



BEMAC
A WORLD OF ARTS

A Part of The Access Group

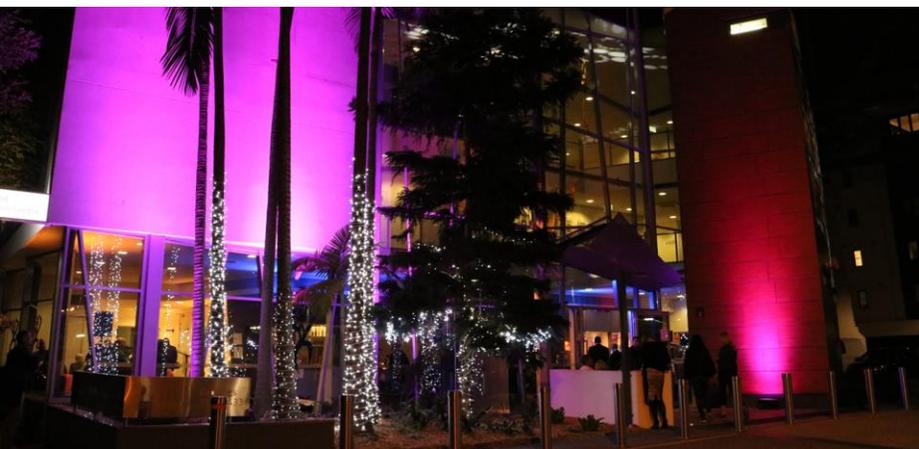
annual report 2020.21



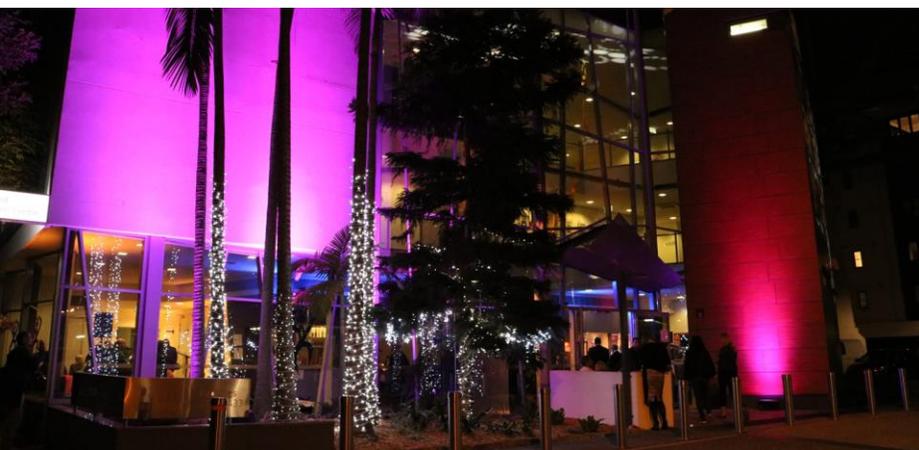
BEMAC would like to acknowledge the Turrbal people - the traditional custodians of Kangaroo Point and pay respect to their Elders - past, present and emerging.



BEMAC proudly manages and calls home, the Queensland Multicultural Centre. Built in in Kangaroo Point (generally regarded as Brisbane's oldest suburb), in 2013 it was custom built next door to Queensland's former immigration hostel 'Yungaba'.



Built c. 1885 in order to ensure "pleasant surroundings" for those recently arrived in the colony, Yungaba was to Brisbane what Ellis Island was to New York City, the first home for Queensland's newest arrivals to the colony for nearly 200 years. It is now heritage-listed due to it's symbolism of same.



For nearly 35 years BEMAC has served as Queensland's sole arts organisation dedicated to the presentation, production & development of culturally and linguistically diverse (CALD) artists and arts within the state.

1987

Established in 1987 by a group of passionate advocates and artists inspired to bring the creative work of a new generation of multicultural artists into the spotlight, BEMAC has grown to become the state's leading multicultural arts producer, presenter and artistic development organisation.

2015

In 2015 BEMAC merged with Access Community Services Limited, one of Australia's pioneers in the provision of support services for newly arrived refugees, migrants and culturally and linguistically diverse communities in Queensland.

strong organisational and financial partners



BEMAC

shared service model



Shared services model. A national expanded opportunity to share and utilise resources across both organisations in areas such as:

- Finance Expertise And Systems
- Research
- Policy Development
- Grant & Tender Applications
- Quality Assurance And Improvement Frameworks
- Data Systems And Analysis
- Marketing & Communications
- Legal Expertise And Systems
- HR Expertise And Systems
- Strategic Alliances To Grow The Expertise Of What Both Organisations Offer
- Cross Over Services, Programs, Regions And Venues
- Wider Experience Pool And Intellectual Property To Draw Upon



bemac overview

- BEMAC is Queensland's sole arts organisation dedicated to the presenting, producing and development of culturally and linguistically diverse (CALD) artists and arts within the state.
- Fuelling the diverse practice of artists from many different backgrounds, BEMAC is supporting a new generation of innovative CALD artists to showcase the artistic value, cultural and social worth, and commercial potential of diverse arts, artists, arts workers and communities.
- With a strong belief in the potential of arts, as the universal translator, to bring disparate communities together, foster intercultural collaboration and social cohesion, BEMAC's programming emphasises inclusive collaborations across diverse cultures, art sectors, partners, locations and processes.



2020.21 quick stats



173 QMC
Bookings



800 artists &
arts workers
employed



49% CALD
artists
employed



108 new
works
produced



332 artists from
regional
Queensland



14,000
attendees



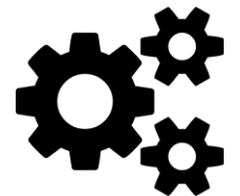
34,000
digital
attendees



4,500
participants



4762 regional
queenslanders
engaged



451
professional
development
support
sessions



Key programs

- **Regional Arts Services Network (RASN)**
\$600,000 across 3 years (2019-2021) | Mainstream contract
- **The Qube Effect**
\$200,000 across 2 years (2020 – 2021) | Mainstream contract
- **The Queensland Multicultural Centre**
Approaching \$1,000,000 a year pre Covid-19 (2013-current)
- **Arts Queensland Operational Funding**
\$500,000 (2017 – 2021) with successful new four year funding gained August 2021



queensland multicultural centre 2020.21 outcomes

- 173 bookings despite COVID
- Over 11,500 attendees at events
- 477 paid artists/artworkers
- Ongoing exhibition program



regional arts services network



BEMAC manages the Regional Arts Services Network in Logan and Ipswich with a focus on developing local creative leadership. Key 2020.21 projects include:

- Rekon skill development Workshops
- Record & Release Logan & Ipswich
- APRA & YMCA (Acacia Ridge, Goodna & Kingston) Song Writing Series
- Logan Live Music Month
- Logan BOOST Professional Development Series
- Ipswich I Heart Song Writing workshops & showcase
- Ipswich Rap & Hip hop workshops & showcase
- The BASE creative gatherings Ipswich & Logan
- Creative business mentoring Ipswich & Logan
- BOOSTER Packs for Creatives
- Event Management & production workshops
- Ipswich Creative Summit
- Creative sector networking events
- We Are Logan Choir development project
- World of Music Ipswich Festival

qube effect

BEMAC managed the QUBE Effect program for Brisbane City Council 2020 and 2021.

Encompassing a final roster of 24 emerging artists, BEMAC's running of the program over the two years saw a dramatic increase in the diversity of artists that applied and accepted as well as the overall engagement stats (both digital and otherwise) of the application and video voting process.



stART funding program

Unite & Recover 

Now open - Closing 22 June

stART Grant Program

Grants of **\$3,000** to support
Queensland independent
creative practitioners
impacted by COVID-19.



Queensland Government

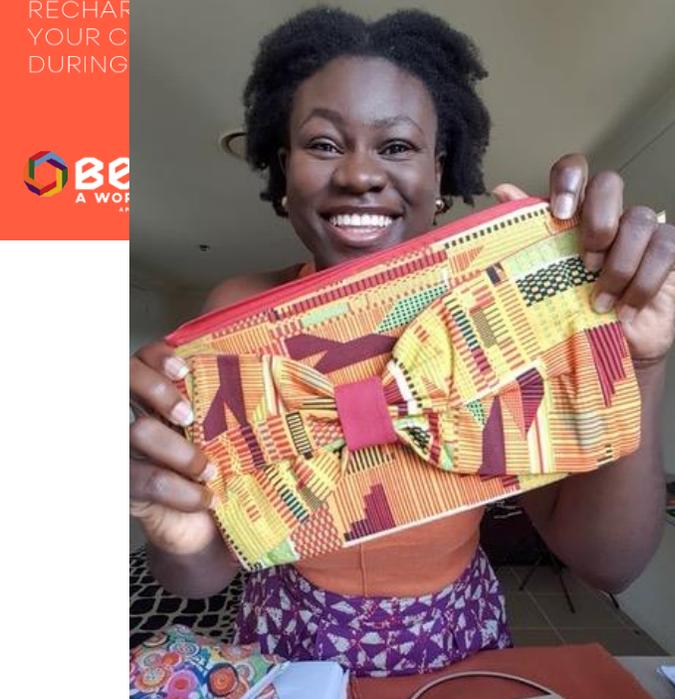
Following the very successful Booster Pack for Creatives project that BEMAC developed in response to COVID, Arts Queensland released the stART program, with BEMAC managing the project in Logan and Ipswich

- BEMAC provided significant in-kind support to applicants (successful and unsuccessful)
- BEMAC employed four Creative Facilitators to liaise closely with each applicant
- \$45,000 funded for 15 projects
- 55 applications across Logan and Ipswich
- 13% of funded projects CaLD
- 40% of funded projects LGBTQI+



other key outcomes

- In partnership with [Diversity Arts Australia](#) - Australia's key Australia Council funded organisation for cultural diversity and racial equity in the arts – BEMAC instigated, designed and co- chaired Australia's first ever national round table for Australian multicultural Arts organisation. Hosted online, the first event was attended by representatives from over 50 organisations nationwide from Screen Australia to SSI and representatives from every state and territory in Australia.
- BEMAC and Diversity Arts Australia have also partnered to deliver the '**Stories From The Future**' workshop to vision an inclusive future for CaLD artists.
- The 'Homelands' project, a joint initiative with parent company SSI, following a very successful 2019 delivery, saw exhibitions, film screenings, workshops and performances across key areas of regional refugee settlement across Qld and NSW, including Logan artist LUATE.
- BEMAC runs Queensland's ONLY commercially successful CALD artists booking agency. We sell and curate cultural experiences, not just 'acts', although significantly impacted by COVID



booster packs for creatives

Within two weeks of the Covid-19 lockdown being implemented nationally, BEMAC launched a first line response for artists in our local communities – BEMAC Creative Booster Packs. Local businesses contributed \$8,700 cash on top of BEMAC’s funding investment and local Councils contributed \$10,000 to extend the project.

The Booster Pack for Creatives process provided immediate turnaround funding for artists impacted by COVID to create outcomes in their own home / studio.



→ **56 applications were received** across Logan (31) and Ipswich (24). 37 applications were funded (66% of applications) to a total of \$24,212 for a huge variety of projects such as short films, short play, podcasts, mural creations, paintings, songwriting and recording and more.



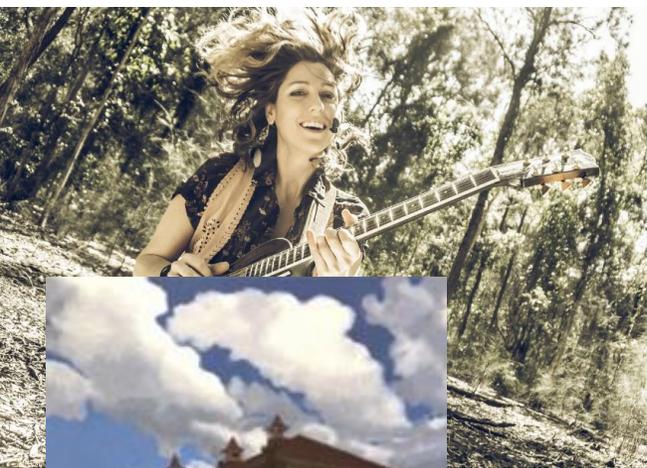
→ Both Ipswich Council and Logan Council have agreed to each provide **\$5,000 extra cash to the initiative due to its popularity**. This will enable a further funding round to open in October 2020.



→ **19 projects completed** in Logan and 15 in Ipswich with 32.777 digital attendees and 53 participants.



→ **94% of attendees and 76% of participants were new to BEMAC**



Booster packs for creatives continued

38 artists / arts workers gained work.

24% of participants were **CALD individuals** (Cultural backgrounds of attendees was impossible to determine through digital channels utilised)

95% of artists involved believe the project has increased their skills / opportunities.

93% of attendees / participants rated the activity as good or excellent.

The application process was supported by a wrap-around professional development support process, with two BEMAC full time staff and four experienced Creative Facilitators, all providing mentoring, project development support and more (see RASN Creative Facilitation report for more information).



Outside in docuseries

Telling the stories of 10 artists personal and cultural attachment to their art, their identity, their tradition and their expression, the docuseries OUTSIDE-IN, was designed to bring those stories to life for all to experience as well as:

- Increase BEMAC's digital footprint
- Increase social media presence
- Provide paid employment opportunities for CaLD artists
- Take our viewers on a cultural journey from the 'outside - in'
- Tell #ourstories #ourart #ourway - #OUTSIDE IN

10 professional episodes were created, with one of the featured artists Luatē (From Logan) going on to featured as part of the Sydney Sacred Music Festival, live streamed, Sept 2020.

COVID 19: A BEMAC RESPONSE

Outside-In: Viewer Stats

9,500 views

Total views of full episodes
(30sec+)

187,000 users

Total REACH of trailer videos
across Facebook and
Instagram

15,000 actions

Total ENGAGEMENT with trailer videos
across Facebook and Instagram (views,
shares, likes, click-throughs)



View All **Trailer videos** on Social media [here](#)

View All 10 **Full episodes** on YouTube [here](#)

DIGITAL PROMOTION VIA GOVERNMENT

The success, traction, acclaim, digital imprint and promotional significance to BEMAC that Outside-In generated was really quantified when the Honourable Stirling Hinchliffe Minister for Local Government, Minister for Racing and Minister for Multicultural Affairs used his official state government facebook and twitter channels to announce that due to 'Queensland Multicultural Month' being 'cancelled' this year due to Covid-19 that he would instead spend the month broadcasting the entirety of BEMAC's 10 part Outside In series across all of his social channels instead:





Bemac creative facilitators

- From mid March till end of December 2020, four Creative Facilitators / Mentors were engaged to provide intensive support to COVID impacted artists and arts workers across Logan and Ipswich.
- The project was incredibly successful, with the four facilitators supporting applicants to
 - the BEMAC Booster Packs for Creatives project
 - the Arts Queensland funded stART project
 - Successful applications to Arts Queensland, RADF, Regional Arts Fund and more.
- Following the success of the creative facilitator project, Arts Queensland released their Creative Business Champion mentoring project.

Bemac creative facilitators continued

“ BEMAC has engaged some local artistic legends to support you! Whether you want to seek further funding, could do with some creative introductions or even just for a friendly ear to bounce ideas off, our Creative Facilitators are here to help. Our Creative Facilitators will support you and share their creative skills and expertise to bring your project to life.

LOGAN REGION



Ali Strachan

Ali helps artists promote their work, make an impact and earn more from sales and commissions. She regularly works with arts organisations and local council to promote and educate local artists, and engage them in events to give them every opportunity to build their profile within the community and as a fellow creative, she understands the challenges artists face when building their business. She has the tools, experience and know-how to help artists be more profitable, so they can keep doing what they love.



Alyssa Bebbington

Alyssa has developed a strong connection with local SE-Qld music in roles as Music Publicist, Radio Producer, Musician and Technical Crew Member. In 2018, Alyssa founded Yeah Sweet PR, and as Owner/Manager and Music Publicist through them, she works with musicians to organise and manage tailored PR campaigns, helps bands prepare for releases and tours, and assists with general band development and additional festival/booking liaison.

Bemac creative facilitators continued

IPSWICH REGION



EJ Garrett

EJ is a producer, director, videographer, editor and writer. He has produced, directed and written documentaries for broadcast and has performed the role of Video Journalist. EJ currently owns and operates JETZAK PTY LTD, which produces media content and campaigns for community organisations. He is a Darumbal man from the coastal lands of Central Qld and his mother is from the Wulli Wulli people of the Burnett region. EJ Garrett is a multi skilled individual with experience covering community engagement, media and communication. He has shown repeatedly his durability and flexibility by performing many roles within his professional career.



Nina Weaver

Nina has been active within the Ipswich art community for many years as a sculptor, songwriter and vocalist. She also has a fine art education and has taught workshops within the community. For the past 5 years she has curated live original music and art performances consisting of over 400 original acts and has participated in many contemporary art exhibitions and curated exhibitions in her co-owned local art space and bar. Nina, is dedicated to creating and supporting art culture in Ipswich



Digital adaptation

In August 2020 BEMAC was funding \$20,000 from State Government to implement specific digitally focussed responses to COVID

- Mobile digital streaming platform for use by community in Ipswich & Logan
- Skill development sessions for Logan & Ipswich residents and CaLD people from across SEQld in digital platform use
- Opportunity for CaLD organisations to utilize high quality equipment



Australia council funded arts development

Australia Council For The Arts funded artist development, community engagement and artist showcasing projects in 2021.

- BEMAC performing arts programming
- BEMAC-led professional development support for artists
- Partnership with La Boite to deliver World Music In The Round
- Partnership with Qld Ballet to deliver Culture Fusion – Cultural Dance showcase
- Partnership with Qld Music Festival to include CaLD artists in ‘City Symphonies’ key QMF 2021 project
- BEMAC performing arts programming in Logan & Ipswich
- BEMAC live streaming & Outside In digital programming