

# **Blackwood River Arts Trail Inc.**

## **ANNUAL REPORT 2022-23**

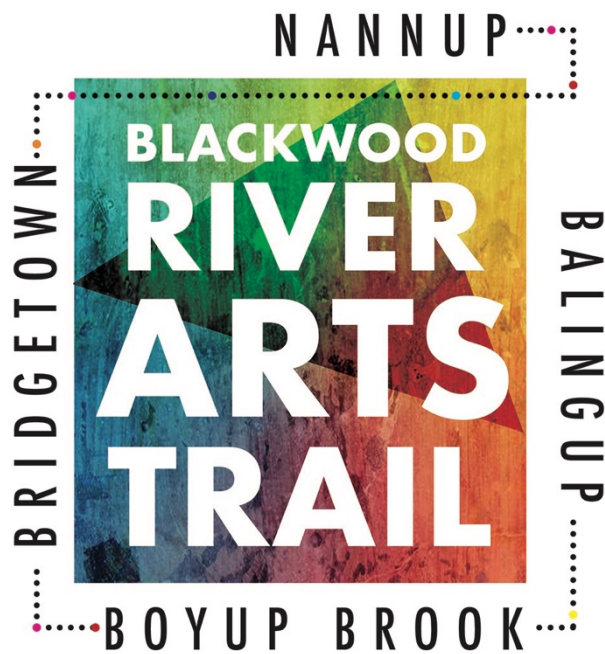


Table of Contents

CHAIRPERSON'S MESSAGE..... 2

EXECUTIVE SUMMARY ..... 3

MISSION:..... 3

VISION:..... 3

ACHIEVEMENTS AND HIGHLIGHTS..... 3

FINANCIAL REPORT ..... 5

LOOKING FORWARD ..... 8

CONTACT INFORMATION..... 8

Chairperson's Message

Dear Members and Stakeholders,

It is with great pleasure that I present the Annual Report for 2023 on behalf of Blackwood River Arts Trail Inc. As Chairperson, I am proud to reflect on the remarkable achievements and progress we have made over the past year.

In the face of challenges and uncertainties, our organization has continued to thrive and fulfill its mission of promoting the arts, culture, and community in our beautiful region. This report provides an overview of our accomplishments, financial performance, and our vision for the future.

I extend my deepest gratitude to our dedicated members, volunteers, sponsors, and partners who have played an integral role in our success. Together, we look forward to another year of creativity, collaboration, and growth.

Sincerely,

ANNELI SALO  
Chairperson  
Blackwood River Arts Trail Inc.

## Executive Summary

The Blackwood River Arts Trail Inc. (BRAT) is pleased to present its Annual Report for the year 2023. BRAT is a non-profit organisation dedicated to promoting the arts, culture, and community within the Blackwood River region. This report provides an overview of our achievements, financial performance, and future plans.

**Mission:** Blackwood River Arts Trail Inc. is committed to fostering creativity, promoting local artists, and enriching our community through arts and cultural initiatives.

**Vision:** To be a leading advocate for the arts and culture in the Blackwood River region, creating a vibrant and inclusive community.

## Achievements and Highlights

In 2023, BRAT achieved significant milestones, including:

**The Guide:** 4000 trail guides packed with information about our artists, venues, and communities, were published and distributed throughout Perth, regional WA and the Southwest. It was also published online as a flipbook for greater access and in downloadable PDF format.

**The Website:** was redesigned and updated to include more available information and further reflect our mission. We also started to design a streamlined process for future events. Over the course of the year we had over 11000 page views, over 9000 of those being during march and April.

**The Film Festival:** Our Film Festival is growing. This year we were able to screen in both Nannup and Bridgetown increasing the community reach. We had 100 attendees and expect this to increase over coming years. The selection of short films from 'Revelation Short films 2023 Program' were enjoyed by all who attended.

**Grants, Support and Fundraising:** The committee successfully secured grants totalling \$10,000, and by leveraging in-kind support and engaging in fundraising efforts, we were able to significantly enhance our financial resources.

Donnybrook-Balingup shire grant.....	\$2000
Nannup shire grant.....	\$2000
Bridgetown-Greenbushes shire grant.....	\$1000
Boyup Brook shire grant.....	\$1000
Talison Lithium Sponsorship.....	\$4000
Jacksons Drawing Supplies, in kind support.....	\$400
Nannup Music Festival, in kind support.....	\$300
Scoop Localista, in kind support.....	\$500
Many local businesses and artists donated towards our raffle's.....	\$915

## The Artists and Venues

32 of 70 Artists completed and returned feedback forms here are the results...

17 Participating Venues Reported a total sales amount of **\$54,129**

A conservative estimate of sales from all venues (including those that did not complete reports) is **\$74,000**

Out of 32 Artists who responded:

- 20 Increased their sales.**
- 18 Gained opportunities.**
- 27 Increased their profile.**
- 26 Intend to participate next year.**

Overall Trail Experience  
Information Available about BRAT  
Promotion of BRAT

	Excellent	Very Good	Good	Satisfactory	Needs Improvement	did not Answer
Overall Trail Experience	11	13	5	3	0	0
Information Available about BRAT	11	9	9	3	0	0
Promotion of BRAT	10	9	7	5	1	0

**Visitors:** In 2023 17 venues reported a total of 7627 visitors a conservative estimated total 11000 venue visitors over the 16 days of BRAT

**Online visitor feedback:** an increase in responses from 78 in 2022, to 130 in 2023, with an overwhelmingly positive response is another step in the right direction for BRAT, feedback helps us improve each year and also is essential for grant application and acquittal.

The nitty gritty of the results:

	Excellent	Very Good	Good	Satisfactory	Needs Improvement	did not Answer
Overall Experience	75	34	14	2	2	3
Art Quality	84	31	7	0	1	7
INFO Availability	72	38	14	1	1	4
Booklet Ease	72	33	16	1	0	8
Booklet INFO	71	40	10	1	1	7
Booklet Overall	80	34	10	1	0	5
Website Overall	63	37	12	1	1	16
Website INFO	62	37	14	1	0	16
Website Ease	18	60	36	15	1	0

**49** might attend again  
&

**73** can't wait!

**41** Signed up for our  
newsletter,

**15** said they would like to be  
more involved.

### Some Visitor feedback comments:

- Beautiful.. will definitely be back!*
- Great to see the variety of artists and their work*
- We have just begun our day with sales and enthusiasm. The people are on board with the art trail and info is clear to all. We are so appreciative of the work involved in bringing the trail together. We artists are the voice of past and present and as a collective we bring joy and healing to many and often the work behind the scenes goes unnoticed. Thank you ❤️*

- *A lovely weekend Chatted to many local business owners all lovely. A great event.*
- *Lead-up and information was comprehensive and useful in planning.  
The range of Art on view at the venues we visited was varied and had "something for everyone "  
It was also good to have the opportunity to talk with the artists  
( Unfortunately we had limited time available to visit - and hope to see more nest time .)*
- *I found each exhibition beautiful, easy to find, and variety of art styles which was nice.*
- *Enjoyed chatting to local artists and looking at their work.*
- *Loved the Film Festival. Hope it grows. As a local, really enjoyed exploring with a new focus. Look forward to exploring Boyup Brook tomorrow!! Your marketing and booklet were excellent.*
- *Awesome event. Very glad we came down for it. Great exhibition at Blackburn studio.*
- *I thought it was a great event, casual, informal and inspiring. Well done to all the artists and organisers.*
- *A fantastic event, we really enjoyed visiting the artist studios and houses in particular.  
No negative criticism to share. We prefer the more personalised feel of the studios in contrast to the art in shops in cafes but better to have a venue for the art than go without! Keep up the great work, very lucky to enjoy this event.*

## Financial Report

### Income Statement (01-07-2022 to 30-06-2023)

Item Name	Quantity Sold	Amount	Average Price
Banner Sign	7.00	\$560.00	\$80.00
BRAT 2022 / 2023 Membership	69.00	\$690.00	\$10.00
Community Grant BRAT 2023	1.00	\$1,000.00	\$1,000.00
Community Grant for BRAT 2023	1.00	\$4,000.00	\$4,000.00
Donnybrook - Balingup Community Grants Funding Scheme 2022/23	1.00	\$2,000.00	\$2,000.00
Full page ad BRAT23	2.00	\$780.00	\$390.00
Grant for BRAT 2023 - Shire of Boyup Brook	1.00	\$1,000.00	\$1,000.00
Graphic Design for Brat 2023 Advertisement	7.00	\$346.21	\$49.46
Group of 2 or more	49.00	\$3,920.00	\$80.00
Half page ad BRAT23	13.00	\$2,857.58	\$219.81
Quarter page ad BRAT23	19.00	\$2,479.87	\$130.52
Roster Sign	16.00	\$560.00	\$35.00
Shire of Nannup Community Grant for BRAT 2023	1.00	\$2,000.00	\$2,000.00
Short Listing BRAT23	14.00	\$651.34	\$46.52
Solo Exhibitor	18.00	\$2,250.00	\$125.00
<b>TOTAL</b>	<b>219.00</b>	<b>\$25,095.00</b>	

## Expense Statement (01-07-2022 to 30-06-2023)

Status	Date	Transaction Type	Vendor Name	Category	Amount	Amount with Tax
Non-Billable	15/07/2022	Expense	Wufoo	IT and Internet	\$26.46	\$26.46
Non-Billable	15/08/2022	Expense	Wufoo	IT and Internet	\$25.12	\$25.12
Non-Billable	22/08/2022	Expense	Revelation Perth International Film Festival	BRFF	\$935.00	\$935.00
Non-Billable	30/08/2022	Expense	WIX	IT and Internet	\$40.72	\$40.72
Non-Billable	02/09/2022	Expense	Ms. Christine Parrott AO	BRFF	\$75.00	\$75.00
Non-Billable	05/09/2022	Expense	WIX	IT and Internet	\$120.45	\$120.45
Non-Billable	09/09/2022	Expense	Woolworths	Meals and Ent	\$44.96	\$44.96
Non-Billable	09/09/2022	Expense	Easyway Foodstore Nannup	Meals and Ent	\$22.30	\$22.30
Non-Billable	09/09/2022	Expense	Nannup News Agency	Office Supplies	\$6.99	\$6.99
Non-Billable	12/09/2022	Expense	Nannup Shire	Rent Expense	\$277.00	\$277.00
Non-Billable	15/09/2022	Expense	Wufoo	IT and Internet	\$26.31	\$26.31
Non-Billable	19/09/2022	Expense	WIX	IT and Internet	\$462.44	\$462.44
Non-Billable	13/10/2022	Expense	Callow Corner News	Office Supplies	\$90.45	\$90.45
Non-Billable	13/10/2022	Expense	Callow Corner News	Office Supplies	\$23.45	\$23.45
Non-Billable	17/10/2022	Expense	Wufoo	IT and Internet	\$28.84	\$28.84
Non-Billable	20/10/2022	Expense	Kai Gormet	Meals and Ent	\$600.00	\$600.00
Non-Billable	04/11/2022	Expense	Vistaprint	Printing and Stationery	\$74.98	\$74.98
Non-Billable	15/11/2022	Expense	Wufoo	IT and Internet	\$27.15	\$27.15
Non-Billable	07/12/2022	Expense	Callow Corner News	Printing and Stationery	\$40.80	\$40.80
Non-Billable	07/12/2022	Expense	Facebook	Advertising & Marketing	\$85.91	\$85.91
Non-Billable	15/12/2022	Expense	Wufoo	IT and Internet	\$26.41	\$26.41
Non-Billable	15/12/2022	Expense	Inkmasters	Printing and Stationery	\$183.41	\$183.41
Non-Billable	03/01/2023	Expense	Facebook	Advertising & Marketing	\$5.95	\$5.95
Non-Billable	15/01/2023	Expense	Wufoo	IT and Internet	\$25.73	\$25.73
Non-Billable	23/01/2023	Expense	Scoop Digital Pty Ltd	Advertising & Marketing	\$900.00	\$900.00
Non-Billable	24/01/2023	Expense	Flag Banner Online	Printing and Stationery	\$658.94	\$658.94
Non-Billable	24/01/2023	Expense	VEVOR	BRFF	\$206.99	\$206.99
Non-Billable	27/01/2023	Expense	Sam Bariesheff	Printing and Stationery	\$116.16	\$116.16
Non-Billable	30/01/2023	Expense	Rachel Davison Digital Marketing + PR	Advertising & Marketing	\$2,950.00	\$2,950.00
Non-Billable	04/02/2023	Expense	Takedown Media Group	BRFF	\$219.37	\$219.37
Non-Billable	10/02/2023	Expense	Sam Bariesheff	Printing and Stationery	\$1,222.00	\$1,222.00
Non-Billable	14/02/2023	Expense	Dropbox	IT and Internet	\$184.67	\$184.67
Non-Billable	15/02/2023	Expense	Precision Print	Advertising & Marketing	\$5,000.00	\$5,000.00
Non-Billable	15/02/2023	Expense	Wufoo	IT and Internet	\$25.84	\$25.84
Non-Billable	16/02/2023	Expense	Precision Print	Advertising & Marketing	\$1,162.00	\$1,162.00
Non-Billable	16/02/2023	Expense	Arts Hub Holdings	Advertising & Marketing	\$22.00	\$22.00
Non-Billable	17/02/2023	Expense	Mel Made This	Consultant Expense	\$3,350.00	\$3,350.00
Non-Billable	21/02/2023	Expense	West Australian Newspapers Ltd	Advertising & Marketing	\$473.00	\$473.00
Non-Billable	22/02/2023	Expense	Nannup Shire	Other Expenses	\$35.00	\$35.00
Non-Billable	03/03/2023	Expense	Harvey Norman	BRFF	\$39.95	\$39.95
Non-Billable	14/03/2023	Expense	Vistaprint	Advertising & Marketing	\$288.98	\$288.98
Non-Billable	14/03/2023	Expense	Brandie and Wise	Meals and Ent	\$600.00	\$600.00
Non-Billable	15/03/2023	Expense	Wufoo	IT and Internet	\$27.08	\$27.08
Non-Billable	23/03/2023	Expense	Officeworks	BRFF	\$95.00	\$95.00
Non-Billable	27/03/2023	Expense	Bridgetown Repertory Theatre	BRFF	\$355.00	\$355.00
Non-Billable	28/03/2023	Expense	Little Star Media	BRFF	\$25.00	\$25.00
Non-Billable	03/04/2023	Expense	Bandicoot Publishing	Advertising & Marketing	\$385.00	\$385.00
Non-Billable	03/04/2023	Expense	Lyn Willett	Automobile Expense	\$115.00	\$115.00
Non-Billable	06/04/2023	Expense	Brandie and Wise	Meals and Entertainment	\$150.00	\$150.00
Non-Billable	06/04/2023	Expense	Little Star Media	BRFF	\$25.00	\$25.00

Non-Billable	13/04/2023	Expense	Whimwood Estate	Meals and Ent	\$504.00	\$504.00
Non-Billable	14/04/2023	Expense	Orana Cinema	BRFF	\$170.00	\$170.00
Non-Billable	16/04/2023	Expense	Steve Goble	BRFF	\$102.16	\$102.16
Non-Billable	16/04/2023	Expense	Wufoo	IT and Internet	\$26.62	\$26.62
Non-Billable	16/04/2023	Expense		BRFF	\$186.00	\$186.00
Non-Billable	20/04/2023	Expense	Kai Gormet	Meals and Ent	\$1,000.00	\$1,000.00
Non-Billable	21/04/2023	Expense	Nannup Shire	BRFF	\$150.00	\$150.00
Non-Billable	26/04/2023	Expense	Rachel Davison Digital Marketing + PR	Advertising & Marketing	\$1,940.93	\$1,940.93
Non-Billable	02/05/2023	Expense	Revelation Perth International Film Festival	BRFF	\$880.00	\$880.00
Non-Billable	15/05/2023	Expense	Wufoo	IT and Internet	\$26.80	\$26.80
Non-Billable	15/06/2023	Expense	Wufoo	IT and Internet	\$26.41	\$26.41
<b>TOTAL</b>				<b>\$26,920.73</b>	<b>\$26,920.73</b>	

## Profit and Loss (01-07-2022 to 30-06-2023)

Account	Account Code	Total
<b>Operating Income</b>		
Discount		-460.00
General Income		14,850.00
Sales		11,043.50
<b>Total for Operating Income</b>		<b>25,433.50</b>
<b>Cost of Goods Sold</b>		
<b>Total for Cost of Goods Sold</b>		<b>0.00</b>
<b>Gross Profit</b>		<b>25,433.50</b>
<b>Operating Expense</b>		
Advertising And Marketing		13,213.77
Automobile Expense		115.00
Blackwood River Film Festival		3,464.47
Consultant Expense		3,350.00
IT and Internet Expenses		1,127.05
Meals and Entertainment		2,921.26
Office Supplies		120.89
Other Expenses		35.00
Printing and Stationery		2,296.29
Rent Expense		277.00
<b>Total for Operating Expense</b>		<b>26,920.73</b>
<b>Operating Profit</b>		<b>-1,487.23</b>
<b>Non Operating Income</b>		
<b>Total for Non Operating Income</b>		<b>0.00</b>
<b>Non Operating Expense</b>		
<b>Total for Non Operating Expense</b>		<b>0.00</b>
<b>Net Profit/Loss</b>		<b>-1,487.23</b>

## Looking Forward

BRAT aims to:

1. **Expand the Blackwood River Arts Trail:** Our primary objective is to perpetually broaden the scope of the Blackwood River Arts Trail, providing a platform to celebrate the rich diversity of local creative talent.
2. **Diversify Artistic Participation:** We are committed to increasing participation across various artistic domains, including music, theatre, and dance, to create a more inclusive and multidisciplinary arts experience.
3. **Cultivate Stronger Community Engagement:** We aim to foster deeper community engagement by offering funded creative workshops and launching innovative initiatives that bring the community together through the arts.
4. **Ensure Financial Sustainability:** We will maintain financial sustainability through consistent grant applications and the strategic acquisition of sponsorship opportunities and donations, guaranteeing the longevity of our mission.
5. **Expand the Artist Base:** We seek to strengthen our foundation by building upon the current roster of participating artists, ensuring the trail remains vibrant and dynamic.
6. **Enhance Website Accessibility and Functionality:** We are dedicated to improving our website, making it more user-friendly and accessible to all visitors, allowing for seamless exploration of the Arts Trail.
7. **Elevate Marketing Strategies:** Our objective is to implement an enhanced marketing strategy to promote the Arts Trail effectively, reaching a broader audience and generating increased interest and support.
8. **Boost Social Media Presence:** We are committed to increasing our presence on social media platforms, leveraging these channels to connect with a wider audience and to share the beauty of the Arts Trail with the world.
9. **Develop a User-Friendly Trail Map:** We are actively working towards creating a practical and user-friendly trail map that will enhance the experience of all visitors, making navigation along the Blackwood River Arts Trail a seamless and enjoyable endeavour.

## Acknowledgments

We would like to express our sincere appreciation to our members, volunteers, sponsors, partners, and the entire Blackwood River community for their unwavering support. Your commitment to the arts and culture in our region has been instrumental in our success.

## Contact Information

Blackwood River Arts Trail Inc.

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