

# Case study

## Next Wave Queensland Roadshow

### Details

#### What:

The Next Wave Festival, based in Melbourne develops and promotes the practices of young and emerging artists by providing both artist development programs and presentation opportunities at the biennial festival.

Four Queensland artists were selected as part of the 2014 Next Wave Program. Arts Queensland's funding was able to support the artist fees and production costs to bring these shows to Metro Arts in Brisbane for presentation as part of a Next Wave Queensland Roadshow. This provided touring experience for the artists involved, and gave Brisbane audiences a taste of the cutting edge work presented at the Next Wave Festival.

This was the first interstate tour in Next Wave's history, and organisers are hoping this will become a model for other states and territories to engage with the festival.

The Queensland artists involved were; Megan Cope, Michael Candy, Andrew McClellan and Ryan Presley. Through participating in Next Wave's development program 'Kickstart', these artists were provided with a platform to make their most ambitious work to date.

The programs included support from a dedicated Associate Producer and assistance with marketing, fundraising, risk and financial management, production and evaluation.

#### When:

January – July 2014.

#### Where:

Melbourne and Brisbane



*Altertruism*, Michael Candy and Andrew McClelland. Presented as part of Next Wave Festival 2014. Image: Jesse Hunniford

#### Key stats:

- The 4 productions together held 116 performances.
- 2,344 attendees and audiences experienced the works by the Queensland artists.
- 88% of attendees surveyed rated the festival as good or excellent.

#### Arts Queensland contribution:

\$39,000 – Projects and Programs Fund

#### Contact for further information:

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#### Links:

NWF14 Showreel: <http://vimeo.com/98606187>

# Outcomes

- Four works by emerging Queensland artists were developed and presented as part of the Next Wave Festival 2014. Their work was exposed to a large audience base, with each artist gaining experience in communicating their vision in public forums, promoting their artistic practice and engaging with international art markets (as part of the IETM Asian Satellite Meeting held in conjunction with Next Wave Festival 2014.)
- As emerging Indigenous artists both Megan Cope and Ryan Presley's participation in the Blak Wave initiative provided the opportunity to explore what is next: creatively, politically and socially for Australia's first people. Blak Wave saw all participating artists contribute writings to the publication, speak at public and professional forums and network with other established and emerging Indigenous artists.

Megan Cope reflected that *"Making an artwork about being a fair-skinned Aboriginal woman by a fair-skinned Aboriginal is a risk that not so many people have been willing to approach in this context previously. This project enabled me to become writer, producer and performer for the first time in my practice."*

- The subsequent tour of these four works to Metro Arts in Brisbane in July 2014 supported the artists to develop touring skills through managing logistics and presenting works in different settings and contexts.



*Dokboki Box, Nathan Stoneham and Yong Gee Park. Presented as part of Next Wave Festival 2014. Image: Tom Doman*

# Audience feedback

*"Making it affordable is so attractive and enables people to see several shows rather than just one."*

*"I was very impressed by the curatorship of this year's festival"*

# Learnings and reflections

Supporting emerging artists to develop and present new work presents a range of challenges for the Next Wave team. For example, they reflected that:

*Coordinating artists who are developing work in disparate locations presents a unique set of challenges. Strong and regular channels of communication are required to ensure that Next Wave, as a stakeholder, remains informed of factors affecting the projects. In some cases major issue were communicated quite late and solutions needed to be negotiated quickly.*

*The combination of training and history means some artists are not equipped to self-produce; it's not within their skill set to work to strict time-lines, write good marketing copy, consider transport logistics or broker future touring and no amount of encouragement or skills transfer from Next Wave is going to change this. These tasks then fall to Next Wave's Associate Producer. However, identifying that these artists are more likely to achieve future success in collaboration with a curator, manager or producer is useful. Next Wave is conducting research and analysis to determine the most effective and flexible ways to support diverse emerging artists in the future.*

*When organisations are taking the majority of financial risk on art, often the ratio of box office return is higher than what Next Wave currently offers to artists. Given the experimental and emerging focus of Next Wave, it is important that no major shift occurs lest the organisation's focus drift towards projects that more easily guarantee box office returns. Next Wave is investigating the approaches other arts organisations' use to address this challenge.*