

Victoria Park Centre for the Art's operational program through COVID-19 (March-April on 2020)

Victoria Park Centre for the Art's (VPCA) operational program was severely impacted through federal and state advice for cultural institutions to cease operations late March 2020 regarding public health concerns over the COVID-19 pandemic.

Membership;

In the period between November to March VPCA membership rose from 64 to 84. Memberships are renewed 31st March of each year. With the full initial impact of COVID-19 occurring in Australia at that point our membership currently stands at 42. We have effectively lost half of our membership. We are looking at ways to reinvigorate our membership while we have lost all face-to-face physical engagements since mid-March.

Accommodation;

Prior to the COVID-19 pandemic the staff office accommodated up to four staff members per day within an historic family home sized room approximately 4 metres x 4 metres. Since the pandemic only two staff members are on-site in any one day. One staff member will work in the meeting room while another works in the office. The remainder of staff are working at distance. There is constant need to expend staff time in online or TEAMS meetings to ensure focus and team dynamics are positive and staff efficiency.

Need; We need to repurpose part of the building to accommodate staff if we return to full on site attendance of staff. We are unable to accommodate staff adequately in line with current social distancing requirements. We understand that the Rangers building at 10 Kent Street is vacant. If we could access office space in that building temporarily this may assist VPCA staff efficiency beyond 'at home' work.

Staffing;

The VPCA is staffed by four paid staff and supported by a volunteer board of five members and seven further volunteers involved in operational activities from tending the garden, administrative and event support. Since the March closure all face-to-face engagement with board and the majority of volunteers has ceased. Board meetings are conducted via ZOOM.

We have moved to minimal rostered staff onsite where the Director attends his rostered hours with one staff member each day and online meetings through TEAMS with other staff to ensure continuity, connection and belonging in team management and focus. VPCA staff have been keen to attend TOVP online COVID-19 Business development support meetings with all staff registering across all available sessions.

We have reduced casual staff (Cleaner) hours as the centre is closed. Toilets, entries, handles, kitchen areas are regularly cleaned multiple times daily. Sanitiser is available across the centre. Disinfectant wipes for phones/computer keyboards. General areas floors to gallery, studio etc. are reduced cleaning regime. Other than reduced cleaning we have retained staff at normal hours. There has been increased administration in managing the exhibition program through moving to online model.

At the end of March there was reporting for TOVP & Dept. of Communities. Since then research for relevant support (Jobkeeper/Lotterywest/ AusCouncil) as to whether VPCA may qualify for financial support for 'resilience funding' or other possible avenues through lost income. VPCA is now in a position to apply to Jobkeeper through the ATO as we have lost 35% income for the month of April.

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We lost all bookings for workshops/classes and events held through VPCA from 23rd March 2020. We have also lost what were increasing sales from exhibitions and the VPCA craft shop. The craft shop is run by a long time VPCA volunteer.

We have contacted all facilitators/artists/providers from our 2020 term 1 program asking them if we can assist in maintaining visibility/promoting their teaching programs, content via Social Media and the website. <http://vicparkarts.org.au/profiles>

Note; We have limited staff hours available for digital promotion which has increased significantly. We have one P/T staff member working 12 hours per week completing photographic documentation and photoshopping of all artist works, website management and updates, social media updates (Instagram & Facebook), production of VPCA/Kent Street promotional materials, interactive floor sheet pdfs eg; <https://drive.google.com/file/d/10GAOel9IF6e-yf9QsMvC-DHHITZ38hi/view>

There are no allocated staff hours for further work on promoting workshop/event based promotion.

Workshops/Classes/Events

Attached is a list of booked workshops and events at the Centre for Term 1 2020. AS noted some were still running at 1 March. However, following WA Department of Health advice and COVID-19 hotline guidance, all workshops were cancelled by the end of the month.

Term 1 2020 Workshops	As at 1 March 2020	As at 31 March 2020
Learn Acrylic Painting - Jill Ansell (Mon & Thurs)	Running	Cancelled
Spanish classes – Eugenia Schettino (Mon, Tues & Wed)	Running	Cancelled
Oil Painting Group (Wed) Centre Class	Running	Cancelled
Vic Park Writers Group (Thurs fortnightly)	Running	Cancelled
Mosaics WA – Farida U.	Last class on 15/2/20 ran	Cancelled
Wild Exciting Art Group (Fri) Centre Class	No attendees since 7/2/20	Cancelled
Printmaking (Sun fortnightly) Centre Class	Running	Cancelled

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Drawing for Children – Michelle Culnane (Mon, Tues, Sat)	Running	Cancelled
Creative Kids Art Club (Wed)	Running (Note: The other 2 usual classes on Wed & Thur did not run for whole of Term 1 due to insufficient numbers.	Cancelled
Cartooning – Tim Wilson	Running	Cancelled

Victoria Park Centre for the Arts;

Website: 1557 users. 2,064 sessions. 4,731 page views (January-March 2020)

Mailchimp: VPCA campaign emails and newsletters - 1,966 per month. Average open rate 28.3%

Facebook VPCA: Average weekly engagement 800 views (January-March 2020)

We initiated an online program 'Make it at Home' to be included on the VPCA website <http://www.vicparkarts.org.au/make-at-home> which was activated 3rd April 2020. The Make it at Home page links local, regional and national art initiatives we have harvested or requested from our makers/providers to include on the VPCA website to maintain visibility and retain the community presence of the VPCA while we are closed to the public.

We have started to include profiles of our facilitators and their programs on the website and are committed to develop local content to replace materials from beyond as we gather or create new material.

Identified Need;

We need to re-establish VPCA presence through an online shop page on the website. We do not have any budget allocation for this activity as we have lost income from workshops/classes etc. and no visitors are attending the centre to purchase from the shop.

We would include links to ZOOM/online based short workshops or events. We have contacted artists, facilitators and groups and have had some content forwarded for inclusion online in Social Media (Facebook) & the website.

We perceive need to develop more personalised content (video) of presentations, links to artist practice/sites/workshops (video teasers) or short video tutorials placed online. We are aware that these materials are available online but many are not that great.

Purchase of entry level professional digital video camera, rechargeable LED light kit, & 1 digital SLR camera for product documentation. Panasonic GH5 video camera \$2800 with lens from Leederville Cameras. Plus SD card, bag, tripod, lights, approx. \$500.

https://www.leedervillecameras.com.au/products/mirrorless-cameras/panasonic-mirrorless/panasonic-gh5-w--12-60mm-f-2-8-4-leica-lens?dfw_tracker=59944-

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[15779&gclid=CjwKCAjw4871BRAjEiwAbxXi23TN5QZUJKMBZvbo28qTxY0_m3DoX_ICdWEQiTelMAtD_LZCWwW7tVhoCqs4QAvD_BwE](https://www.cameraelectronic.com.au/olympus-om-d-e-m10-mark-ii-mirrorless-compact-pro-camera-body-black?gclid=Cj0KCQjwncT1BRDhARIsAOQF9Lmlhj2VYvGgBqXDKAb1c_pi4M1-wbJUrkhhjbHjy2My8Y_6J_wJsD8aApVaEALw_wcB)

Olympus OMD Mk10 Digital SLR \$499 plus lens, SD card, bag, \$300

https://www.cameraelectronic.com.au/olympus-om-d-e-m10-mark-ii-mirrorless-compact-pro-camera-body-black?gclid=Cj0KCQjwncT1BRDhARIsAOQF9Lmlhj2VYvGgBqXDKAb1c_pi4M1-wbJUrkhhjbHjy2My8Y_6J_wJsD8aApVaEALw_wcB

Note; The lenses for Olympus & Panasonic would be interchangeable allowing the centre to maximise flexibility of equipment.

Video editing software for Centre laptop or subscription. Adobe Premiere Pro Annual \$19.99/mo \$240 AUD per year

Allocated Staff/Volunteer Hours for production of materials; (travel to studios or arranging for artists to attend large VPCA studio, location work, editing). No current allocation of hours

Preparation of materials for online uploads; No allocated hours currently

Construction of a SHOP page on the VPCA website to accommodate items, crafts, events, services to sell. (current estimate at \$800 for set-up & \$22 per month ongoing subscription to ECWID)

Exhibition Program;

As we have had to cancel all exhibition openings we moved to online extras for booked shows to retain our program. We have emphasised the provision of improved visibility for the Kent Street exhibition program through spending from gallery hire income and previous sales commission.

We have moved from a two-week exhibition schedule to three-week program to accommodate additional administrative work in addressing online promotion. We are monitoring this constantly. We are now committed to a three-week exhibition program for the remainder of 2020 as we have had to renegotiate with artists to retain the exhibition program. We have had one postponement from a selected artist. We have cancelled three Centre run exhibitions and combined one with another to ensure the exhibition calendar is full.

The VPCA moved to embrace online delivery of scheduled Kent Street Gallery exhibitions

immediately to preserve the 2020 exhibition program. Since the shutdown of the centre we have held two further online exhibitions.

27th February – 11th March 'Vic Park Gothic' for TOVP Arts Season (extended due to COVID-19 crisis) online 3D tour provided the initiative for ongoing inclusion of 3D tours to retain/continue Kent Street Gallery exhibition program. This attracted 80 additional (online) visitors to an exhibition with 69 attendees to the physical opening and a total physical attendance of 90. There were increasing restrictions regarding physical attendance to the venue during this period.

<https://my.matterport.com/show/?m=CWmm11G69Lk>

31st March – 29th April Create Connect (Artists working with disabilities attending VPCA centre run art sessions). **attracted 202 3D Virtual tour visitors.**

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<https://my.matterport.com/show/?m=72sAxadFdWX>

30th April – 20th May Elemental; Jane Stone Textiles

<https://my.matterport.com/show/?m=MNYpdMeVokR>

Amended installation rules;

Artists deliver their work to the centre and either work at distance in hanging their work or centre staff install the works. Any attendees to the centre are required to attend by appointment, complete a COVID-19 External Parties Self Screening Form, use hand sanitiser provided and maintain distance from any staff present. Internal areas cleaned prior to and after external visitor attendance beyond additional cleaning program of VPCA in COVID-19 pandemic period.

We had hoped to engage with several initiatives to develop the reach and range of VPCA's community. In early March we started to explore the formalisation of VPCA NDIS provision as a registered provider, which we will to prepare for July submission. This will ensure more regularised payment structures are in place than have previously been in place. We are also keen to engage with the Town and contribute to the Macmillan Precinct project. We have several interested members and staff including myself registering for this ongoing development.

I hope that this information assists you in your assessment of the current situation we are experiencing.