

## Arts Access bridges education gap for artists with physical disabilities

The Arts Access pilot Visual Arts Bridging Course for People with Physical Disabilities, is now being delivered at Swinburne University of Technology.

The course is Funded through Adult Community and Further Education, with the support of Swinburne University of Technology, which is providing studio space at its Prahran campus, where the weekly four hour studio component is conducted.

Arts Access developed the course in response to a discussion paper by Jane

Trengove of the Victorian Committee of DADAA (Disability in the Arts, Disadvantage in the Arts Australia). The paper identified barriers to participation in tertiary level art training for many people with disabilities.

The course is available to people with a physical disability who can demonstrate potential to access further tertiary studies at TAFE level.

Artist, Ross Moore is presenting the course over a semester of 20 weeks. Students will extend their knowledge of visual art media, techniques and

*Left: Bridging course student Cathy Staughton has a severe vision impairment, but produces artwork that has strong boldly defined visual design elements. Above: Tutor, Ross Moore with student, Michael Doran, who uses his mouth and feet to control the brush. Michael has been painting for some 20 years and now hopes to study toward a diploma. Photographs by Julie Melia.*

materials, art history, professional presentation, development of folios, gallery operations and gallery visits.

The course began on August 10 and runs until December 14, 1995. Studio sessions are conducted at the Swinburne University visual art studio, Green Street, Prahran, each Thursday between 12.30 pm and 4.00 pm.

Wheelchair access arrangements have been generously handled by Ian Edlin of Yooralla who have donated a ramp for the duration of the course. Ian is also working on acquiring two more lightweight ramps.

Arts Access Training Manager, Julie Melia has been coordinating the course and attends studio sessions on a regular basis to assist Ross Moore and maintain contact with the students.

The course currently has six talented visual art students enrolled, with two vacancies. An exhibition of student work is being considered for late December.

### VicHealth Sponsors EASE Venue Access Program

VicHealth, the Victorian Health Promotion Foundation, is to sponsor the development of the EASE Venue Access Program, with funding of \$50,000 over two years.

In 1995-96, the sponsorship will enable Arts Access to research and publish a new, expanded *EASE Venue Access Guide*, and in 1996-97, the development of the EASE Venue Access Awards.

Arts Access Executive Director, Helen Bowman said VicHealth's sponsorship will draw the attention of both the arts industry and the general public to the aims of the Venue Access Program. "We want to make the quality of access

and services provided by Victoria's cultural venues publicly visible, and provide a marketing incentive to encourage the best practise in customer service for disabled and disadvantaged consumers."

Arts Access hopes to publish the new *EASE Venue Guide* in September 1996.

The EASE Venue Access Awards will promote excellence and achievement in access and services at Victorian arts and entertainment venues, and will encourage venues to enhance and market their access features effectively.

➤ EASE Arts 21 Leadership Grant Page 2

**INSIDE** • EASE 'Leadership' grant  
• Information & Training: New Data Bases; ACRACS Modules • Strategic Planning: Report and Outcomes.  
**BACK PAGE** • Artistic Program News

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## Director's Report

It is appropriate that in this, Arts Access' 21st Anniversary year, we should be looking to the future.

Over the last three months, alongside

our core program work, Arts Access has undertaken a rigorous process of strategic planning, led by consultants, Colin Pidd and Miriam Bass.

The process began in July with the three day Strategic Futures Conference. Some 60 committee members, artists, staff, program participants and supporters met at the Liardet Community Centre in Port Melbourne to look at the future of Arts Access in 'the arts' and 'access'. The conference looked at trends, directions, priorities and a common vision for Arts Access.

After the conference a small working group drew together all the information, ideas, issues and priorities gathered over the three days. The working group looked first at the mission of Arts Access, then the primary strategic objectives by which we will achieve that mission, and then the 'critical success indicators' that will measure how well we are performing with regard to these objectives.

The final stage was the identification of key actions, who is responsible for each, and the setting of a clear time frame for implementing this collectively developed plan.

Now the real work begins! For the information of all members and supporters we have inserted in this newsletter, the draft outcomes, ratified by the Management Committee in September. If you believe you can assist us in any of the actions or new areas of development, I would welcome your involvement.

I would like to thank everyone involved for their hard work in taking us this far in what is an arduous process but one that is extremely important for us at this time. The significant developments with the EASE program this year were a direct consequence of a similar planning process EASE underwent in 1994. We will build on this with a similar strategic planning process focussed on our Information & Training Services in October.

Finally, please encourage your friends and colleagues to become financial members. This is the best way to show practical support for our current and developing projects.

*Helen Bowman*  
Helen Bowman, Executive Director



## Strategic Futures Conference Outcomes

Helen Bowman has reported (at left) on the event and the planning process. An outline of the major aims, critical success indicators and key actions, are published in a special insert in this newsletter.

Above: Sharing their vision for Arts Access were some 60 staff, volunteers, supporters, program participants, members, committee representatives and peer colleagues. From centre (clockwise): Lisa McKay, Jenny McCarthy, Isi Plack, Gavin Wright, Julie Melia, Stephen Costello, Hilary Ash, and Pamela McClure.

## EASE News

## EASE recognised in Arts 21 Leadership Grants

Arts Access has received funding for EASE to present training programs that increase arts industry awareness of best management practices and planning requirements in relation to disability issues.

The announcement, on July 11, at the launch of the inaugural Arts Victoria, Arts 21 Leadership Fund awards, gives recognition to the need for greater disability awareness within Victoria's cultural industries and the benefits good access policies bring to arts venues and promoters.

EASE Program Manager, Dean Michael says the Leadership Fund is a welcome and timely initiative.

"With the advent of the Disability Discrimination Act, EASE is providing a valuable training and consultancy service to assist the entertainment industry to meet new legal obligations."

"The funding will enable EASE to present six metropolitan and two regional training seminars for venue staff."

EASE is currently presenting two training programs - the *Disability Awareness Seminar* aimed at front-of-house, ticketing

and bar/cafe staff, and *Developing an Action Plan*, which is aimed at management staff who wish to introduce better access policies for their venues in line with the Disability Discrimination Act.

A series of *Disability Awareness Seminars* has been attended by staff from The Victorian Arts Centre, The Princess Theatre, Napier Street Theatre, the State Film Theatre, the Alexander Theatre, Flinders Park, the Sandybeach Centre, Olympic Park and many more.

The next seminar will be held at Scienceworks on October 20. The *Developing An Action Plan* seminar will take place on November 10.

## EASE RAMPS

EASE has two ramps to hire out to venues that need improved access for particular events.

The ramps are aluminium, ex-Public Transport Corporation ramps, measuring about one metre long and are useful for overcoming one or two steps.

Hiring fees: \$10 per day; \$7 half day, \$40 per week, with refundable \$20 deposit. All enquiries: Dean Michael (03) 9699 7636.

## Recreation Access Group (RAG)

Presents a Community Forum during *Mental Health Week* featuring: music by The BiPolar Bears; the launch of the book *Inner Words Outer Spaces*, from an Arts Access writing project; presentations; dinner and keynote speaker, Prof. Joe Graffam; and the play, *Looking for Da Da*, devised and performed by RAG members. St.Kilda Town Hall.

Wednesday, October 25, 2.30 to 9.30 pm  
Bookings: Karen Paton or Paul Dunn  
(03) 9209 6530

# ARTS Access

## OUTCOMES

### OF THE

## ARTS ACCESS STRATEGIC FUTURES CONFERENCE

### DEVELOPED BY THE STRATEGIC PLAN WORKING GROUP

## MISSION

Arts Access creates opportunities for all people to fully participate in the cultural and artistic life of the community.

This vision of equal access, choice and active participation will be achieved in partnership with people who are disadvantaged or disabled and through leadership in the broader arts community.

Arts Access will achieve its mission through:

### • LEADERSHIP

By being an active leader in the arts in creating awareness of the cultural rights of people with disabilities and experiencing social disadvantage.

### • PROGRAMS

By developing new initiatives and extending existing programs for people to participate in, create and access the arts.

### • PROFILE

By being acknowledged as a leading arts organisation that is integral to Victoria's cultural life.

### • TECHNOLOGY

By being at the forefront of the application of information technologies in our field.

### • FINANCE

By securing the organisation's long term financial viability.

### • BUILDING

By locating Arts Access in purpose designed and well equipped premises with room for further growth over 5 - 10 years.

### • INTERNAL PROCESSES/PEOPLE

By encouraging an interdependent organisation that values and develops its people.

# ACTIONS

## 1. LEADERSHIP

*To be an active leader in the arts in creating awareness of the cultural rights of people with disabilities and those experiencing social disadvantage.*

- **Establish the Arts Access/EASE Awards**

*How:*

- Seek further sponsorship and further develop the existing awards proposal;
- Launch the awards program.

- **Identify and work in conjunction with key bodies to contribute to their policy formulation.**

*How:*

- Apportion responsibility and time commitment between key staff members.

- **Develop and undertake a strategy for employment, education and training for artists with disabilities/disadvantages.**

*How:*

- Establish a Policy Working Group to develop a strategy.

- **Mount a Victorian conference on Healthy Arts to extend and promote our work in the field of health care.**

*How:*

- Develop a detailed proposal;
- Secure funding;
- Convene a meeting of key stakeholders working in health and the arts and establish a planning group.

## 2. PROGRAMS

*To develop new initiatives and extend existing programs for people to participate in, create and access the arts.*

- **Conduct an evaluation of core programs with current and former artists, client organisations and consumers.**

*How:*

- Establish small working group
- Review existing evaluative data such as artistic reports and training evaluation sheets;
- Design and implement an evaluation process;
- Determine areas of improvement or development for immediate implementation and incorporate information into the strategic planning process;
- Incorporate information into ongoing evaluation and consultative processes. - identify and seek r

- **Conduct a strategic planning process for Information and Training Services**

*How:*

- Establish a small group to plan a process with guidance from Colin Pidd and Miriam Bass;
- Implement the planning process.

- **Develop a strategic plan for the Artistic Program which should include:**

- A major annual arts event;
- Partnership with mainstream
- New technology-based programs;
- An on-going evaluation and planning strategy.

*How:*

- Convene a working group to establish a planning process;
- Implement the planning process.

- **Establish an Arts Access Research Program to investigate the field of art and disability/disadvantage in conjunction with a major academic institution**

*How:*

- Develop a proposal, including developing a relationship between Arts Access and the academic institution;
- Secure funding;
- Implement the program.

### **3. PROFILE**

*To be acknowledged as a leading arts organisation that is integral to Australian and Victorian cultural life.*

- **Produce a major document which promotes the vision and viability of the organisation and its directions for the next five years.**

*How:*

- Draft document to be developed and passed to a professional adviser for advice on packaging and presentation.
- **Produce (and implement) an annual, detailed promotional/marketing strategy.**

*How:*

- Establish a public affairs/marketing advisory group. Public Affairs Manager to produce
- Draft strategy to include the professional production of a TV Community Service Announcement and a TV documentary.
- **Review current Arts Access/EASE membership structure in order to establish an active, supportive membership development program**

*How:*

- Prepare report with recommendations on revised structure for consideration of
- Management Committee. Ensure that all legal considerations are thoroughly investigated.
- Establish a membership development program

### **4. TECHNOLOGY**

*To be at the forefront of the application of new information and performance technologies in our field.*

**Establish a Technology Reference Group to:**

- Investigate the potential for the introduction of new information technologies including interactive multimedia and CDROM, to enhance other Arts Access Programs;
- Identify and promote technologies that enhance the capacity of people with disabilities to participate in cultural activities
- Develop a cost effective plan for the provision of Arts Access Information Services using on-line electronic media such as the Internet.
- **Upgrade Arts Access' office technology and database management.**

*How:*

- Develop an on-going information technology plan including both hardware and software requirements for a variety of applications;
- Review current database, research database requirements, design database that meets current and anticipated future needs.

- **Develop Arts Access staff expertise in new technologies**

*How:*

- As part of staff development program
- Actively seek out training opportunities; secure specific training funds;
- Develop a training plan to match requirements identified in technology plan;
- Determine budget required to meet training needs.

## **5. FINANCE**

*To secure the organisation's long term financial viability.*

**Identify the long term financial needs and develop a financial plan for Arts Access.**

*How:*

- Establish a Finance Planning Group to develop a financial plan.

## **6. BUILDING**

*To locate Arts Access in purpose designed and well equipped premises with room for further growth over 5 - 10 years.*

- **Identify our physical building and equipment requirements.**
- **Secure accommodation and plan systematic relocation.**

*How:*

- Convene a building subcommittee to undertake the above actions.

## **7. INTERNAL PROCESSES/PEOPLE**

*To encourage an interdependent organisation that values and develops its people.*

- **Review organisational structure**

*How:*

- - develop a plan for internal review
- - Conduct an internal review of roles and responsibilities of staff, artists and Board members.
- 
- **Initiate a performance management program**
- **Undertake a training needs analysis and create a training and development program for staff, artists and volunteers.**

The two actions above are linked and will follow on from the internal review.

*How:*

- Establish a performance management program
  - Develop an induction program for artists, staff, and volunteers
  - Develop a Management Committee Member Induction Program.
- 

*For further information contact:*

Helen Bowman,  
Executive Director, Arts Access

(03) 9699 8299

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For further information contact:

Helen Bowman,  
Executive Director, Arts Access

(03) 9699 8299

## Information & Training Services News

### Arts & Disability Database

Information Services Officer, Carol Downey is coordinating the compilation of an extensive data base of organisations and contacts in arts and disability.

Student, Simone Massenhelder has collected key organisations in arts and disability, both in Australia and overseas.

Volunteer Nerida Weller has collected disability liaison and access officers in sectors such as youth, advocacy, education, training, arts, health and disability services organisations.

More contacts in new sectors will be added over time.

The database can be accessed through Carol Downey on (03) 9699 8299 on Wednesdays and Thursdays.

### Arts Access on VICNET

Arts Access now has a 'home page' on VicNet, our gateway to the Internet.

Our URL or home page site is:  
<http://www.vicnet.net.au/artsacc/artsacc.htm>

Our E-mail address is:  
[artsacc@vicnet.net.au](mailto:artsacc@vicnet.net.au)

### Training Program

#### Regional Training

- Visual artist Lynne Hyland spent a rewarding day in Whittlesea with community care staff developing project management skills and delivering practical ideas for art programs.

- During October, dance artist Naomi Aitchison has shown Bayside Community Care how to develop movement programs for clients in the Bayside region.

#### ACRACS Modules

The Arts Access Training Program is offering arts modules to students undertaking the Advanced Certificate in

Residential and Community Services (ACRACS).

During October we present two modules focussing on Arts and Disability themes.

*Recreation and Leisure: Arts and Disability* (Module 7) and *Recreation, Leisure and Access: Arts and Disability* (Module 11).

*Recreation and Leisure* (held in early October) provided students with skills, knowledge and resources for facilitation, planning, development, implementation and participation in artistic programs with adults with a disability.

*Recreation Leisure and Access* (planned for October 26, 27, 28) equips students with advanced leadership skills for planning and implementation of artistic programs in institutional, health care and community service settings.

#### October Training Program

##### Artist Training

- The two day course *Tendering in the Arts* (November 1 to November 20) provides practical information on business skills, structures and tendering.

The course covers the changing arts employment environment, establishing a small business and developing career pathways. Current issues in CCT and implications for local government service provision will be explored.

Facilitators are: Bin Dixon-Ward, Program Manager, Arts Resource & Promotion, City of Melbourne; Lill Healy, Community Enterprise Network; and Abigail Carmody, Arts & Cultural Services, City of Yarra.

➤ To register or to obtain further information about any Arts Access Training Program contact Julie Melia, Training Program Manager on (03) 9699 8299

Individual workshops or more extensive staff training programs can be designed to meet the needs of agencies based in Melbourne or regional Victoria.

## Reference Library

The following titles have recently been added to the Reference Library. For details contact Carol Downey (03) 9699 8299.

### PUBLICATIONS

#### ARTS & DISABILITY

##### EUCREA

Promotional book on EUCREA, the European network representing 12 EC countries that promotes the active role of people with disabilities in the cultural life of Europe. Text in nine languages, 92 pp, with full colour.

##### National Recreation Network Policy on Recreation for People with a Disability NRN,

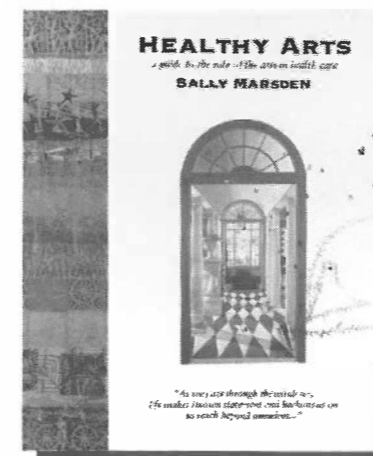
c/- NICAN, ACT, Australia, 1994. Details NRN policy on the participation of people with disabilities in recreation and leisure, based on six key principals including individual rights and quality of life issues.

*Setting the Scene* by Chris Vine, Arts Council of Great Britain. A 1992 study, commissioned by Graeae, Britain's leading professional theatre company of disabled people, looking at provision in Greater London for pupils with special needs.

#### ARTS & HEALTH

*The Use of the Arts in Broadmoor and Rampton Hospitals* By Anne Peaker and Dr Jill Vincent, Centre for Research in Social Policy, Loughborough University of Technology, Leicester, UK. 1993.

*Guidelines for Marketing to Disabled Audiences* Arts Council of Great Britain, 1993. Excellent overview of issues, personal experiences, strategies, and case studies, much of which is applicable to Australia.



## HEALTHY ARTS

a guide to the role of the arts in health care

SALLY MARSDEN

Please send me \_\_\_\_\_ copies of *Healthy Arts* at \$5 each (covers postage and handling/receipt supplied) Total \$ \_\_\_\_\_

Name: \_\_\_\_\_  
Organisation: \_\_\_\_\_  
Address: \_\_\_\_\_  
Postcode: \_\_\_\_\_

Cheques and money orders should be made out to Arts Access. Send orders with payment to:  
*Healthy Arts* c/- Arts Access, 109-111 Sturt St, South Melbourne VIC 3205



Left: Participants in the Prahran Health Centre project with art works installed in the stair well of the Centre foyer.  
Photograph by Collin Bogaars.

## Artistic Program News

### • Prahran Health Centre

In June, participants from the Mental Health Program at Prahran Health Centre celebrated the launch of their collaborative ceramic installation produced with artist, Di Christensen.

The installation was designed specifically for the stairwell site in the foyer of the centre. Di conducted weekly workshops between October 1994 and April 1995 in which the group explored a range of media, with a particular focus on ceramics, sculpture and mosaics.

The launch was attended by over 50 guests including centre clients and staff, family, friends, local community and arts agencies.

*The Prahran Health Centre Project was funded by the R.E. Ross Trust.*

### • Juvenile Justice Program

Photographer, Bernie O'Regan has completed the photography project with junior and senior trainees at Melbourne Juvenile Justice Centre.

Artist, Tina Rose has also completed a ceramics and mosaic project with male and female residents at the Parkville Youth Residential Centre.

### • Heidelberg Hospital Oral History Project

The second stage of this project is now underway to produce a book of oral histories of World War 2 veterans, to be published in early 1996.

### • Kingston Centre Program

Anne Riggs and James Cattell are working with elderly patients to create sculptural installations for the grounds of the Centre, which is the major regional geriatric health service based in Cheltenham.

### • Make Your Mark

On September 29 artist, Claire Humphrys-Hunt conducted a participatory textile printing workshop in conjunction with 'Making the Most of Life', a one day event celebrating the United Nations International Day for Older People.

Arts Access anticipates that the five vibrant banners, created by older adults at the workshop, will be displayed at community venues around Melbourne.

➤ *For details of these and other projects, or to discuss how new artistic projects can be created in your region, contact: Bobbie Hodge, Artistic Program Manager on (03) 9699 8299.*

# ARTS Access

21st Anniversary  
1974-1995

109 - 111 Sturt St, South Melbourne  
VIC 3205 Australia

Tel: (03) 9699 8299

Fax: (03) 9699 8868

TTY: (03) 9699 8497

email: artsacc@vicnet.net.au

Arts Access is a not-for-profit arts organisation creating cultural opportunities in partnership with people with disabilities and people disadvantaged by social conditions.

### Membership & Donations

By joining Arts Access or by making a financial donation, you will help us to reach more disadvantaged Victorians with more programs and services. Annual membership is: Concession (\$15); Individual (\$30); Organisation (\$50). Memberships and donations are tax deductible.

### Staff:

Executive Director: Helen Bowman

Artistic Program Manager: Bobbie Hodge

Public Affairs Manager: Vivian Carroll

Administrator: Rhona Bester

Administrative Officer: Samantha Marsh

Information Services Officer: Carol Downey

Training Program Manager: Julie Melia

EASE Program Manager: Dean Michael

EASE Ticketing Coordinator: Lisa McKoy

Volunteer Assistants: Neil Blenkiron, Roisin Johnson, Angie Jooste, Ryan Lewis, Simone Massenhelder, Jean Monroe, Jackie Newton, John Pidd, Gaye Walsh, Nerida Weller.

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