

**From:** [NSW Government](#)  
**To:** [Flood Inquiry](#)  
**Subject:** Floods Inquiry  
**Date:** Friday, 20 May 2022 8:40:23 AM  
**Attachments:** [RecoveryProposal\\_ANR.pdf](#)

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## Your details

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|                   |        |
|-------------------|--------|
| <b>Title</b>      | Ms     |
| <b>First name</b> | Jane   |
| <b>Last name</b>  | Fuller |
| <b>Email</b>      |        |
| <b>Postcode</b>   | 2480   |

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## Submission details

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|   |   |
|---|---|
| <b>I am making this submission as</b>                     | A resident in a flood-affected area                     |
| <b>Submission type</b>                                    | I am submitting on behalf of my organisation            |
| <b>Organisation making the submission (if applicable)</b> | Arts Northern rivers                                    |
| <b>Your position in the organisation (if applicable)</b>  | Executive Director                                      |
| <b>Consent to make submission public</b>                  | I give my consent for this submission to be made public |

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## Share your experience or tell your story

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## Your story

### Background:

Since 2003, Arts Northern Rivers has grown to become the peak arts organisation for the region, servicing seven local government areas. We are one of the 15 Regional Arts Boards that make up the regional arts network (RADO's) of New South Wales, providing strategic direction for sustainable arts and cultural development across the regions. As the peak arts organisation for our region we deliver services and projects that foster artistic innovation and excellence and work to ensure access and engagement with arts and cultural activity.

The Northern Rivers has the highest concentration creatives outside of a capital centre. Estimated Annual turnover for the Creative Industries in the Northern Rivers: \$20,000,000.

It is these creatives and artists that have been at the centre of the identity and strength of the Northern Rivers. These artists have been decimated by the floods, lost studios, smashed future income locally, loss of equipment and works in development and life's work. This has monumental flow-on impacts to the towns themselves, losing vibrancy, economic flow-on and unique creative identity.

Arts Northern Rivers itself as an organisation, like many, many others is uninsured for flood. We lost our full office, computers, servers, resources..to the replacement value of around \$45,000.

Artists and creative professionals are also largely uninsured due to prohibitive costs of flood insurance.

- We estimate a total damage of over \$4.5m in lost work, equipment, studios and artworks to the Independent creative sector.

• Organisations damages NORPA/Lismore Regional Gallery/Byron School of Art etc can be estimated at around \$5,000,000

By area:

54% Lismore, 22% Byron, 12% Tweed, 4% Richmond Valley, 2% Clarence Valley, 1.8% Ballina and 1.8% Kyogle.

By art form/practice:

71% Visual Artists, 24% Musicians, 22% Performers, 15% Digital Artists , 12% Photographers 12%, 10% Designers, 8% Indigenous Artist, 7% Literature and 5% Screen.

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## Terms of Reference (optional)

The Inquiry welcomes submissions that address the particular matters identified in its [Terms of Reference](#)

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### 1.2 Preparation and planning

After the record breaking 2017 floods in Lismore and the region, organisations like MArts, Arts Northern Rivers, The Northern Rivers Conservatory, Lismore Regional Gallery and countless small to medium creative businesses and organisations created flood plans – which they all enacted in February as the waters rose, moving much of their collections and equipment upstairs or to higher ground.

These measures proved to be insufficient – but were better than local council precautions, which Louis describes as basically non-existent.

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### 1.3 Response to floods

One of the first things Arts Northern Rivers undertook to do was to visit as many studios/artists/organisations as we could access right across the impacted areas of Clarence Valley, Richmond Valley, Lismore, Tweed shire (Murwillumbah), Byron and Kyogle. On behalf of the widespread devastation to the creative sector, we lobbied and advocated to State and

Federal Arts Ministers for awareness and support. We started a fundraising campaign. We have delivered over \$220,000 in direct rapid response grants to individual artists affected by the catastrophic floods in the Northern Rivers. We have undertaken workshops in recovery and planning with small business facilitators and advisors.

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**1.4 Transition from incident response to recovery**

SHORT-MEDIUM TERM RECOVERY:

From our data collection, feedback and sector voice, we have surmised that the 3 most needed actions going forward in the short-to-medium term are:

A sector forum

A temporary (12 month) space for the creative industries to collectively recover

Future VISIONing

PROPOSAL: NORTHERN RIVERS ARTS & CULTURAL SECTOR RECOVERY FORUM 2022

As the part of the medium-term flood recovery strategy, ANR is proposing to host a two-day regional forum and associated events for bringing together creative industry leaders, service providers and visionaries to develop a future road map for longer term recovery post floods 2022.

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**1.5 Recovery from floods**

PROPOSAL: NORTHERN RIVERS ARTS & CULTURAL SECTOR RECOVERY FORUM 2022

As the part of the medium-term flood recovery strategy, ANR is proposing to host a two-day regional forum and associated events for bringing together creative industry leaders, service providers and visionaries to develop a future road map for longer term recovery post floods 2022.

AIMS:

- To spur the recovery of creative industries in the Northern Rivers and reveal self-sector strategies and opportunities at the local level

through constructive dialogue between local government, business, community and the creative community.

- To come together as a regional sector, to be the voices and activators of the next steps towards recovery; short, medium and long term, and develop an action led road map toward recovery.

#### STRUCTURE:

- The proposed forum will be held over 2 days, with creatives from all artforms coming together to design a recovery map for our regional creative industries sector in real time.
- It will provide a shared space for the wider community to experience artists work through an exhibition, a showcase of local musicians and panel sessions.
- The forum will provide employment opportunities for local arts workers and production crew
- The forum will be accessible, and trauma informed, bringing a range of mental health and community services together to form a safe space for relationship building and connection.
- The forum and events will capture data through surveys, focus groups and interviews, recording crucial insights and key recommendations used to inform local arts and cultural policy across the region towards a resilient future.

#### DELIVERY:

- 2/3 days of Forum - 500pax in attendance
- All 7 x LGA's represented across the Northern Rivers Region of NSW
- 1 x sector report with multiple actions

• Showcase: Exhibition/Music/Performing Arts

#### ENGAGEMENT AND EMPLOYMENT:

- 500 forum + 1000 exhibition + 500 showcase
- 12 Facilitators and panellist's
- 2 x Producing arts workers

- 2 x Administration evaluation workers
- 10 Venue staff technicians
- 1 x Marketing Coordinators

#### MAIN FORUM DISCUSSION THEMES:

- Ecosystem of creative industries
- Human capital
- Creative regional cities and the flow-ons
- Recovery - Creative economy: new rules of the game
- Future proofing our cultural infrastructure
- Climate change and the arts

#### KEY OUTCOMES:

The key outcome of the forum will be a strategic sector-led roadmap to recovery, outlining short, medium-term actions to drive recovery in our flood affected region.

- Roadmap to Recovery: For the creative community and broader community, the focus of the forum is to create a sector led, collective united document to drive the creative industries forward and build a strong roadmap to recovery.

- Cultural Leadership: The Northern Rivers success as a region has been primed in large part by our shared cultural inheritance, with all its richness, diversity and complexity, and its constant renewal by talented creative and cultural leaders living here and moving here. The forum will draw upon this cultural legacy and foster a collective vision for the future.

- Preparedness: Through this forum, we get the settings right for future recovery and vision for the arts and cultural sector and develop concrete action plans to build the value of our cultural inheritance and build a resilient sector that is prepared for the future.

- Creative Communities: This forum will lead a discussion on the central place that arts, culture and creativity have in the lives of our regional community and the role that they could and should play in the region's recovery from the devastation of the floods. It will produce a set of

actions in creative preparedness penned from the collective.

- Connection: A resilient community is a community that is connected, and this forum will provide strength in connection.

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## Supporting documents or images

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### Attach files

- [RecoveryProposal\\_ANR.pdf](#)
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**RECOVERY PROPOSAL FOR  
THE CREATIVE INDUSTRIES  
OF THE NORTHERN RIVERS:  
FORUM/SHOWCASE**

**ARTS** NORTHERN  
RIVERS





# OVERVIEW:

**Arts Northern Rivers is proposing a creative sector-led approach to recovery and community resilience following the 2022 flood disaster in the Northern Rivers.**

# ORGANISER:

Since 2003, Arts Northern Rivers (ANR) has grown to become the peak arts organisation for the region, servicing six local government areas. We are one of the 15 Regional Arts Development Organisation's (RADO's) from across New South Wales, providing strategic direction for sustainable arts development across the regions. ANR delivers services and projects that foster artistic innovation and excellence and work to ensure access and engagement with arts and cultural activity.

ANR's main objective is to provide practical support for priority areas of the recovery of the creative industries to bolster the sustainable recovery and rebuild agenda of the entire region.



## BACKGROUND:

The Northern Rivers has the highest concentration creatives outside of a capital centre. It is these creatives and artists that have been at the centre of the identity and strength of the Northern Rivers. These artists have been decimated by the floods, lost studios, smashed future income locally, loss of equipment and works in development and life's work. This has monumental flow-on impacts to the towns themselves, losing vibrancy, economic flow-on and unique creative identity. **Estimated Annual turnover for the Creative Industries in the Northern Rivers: \$20,000,000.**

Given the past two years of Covid-19 and now the devastating floods, this project addresses impacts of isolation, creative business atrophy and positive regional futures. The Arts and Cultural sector has been decimated and fractured, especially in the Northern Rivers region, with many creatives asking the question where to now? This project aims to bring creatives together, revitalise cohorts and networks of creatives and get us on the path towards a thriving future.

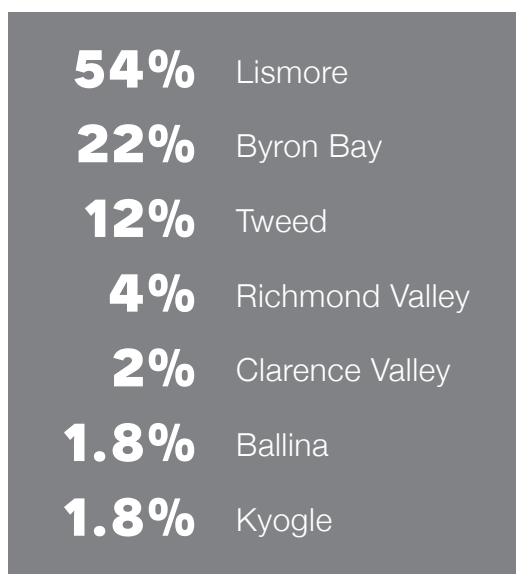
# FLOODS MARCH 2022:

## ANR LED IMMEDIATE-SHORT RESPONSE:

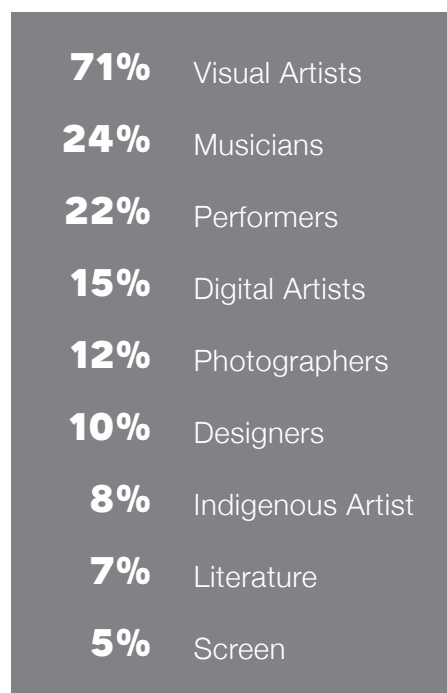
Arts Northern Rivers, like many other organisations and business was uninsured for flood. We lost our full office, computers, servers, and resources to the replacement value of around \$45,000.

Immediately following the floods, ANR visited studios, artists, and organisations and lobbied State and Federal Arts Ministers for awareness, and funding support. Through this advocacy and our own fundraising campaign, within the first eight weeks of the disaster ANR delivered \$220,000 in direct rapid response grants to 200 individual flood affected creatives, who received a one-off immediate payment of \$1000 towards their recovery. This funding was allocated as follows:

### By area:



### By art form/practice:



Through this response, ANR gained a sector wide snapshot of the direct impact, financial losses and damage from both independent creatives and organisations across the region:

- We estimate a total damage of over \$4.5m in lost work, equipment, studios and artworks to independent creatives
- Organisations damages NORPA/Lismore Regional Gallery/Byron School of Art etc can be estimated at around \$5m.

The delivery of this funding has given ANR unique insight and actual qualitative data recording the devastation and loss particular to the creative industries in the Northern Rivers. These key insights have informed the thinking and framework for this proposal.



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ARTIST RUN INITIATIVE

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# FLOODS MARCH 2022:

## SHORT-MEDIUM TERM RECOVERY:

PROPOSAL: An Northern Rivers arts & cultural sector recovery FORUM 2022.

As the part of the medium-term flood recovery strategy, ANR is proposing to host a two-day regional forum and associated events for bringing together creative industry leaders, service providers and visionaries to develop a future road map for longer term recovery post floods 2022.

### AIMS:

To spur the recovery of creative industries in the Northern Rivers and reveal self-sector strategies and opportunities at the local level through constructive dialogue between local government, business, community and the creative community.

To come together as a regional sector, to be the voices and activators of the next steps towards recovery; short, medium and long term, and develop an action led road map toward recovery.



**STRUCTURE:**

The proposed forum will be held over 2 days, with creatives from all artforms coming together to design a recovery map for our regional creative industries sector in real time.

It will provide a shared space for the wider community to experience artists work through an exhibition, a showcase of local musicians and panel sessions.

The forum will provide employment opportunities for local arts workers and production crew

The forum will be accessible, and trauma informed, bringing a range of mental health and community services together to form a safe space for relationship building and connection.

The forum and events will capture data through surveys, focus groups and interviews, recording crucial insights and key recommendations used to inform local arts and cultural policy across the region towards a resilient future.



#### **DELIVERY:**

- 2/3 days of Forum - 500pax in attendance
- All 7 x LGA's represented across the Northern Rivers Region of NSW
- 1 x sector report with multiple actions
- Showcase: Exhibition/Music/Performing Arts

#### **ENGAGEMENT AND EMPLOYMENT:**

- 500 forum + 1000 exhibition + 500 showcase
- 12 Facilitators and panellist's
- 2 x Producing arts workers
- 2 x Administration evaluation workers
- 10 Venue staff technicians
- 1 x Marketing Coordinators

#### **MAIN FORUM DISCUSSION THEMES:**

- Ecosystem of creative industries
- Human capital
- Creative regional cities and the flow-ons
- Recovery - Creative economy: new rules of the game
- Future proofing our cultural infrastructure
- Climate change and the arts



## KEY OUTCOMES:

The key outcome of the forum will be a strategic sector-led roadmap to recovery, outlining short, medium-term actions to drive recovery in our flood affected region.

- **Roadmap to Recovery:** For the creative community and broader community, the focus of the forum is to create a sector led, **collective united document** to drive the creative industries forward and build a strong roadmap to recovery.
- **Cultural Leadership:** The Northern Rivers success as a region has been primed in large part by our **shared cultural inheritance**, with all its richness, diversity and complexity, and its constant renewal by talented creative and cultural leaders living here and moving here. The forum will draw upon this cultural legacy and foster a collective vision for the future.
- **Preparedness:** Through this forum, we get the settings right for **future recovery** and vision for the arts and cultural sector and develop concrete action plans to build the value of our cultural inheritance and build a resilient sector that is prepared for the future.
- **Creative Communities:** This forum will lead a discussion on the central place that arts, culture and creativity have in the lives of our regional community and the role that they could and should play in the region's recovery from the devastation of the floods. It will produce a set of actions in creative preparedness penned from the collective.
- **Connection:** A resilient community is a community that is connected, and this forum will provide strength in connection.



# BUDGET

## FORUM AND SHOWCASE - Total Expenses: \$158,570.00

|                                   |          |   |
|-----------------------------------|----------|---|
| Salaries, wages and fees          | \$12,000 | Facilitator fees at \$1200 per facilitator  |
| Marketing and promotion costs     | \$3500   | FORUM: Specific marketing costs for Forum incl Social Media campaign \$2000 SHOWCASE: Program/online: \$1500                          |
| Marketing and promotion costs     | \$2300   | Northern Rivers Advertising in local media x 4 ads and editorial for FORUM  |
| Exhibition                        | \$12,000 | Artist fees x 48 artists = \$250 per artist   |
| Exhibition Install/Place          | \$9900   | Venue and hardware  |
| Project and production costs      | \$2100   | Recording and editing of video of FORUM   |
| Artists salaries, wages and fees  | \$3700   | FORUM: Artists appearance fees for program  |
| Project and production costs      | \$3900   | FORUM: Venue Costs x 3 days   |
| Tech salaries, wages and fees     | \$3900   | FORUM: Crew and technician costs<br>SHOWCASE: Crew  |
| Project and production costs      | \$1870   | FORUM: Sound and Lighting costs (microphones-lapel and hand-held)   |
| Project and production costs      | \$20,000 | Hospitality costs for FORUM: \$20pp x 3   |
| Travel and accommodation costs    | \$5,800  | FORUM: travel & accom   |
| Administration costs              | \$2000   | Data collection, evaluation and report on regional arts in Northern Rivers region - 50% from core operations and 50% from grant funds |
| Artists salaries, wages and fees  | \$15,000 | SHOWCASE: Musicians/Performing Artists Fees \$10500 Panel members Fees \$4500   |
| Access costs                      | \$3000   | Auslan interpreters   |
| Producer salaries, wages and fees | \$8000   | Local Producer for Forum/Showcase x 2 days 6 months   |
| Project and production costs      | \$20,000 | PatternMakers evaluation  |
| Project and production costs      | \$5000   | Tent/Marquee/production for showcase  |
| Project and production costs      | \$4600   | PA/LX/Rigging for Showcase  |
| Delegate fees                     | \$15,000 | Delegate fees for incoming buyers/presenters from intrastate and interstate   |
| Contingency                       | \$5000   |   |



