

# BIG *h* ART

23  
24

## ANNUAL REPORT

WE MAKE ART  
WE BUILD COMMUNITY  
WE DRIVE CHANGE





*We acknowledge the Traditional Owners and continuing custodians of the lands in which we live and work.*

*We pay respect to Elders past, present and emerging.*

*We acknowledge the continuity of cultural and ecological stewardship provided by First Nations peoples across the country and across Big hART's projects.*

*Always was, always will be  
Aboriginal Land.*





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**Cover:** Project O participant, Tasmania (Photo: Big hART)

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**Left:** Performers getting ready for the Bulla Midhong concert, Nowra 2024 (Photo: Matt Loft)





# About us

Big hART is Australia's leading arts and social change organisation, telling Australia's most invisible stories, and creating social impact through art. Founded in the north west of lutruwita/Tasmania 32 years ago, Big hART has worked with over 64 communities in regional, remote and urban Australia to great acclaim, winning over 47 awards. Big hART makes art, builds community and drives change, exposing injustice through powerful campaigns. We remain in awe and full of thanks. Our people are our strength.

## 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. We use 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 influence decision makers. No issue is too hard. Big hART's projects have highlighted issues of homelessness, addiction, slavery at sea, domestic violence, inequality and the intergenerational injustice faced by Aboriginal and Torres Strait Islanders.

Big hART supports First Nations communities to tell their own stories, enables young women to be changemakers in family violence hotspots, backs young people to create a new future for their planet, and works with isolated communities and prisons, delivering exceptional community driven solutions which are proven, evidence based and innovative.

**Left:** Project O participant Bailey in the documentary 'From Where We Stand' (Film still: Big hART)



# Year at a glance

23  
24

**JUL**

*Songs for Freedom* album selected as ABC Country Album of the Week, National  
*GULGAWARNIGU* Exhibition continued at the National Portrait Museum, Canberra ACT  
 Big hART Company Meeting, Wynyard Tasmania  
 Bleach Festival produced, Acoustic Life of Sheds, Currumbin QLD

**SEP**

*Songs for Freedom*, Barangaroo NSW  
*Songs for Freedom*, Canberra ACT  
*Songs for Freedom*, Melbourne VIC  
*Songs for Freedom*, Roebourne WA

**NOV**

*All of Us (Project O)* at Walk Against Family Violence, Melbourne VIC  
*Skate of Mind*, North West Tasmania  
*Hannaford and Big hART* exhibition opening, Adelaide SA  
 Wild Edibles workshop with Diego Bonetto at Watershed, Wynyard TAS

**DEC**

*Skate of Mind*, Ulverstone, Ashley Detention Centre, Sheffield, Torrens, Launceston TAS  
*Bulla Midhong* Concert preview performance, Shoalhaven Entertainment Centre, Nowra NSW

**AUG**

*Songs for Freedom* songwriting workshops, Roebourne WA  
*Skate of Mind & From the Ground* Workshops, Wallaga Lake NSW

**OCT**

*Tunes in the Tulips*, Table Cape TAS

**FEB**

Watershed Supper Series commences, Wynyard TAS  
*Bulla Midhong* workshops, Wallaga Lake NSW  
 Skate of Mind Sessions, Wynyard TAS

**MAR**

*Punkaliyarra* perform at opening of Wiyi Yi Yani U Thangani Institute of Gender Justice, Canberra ACT  
 Digital artworks, *Wangaba Barnigu*, *Wangabarni (Staying Alive)* & *Jarda Bura*, *Gurri Bura Jarda Ngarli*, *Gurri Ngarli (Senior Women, Young Women)* open at West Australian Museum Boola Bardip, Perth WA

**APR**

*Tjaabi-Flood Country*, City of Melville WA & Wynyard TAS  
 Skate of Mind Sessions, Wynyard TAS

**MAY**

*Tjaabi-Flood Country*, Hobart TAS, Fyshwick ACT, Wyndham VIC, Huskisson NSW  
*Pixels and Prose a Photography Exhibition* by Neal Rodwell, Wynyard TAS  
*Skate of Mind* – Vault residency, Fyshwick ACT

**JUN**

*Tjaabi-Flood Country*, Jigamy & Wallaga Lake NSW, City of Melville WA  
*Bulla Midhong Concert & Album Launch*, Shoalhaven Entertainment Centre, Nowra NSW  
*Paper on Skin*, Watershed Wynyard TAS  
*Hannaford and Big hART* exhibition opening, Watershed Wynyard TAS



# Statistics



**3199**  
participants



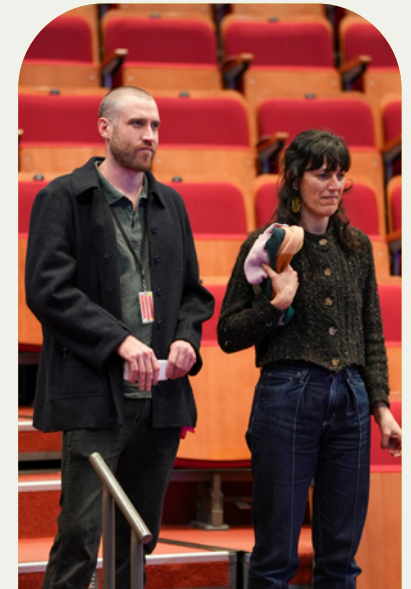
**237,988**  
audience



**396**  
workshops



**106**  
events/sharings



**145**  
artists/art workers

**Photos on this page (in order):** Punkaliyarra participant, Perth, 2023 (Photo: Nicky Akehurst), Audience at Punkaliyarra performance, Wiyi Yani U Thangani Launch, ANU 2023 (Photo: Tamali Smith), Participants at a Storytime and Play workshop, Samoa 2024 (Photo: Big hART), Youth at a Skate of Mind event in Ulverstone, TAS 2024 (Photo: Riely Walker), Big hART staff members Lincoln and Sophia at a Bulla Midhong rehearsal in Nowra NSW, 2024 (Photo: Matt Loft)





# Statement

## What just happened!?

Firstly, a big thank you. Our staff, producers and artists could fill many other much easier and better remunerated roles, working with other companies in the arts, or outside. They work incredibly hard, in often thankless situations, encountering social issues of critical importance, which lack visibility and change. These are usually not popular issues and are therefore invariably difficult to fund and champion. For this dedication and creative tenacity, we remain in awe and full of thanks. Our people are our strength.

Big hART is unashamedly an arts and social change organisation. The work is not mainstream, and the voices we seek to elevate through art making are not always welcome in national fora. However, we prefer not to be drawn into the small picture, adversarial approaches so often used to try and gain cheap wins in the news cycle. Art, artmaking, producing and participation sits the core of our social change work. It is these mentored participatory approaches that brings lived experience to public attention and illuminates hidden injustices deeply and authentically.

*“Big hART is unashamedly an arts and social change organisation.”*

This year benefited from the convinced work of many artists, arts workers and producers collaborating with communities in many different artforms, from music, digital arts, theatre, concerts, exhibitions, partnerships with national institutions, and start-up ventures, to illuminate important hidden issues. It was a stellar year for impact and beautiful finessed work, resulting

Left: Big hART Cultural Advisor, Michelle Adams on stage during Songs for Freedom Melbourne, 2023 (Photo: Ben Fon)





in opportunities for people with lived experience to speak truth to power, concerning critical hidden issues that require urgent political attention.

For example, in the year of The Voice Referendum, Aboriginal young people still make up 51% of the children jailed every night in our country. Of these, 87% are in there on remand, in other words not even proven guilty yet! As a nation we should be appalled. At the same time, this year marked the 40<sup>th</sup> anniversary of the death of 16-year-old John Pat at the hands of police in Iremugadu (Roebourne) on September 28<sup>th</sup> 1983. These two critical narratives have given rise to a 10-year collaboration with the community of Iremugadu called *Songs for Freedom* – a national touring concert playing across the country from large outdoor venues like Barangaroo, to inside the courtyard in Parliament House Canberra. Position papers calling for change, collaborations with the Justice Reform Initiative, meetings with Attorneys General across the country and work with young people, Elders and families saw this mammoth undertaking address this unpopular issue powerfully, dragging it from under the carpet, and helping to stop these children being used as propaganda during electoral cycles.

It is this kind of intense, underfunded, multilayered approach to placing the power of arts and changemaking where it needs to be and championing the voice of lived experience, with passionate and moving narrative and song, that gives Big hART its unique voice. And it is this that our staff and community members work so hard to deliver through multiple projects, concerning a range of issues, at the same time. It is the reason it is such an honour to work with them and serve the purpose.

Left: Performer on stage during *Songs for Freedom*, Barangaroo 2023  
(Photo: Brett Boardman)

In the following report you can dip into the depth of these layered projects, but to help illustrate the impact of the approach outlined above:

- Our *Songs for Freedom* album was selected as ABC Country Album of the Week and toured nationally
- *Acoustic Life of Sheds* was staged by Bleach Festival, QLD
- *Bulla Midhong Album* was launched at the **Shoalhaven Entertainment Centre**, on Yuin Country, NSW
- The **West Australian Museum** Boola Bardip, commissioned and premiered – *Wangaba Barnigu*, *Wangabarni (Staying Alive)*, & *Jarda Bura*, *Gurri Bura Jarda Ngarli*, *Gurri Ngarli (Senior Women, Young Women)*
- The *Hannaford and Big hART* exhibition celebrating our 30-year collaboration opened in Adelaide, and began touring
- The digital *GULGAWARNIGU* exhibition continued to delight at the **National Portrait Gallery** in Canberra
- The Roebourne community continued to deliver with *Punkaliyarra* at the opening of the Wiyi Yani U Thangani Institute of Gender Justice, at the **ANU** Canberra
- Patrick Churnside's theatre piece, *Tjaabi-Flood Country*, began its national grassroots tour of small communities
- Our mental health prevention project *Skate of Mind* toured Tasmania and the ACT and continues on the road
- The continuation of Pacific based project, *Storytime and Play*, centring early childhood media and two-way knowledge sharing through the production 30 television episodes

This list highlights the impact and engagement our staff achieve working on so many levels, on shoestring budgets, with a layered focus on art making, community processes, political advocacy, large public events. The work also branches out into innovative education platforms like *NEO-Learning*; as well as authentic public action such as young people from *Project O* at Walk





Against Family Violence, speaking on the steps of the **Victorian State Parliament**; and the delivery of position papers to relevant ministers concerning these hidden issues.

This year, this complex activity occurred in the shadow of The Voice, a simple yet critically important practical gesture towards First Nations people. The calamity of the referendum process leaves a deafening silence in its wake and positive change further out of reach. It took real courage from communities, Big hART staff, producers and artmakers to keep going and trust that there is a hunger amongst the Australian people for a more empathetic future. In the light of these issues, the issues are often too important to be waiting on ticket sales or fully assured funding to be green lit. We often need to engage early with critical situations that lack visibility. We must begin the work with communities and get the story out there before it can hope to pay for itself. That is why so many of our public concerts, shows, screenings etc, are free and open and for all.

*“We must begin the work with communities and get the story out there before it can hope to pay for itself.”*

We’ve had a very successful year in terms of engagement. However, it was also a very difficult year in terms of funding, driven by the size of our project teams and company, the geography we traversed both here and, in the Pacific, and the quantity and quality of the multi-artform works and advocacy we delivered in collaboration with communities and institutions around the country. Once again there was nothing left in the bank, at the end of the financial year, and nothing left in the tank for many of our incredible team. For this reason, I thank them deeply, and I acknowledge the trust and commitment of the board, and our Chair Barbara in supporting this vital, creative and complex work.

**Left:** Bulla Midhong cultural mentors sharing some pre-show laughs  
Nowra NSW, 2024 (Photo: Matt Loft)





Many boards would not have the courage to come with us into the fray. Our board is 50% Indigenous and 50% non-indigenous, it comprises both young and old and sectors such as disability, education, arts and business. It is this range that I think provides the courage to commit.

I want to thank Scott as the CEO of Big hART for his vision, creativity, dedication, and compassion, to dream of a better more just world and then sets about bringing others along with him. He is supported by the Big hART senior leadership and staff, many of whom are artists in their own right. I had the privilege of being behind the scenes several times to see what goes on, and all the hard work, to create the magic we see in the performances. Thanks to all the production teams as well. Together we have made a difference, and shone a light in the sometimes-dark world.

*“Many boards would not have the courage to come with us into the fray.”*

In writing this together, both Barbara and I are proud to work with our community collaborators, our very wide range of unusual funders and our dedicated arts and producing teams. Each year the collaborations with participants at the grassroots in communities on our long-term projects shapes future directions and the nature of Big hART itself. We are a learning organisation, and the new year already sees a range of new enterprises and directions taking shape, including a focus on a changing organisational structure and increased funding certainty. We look forward to delivering next year’s annual report!

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**Barbara B Chair | Dr Scott R CEO**



NGARLUMA COUNTRY

# New Roebourne/ Ieramugadu

## Target outcomes

🏠 First Nations leadership   ➔ Social inclusion   ❤️ Primary prevention

Big hART acknowledges the support and guidance of Ngarluma, Yindjibarndi, Banjima, Marduthunera, Guruma, Nyiyaparli, Kariyarra and other Pilbara Elders past, present and future.

In 2023 –2024 Big hART entered its 14th year working in the Ieramugadu/Roebourne community, having first been invited by senior Ngarluma and Yindjibarndi women in 2010. Our work continues to honour this initial invitation to share stories of a 'New Roebourne' by housing several key initiatives that work together to promote whole of community outcomes. It was a significant period for national recognition of the project's work, encompassing multiple tours and showcases to thousands of people across the nation.

The various initiatives of the New Roebourne project are highlighted across the following pages. Collectively they deliver supported outcomes across education, digital literacy, individual and community capacity building, cultural heritage transmission and connection to Country, language preservation, mental health and wellbeing, and prevention and diversion. From grassroots engagement and skill development, to nationwide campaigns and events, New Roebourne has grown to be a powerful place-based model for generational change, creating multiple platforms for the community's thought leadership to be shared and amplified.

### — 133 participants

86 children and young people, 44 adults  
3 trainees

### — 5,411 audience

1,800 at live Songs for Freedom concerts (national tour), 500 Songs for Freedom Ieramugadu /Roebourne, 77 Songs for Freedom online streaming, 70 Songs for Freedom Prison and Yaandina Aged Care, 1664 Tjaabi Tour, 1300 Punkaliyarra tour (300 live, 1000 online)

### — 328 workshops

Including 78 digital workshops

### — 37 events

7 local, 21 Tjaabi, 12 First Nations cultural exchanges (Tjaabi), 4 SFF (national tour), 1 Punkaliyarra, 4 NEO-Learning







NGARLUMA & YINDJIBARNDI COUNTRIES

# Punkaliyarra

New Roebourne's initiative, *Punkaliyarra*, continued to amplify the strengths of senior and young women in Roebourne by showcasing powerful project content at home and in national forums.

## Target outcomes

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📺 First Nations leadership

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👤 Gender equality

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💚 Primary prevention

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*“We need to have more meaningful conversations on overturning stereotypes, sharing diverse and rich story. Let's talk about the nurturing of Aboriginal women. Let's talk about strength.”*

**MICHELLE ADAMS**  
PROJECT CO-CREATOR



**This page:** Punkaliyarra performers, Wiyi Yani U Thangani Launch, ANU 2023 (Photo: Tamati Smith)

**Previous page:** Background – Pilbara wildflowers (Photo: Big hART)

**Circle –** Punkaliyarra performers, Wiyi Yani U Thangani Launch, ANU 2023 (Photo: Tamali Smith)



A creative development in Ieramugadu/Roebourne in October 2023 provided an important opportunity to share the achievements of the project with the community and showcase moments of senior and young women's leadership. This included an important audience with the Balagarni Circle of Elders, who listened to participants report back on their Perth Festival experience, as well as a community sharing at the Old Library, MC'd by young women and featuring films and songs from *Punkaliyarra*.

This creative development also continued the generation of artistic content in preparation for a presentation at the Wiyi Yani U Thangani Gender Justice Institute launch event, at the invitation of Institute Chair June Oscar AO. This launch took place in March 2024, with the women of *Punkaliyarra* stepping up in front of an influential audience of First Nations women, politicians, advocates and funders to speak up about Aboriginal women's power. *Punkaliyarra* was presented after speakers such as June Oscar, Julia Gillard, Larissa Behrendt, Linda Burney and Aunty Matilda House. *Punkaliyarra* received a standing ovation, instilling a great sense of pride in the women and their families watching the livestream back home.

*Punkaliyarra* continues to create meaningful impact, with next steps including cultural and artistic exchange with First Nations women on Yuin country, building on relationships established during Big hART's *Bulla Midhong* project on the NSW South Coast.



This page: *Punkaliyarra* performers, Wiyi Yani U Thangani Launch, ANU 2023  
(Photo: Tamali Smith)





*“As we seek to strengthen the political voice of First Nations women, Punkaliyarra shares the stories we all need to hear.”*

JUNE OSCAR, AO



*“I was just proud of going somewhere new and performing...it pushed me out of my comfort zone. I learned more about my language and my culture, I learned how to have responsibility.”*

**PARTICIPANT**  
PUNKALIYARRA

**Top:** Mentor Keia McGrady with participants (Photo: Big hART)  
**Left:** Project sharing at the Old Library, Roebourne (Photo: Big hART)  
**Right:** Punkaliyarra performers with former Prime Minister, Julia Gillard (Photo: Big hART)







GADIGAL, NGAMBRI-NGUNNAWAL, WURUNDJERI,  
AND NGARLUMA COUNTRIES

# Songs for Freedom

*Songs for Freedom* continued the national tour that started in February 2023, with concerts in Sydney, Canberra, and Melbourne over September 2023.

## Target outcomes

📺 First Nations leadership

🗣️ Youth justice

👥 Community healing



*“It’s a stunning show and beautiful music and wonderful songs. And I felt that the audiences, even though their hearts were breaking...they were held during that.”*

**SHELLIE MORRIS**

SONGS FOR FREEDOM PERFORMER  
AND SONGWRITER

The final concert of the *Songs for Freedom* tour was held in Roebourne in the same week as the 40th anniversary of John Pat’s death in custody.

Highlights of the Sydney and Canberra concerts was the Yuin choir from the South Coast of NSW participating in a cultural exchange and performing in the concerts. In Sydney, young members of the Pat family, Karella and Kimberley, met the Federal Government Attorney-General, Mark Dreyfus, and spoke about their life and the challenges they face as young First Nations women from a remote Australian community experiencing deep and ongoing intergenerational trauma. In Canberra, the *Songs for Freedom* company were hosted by Ngambri-Ngunnawal community and cultural leader, Paul Girrawah House, and undertook songwriting workshops with First Nations music students from ANU.

In Roebourne 16–23 September, senior Ngarluma lore man, Mr Tim Douglas, and Ngarluma songman, Patrick Churnside, hosted a cultural exchange to welcome visitors from all across Australia to their Country. Big hART also hosted a briefing at the Old Roebourne Library for the WA Attorney-General the Hon John Quigley MLA, children’s advocates and commissioners from WA and NSW, community organisations and policy reform campaigners and launched two new evidence-based reports on the benefits of prevention and diversion programs over juvenile detention. The reports were shared with politicians, government departments, universities and NGOs Australia-wide.

*“What it’s actually done for us is smash through stereotypes, changed the conversations from one of invisibility... It has been very purposeful and incredible to be a part of.”*

**MICHELLE ADAMS**

YINDJIBARNDI EMERGING ELDER



**This page** *Songs for Freedom* concert at Barangaroo, Sydney 2023 (Photo: Big hART)

**Previous page:** Background – Still from drone footage of Ieramugadu/Roebourne (Source: Big hART)

Circle – Kankawa Nagarra performing at the Melbourne *Songs for Freedom* concert, 2023 (Photo: Ben Fon)





*“Songs for Freedom sends a message to Canberra and one down to Perth that places like Roebourne need more attention... [they] need the resources to start doing these programs for their kids and for their communities.”*

**ROBERT TICKNER AO**  
CHAIR OF THE JUSTICE REFORM INITIATIVE





*“... this is a collection of exceptionally well-crafted songs, with not a dud amongst them... a memorable and emotional evening of music.”*

**GRAHAM MACDONALD**  
CANBERRA CITY NEWS



Highlights in Ieramugadu/Roeboorne were the concert in Roeboorne Regional Prison and young people writing and performing a new song as part of the concert, witnessed by Elders, Roeboorne families, artists and guests.

In 2024 *Songs for Freedom* moved into a legacy phase with two concerts planned in Roeboorne and Perth in September and October 2024 to support and celebrate the next generation of Roeboorne’s leaders, songwriters, and storytellers. In February Shellie Morris came to Roeboorne for songwriting workshops with women in the prison and the community resulting in a new song written by Allery Sandy and Jeannie Churnside. In May, Warren Foster Jr and Gabriela Green spent two weeks in the community doing dance and Hip Hop workshops with young people to create new music for the last two concerts.

**Top:** Kutcha Edwards performing at the Canberra Songs for Freedom Concert, 2023 (Photo: Big hART) **Left:** The Freedom Collective at SBS Radio Melbourne (Photo: Big hART)  
**Above:** Karella and Emma Donovan at Songs for Freedom Barrangaroo, 2023 (Photo: Brett Boardman)








NGARLUMA COUNTRY

# NEO- Learning

Our partnership with Roebourne's local school has strengthened, with students embracing our opt-in workshops in songwriting, beat-making, digital drawing, and photography.

## Target outcomes

-  First Nations literacy
-  Future focussed digital learning
-  Community building



*“NEO-learning has provided the environment for our students to shine in a safe space.”*

#### TEACHER

WA

Their teachers reported improved attendance, confidence, and dedication among participating students, which they attribute to their participation in *NEO-Learning*.

Nationally, collaborations with DART Learning, ACTF, and ACMI have expanded *NEO-Learning's* reach in primary schools, positioning us as a leader in digital arts education. Locally, we've supported community members in Roebourne through professional development, empowering new artists, community producers, and workshop facilitators. This includes professional training sessions for teachers in WA and the ACT.

*NEO-Learning* has also supported 12 regional and remote WA schools, bringing digital learning to students and teachers with limited access to excursions and specialised resources. Our partnerships with hospital and mental health schools have continued, contributing to positive mental health outcomes for young people weekly in Canberra ACT.

This year also saw an expansion of our team and the creation of resources, including the 'Tjaabi' and 'Living in Roebourne' educational materials, which will be a very strong offering for classrooms across the Australia.

In the coming 12 months, *NEO-Learning* will continue to provide digital arts workshops and skill-building for the Roebourne community as well as expand our offerings to primary schools nationally. We will be piloting four *NEO-Learning Digital Labs* in regional communities to expand our program by providing access to digital skills for more First Nations youth.



**This page:** *NEO-Learning* participant at Superheroes workshop, 2024 (Photo: Big hART)  
**Previous page:** Background - Digital artwork (detail) by Harmony (Source: Big hART)  
 Circle - *NEO-Learning* participant (Photo: Big hART)





*“Students were keen to share their creative works and enthusiastically participated in sessions. The growth in confidence from the first to last sessions was huge! The digital art created has been a vehicle for more creative expression in the classroom.”*

TEACHER  
WA



*“Going to Big hART gave the kids something to look forward to. They will come to school when there is something they want to do.”*

TEACHER  
WA

Top: NEO-Learning beat making workshop, 2023 (Photo: Big hART)  
Left: Participants at Superheroes workshop, 2024 (Photo: Big hART)  
Right: Superheroes artwork by workshop participant (Photo: Big hART)






# 'Heart of Country' digital artworks


2022-2023 saw the creation of two new digital artworks made in the community, through a significant commission by the WA Museum.

## Target outcomes

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 First Nations leadership

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 Youth leadership

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 Gender equality

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*“Getting a photo of the Milky Way...  
Emu dreaming photo... that was my  
first time doing that photo. Which I  
never knew how. So that's something  
I learnt.”*

JESS ALLAN  
PHOTOGRAPHER

Commissioned for the Museum’s exterior screens at the Boola Bardip site in Perth, these two new artworks blended film, animation, audio and photography to tell the stories of senior and young Ngarluma and Yindjibarndi women in the community. For the museum’s Francis St Screen, the film *Wangaba Barnigu, Wangabarni! (Staying Alive)* had artists working with young women to creatively explore themes of connection to country, including plants and local landscapes. This process included digital art, photography and stop motion video workshops.

The film *Jaarda Bura, Gurri Bura, Jaarda Ngarli, Gurri Ngarli (Senior Women, Young Women)*, playing on the Hackett Hall exterior explored the importance of intergenerational women’s relationships, with film, audio, photography and movement workshops with artists creating a call and response dialogue between senior and young women. This process included an on-country camp and film shoot at Bomyinji, Tambrey Station and Millstream, where Elders recalled important stories from their childhoods. Launched in March 2024, both films will screen several times daily for 12 months, with high visibility in Perth’s cultural precinct.

Big hART would like to acknowledge the passing of senior Yindjibarndi Elder and songwoman Berry Malcolm, whose story was shared in these films. Big hART continues to work with WA Museum to explore further amplification of these important artistic works.



**This page:** Young women participants filming at Cossack (Photo: Jessica Allan)  
**Previous page:** Background – Digital Artworks created with Animator Peta Roebuck and young women in Big hART’s Digital Lab, Circle – Digital motion portrait (Artwork: Big hART)



*“It’s exciting knowing that a lot of people are going to see my work.”*

**KIMBERLEY WILSON**  
ARTIST





*"I just heard the audio. It sounds DEADLY. I like the going back and forth between the young ones and the Jaardas (Nannas)..."*

**NINA ALLEN**  
WRITER AND PERFORMER

**Top:** Country trip (Photo: Big hART)  
**Left:** Stop motion process (Photo: Big hART)  
**Above:** Country trip (Photo: Big hART)  
**Top right:** Stop motion process (Photo: Big hART)



**IN MEMORY OF BERRY MALCOLM**

(NANNA MARA)

*As a strong Yindjibarndi cultural custodian, Nanna Mara was passionate about passing on her knowledge to women and young people, and proudly made work on Yindjibarndi country to share all she knew. Nanna Marra and her family gave explicit permission for her name, image and voice to be used if she passed away so people could continue learning from her.*







NGARLUMA, NIPALUNA, TOMMEGINE, BUNURONG & WADAWURRUNG, KULIN, NGUNNAWAL, YUIN, EORA, NOONGAR, AND GOOMBURRUP COUNTRIES

# TJAABI- Flood Country

Big hART toured *Tjaabi-Flood Country*, a performance piece and accompanying cultural exchange workshop program, across TAS, ACT, NSW, VIC and WA.

## Target outcomes

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 First Nations leadership

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 Cultural justice

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 Reconciliation

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*“More than just a musical theatre production; it’s a testament to the power of storytelling, resilience, and cultural exchange... [and] seeks to promote cultural understanding and reconciliation.”*

SBS  
NITV RADIO

This tour saw Ngarluma songman, Patrick Churnside, touring *Tjaabi* as a cultural practice on Country as a gift to other First Nations people. It included public performances for the broader community, community gatherings, private sessions with local First Nations people, cultural exchange, artist Q&A, learning resources for schools, and workshops for young people featuring songwriting and knowledge sharing about cultural artifacts.

Key highlights included:

**The inclusion of local content in some place-based presentations.** This two-way cultural exchange often involved a performance by the local community song as a gift on stage to audiences before the *Tjaabi* performance. For example, in Nowra on the NSW South Coast, our existing partnership with Gadhungal Marring Aboriginal Corporation created the opportunity for a strong two-way cultural exchange across workshops, artifact making, storytelling, all culminating in a live and inclusive *Welcome to Country* prior to the *Tjaabi* performance. The Welcome involved the performance of three songs, accompanying dances and stories performed by 20 young people alongside their cultural leaders.

*“Tjaabi has become one of my passions and life’s work. I pour my heart into it, researching, learning and performing. Through my commitment to awakening and sharing tjaabi in performances and cultural exchanges, I hope understanding and reconciliation will grow, greater awareness of country, and stronger song, story and culture.”*

PATRICK CHURNSIDE  
NGARLUMA SONGMAN



**This page:** Patrick Churnside performing *Tjaabi-Flood Country* in City of Melville WA, 2024 (Photo: Leith Alexander)  
**Previous page:** *Background - Pilbara landscape* (Photo: Big hART)  
*Circle - Patrick Churnside performing Tjaabi-Flood Country, The Vault residency, Fyshwick ACT* (Photo: Gupi de Zavalia)





Workshops at Bega High School NSW and Djidi Djidi Aboriginal School in Bunbury WA, which involved tjaabi singing, participatory music-making, and interactive knowledge sharing about cultural artifacts. Workshops focused on re-awakening aspects of tjaabi locally and transmitting cultural heritage. Workshops increased cultural connection and belonging for young people, by encouraging young people to reengage with their own cultural traditions.

The touring of this powerful performance piece inspired a new passion for culture, story, language and song, strengthening community pride and cultural identity everywhere it went. It renewed connections between many Aboriginal people across the country.

The intercultural approach of this tour brought together Aboriginal and non-Aboriginal artists, musicians and producers, practicing collaboration and cross-cultural artistic expression. Patrick observed how *Tjaabi-Flood Country* formed a generous intercultural bridge between worlds for artists and audiences.

*Tjaabi* is set for touring nationally in 2025.



**Clockwise from top left:**

*Tjaabi-Flood Country* welcome event, City of Melville, 2024 (Photo: Cole Baxter)

*Tjaabi* schools workshop in Bunbury WA, 2024 (Photo: Big hART)

*Tjaabi* performance in Wallaga Lake NSW (Photo: David Rogers)

Community welcome by Warren Foster, Wallaga Lake NSW, 2024 (Photo: Big hART)



*“Tjaabi definitely had an impact on the South Coast of NSW. The only way audiences can access art or performance is to bring it here. The audience had a deep connection to Tjaabi because it is another First Nations person and theatre is something they have never seen before. The cultural exchange was rich and deep inspiring passion for culture, story, song. Tjaabi has encouraged kids to connect to elders, story and culture. It shows young people what is possible if they want to have a career in the arts.”*

**GABRIELLE OLEA GREEN**

ARTIST, PRODUCER, COMMUNITY MEMBER



**This page:** Patrick Churnside performing Tjaabi—*Flood Country*, The Vault residency, Fyshwick ACT  
(Photo: Gupi de Zavalia)








BUNURONG

# Project O

The last 12 months supported strong legacy outcomes for Big hART's long term prevention initiative, *Project O*.

## Target outcomes

-  Primary prevention
-  Social inclusion
-  Youth leadership





*“We don't want you to see us as part of the problem, we think we can be part of the solution”*

XIAO, PARTICIPANT  
SPEAKING AT WALK AGAINST  
FAMILY VIOLENCE

- 12 participants
- 230,000 audience  
Across Walk Against Family Violence and Sunrise
- 6 workshops
- 1 event
- 6 local artists / producers / cultural mentors

**This page:** Rosie Batty in the documentary 'From Where We Stand' (Film still: Big hART)  
**Previous page:** Background - Frankston VIC coastal landscape (Photo: Big hART)  
Circle - Project O participant Xiao at Walk Against Family Violence, 2023 (Photo: Big hART)



*“When we talk about preventing family violence and violence against women, what we mean is that we don’t accept this violence as inevitable.”*

**DR KATE FITZ-GIBBON**

INTERNATIONAL RESEARCH LEADER IN THE AREA OF DOMESTIC AND FAMILY VIOLENCE AND FEMICIDE

Working with alumni of the successful five-year Frankston initiative, Big hART continued its work in developing a documentary *Speaking Out of School* that documents the work of *Project O*, and centres the voices of young people in the drive to solve the issue of family violence.

Key activity covered the leadup to the Victorian Walk Against Family Violence in November 2023. For this walk, young people joined forces with Rosie Batty and leading sector advocate Respect Victoria, to contribute a youth voice to the campaign to stop family violence. Highlights included participant Bailey appearing on breakfast TV program *Sunrise* with leading advocate Dr Kate Fitz-Gibbon, participant Xiao speaking to a crowd of 5000+ alongside Rosie Batty at the Walk, and the key group of alumni running a respect and diversity chant during the walk itself.

Future steps will see the finalisation of production on this important documentary, with intention to broadcast in 2025 nationally alongside a social impact campaign.

**Right:** Documentary Director Amelia Tovey and DOP Petra Leslie filming in Melbourne (Photo: Big hART)



*“Be respectful, be kind to others.  
There’s no need for violence in  
any community.”*

**BAILY, PARTICIPANT**  
SPEAKING ON *SUNRISE*






tommeginne

# Watershed

As it approaches its third year of operation, *The Watershed* continues to grow and is now more closely aligned with the local community as well as larger Big hART initiatives.

## Target outcomes

-  Youth employment
-  Social inclusion
-  Mental wellbeing





— **1,555 participants**

457 youth under 25, and  
1109 adults

— **115 events / sharings**

20 events and 95 workshops

— **60 local artists /  
producers / cultural  
mentors**

43 local artists, 9 producers, 8 cultural  
mentors

*This page:* Cultural Mentor, Jye, teaching a nature-based workshop to children at the Watershed (Photo: Taylor Paige)

*Previous page:* Background - The River Inglis at sunset (Photo: Big hART)

*Circle - First Foods prep with chef Isabel and participant (Photo: Michelle Walker)*



*“We love the concept of the supper series and are amazed at how the high school kids are doing. We love that you are showcasing local producers. Please keep up the great work, we are looking forward to future events.”*

#### COMMUNITY MEMBER

The 2023–2024 period saw an evolution in administrative systems at *The Watershed*, which are now better organised and more streamlined. We’ve also enjoyed closer collaboration with the Wynyard Yacht Club, resulting in greater efficiency for venue booking, event scheduling, maintenance, and cost sharing. The community are now familiar with the Watershed as a venue and a location, and well-acquainted with Big hART’s distinct event aesthetic.

The most significant project this year has been the establishment of *First Foods*. A project with multiple threads united by the intersection of food and nutrition, it offers community building and nutritional literacy resources to young mothers (and their babies). *First Foods* is driven by Chef Isabel Sykes and supported by Big hART’s Tasmanian team.

Highlights have been the *Supper Series* and *Storytime* initiatives. The *Supper Series* shines a light on local food producers, as well as topics like food security, nutrition and preparation. Relatively new, “*Storytime*” is bringing little people into the space, providing entertainment, respite and an opportunity to build community around the *First Foods* concept.

Despite some significant staff changes and a constrained resource environment, *The Watershed* is now producing activities or events every week day—often with more than one activity taking place at a time—and often on weekends, too.

*“I enjoy volunteering at the Watershed because it provides me with a safe space to learn and grow my hospitality skills.”*

WATERSHED PARTICIPANT  
AGE 16

*“Working with Isabel at the Watershed is probably one of my favourite things because she teaches a lot of skills in a work setting without the same amount of stress, she is patient and kind and understanding.”*

WATERSHED PARTICIPANT  
AGE 14



This page: Watershed participants preparing food for a Supper Series (Photo: Big hART)








tommeginne

# Artisan Social Enterprise

A new venture for Big hART  
in 2023-2024.

## Target outcomes

-  Employment support
-  Regional growth
-  Mental wellbeing





— **352 participants**

150 children, 170 youth, 32 adults

— **325 audience**

300 at Skate of Mind, Ulverstone and 25 at Artisan launch.

— **5 events/sharings**

2 events – Skate of Mind, Ulverstone, and Artisan launch and 3 sharings – planning/DA

— **16 artists/arts workers**

*This page: Paper maker Darren Simpson at the Artisan site (Photo: Big hART)*

*Previous page: Background – The Artisan site and night (Photo: Big hART)*

*Circle – Paper maker Darren Simpson working with pulp (Photo: Big hART)*



*Artisan Social Enterprise* is a new venture for Big hART in 2023–2024. A pragmatic program in response to an optimistic stimulus. A new venture for Big hART in 2023–2024 this is a social enterprise and incubation hub, situated on an industrial estate on the North West Coast of lutruwita/Tasmania that provides a supportive environment and platform where artisanal businesses can thrive.

*Artisan* helps rebuild disappearing skills and trades, and supports emerging careers. It takes a regional development approach to support local artisans with specialty skills, such as: shipwrights, stone masons, blacksmiths, timber crafts, horticulture, digital design and skateboards.

Each business is supported onsite until they are viable. In exchange for residency, the skilled artisans on site provide mentored opportunities for local young people to re-engage with education, employment, literacies and life-long learning.

*Artisan* is a ten-year pilot run by Big hART. 2024 launched an initial residency on site 'Creative Artisan Paper'. Project concept and site design is now completed in consultation with artisan businesses and architects, and is now awaiting LGA development approval.

*Artisan* is community centred. It strengthens a local desire for life-long learning and generating new opportunities for people-centred work, leaving a legacy of opportunities, entry points and educational pathways for participants, whilst building inclusivity into local small businesses.

Big hART's purpose is community development and arts for social change. We assist communities experiencing disadvantage to build better futures. *Artisan* lifts the profile, livability and desirability of the North West Coast.



**Top:** First Foods garden at the Artisan site (Photo: Big hART)

**Above:** Planning model of the Artisan site (Photo: Big hART)

**Right:** Artisan site skate ramp test (Photo: Big hART)





SOLOMON ISLANDS, NIUE, SAMOA

# Storytime and Play

*Storytime and Play* is a vibrant children's media movement in the Solomon Islands, Niue, and Samoa, which promotes inclusion and equitable learning opportunities for children in the Pacific region.

## Target outcomes

- 📺 First Nations leadership
- 👤 Early childhood development
- ↔️ Two-way knowledge sharing





## 1,854 audience

828 website, 226 app, 800 playhub participants

## 108+ participants

Artists, media professionals, educators and youth leaders working in Solomon Islands, Samoa and Niue.

## 30 TV episodes filmed

## 70+ workshops

Including week-long creative developments in Solomon Islands, Samoa and Niue, 10 online masterclasses, 60+ online workshops

**This page:** Samoan Early Childhood Centre Educators at story workshop.  
(Photo: Big hART)

**Previous page:** Background - Playhub artwork, Samoa (Photo: Big hART)  
Circle - Samoan young woman at Big hART's storytelling art workshop.  
(Photo: Big hART)



*“In the Pacific Island culture is the fear of making mistakes. This young boy who we are working with, that’s been driving the stories, he’s grown so much as a young person, especially his confidence. The mum has seen it without me trying to preach to her. ‘Let him play, let him find the character’s voice,’ which has allowed him to find his voice.”*

**ROCKSTEADY**  
NIUE

Alongside independent Pacific Island organisations and Plan International Australia, Big hART is part of a mission to establish a regional children’s media development and play program that centres Pacific Island cultures and languages.

Big hART’s role within the project involves capacity building, mentoring, cross cultural collaborative content creation, skill sharing of our award-winning art making tools and processes with artists and media teams in the Pacific to support them on their media content creation journeys.

Building on the success of the 2023 project, the project expanded from radio to video episodes. 30 TV episodes are being created across Niue, Samoa, and Solomon Islands. Content is shared on a purpose-built app, and linked to local early childhood networked “Play Hubs” in communities to support children’s creative play and learning.

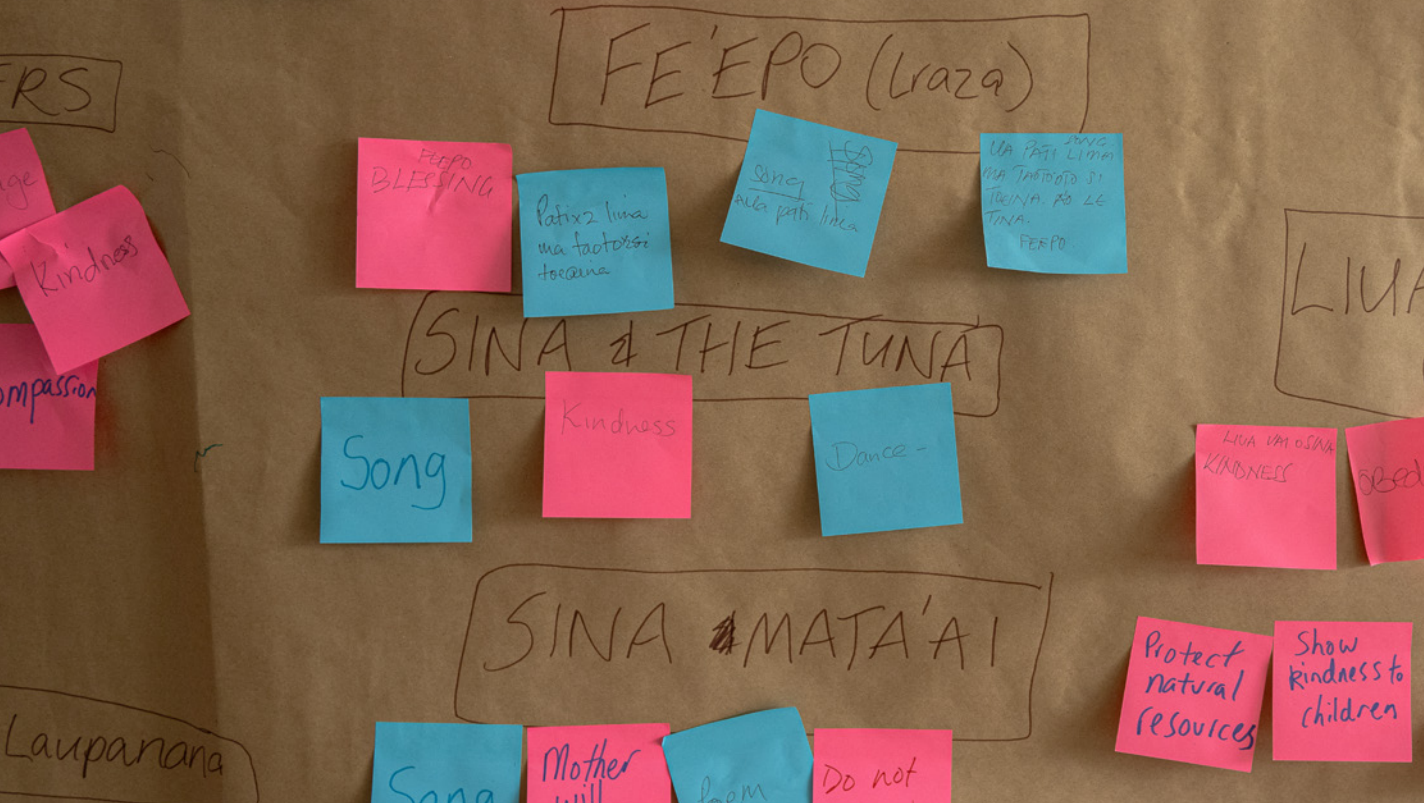
*“Early childhood development is new here in Samoa. Storytime and Play provides an alternative way of looking at it, where it’s not only from an academic perspective, but to really get parents’ participation. We want to be able to break the mould, to impact and to change the mindsets and see a positive impact. We want our kids to be seen and heard.”*

**SAMOA GEM**  
SAMOA

This page: Samoan creative development workshop.  
(Photo: Big hART)







*"The power of Kastom Stories and storytelling is slowly diminishing from our society. It's not because we intend for this, but it's because the world is changing, interests have shifted. For us, the writers and artists, the process was an important one. It took us back to a moment when our parents told us about their upbringing in the storytelling world. It was interesting, a huge learning and we are very proud to be carrying that forward for whoever is coming next."*

#### DREAMCAST SOLOMAN ISLANDS

One highlight for Big hART was the co-designed face-to-face mentoring workshops and creative development in Solomon Islands, Samoa and Niue in February 2024. Workshops were facilitated by Big hART artists and media mentors and covered creative visioning, scriptwriting, community content creation and technical skill development.

*Storytime and Play* ensures children and young people across the Pacific can access children's media programming and see their own stories, songs, and languages celebrated and reflected to them in a positive way.

Young people are our future leaders. Working with young people and adults across the Pacific is a strong focus for two-way learning, where Big hART is learning alongside offering skills and facilitation.

▶ [See the Storytime and Play website](#)

#### Clockwise from top:

Samoan cultural story workshop (Photo: Big hART)

Storytime Creative Development, Solomon Islands (Photo: Dreamcast Theatre)

Storytime and Play app (Artwork: Big hART)







YUIN NATION/SOUTH COAST NSW

# Bulla Midhong

Big hART's *Bulla Midhong* project on the South Coast of NSW took meaningful creative strides in 2023-2024

## Target outcomes

-  First Nations leadership
-  Social inclusion
-  Regional growth





*“Being connected to many people in the local community, I received feedback that was beyond expectation!! The local Aboriginal Education Officers that attended, as well as the wider Aboriginal and non-Aboriginal community, expressed to me that it was unbelievable, the performance, music, band, stories and the whole connection to people. I keep getting the same message that I feel I need to share - they want more!”*

**PARTICIPANT**  
BULLA MIDHONG

### — 1,600 audience

Across Bulla Midhong and Tjaabi

### — 12 workshops

4 each in Eden, Nowra and Wallaga Lake including song writing, rehearsals, studio recording sessions, and dance

### — 7 events/sharings

Includes concerts and sharings alongside Tjaabi and Songs for Freedom

### — 35 local artists/ producers/cultural mentors

**This page:** Performers on stage at the Bulla Midhong concert, 2024 (Photo: Matt Loft)

**Previous page:** Background - Smoking Ceremony (Photo: David Rogers)  
Performer on stage at the Bulla Midhong concert, 2024 (Photo: Matt Loft)



*“Thank you so much for giving me the opportunity to be a part of the show, it was such an amazing experience. And for the chance for south coast communities to showcase their stories and for us all to connect with each other.”*

**PARTICIPANT**

BULLA MIDHONG

In 2023–2024, the *Bulla Midhong* project brought together outcomes achieved over the three-year project, *From the Ground*, to the production of a music album and a joyous concert celebrating culture, song and story.

The reporting year began with a series of studio recording sessions in Nowra refining music tracks in development, and with songwriting workshops in the Wallaga Lake community with rap artist Nooky. Late in 2023, a creative development in Eden involved recording demos and delivering workshops where more content was created. 2024 saw a continuation of songwriting in these communities, as well as recording sessions with the Nowra-based Mudjingaal Yangamba choir. In May 2024 the *Bulla Midhong* album was mastered and printed, and script work for the concert began in the three communities, alongside the arrival of Big hART's *Tjaabi–Flood Country* tour which created opportunities for many moments of cultural exchange. In June, rehearsals had begun for the *Bulla Midhong* concert.

**Right:** Performer getting ready for the *Bulla Midhong* concert, Nowra NSW, 2024 (Photo: Matt Loft)







The *Bulla Midhong* concert was presented at the Shoalhaven Entertainment Centre. 40 performers, ranging in age from 4 to 70, took the stage and played to warm and engaged local audience of 800 people over two shows. The powerful songs, film, and story took audiences on a journey from Eden to Nowra, relaying compelling and connected cultural stories of place. The energy of the musicians, storytellers and young people showcased the rich creative talent of the South Coast NSW, and the thriving and connected living-culture of the Yuin nation. This was showcased further as the album was released on Spotify, and played on Triple J.

Big hART looks forward to building on this impact and long-term relationship by connecting local women to the *Punkaliyarra* project from Iermagadu/Roebourne, in late 2024.

### ▶ Listen to the Bulla Midhong album

#### Clockwise from top left:

On stage at the *Bulla Midhong* concert, Nowra NSW, 2024 (Photo: Matt Loft)

*Bulla Midhong* album (Artwork: Big hART)

Umbarra recording session, 2024 (Photo: Big hART)

Wallaga Lake recording session, 2024 (Photo: Big hART)







YUIN/SOUTH COAST NSW, DHARAWAL/SOUTH COAST NSW,  
TOMMEGINNE/NW TASMANIA, NGARLUMA/ROEBOURNE, GUMALA/  
TOM PRICE, DJIRINGANJ/WALLAGA LAKE, NGUNNAWAL/CANBERRA

# Skate of Mind

*Skate of Mind* is a youth mental health project, designed to engage young people in regional and remote communities through skateboarding, art and music.

## Target outcomes

- 🧠 Mental wellbeing
- 👥 Social inclusion
- 🌱 Climate issues





*“Skateboarding gives you the wings of freedom, the ones you’re gonna use throughout your whole life. Skate of Mind facilitates this to the community kids, bringing not just skateboarding but also its cultural values.”*

GIOVANNA  
SKATE MENTOR

— **1,305 participants**

Ranging in age from 6–28

— **38 workshops**

— **12 events**

Across 3 tours

— **50 mentors/artists**

**This page:** kate ramp at Wallaga Lake, NSW (Photo: Riely Walker)  
**Previous page:** Background – Tarkine Rainforest, TAS (Photo: Riely Walker)  
Circle – Skater at Ulverstone Skate Park (Photo: Riely Walker)



*“Skate of mind aims to improve the physical and mental health of people across country and metropolitan areas in Australia. Holding learn to skate workshops and events, helps youth and adults find love in skateboarding. Hobbies and advancing skills are important to mental health whilst staying physically active.”*

**SAM**  
SKATE MENTOR

The *Skate of Mind* program models positive well-being, community pride and resilience through intergenerational mentoring and skills sharing.

*Skate of Mind* brings the positivity and inclusive nature of the skateboarding community to geographically isolated young people, inviting them and their communities to celebrate the zeal and creativity that young people bring to community life – and creating work about what is important to them.

The project is comprised of three interlinked phases:

**PHASE 1:** *Skate of Mind* – community 2023/24. Mobile half-pipe. Place-based, responsive, touring community events and workshops promoting social and emotional wellbeing and skills sharing amongst young people. In 2023/24 *Skate of Mind* toured to South Coast NSW, North West Tasmania and Canberra ACT.

**PHASE 2:** *Skate of Mind* – performance 2024/25. A live skateboarding exhibition and workshop series developed through tours and creative developments. First creative development in Canberra May '24. Infrastructure required – Half-pipe 2.0.

**Right:**  
*SKATE Creative Residency at The Vault, Canberra.*  
*Live skate exhibition with environmental projection.*  
*(Photo: Twentiethfive)*



Below: Caption??  
Photo: ??





*“Skate of Mind is important to me because I believe we are giving back to the community. Skateboarding has had a massive impact on my life, teaching me so much and showing me endless opportunities and possibilities. Skate Of Mind allows us to inspire other communities and share with them all the great things skating can bring.”*

**FELICITY**  
SKATE OF MIND MENTOR

In 2023–24, *Skate of Mind* has successfully implemented PHASE 1 consisting of grassroots tours to regional and remote communities offering high quality events and workshops. Starting in May 2024 our focus started to shift to the development of a live skateboarding exhibition (PHASE 2) through a creative residency in Canberra. Following a tour to the Pilbara WA in September 2024 we will focus on building networks, sourcing investment and curating digital content to feed into the show. We have our sights set on bold ambitious goals for **PHASE 3: SKATE** – a 75min commercial performance piece, designed for touring global markets. Box office profits are used to establish a corpus to help fund Big hART’s work.

▶ **Watch the *Skate of Mind* overview reel**



**Clockwise from top:**

Skateboarding lessons at Launceston event in Dec 2023. Local kids and Shaun Boucher as skate mentor. Half-pipe stage in background (Photo: Riely Walker)  
Skate of Mind residency at The Vault, Canberra (Photo: Rick Peel)  
Youth band in using half-pipe as stage at Skate of Mind event, Launceston (Photo: Riely Walker)





Circle: Staff project presentation (Photo: Neil Rodwell)

Background: Morning reflections on the still waters of the River Inglis  
(Photo: Big hART)

tommeginne/WYNYARD

# Company Meeting

In July 2023, 40 Big hART staff, artists and guests gathered for a four-day company meeting in the calming surrounds of the Watershed, Wynyard.

## Target outcomes

- 🧠 Mental wellbeing
- 📅 Organisational planning
- 🌀 Strategic direction





Staying true to our intentions to be a learning organisation, the company meeting welcomed Culture and Systems Consultant Claire McKendrick, Facilitator Dr Ruth de Souza, Trauma Informed Specialist Benji Gersh and Evaluation Consultant Dr Peter Wright to share with Big hART on a range of topics that intersect with our work, and support a positive culture.

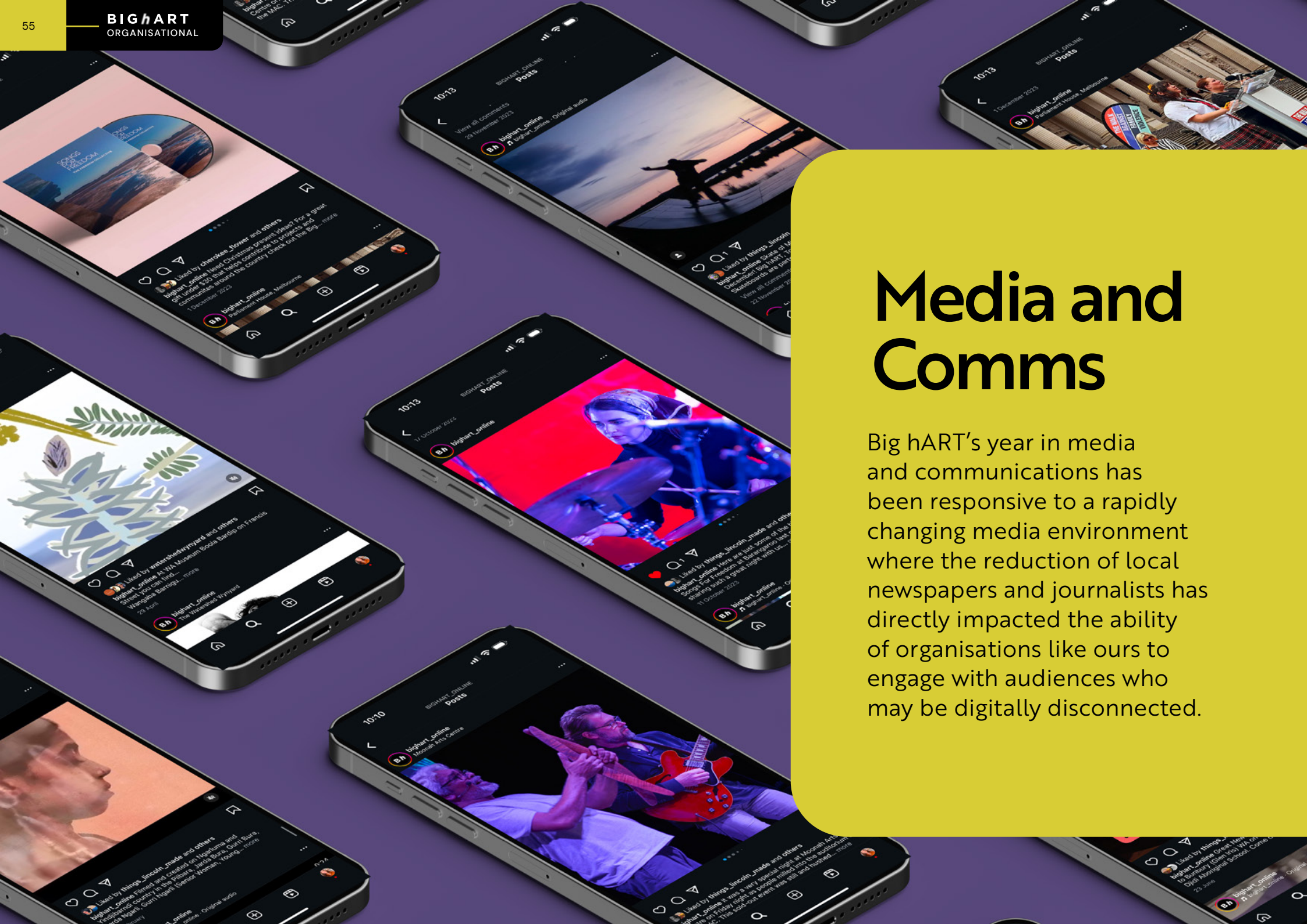
Alongside these learning sessions, Big hART staff were also challenged to present the range of current projects in creative pitch scenarios that combined artistic content, key project goals and theory of change. Staff encouraged each other's presentations and provided critical feedback to help hone presentation, fundraising, and pitching skills. Highlights also included a paper and printmaking workshop, and a dinner and music night at the *Artisan Shed* – a promising housewarming for this new Tasmanian project.

Big hART thanks our guests, with a special mention to Palawa man Jye Crosswell who welcomed us to country, and Chef Isobel Sykes who worked tirelessly to deliver the nourishing and delicious menu.



**Clockwise from top left:**  
 Gathering at the property of CEO, Scott Rankin  
 Staff shoes  
 Staff problem solving  
 Staff project presentations  
 (All photos: Neil Rodwell)





# Media and Comms

Big hART's year in media and communications has been responsive to a rapidly changing media environment where the reduction of local newspapers and journalists has directly impacted the ability of organisations like ours to engage with audiences who may be digitally disconnected.



Acknowledging the existing size and growth potential of the audience available online through social media, websites, and streaming platforms has led to a greater focus on audience creation through our own channels. The benefits of embracing an online environment allow us to control our own narrative and develop audience who are invested in our organisational mission. Philanthropic partnerships have shown an increased appetite for realising shared visions and goals through storytelling and shared audiences. Big hART has consistently used the tools available such as media releases, social media platforms, E-newsletters, digital media, print advertising, and organisational partnerships.

## Publicity

In media coverage 147 media stories about Big hART were captured in print, online, radio, and TV across all projects. Highlights included coverage of the *Songs for Freedom* National Tour (NSW, ACT, VIC, and WA)—in-studio interviews at *ABC Morning News* and the filming of NITV *The Point* panel and story package in Roebourne WA. Other coverage of these events included interviews on ABC Radio in each location, Koori Radio, NITV Radio, and The Australian newspaper editorial. The most avid media supporters of Big hART's work over the year has been the First Nations media companies such as Koori Radio, National Indigenous Times, Koori Mail, and Ngaarda Media, and ABC whose regional radio and digital coverage is sometimes the only journalistic tool available regionally for coverage of local events especially after the recent cessation of local publications by the Australian Community Media.



**Top:** Sam Walker, Michelle Adams, & Cherine Wally live on Koori Radio, Redfern NSW (Photo: Big hART)

**Right:** The women of Punkaliyarra with Lola Forrester on Blackchat at Koori Radio, Redfern NSW (Photo: Big hART)

**Above:** Skate of Mind at Sheffield School, TAS (Photo: Riely Walker)

**Previous page:** Big hART social media posts (Artwork: Big hART)





## E-News

There were 21 EDMs created and published this year, which equals a total of 31791 emails sent. Our open rate stays high at 44.7% with a click through rate 6.4%. Our aim is to continue sending newsletters for BH News, Watershed, and NEO-Learning consistently. Our subscription list has almost doubled with our entire list totalling 9195 subscribers as of 30 June 2024.

## Social Media

Big hART is no exception to global media trends, with social media only increasing in importance over 2023-2024. The ability to create and reach an audience directly with immediacy and to have complete control over our messaging and content for a comparatively small cost, elevates the value of social media in our communications strategy. In 2023-2024 our content reached 935220 users and with our channels acquiring over 2000 new followers. Our audience demographic has continued to skew female (78.6%) and has increased its engagement with younger audiences with 25-44 now representing our largest age demographic for both males and females. Our most liked piece of content for the year was the promotional video for the *Bulla Midhong* live concert with 142 reactions, 10 comments, 64 shares, and 30.3K plays. This is indicative of the reach of reels versus static posting. Whilst both mediums garner good interaction, the algorithms at present are favourable to the discovery of animated as opposed to static content.



**Michelle Adams**  
Big hART Cultural Advisor



**Top:** Article in the Burnie Advocate (Artwork: Big hART)  
**Left:** Still from interview with Big hART Cultural Advisor, Michelle Adams, on SBS's *The Point* (Source: SBS)  
**Above:** New Roebourne participant, Kimberley, at tech rehearsals for *Tjaabi* (Photo: Big hART)



# Financial Statement

## EXPENDITURE 000S

People	2549
Travel	633
All Other	820
<b>Total</b>	<b>4002</b>
<b>Surplus for year</b>	<b>222</b>

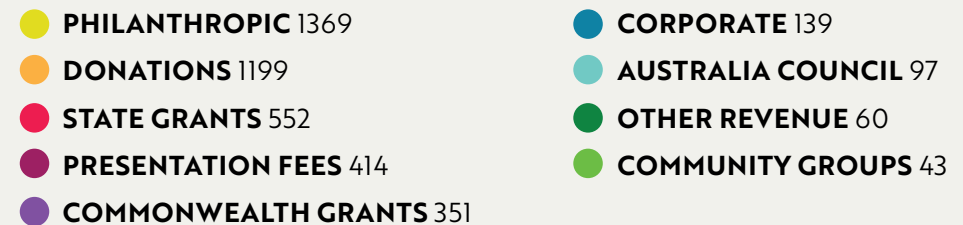
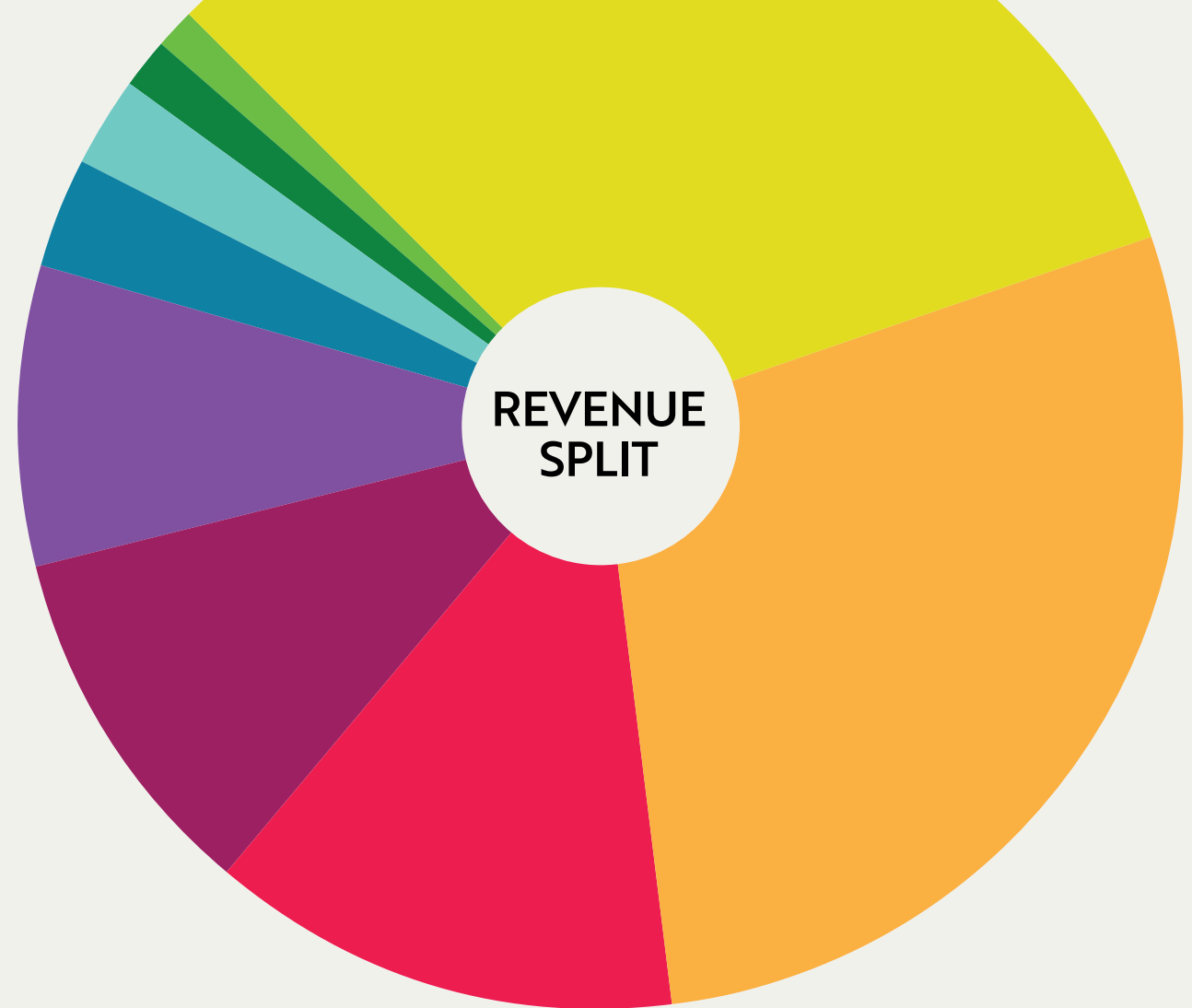
## BALANCE SHEET

### Assets

Bank	464
Trade and Grant Debtors	10
Other assets	184
<b>Total assests</b>	<b>658</b>

### Liabilities

Current Liabilities	88
<b>Net assets</b>	<b>570</b>





# Partners

THE  
BLACKET  
FAMILY



Future  
Generation  
Global

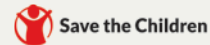
JETTY  
FOUNDATION  
PLACEHOLDER



lotterywest



Perpetual



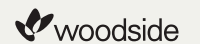
SHARK ISLAND  
FOUNDATION



WeirAnderson  
FOUNDATION



TOTEM



'AULI

