

# DESIGN CANBERRA FESTIVAL 2017



festival report

# 2017 AUDIENCES

**94,455** people  
attended the  
festival

A 37%  
increase  
from 2016

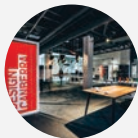
A record of 94,455 people attended the 20 day festival in 2017, a 37% increase on the 2016 record (over 32 days) of 69,000. Over 50% of audiences were experiencing the festival for the first time, a great result for audience development.

Over 79% of events were free, ensuring accessibility amongst a diverse audience.

**FREE EVENTS** 79%



Events  
12,118



Exhibitions  
74,993



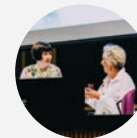
Living Rooms  
2,779



Open Studios  
3,425



Tours  
560



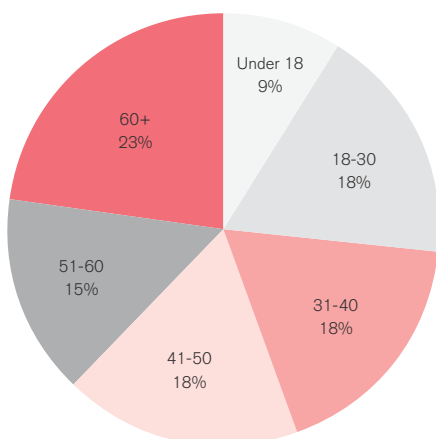
Object Subject  
95



Auction  
485

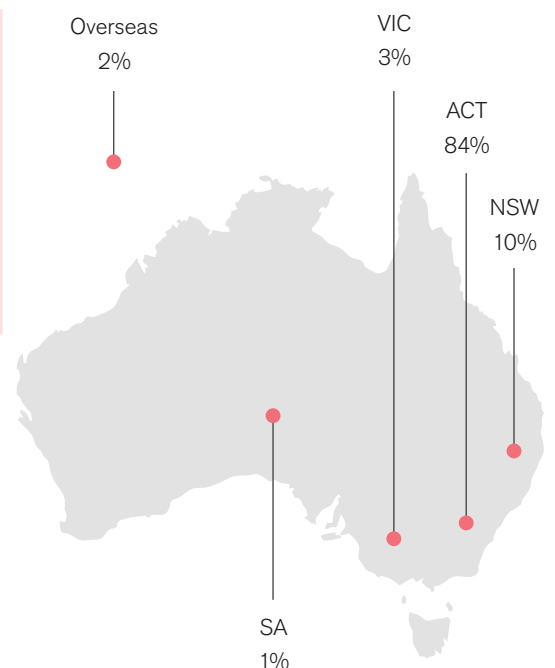
## AGE

Consistent representation  
across all age groups



A goal for this year was to expand interest in DESIGN Canberra beyond local audiences and increase the number of interstate tourists attending. 16% of audiences at ticketed events came from outside the Canberra/Queanbeyan region.

## REGION



# 2017 HIGHLIGHT EVENTS

As well as our **core program**, we were delighted to present the following signature events during the 2017 festival.

Over 200 events, exhibitions, talks, tours, artist studios and open homes were presented over 20 days.

## SELL OUT

With 485 attendees, the SELL OUT: Auction Party was SOLD OUT. The night was a wonderful success and we cannot thank Zoe Brand enough for her hard work and creative genius. Thanks also go to Matthew Adey of House of Vnholy for the amazing lighting; Underground Spirits, Capital Brewing and Summerhill Road Winery for their generous beverage support; Genevieve Jacobs for her auctioneer skills and all the participating artists who made the night such a success. 24 of the 27 works on auction SOLD!



## OBJECT SUBJECT

With more than twice as many attendees as expected (95) and three days of discussion and debate, the inaugural national design writing conference Object Subject was a tremendous success. Kicking off with a reception at Vibe Hotel with author and social commentator Jane Caro, followed by a full day of panels and discussion at the Shine Dome, including keynote talks from New York Times design critic Alice Rawsthorn and Yellowtrace founder Dana Tomic Hughes. Object Subject finished with the University of Canberra Research Forum and was an inspiring and jam-packed start to the festival. Object Subject was realised with the support of Copyright Agency Cultural Fund and British Council.



## CANBERRA CENTRE DESIGN SHOWCASE

We were thrilled to work with the Canberra Centre and Design Community to develop four curated exhibitions to showcase contemporary craft and design from around Australia. Alongside 'Local Milan', 'HOME:MADE' and 'Everyday Beautiful' we developed a bespoke show, 'Six Degrees of Separation', which spoke to the high calibre of local Canberra region makers and their strong connections to international markets. These exhibitions were well attended with over 8,000 people attending over the three week period. In addition, DESIGN Canberra 2017 was launched in the new Monaro Mall and opened by Chief Minister Andrew Barr in front of over 120 invitees from across the design and business sectors. Weekly activations were presented by leading local designers and creatives to attract a new audience.



## LUCY IRVINE AT CANBERRA AIRPORT

Current ANU PhD candidate Lucy Irvine's work 'Surface Strategies' was prominently installed in Canberra Airport for the duration of the festival. This event presented a wonderful opportunity to engage new audiences in the value of contemporary craft and design with over 255,000 people\* passing through the airport during this time.

\* This figure was not included in the 2017 attendance figure.

# 2017 COLLABORATIONS

## PROUDLY PRESENTED BY



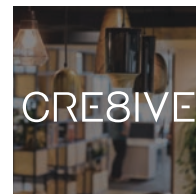
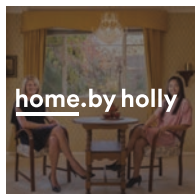
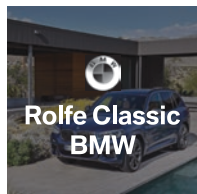
## GOVERNMENT PARTNER



Over 56 partners and supporters from the business, tertiary, cultural and industry sectors helped to make DESIGN Canberra festival 2017 a success. The ACT Government committed to support the festival for 3 years while almost all sponsors agreed to support the festival in 2017 and 2018 to build a sustainable future for the ACT's fastest growing festival.

Craft ACT: Craft and Design Centre is supported by the ACT Government, the Visual Arts and Craft Strategy - an initiative of the Australian, State and Territory Governments, and the Australia Council for the Arts - the Australian Government's arts funding and advisory body.

## PLATINUM PARTNERS



## ACCOMMODATION PARTNER

## GOLD PARTNERS

CANBERRA CENTRE



## MEDIA PARTNERS



INDESIGN

habitus



## SILVER PARTNERS



## AIRLINE PARTNER



## SUPPORTERS

British Council, Copyright Agency Cultural Fund, PhotoAccess, Australian Academy of Science, 4590 Framing + Gallery, Ted's Cameras, The Green Shed, Philippines Embassy, Her Canberra, Australian Graphic Design Association, Ainslie + Gorman Arts Centre, National Portrait Gallery, National Gallery of Australia, Spanish Embassy, The Pop Inn, Pack + Send, Summerhill Road Vineyard, Arquitectura, Rob Henry Architects, Light House Architecture + Science, The Mill: Architecture + Design, TT Architecture

# 2017 MEDIA COVERAGE

To extend awareness of the 2017 festival, Nerio Communications were engaged to secure media coverage and support. Their work secured three new media partners - The Local Project, InDesign and Yellowtrace, and wide targeted coverage. Here are some highlights:

**108**  
placements  
pitched to over  
500 outlets

**7**  
press releases

**40+**  
direct pitches

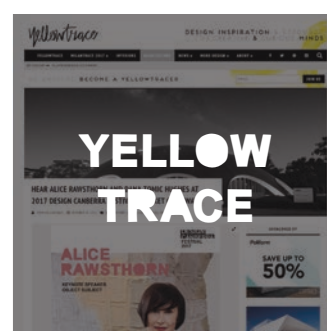
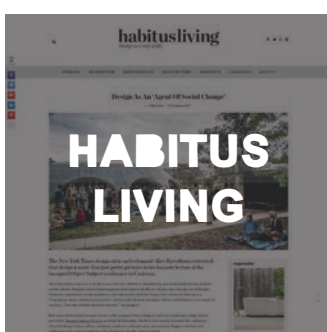
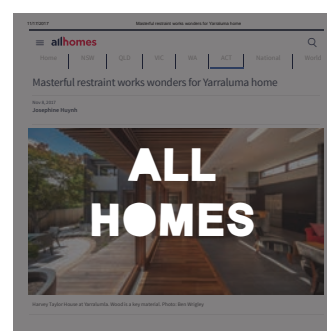
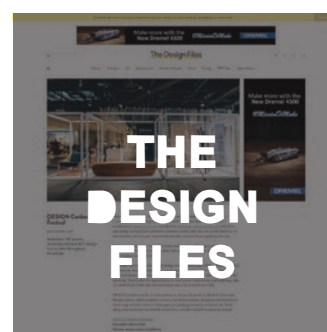
Local and  
national  
placement

Print  
placement

Radio  
placement

TV placement

Social media  
placement



# 2017 PRINT MARKETING

As we did in 2016, DESIGN Canberra engaged a local designer to develop a new look and feel for the 2017 festival. Conceptual jeweller, Zoe Brand was invited and drew inspiration from the 1959 opening speech for the Shine Dome, 'WHERE DO WE GO FROM HERE?' CRE8IVE design agency and photographer Sean Davey collaborated to bring Zoe's design to life, becoming one of the most visible brands in Canberra during November.



## A2 street poster



## Tote bag



## A6 brochure



# 2017 DIGITAL MARKETING

106,000+ web views

33,925 sessions

20,028 users

65% increase compared to 2016

After outstanding social media results in 2016, it was pleasing to see even higher digital marketing engagement in 2017. An energetic team of Craft ACT staff, marketing brains trust volunteers and Nerio Communications worked across Facebook, Instagram, EDMs and Twitter to achieve outstanding results for the festival.

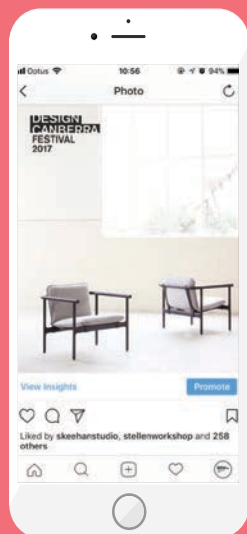
44.36% of the website audience were interstate



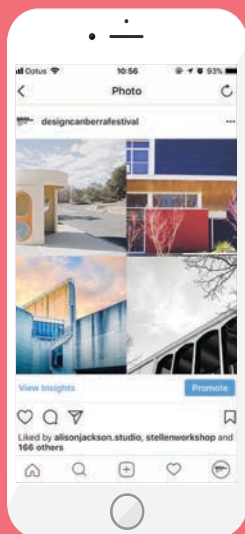
CRE8IVE developed a new website and events engine for DESIGN Canberra in 2017 to improve the online experience of a potential festival attendee and make events more accessible to the general public.

TOP POSTS

2,974 impressions



2,352 impressions



2,440 impressions



#DesignCanberra

700,000+  
social media impressions

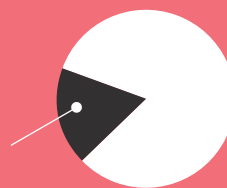


38% increase in Facebook followers



163% increase in Instagram followers

18% of website visitors came directly from social media, a 66% increase from 2016



Email marketing

10,599 opens\*

2,444 newsletter subscribers

A 91% increase from 2016\*\*

17 newsletters sent

A 70% increase from 2016\*\*



\*100% higher than the industry average according to Mailchimp statistics

\*\*Statistics taken from 26/8/17 - 26/11/17 compared with 16/8/16 to 25/11/16

# 2017 OUR MAKERS

Craft ACT, as presenters of DESIGN Canberra, supports artists and makers at every stage of their careers. DESIGN Canberra is an effective platform to achieve our strategic goals and support our members, in particular to promote contemporary craft and design, forge marketplace connections, develop new and expanded audiences and provide a source of inspiration and collaboration.



Genevieve Jacobs and Craft ACT Associate member, Zoe Brand at SELL OUT. Credit: 5 Foot Photography.



Pop up exhibitions by Craft ACT members at Living Rooms. Credit: 5 Foot Photography.

## Craft ACT members received the following benefits:

- ▶ 10% discount on the **Undercurrent Design Market** stall fee
- ▶ Free participation in **Open Studios**
- ▶ Invitation to participate in **signature exhibitions**
- ▶ Invitation to curate pop-up exhibitions in **Living Rooms** homes
- ▶ Opportunity to sell their works at **Living Rooms**
- ▶ Works for sale at **pop-up shops by Craft ACT** at key festival events
- ▶ The opportunity to participate in a **Sales Masterclass** presented by Rolfe Classic BMW
- ▶ Invitation to attend an **Open Studios Information + Discussion** session to learn tips and tricks
- ▶ Works included in **HOME:MADE** and **Everyday Beautiful** exhibitions at the Canberra Centre
- ▶ 6 members featured in **Six Degrees of Separation** exhibition, social media campaign, website and Bunda Street window display
- ▶ Participation in **Ready Set Market**, a program to develop market stall presence, promotion and sales, at Undercurrent Design Market



Adam McGrath's portraits of six Craft ACT Accredited Professional members overlooking Bunda Street. Credit: H Creations.



Lisa Cahill earrings. Credit: 5 Foot Photography

Over **\$142,000** of income was generated by artists and designers as a result of DESIGN Canberra Festival.

This doubles the record artist income generated in 2016 and is an outstanding effort to help artists make a living from their practice.



# 2017 REFLECTIONS



MARKETING

BUY-IN

REACH

VALUE

After the 2016 festival, we identified the following opportunities for growth 2017-2020:

Marketing – expand and grow marketing budget from modest \$22,000 in 2016.

ACHIEVED

- Marketing budget grew by 200% to over \$66,000 in 2017.
- New media partnerships extended the marketing effectiveness.

Reach – expand visibility beyond the ACT border and the design sector.

IN PROGRESS

- Increased visibility beyond the design sector to the general public via: SELL OUT design auction; Canberra Centre signature exhibitions and activations; Living Rooms.
- Engaged Threesides Marketing to work with the tourism industry to develop packages and cross promotion.

Buy-in – seek enhanced buy-in from the design and tourism sectors to help DESIGN Canberra realise its potential.

- Increased and deepened engagement and support from the vast majority of key festival stakeholders who signed on for two years or more, including: government partner; sponsors; participants; audiences; designers.

ACHIEVED

As we reflect on the 2017 festival, the following opportunities have been identified for 2018:

- ▶ Marketing – maintain increased marketing budget and increase the visibility of the festival at aligned events and satellite exhibitions through brand visibility.
- ▶ Reach – expand awareness beyond the ACT border via tourist sector collaborations and interstate media coverage.
- ▶ Buy-in – further enhance buy-in from the design and tourism sectors to help DESIGN Canberra realise its potential by clearly communicating mutual benefits, responsibilities and results throughout the festival as well as in the wrap up.
- ▶ Value – define the value proposition of the festival for participating designers, partners and organisations to ensure the legacy, sustainability and success of future festivals.