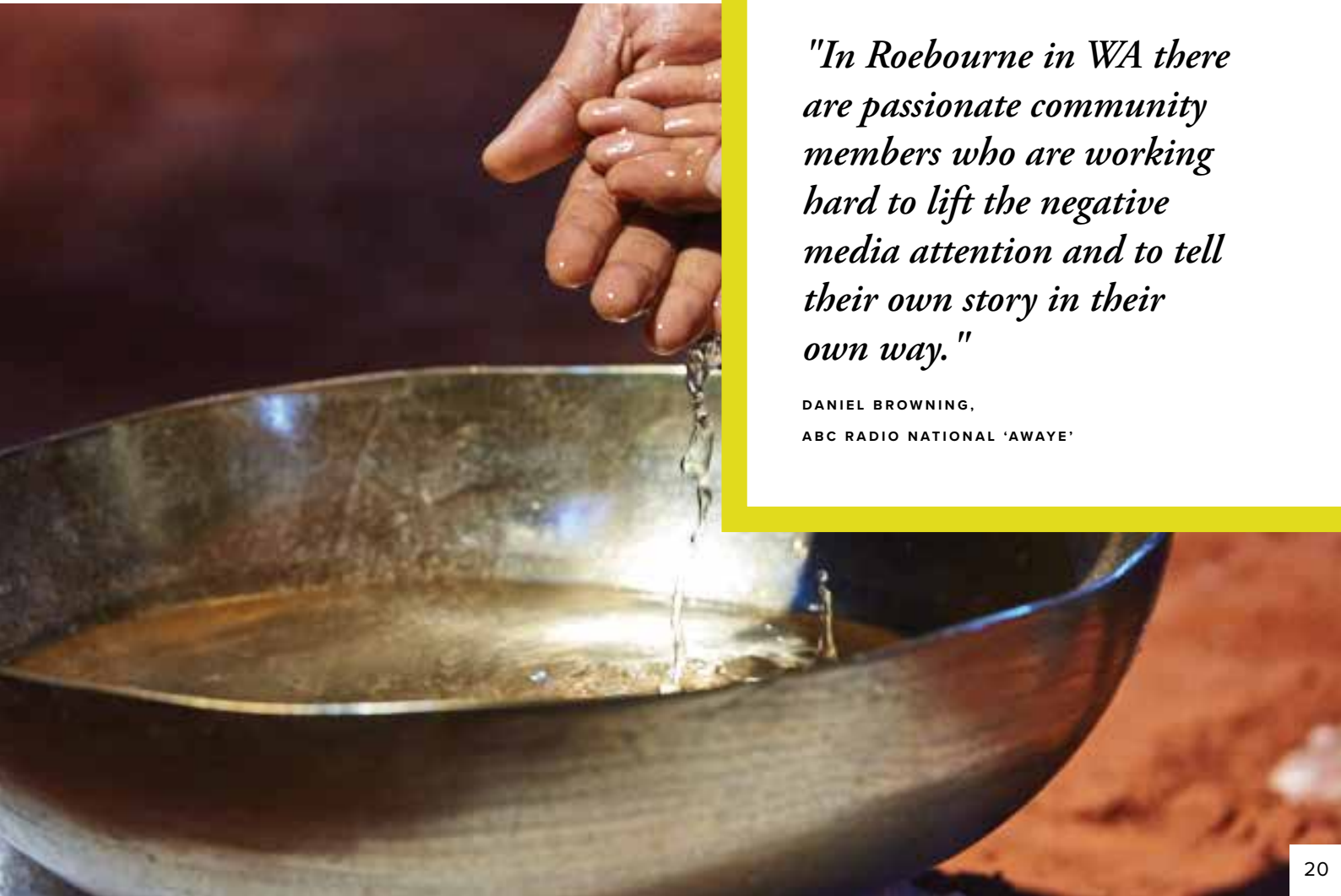
Out, create the award-winning interactive comic NEOMAD, produce health film initiatives, virtual reality projects, award-winning apps, podcasts, films and develop the new Tjaabi - Flood Country production.

Working with all language groups, Big hART's work is practical, non-welfare and task-focused and aims to strengthen skills in the community. Big hART keeps young people safe and returns them to education, building engagement, and fostering pride and respect.

The 2017-2018 program in Roebourne has been particularly centred on

the young bright future of Roebourne - delivering impact by mentoring young women to be change-makers in their community, supporting strong culture and heritage by inspiring and engaging young men and women in cultural activities, reconnecting groups across generations and empowering Roebourne's young people with new digital literacies to self-entrepreneur and build pathways back to education.

The New Roebourne program from 2017-2018 has had 85 participants, delivered 135 workshops, and produced 25 events to an audience of 630 people.



*"In Roebourne in WA there are passionate community members who are working hard to lift the negative media attention and to tell their own story in their own way."*

DANIEL BROWNING,  
ABC RADIO NATIONAL 'AWAYE'





*"The whole of the Big hART project has been so inspiring. Kids are clever and if the right people come they encourage and strengthen their behaviour... Thank you to Big hART for all you have done for our community."*

ALLERY SANDY, CULTURAL ADVISOR  
& BOARD DIRECTOR  
WIRLU-MURRA YINDJIBARNDI ABORIGINAL  
CORPORATION

## Workshop program

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The workshop program at the Ngarluma Yindjibarndi Foundation's Ngurin Cultural Centre is intergenerational and delivered in two streams for young women and young men. Responsive to community aspirations for a 'new' Roebourne, the program involves community members from all generations and language groups. The youth workshop program aims to build confidence, agency and leadership. The program this financial year was diverse and supported the interests of young people, focusing on radio producing, production management, public speaking, dance, cooking, radio producing, songwriting, recording, music, performance, virtual reality, film, design, media training, culture and inter-generational projects and more. Outcomes included 23 opportunities for young people to present and lead in public events and presentations and evidence of an increase in confidence, leadership and public speaking.



*"Mentoring kids in Big hART workshops is awesome. Seeing these younger girls grow and step up, and being with them during their journey makes me see a positive future for them."*

ALISON LOCKYER, MENTOR BIG hART

## A training hub

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The Ngurin Pilbara Aboriginal Centre is a place of intercultural and intergenerational exchange in the heart of Roebourne. Big hART's ongoing residency at the Cultural Centre also offers training and mentoring to foster local skills and employment in cultural tourism, arts, event management and other industries. 7 Indigenous trainees were supported at the training hub throughout the year.

In addition to training opportunities for adults, workshops also involve peer mentoring. This opportunity has developed through 8 years of work in Roebourne - there are now strong young adults inviting a new generation into Big hART's workshops and passing on their skills. The intergenerational structure of programs enables older participants to mentor, coach, support and nurture skills of younger participants. 8 youth mentors, ranging in age from 15-21, have been engaged during the 2017-2018 year.

# John Pat Peace Place

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The Peace Place came about as an exchange with the Pat family after they shared their son John's story in Big hART's theatre piece *Hipbone Sticking Out*.

The process of designing and building the John Pat Peace Place was guided by John's mother and his sister, in conversation with members of the Pat family and facilitated by Big hART. It celebrates the memory of young Yindjibarndi man John Pat. In 1983, aged 16, John died in a police cell in Roebourne, his death sparking the 1987 Royal Commission into Aboriginal Deaths in Custody. Accommodated by the Ngarluma Yindjibarndi Foundation in the grounds of the Ngurin Cultural Centre overlooking the river, the Peace Place aims to be a serene and reflective setting for healing

where family and community can gather in peace, sit by a fire and participate in the ongoing cultural life of Roebourne.

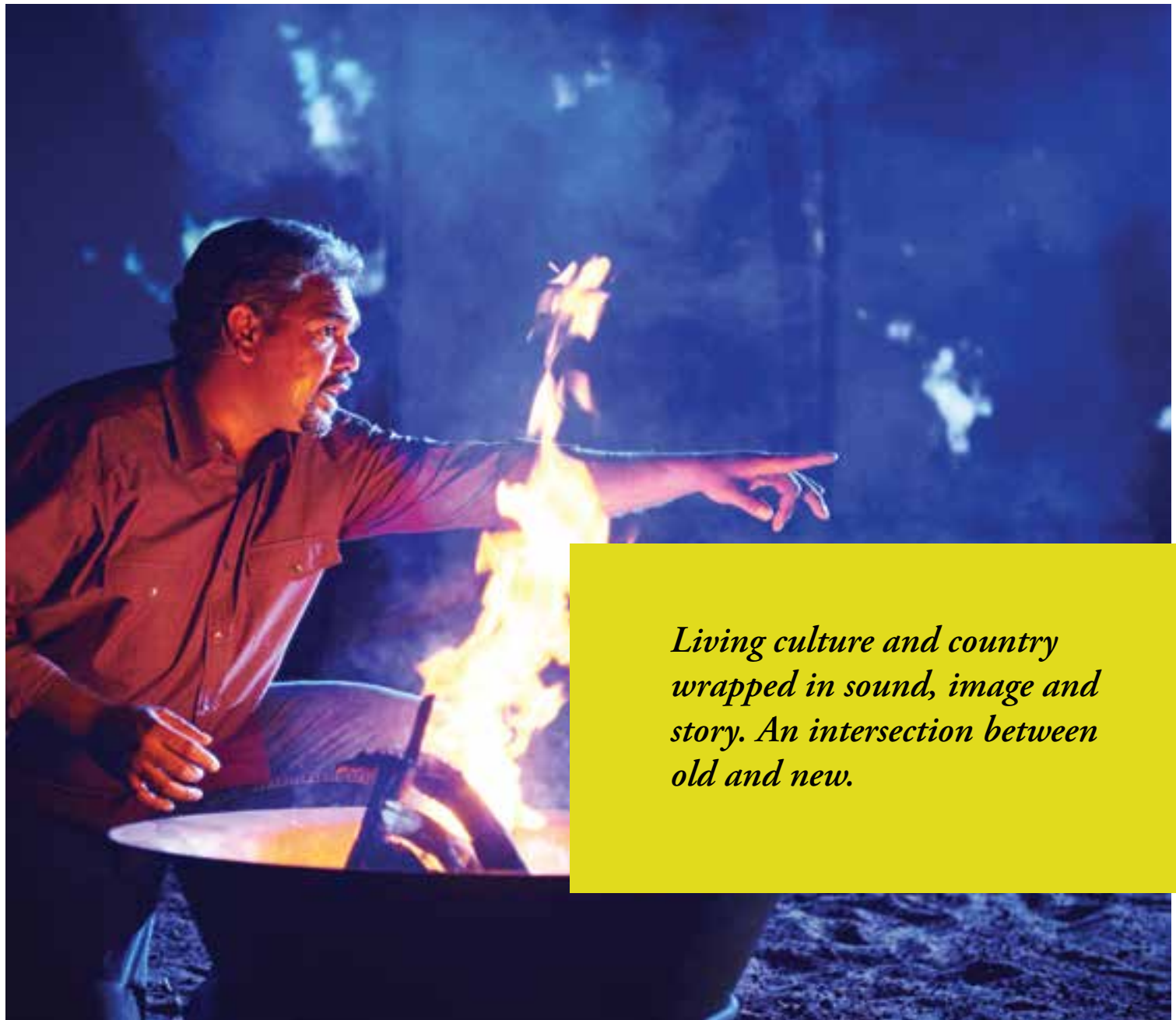
On 28th September The John Pat Peace Place was opened with an intimate family and community gathering. The opening was a warm and reflective day full of gratitude, joy, peace and healing and was hosted by young women. Family and community came together to honour the memory of John Pat. A legacy of 8 years of work with the community, the garden will be a place to celebrate peace annually and to continue bringing awareness to deaths in custody. As part of the opening of the memorial garden the young women created and performed a peace dance.



*"Roebourne leader Michelle Adams said the project was significant because it was the first time a memorial in the town had been named in honour of John Pat. 'It is about a new Roebourne, and all the work we do is so the young people themselves know who he was,' she said."*

PILBARA NEWS





*Living culture and country wrapped in sound, image and story. An intersection between old and new.*

## Tjaabi - Flood Country

---

Led by Ngarluma performer Patrick Churnside, Tjaabi was first performed in 2016 and developed over many years, with much consultation with families and communities in the Pilbara. The tjaabi formed the centrepiece for much of the cultural and on-country workshops with all generations of the community. In 2017-2018, the theatre production is now being developed into Tjaabi – Flood Country, co-created by Patrick and Big hART, and written by Scott Rankin. Flood Country is simultaneously music, mystery and life. Living culture and country wrapped in sound, image and story. An intersection between old and new.

Creative developments of Tjaabi – Flood Country have taken place in Roebourne and Tasmania in 2018 including a short excerpt version performed at Big hART's 25th fundraising event at MONA in Hobart for 80 invited guests.



## Project O Roebourne

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Big hART's program with young women in Roebourne is focused on the young bright future of Roebourne, enabling these engaged young women who are passionate about their community to develop new skills and learn to advocate for change. This positive program is about supporting the young future leaders of the region - building resilience, confidence, employment pathways and delivering generational change in communities.

Project O Roebourne was focused on engaging young women of the community in 2 events – the John Pat Peace Place opening and Colourathon. At both events young women gave speeches, MC'd, hosted, showcased their artistic talents and assisted with all aspects

of production. In the lead up to Colourathon, young women in Roebourne worked with high-profile artist George Rose to create digital artworks for Colourathon. They then worked with award-winning interactive designer Stu Campbell to turn them into an augmented reality app, which was downloadable on the day of Colourathon. For many of Roebourne's young women who attended Colourathon it was the first time they had visited Canberra. During this period the young women of Project O Roebourne also met the Minister for Women Michaelia Cash at Parliament House in Canberra, and also hosted the WA Minister for Women's Interests and Prevention of Family and Domestic Violence Simone McGurk at the local Roebourne Colourathon.



*"[Big hART's] work is positive and non-welfare, building on our assets and our resilience, and will assist to create new employment pathways, focusing on the young future leaders of our region and helping to create generational change."*

JOHN SANDY, WIRLU-MURRA YINDJIBARNDI  
ABORIGINAL CORPORATION

# SKATE

SKATE is fast, furious and fearless, a highly commercial theatre show set to be an international blockbuster to build a sustainable future for Big hART. It aims to hothouse Big hART's capacity to generate box-office and help fund the core costs of Big hART's work in disadvantaged communities. SKATE is underpinned by an innovative social impact strategy which will see all profits go to disadvantaged communities, with all investors benefiting from financial as well as social returns.

In 2017, SKATE had a major development period in Melbourne. 10 performers and 12 creative and technical production staff were engaged in a full-time creative development of 8 weeks

culminating in 6 preview/showcase performances of trial material for SKATE. All elements of the production, set design, music and sound design, choreography, motion capture, projection and lighting were given an opportunity to be trialled and developed. Much time was put into the creative planning with the key team - developing the concept, music direction, investigating percussive rhythms with local skateboarders, developing and trialling video content and video tracking, set development and build, and the creation of high-end marketing collateral.

Led by a fundraising expert, the Big hART team had professional development support in donor relationship

building to assist the team to steward investors and donors at the showing. Potential investors, presenters, supporters, corporates, donors and media were invited to the showings with strong positive feedback and high level interest captured. Part of this showing also included a celebration of Big hART's 25 years of work.

In 2018, the SKATE team and Big hART have continued to work on developing investor and presenter relationships, marketing and promotional material, and have developed a key new relationship with Barangaroo Delivery Authority, which will support a major Sydney development and community engagement for the project in 2019.



*"Your methodology is unique. You create incremental change, you're not creating a big splash. Projects that last over 3 years in gestation. You change one artist at a time, one spectator at a time, one community at a time."*

BRIAN RITCHIE, MUSIC CURATOR MONA



## OTHER BIG hART PROJECTS

This year Big hART has also worked on a number of additional projects internally. The celebration of 25 years was marked with the production of a 2-book set about Big hART written by Scott Rankin as well as significant media stories and a major gifts campaign which was supported by professional development and learning in this area.


Research and development continue with Big hART's Samurai Digger project, which honours the relationship of Japan with Australia and the nature of peacemaking, with Big hART gearing up for a presentation of this work in 2019.

The Outsider Project is another initiative Big hART has supported, which brings together artists from North West Tasmania who have disabilities and live in supported accommodation to collaborate with professional artists, with the

aim to build inclusion, visibility and recognition of outsider artists.

This year Big hART also embarked on a new film and history project in partnership with Smithton High and Circular Head Aboriginal Corporation in North West Tasmania - Cape Grim. The team worked with Indigenous and non-Indigenous young people to tell the largely unknown true story of the Cape Grim Massacre, and that of local Indigenous identity and resistance fighter Tunnerminnerwait.

Preparation has also begun for Big hART's acclaimed Acoustic Life of Sheds for 2019 at Ten Days on the Island Festival, transforming farm sheds into concert halls, with Australia's finest musicians.



*"Big hART is privileged to work with regional communities across Australia, creating art that reflects their invisible stories."*

ANDREW VINEY, PRODUCER  
ACOUSTIC LIFE OF SHEDS



# Our Communities



## Pilbara WA

**FOCUS:** ABORIGINAL ADVANCEMENT

**KEY CITY:** ROEBOURNE

**DEMOGRAPHIC OF PARTICIPANTS:**  
FIRST NATIONS ALL AGES & GENDERS,  
PARTICULAR FOCUS ON YOUTH

**PROJECT :** NEW ROEBOURNE



## Hermannsburg NT

**FOCUS:** INDIGENOUS INTELLECTUAL  
PROPERTY & ABORIGINAL ADVANCEMENT  
**KEY CITY:** ALICE SPRINGS & HERMANSBURG

**DEMOGRAPHIC OF**

**PARTICIPANTS:** FIRST NATIONS  
ALL AGES & GENDERS

**PROJECT :** NAMATJIRA PROJECT



## Cooma NSW

**FOCUS:** FAMILY VIOLENCE  
PREVENTION

**KEY CITY:** COOMA

**DEMOGRAPHIC OF**

**PARTICIPANTS:**

YOUNG WOMEN AGED 13-17

**PROJECT :** PROJECT O



## Melbourne VIC

**FOCUS:** SKATEBOARDING

**KEY CITY:** MELBOURNE

**DEMOGRAPHIC OF**

**PARTICIPANTS:**

SKATEBOARDERS 15-30YRS,  
ALL GENDERS

**PROJECT :** SKATE



## NW Tasmania

**FOCUS:** FAMILY VIOLENCE  
PREVENTION

**KEY CITY:** WYNYARD

**DEMOGRAPHIC OF**

**PARTICIPANTS:**

YOUNG WOMEN AGED 13-17

**PROJECT :** PROJECT O



## Canberra ACT

**FOCUS:** FAMILY VIOLENCE  
PREVENTION

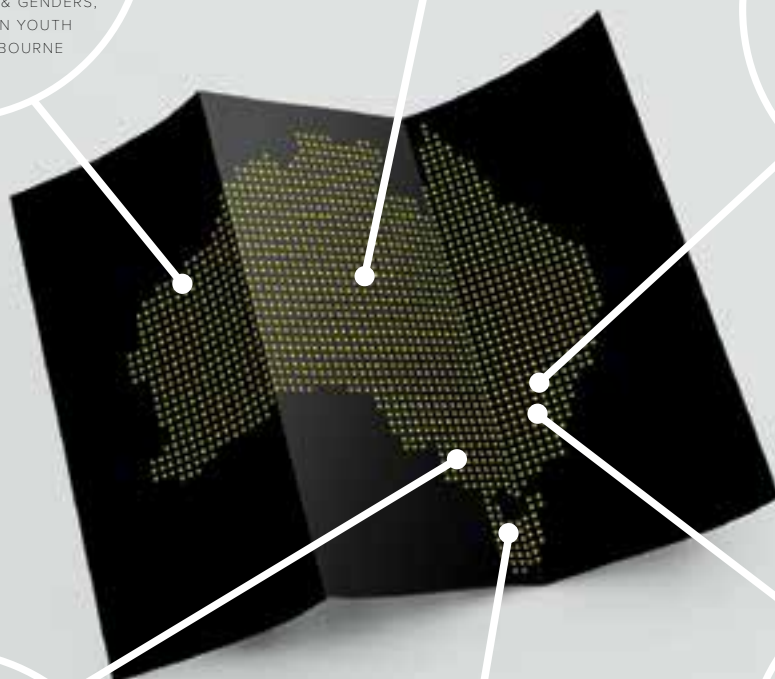
**KEY CITY:** CANBERRA

**DEMOGRAPHIC OF**

**PARTICIPANTS:**

YOUNG WOMEN AGED 13-17

**PROJECT :** PROJECT O  
& COLOURATHON





# Communications & **Media report**

*"Long-lead, deep  
engagement characterises a  
Big hART project."*

THE GUARDIAN AUSTRALIA

Creating social impact through media and communications has been a strong focus for Big hART for this last financial year with a full-time staff member Bettina Richter now driving this area, plus the creation of a new website.

2017-2018 has seen a strong build in media support for Big hART and projects with 313 media stories in print, online, radio and TV captured in total for Big hART in the financial year.

Namatjira Project attracted the most media coverage, with 56% of all media captured. The copyright campaign was the key message pitched to media and many media supporters pledged ongoing support for the campaign including The Australian. The media support in turn raised national awareness of the key issues for the Namatjira family and the Hermannsburg community, and assisted in the final historic resolution of copyright being returned to the family. Namatjira media highlights include TV coverage on SBS TV, ABC TV and NITV, front cover stories in The Australian, and international stories in the New York Times, The Telegraph in the UK and Deutsche Welle in Germany.

Big hART's 25th anniversary has also been another key focus of media interest, alongside Big hART winning the 2017 Telstra Business Awards for Tasmanian Charity of the Year and Business of the Year and Scott Rankin's 2018

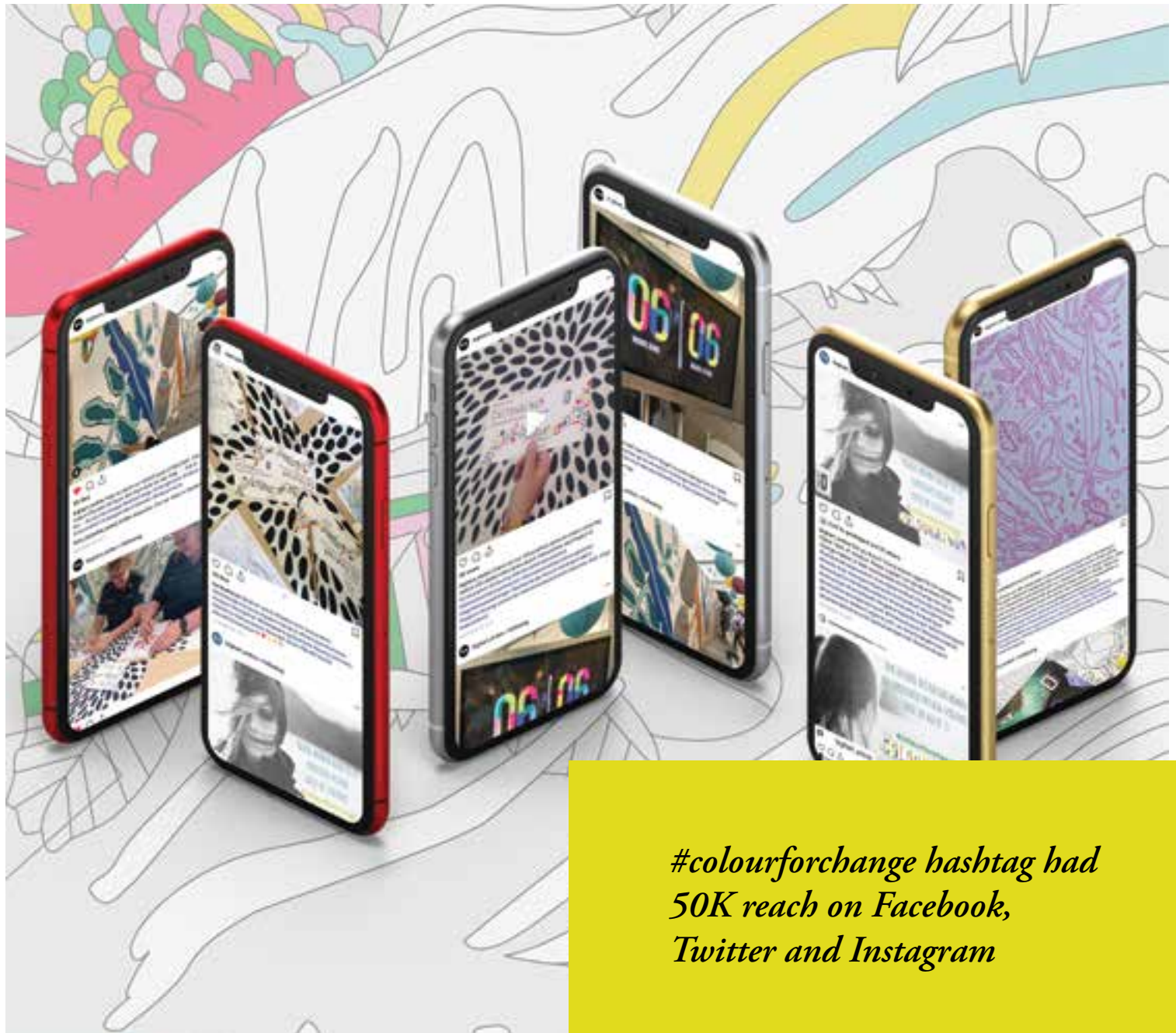
Tasmanian Australian of the Year accolade. Social and traditional media is also being harnessed to change and influence social opinion, by generating positive stories of Roebourne, including the promotion of positive stories of Roebourne's young women.

There has been a strong strategic social media plan implemented across Big hART's channels over the last 12 months which has helped increase Big hART's online community by 40% and build support across initiatives. Big hART has attracted 4.5K new followers this financial year, with a total audience now reaching over 16K followers across Facebook, Twitter, Instagram, YouTube and Vimeo. Big hART Facebook has the highest following, followed by Namatjira Project Facebook and Big hART's Twitter channel. The most popular video on Big hART's YouTube channel in this period was the Namatjira Project trailer, which has now reached 4K views.



*Big hART's 25th anniversary has also been another key focus of media interest, alongside Big hART winning the 2017 Telstra Business Awards for Tasmanian Charity of the Year and Business of the Year and Scott Rankin's 2018 Tasmanian Australian of the Year accolade.*





*#colourforchange hashtag had 50K reach on Facebook, Twitter and Instagram*

## Social impact campaigns

---

Big hART had 2 key social impact campaigns on social media this year, for Namatjira Project and Colourathon. The Colourathon social media campaign ran for 6 weeks, raising awareness of family violence prevention and profiling young women as inspiring change-makers. Multi-layered and vibrant, the social media campaign, assisted by Project O young women and led by the campaign hashtag #colourforchange, included a powerful campaign video (50K reach on Facebook, Twitter & Instagram), fact memes with family violence statistics, short social media videos, branded images, thought leadership articles, photos, boomerangs, collages and selfies.



*The Big hART website audience figures have increased by 941%, with 13K users in 2017-2018.*

## New website

A new website was launched in 2017, with a great deal of work, design and strategy, alongside new marketing messaging for Big hART with the positioning statement 'We make art, We build community, We drive change'. The Big hART website audience figures have increased by 941%, with 13K users in 2017-2018. Page views are up by 724% with 42K page views. The majority of Big hART's visitors are returning customers, who primarily visit the website through organic searches (54%). Big hART's home page is the most popular page on the website, with the Namatjira page the most popular project page, followed by New Roebourne. 74% of Big hART's web users are from Australia, with 68% of session visits from desktop computers and 24% from mobile. Spikes in website traffic can be directly linked to media coverage and the publication dates of Big hART's e-news, with the largest visitation to the website occurring on 5 September, which heralded a big week of media around Namatjira Project, including Scott Rankin's interview on Richard Fidler Conversation Hour on ABC local radio.

The first monthly e-news for Big hART began in June 2017 and goes out to a subscriber base of 5,500. This financial year there have been 39 e-news in total produced and delivered, with 72.8K emails sent. This includes the monthly Big hART feature, Namatjira E-news, Colourathon updates and specific project or event news, and also the instigation of a new newsletter for Roebourne which provides a focused local round-up of Roebourne projects to major Roebourne funders.

# Staff 2017-18

**SCOTT RANKIN**  
CEO & CREATIVE DIRECTOR



**GENEVIEVE DUGARD**  
ASSOCIATE DIRECTOR &  
NATIONAL DIRECTOR  
PROJECT O



**SAM HAWKER**  
NATIONAL PRODUCER &  
PRODUCER SKATE



**ANDREW VINEY**  
NATIONAL PROGRAM MANAGER  
& PRODUCER ACOUSTIC LIFE  
OF SHEDS



**PIERS RAMSAY**  
FINANCIAL MANAGER



**BETTINA RICHTER**  
MEDIA & COMMUNICATIONS  
MANAGER



**MARK LEAHY**  
ASSOCIATE ARTIST



**ADELINA LARSSON**  
ASSOCIATE ARTIST



**AARON HOPPER**  
ASSOCIATE ARTIST



**LUCY HARRISON**  
EXECUTIVE ASSISTANT



**JANELLE JOHNSTONE**  
PRODUCER PROJECT O  
TASMANIA



**GRACE WALSH**  
ASSOCIATE PRODUCER  
PROJECT O TASMANIA



**SHELLI JOHNSTON**  
ADMINISTRATION  
PROJECT O TASMANIA



**RACHEL SMALL**  
PRODUCER PROJECT O



**ANGELA PRIOR**  
PRODUCER NEW ROEBOURNE



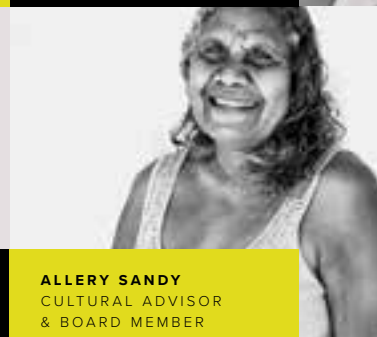
**SARAH WRIGHT**  
APRODUCER NEW ROEBOURNE



**CHYNNA CAMPBELL**  
COMMUNITY PRODUCER  
NEW ROEBOURNE



**ALLERY SANDY**  
CULTURAL ADVISOR  
& BOARD MEMBER



**SOPHIA MARINOS**  
PRODUCER NAMATJIRA  
PROJECT



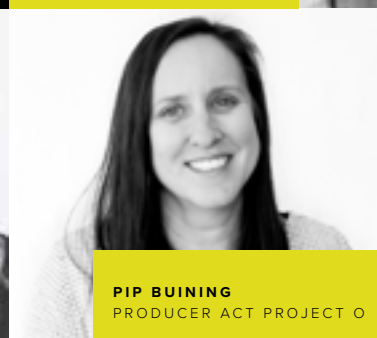
**HOLLY RANKIN-SMITH**  
SOCIAL MEDIA, NAMATJIRA  
PROJECT



**AMY MORCOM**  
ASSOCIATE PRODUCER, SKATE



**PIP BUINING**  
PRODUCER ACT PROJECT O





# Big hART Board

## **John Culley**

### **CHAIRMAN**

Education: With 30+ years in his field, John has long-term experience in working with poverty and disengaged students. He is currently state school principal in a highly disadvantaged community. His key areas of experience are in HR, counselling, and policy.

## **Andrew Viney**

### **PUBLIC OFFICER, TREASURER**

Entertainment: Andrew has 20+ years in the private sector, and the music and entertainment industry. He is experienced in logistics, financial planning, and HR management.

## **Barbara Baikie**

### **MEMBER**

Justice & Gender: Barbara has held 20+ years of senior positions in juvenile justice, disability, child protection, and policy. She is currently President of the National Council of Women of Australia. Her key experience includes strategic planning and consulting.

## **Scott Rankin**

### **MEMBER**

Community Development & Arts: Scott is Big hART's Co-founder, CEO, and Creative Director, with additional roles as Writer, Director, Executive Producer, essayist and public speaker. He is a leader in CCD project design, consulting to Government and the corporate sector.

## **Allery Sandy**

### **MEMBER**

Community Development & Arts: A Yindjibarndi leader and artist, Allery has been working with Big hART in Roebourne for 6 years, as a key elder on the project and a cultural consultant. Allery's background includes community welfare, Yindjibarndi language education, work for the Aboriginal Church and she is also a Director on a number of boards.

## **Sandra French AM**

### **MEMBER**

Local Government: Sandra is a businesswoman with previous experience as a Mayor, and is highly skilled in senior management. She has sought after board experience including: Tasmanian Police, Tasmanian Community Fund, and Tasmanian Local Government.

## **Neal Rodwell**

### **MEMBER**

Disability: Neal is the Manager of North West Residential Support Services Inc., with 30+ yrs experience in disability and the not-for-profit sector. He is highly skilled in the areas of financial management and policy development.

## **Wendy Page**

### **Member**

Media: Wendy has 25+ years experience as a television journalist with ABC TV, including nearly 20 years with Australian Story where she was one of the founding producers.

## **Carla Wall**

### **MEMBER**

Technology: Carla is the Managing Director of COINS Australia. She has 20+ years' experience driving the vision, business strategy and growth in the software and construction industries; ensuring organisations deliver successful transformational change.

## **Patrick Churnside**

### **MEMBER**

Community Development & Arts: Patrick is a Traditional Owner from the Ngarluma and Yindjibarndi Language Groups and a gifted performer and has worked with Big hART leading intercultural workshops for many years. Patrick is also a board member of the State Government Aboriginal Cultural Materials Committee and City of Karratha Arts & Cultural Advisory Group.

## **Michelle Adams**

### **MEMBER**

Community Development & Arts: Michelle is a Yindjibarndi woman from Roebourne, who has worked with Big hART for many years to ensure the program is safe culturally. Michelle has also been a senior government adviser in Indigenous Affairs and the Department of Communities and is a trained language specialist.

# Employee Snapshot



**22%**  
Young people



**26%**  
Indigenous



**59%**  
Regional/remote



**63%**  
Female

# Financial Report

REVENUE	\$000s
Commonwealth Grants	579
Community Groups	548
Philanthropic	404
State Govt	386
Corporate	229
Australia Council	227
All Other	223

**TOTAL REVENUE** 2,596

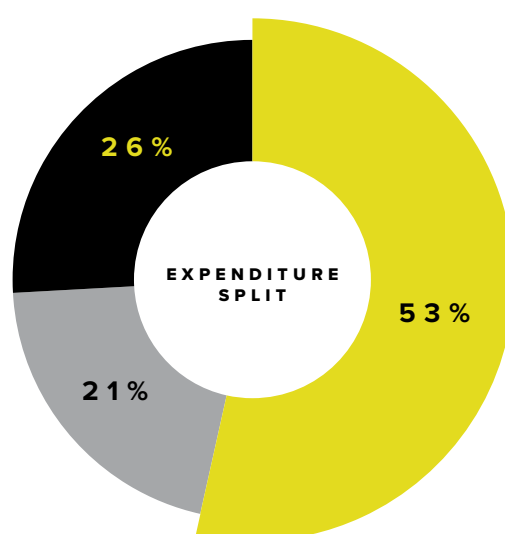
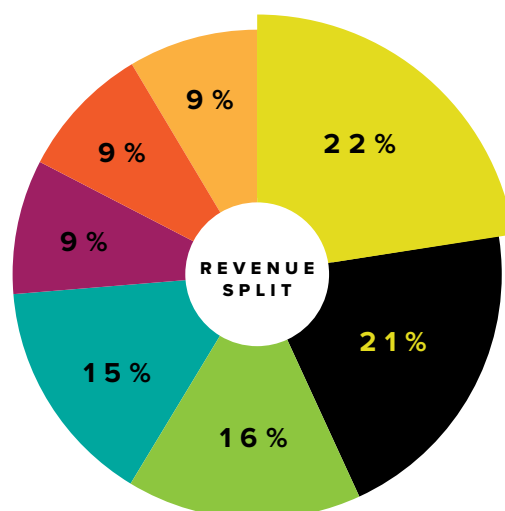
EXPENSES	
People	1405
Travel	555
All Other	688

**TOTAL EXPENSES** 2,648

**DEFICIENCY FOR YEAR** (52)

BALANCE SHEET	
Assets	
Bank	384
Trade and Grant Debtors	325
Other Assets	20
<b>TOTAL ASSETS</b>	<b>729</b>

LIABILITIES	
Current Liabilities	187
<b>NET ASSETS</b>	<b>542</b>





# Sponsors & Funders

IMPACT  
PHILANTHROPY  
PARTNER 2015

Perpetual  
AS TRUSTEE

coins

Wiyil-muridi  
Yindjibarndi  
ABORIGINAL CORPORATION

SUPPORTED BY  
Tasmanian  
Government

TASMANIAN  
COMMUNITY FUND  
INVESTING IN AND STRENGTHENING  
TASMANIAN COMMUNITIES



FMG Fortescue  
The New Force in Iron Ore

woodside

PILBARA  
DEVELOPMENT  
COMMISSION

Australian Government  
Department of the  
Prime Minister and Cabinet

City of  
Karratha

Australian Government

Australia  
Council  
for the Arts

SUPPORTED BY  
BIANCA RINEHART

YIRRAMAGARDU  
COMMUNITY  
ASSOCIATION

deep green  
Corporation

Australian Government  
Indigenous Languages and Arts

TELSTRA  
FOUNDATION



Australian Government  
Department of Jobs and Small Business



SNOWY MONARO  
REGIONAL COUNCIL



WARATAH  
WYNARD  
ASSOCIATION

NGA National  
Gallery of  
Australia



CANBERRA  
THEATRE  
CENTRE

AINSLIE+  
GORMAN  
ARTS CENTRES

CREATIVE VICTORIA

NSW  
GOVERNMENT  
Barangaroo  
Delivery  
Authority

thyner Reid  
FOUNDATION

BERTHA  
FOUNDATION

TIM  
FAIRFAX  
FAMILY  
FOUNDATION

NSW  
GOVERNMENT  
Arts NSW

iltjA. NTjARRA

BIG hART WOULD ALSO LIKE TO ACKNOWLEDGE THE GENEROUS SUPPORT OF  
THE BLACKET FAMILY, THE RESTORE HOPE FOUNDATION AND OUR MANY  
PRIVATE DONORS AND ONGOING SUPPORTERS.

## FOR FURTHER ENQUIRES CONTACT:

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