



GALLERYDOWNTOWN
ANNEXE OF THE TWEED REGIONAL GALLERY

SEPTEMBER 2019

GALLERY DOWNTOWN REPORT

SEPTEMBER 2019

SUMMARY

Gallery DownTown is the annexe of one of the State's most recognised regional galleries, the Tweed Regional Gallery. An innovative and forward-thinking initiative of Tweed Shire Council, Gallery DownTown aims to act as a driver of creative and economic development in the heart of Murwillumbah.

Working in partnership with the Tweed Shire Council and M|Arts Precinct, this project is a venture to establish a link from the Tweed Regional Gallery attracting visitors and spending into the town of Murwillumbah. This public-private partnership is a catalyst to build capacity and underpin confidence in the renaissance of Murwillumbah as a vibrant and versatile creative hub.

The partnership is aspirational and highlights the catalytic role that the arts hold in both entrepreneurial and creative strategies – cultural activities are a significant drawcard for businesses to attract and retain customers. Improving access to the arts contributes to the quality of life and enhances the image of Murwillumbah.

The Gallery is in a unique position as the first regional Gallery extending its reach and capacity with a 12 month pilot project as the annexe Gallery DownTown.

The partnership between the Tweed Regional Gallery, Tweed Shire Council and M|Arts Precinct to initiate Gallery DownTown as an annexe has yielded mutual benefits for the private and public sector.

The shared altruistic and commercial aims combined with a progressive approach has established a quality artistic offering responding to the needs of both the community and artists while stimulating economic outcomes for the town of Murwillumbah.

KEY RESULTS

- A successful mix of cultural and artistic programs to draw visitors into Murwillumbah
- Gallery DownTown welcomed 12,534 visitors
- Contributed \$.65million to the local economy
- 52% of visitors are from the local Tweed Shire indicating strong support for the annexe as an important Community Facility
- 20% neighbouring LGAs and 32% from interstate
- Visitors both local and from nearby LGAs see Gallery DownTown as an opportunity to showcase their region to visiting family and friends.
- Strong evidence of a positive link between TRGMOAC and Gallery DownTown with 73% visiting both Galleries
- 15% of visitors hearing about Gallery DownTown through TRGMOAC
- There is a strong indicator for future success with very high levels of satisfaction with a 99% rate of very good or excellent
- Gallery DownTown and M|Arts are open seven days a week

Gallery DownTown in Numbers

12,534
Gallery Visitors

99%
rating very good
or excellent

10
Exhibitions

2 Exhibitions
2 Group Exhibitions
6 Solo Exhibitions

Tweed Regional Gallery Collection
Community Access Exhibition Program
Community Access Exhibition Program

\$150,000 investment =
\$0.65m
Economic Impact

"The Gallery DownTown attracts visitors into the CBD, particularly from outside the region. It is great that it is open when the main Gallery is closed on Mondays and Tuesdays."

55
Artworks from the
Collection exhibited

46
Artists exhibited
through CAEP

570
Attendees at
openings

\$25,285
Art Sales

5
Education and
Public Programs

1 Professional Development
2 Adult Workshops
1 Kid's Workshop

17 attendees
38 attendees
15 attendees

81
Students

Kindergarten
Primary
Secondary
Tertiary

26 attendees
30 attendees
15 attendees
10 attendees

7
Tours and
Guided Walks

2 Guided Walks
5 Tours

25 attendees
60 attendees

15
Volunteers

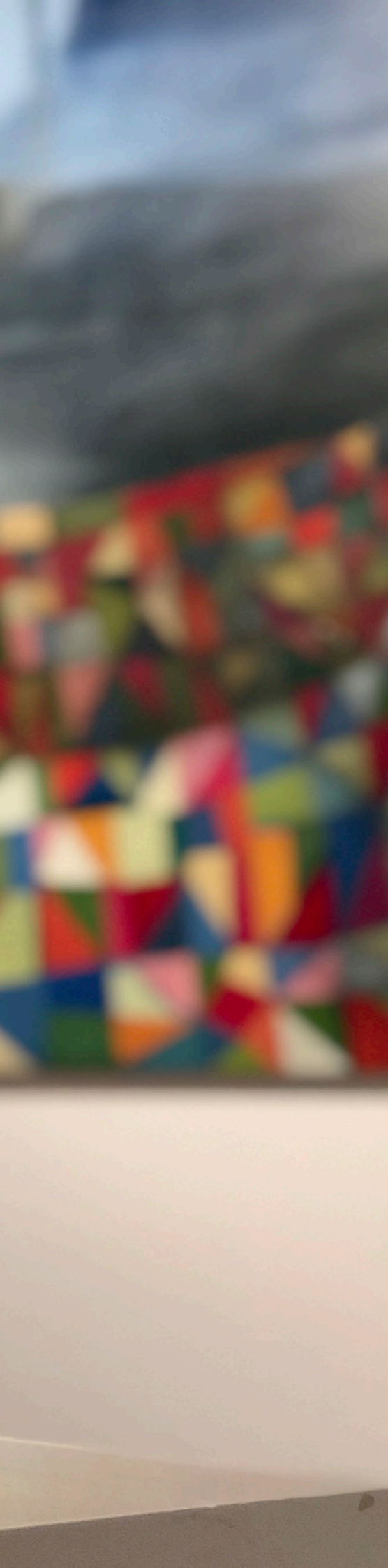
"It's been so rewarding and a joy to be part of the new Gallery DownTown. So many wonderful conversations about the artists and artworks on display. I love this connection with my community."

1
Publication

Facade: Art Deco of Murwillumbah Self Guided Walking Tour
Collaboration with Tweed Regional Museum
2000 distributed plus 2000 reprint in distribution



Tetralogy: profiling the four collection areas installation view with Catherine Lane *Focused* 2018 purchased through the Tweed Regional Gallery Donations Fund, 2018 Tweed Regional Gallery collection



The objectives outlined in the Business Plan dated May 2018 for Gallery DownTown are:

- Assist with the invigoration of Murwillumbah CBD,
- Make art more accessible to both residents and the youth audience,
- Support pillar 2 and direction number 10 of Council's Economic Development Strategy – identify opportunities to establish subsidised creative spaces in Murwillumbah using the 'Creative Spaces' model.

Gallery DownTown is accessible in the heart of Murwillumbah and an ever-changing visual narrative that sits within the everyday of a regional town. Located within M|Arts, the Gallery is an essential and fundamental community facility and appreciated by many as taking the lead to encourage new visitation, a sense of community and participation in the arts.

Locals and visitors positively view the concept of situating the annexe Gallery DownTown within the M|Arts Precinct and perceive it as more than the sum of its parts. Embedding a cultural facility within a major regeneration project offers multiple layers and is proving to be of benefit to locals, visitors and stakeholders through a 'halo effect'.

Based on independent research by Destination Research, Gallery DownTown has established an excellent level of visitor satisfaction with a 99% rating as good or excellent. This high rating has led to high frequency word of mouth and positive recommendations. Gallery DownTown is raising Murwillumbah's profile, and there is a general awareness that 'good things are happening in Murwillumbah'.

Gallery DownTown and the M|Arts precinct underpin new confidence in Murwillumbah with the investment and gentrification of the industrial precinct reinforcing the notion of positive change and a resurgence in the town. The partnership is a new foundation to build and promote creative and economic capacity in the town.

The Gallery DownTown investment is multiplied in terms of its connectedness with M|Arts. Together, the partnership broadens the scope of this community facility. The M|Arts Precinct is a meeting place, a connection point and a space designed to accommodate community interactions and events at varying scales making art and creative endeavours accessible for all ages and abilities. Examples range from the Murwillumbah Chamber of Commerce breakfasts to the BEATS Awards to community events RUOK Day to micro-events of regular knitting, crocheting and painting classes.

The exceptional reputation of Tweed Regional Gallery is leveraged to provide a high-quality product and experience at Gallery DownTown, an anchor tenant in the vibrant M|Arts Precinct. This approach creates a positive image of the local government supporting two projects that encourage social, cultural and economic advancement within the region.

Gallery DownTown hosted two exhibitions highlighting the four areas of the Tweed Regional Gallery Collection and eight exhibitions showcasing artists of the region.

OVERVIEW OF ACTIVITIES

Developed as a strategic drawcard to capture the tourist dollar, Gallery DownTown also enhances the local quality of life as a unique community facility. It positively contributes to local pride and image of Murwillumbah. It emphasises the distinctness of the Tweed area with artists drawing on their personal experiences of identity and place.

Community Access Exhibition Program

Gallery DownTown extends the Community Access Exhibition Program (CAEP) across two venues, doubling the capacity to show the work of regional artists and provide them with professional exhibition experience and mentorship. There are tangible benefits for artists exhibiting new works that include an artist fee and art sales with a low commission basis.

Within the 12 month pilot, the project will have profiled 46 artists of the region in solo and group exhibitions with an additional 45 renowned Australian artists showcased in two exhibitions featuring artworks from the Tweed Regional Gallery Collection.

Notably, Gallery DownTown is a sophisticated space to showcase works of regional and national significance from the Tweed Regional Gallery Collection with a focus on the four collection areas. It provides an opportunity for those in the community to see 'their' collection and also it's accessible to locals and visitors who might not ordinarily take interest.



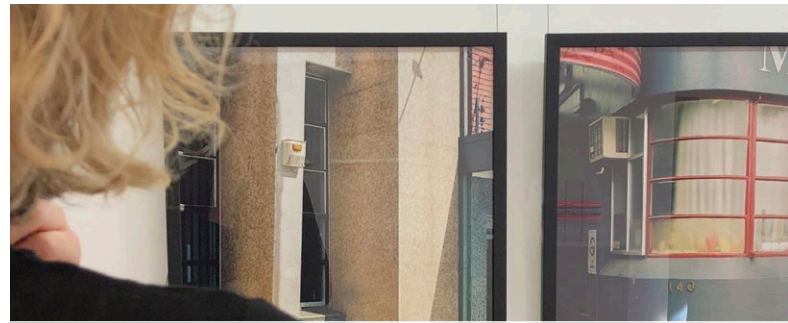
Tetralogy: profiling the four collection areas
15 December 2018 – 17 July 2019



Interplay: profiling the four collection areas
20 July – 28 December 2019



Ensemble: artists of our region
15 December 2018 - 23 March 2019



Facade: Art Deco of Murwillumbah
17 May - 27 July 2019



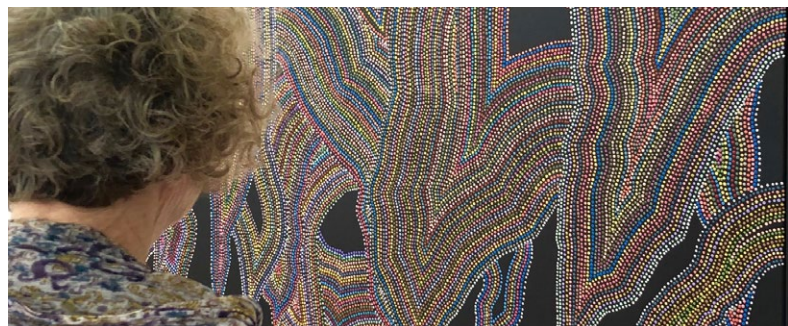
Kath Egan: Supersymmetry
29 March – 12 May 2019



Dave Sparkes: Incandescence
29 March – 12 May 2019



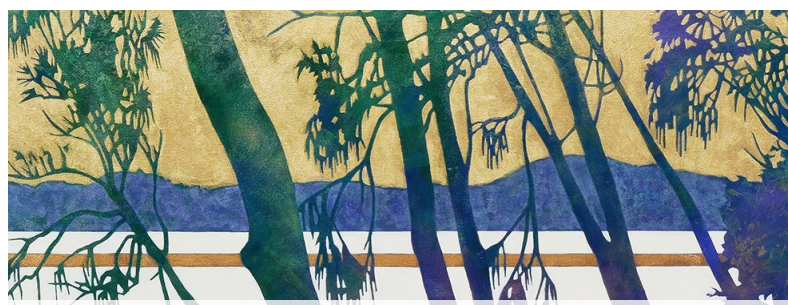
Rosi Griffin: Best Before
2 August – 12 October 2019



Konstantina: Colour Correction
2 August – 12 October 2019



Greg Mulheran: Fragile
18 October – 28 December 2019



Karyn Fendley: Against the Light
18 October – 28 December 2019

Dave Sparkes: Incandescence



"My experience at Gallery DownTown was wonderful. Being an annexe of the Tweed Regional Gallery gives Gallery DownTown added status. I feel the additional connection between Gallery Downtown and M|Arts is also mutually beneficial for those two galleries, as both help to draw visitors to the other.

The curation was spot on; Ruth is very savvy when it comes to placement of works and the most effective juxtaposition of various pieces, and the staff and volunteers all helped to make the installation very stress free. The opening night was very tastefully organised and run, very busy, and my total sales were very strong, around 60% of works have sold.

My exhibition at Gallery DownTown has definitely enhanced my stature on the Northern Rivers art scene, has generated several commissions, and creatively it is the sort of confidence booster that is crucial to the growth of an artist."

Kath Egan: Supersymmetry



"Supersymmetry was a site-specific installation exploring ideas of interconnectivity and a celebration of community. The groundwork for this installation began during a residency at Tweed Regional Gallery Nancy Fairfax studio in February 2018, in the months that followed the concept developed into the six metre wall installation. Supersymmetry was exhibited in September 2018 at The Byron School of Art Project Space, and a proposal to show the work at Tweed Regional Art Gallery was submitted.

After graduating from The Byron School of Art in December 2018, it was of great value to have the opportunity to exhibit the work in a professional space with Tweed Regional Gallery's Gallery DownTown in April 2019. This opportunity assisted a rapid transition from student artist to professional artist and exposure to a much broader audience than previously possible.

The experience of working with Gallery staff has instilled confidence in my ability to progress in a career as a professional artist. Thanks to Gallery DownTown I now have an established connection with the support and services the Tweed Regional Gallery offers regional artists."

ART SALES

The Tweed Regional Gallery's objective is to support artists of the region in the presentation of their work. A tangible benefit of the CAEP program is the ability for the artist to sell their artworks. Since December 2018, Gallery DownTown has managed artwork sales totalling \$25,285.





Community Access Exhibition Program (CAEP) professional development session with regional artists and National Gallery of Australia educator Kate Murphy / *Art Deco: The World Turns Modern*.

“One of the best PDs ever!” Trish Callaghan

“Such a useful and really interesting workshop. Thank you.” Judy Oakenfull

“An inspirational, educational, playful day.” Alison Rooney

PUBLIC PROGRAMS

Gallery DownTown annexe of the Tweed Regional Gallery cultivates opportunities for artists and the community and makes art accessible. It provides for paid artist engagement and educational opportunities for a range of ages through public programs.

Gallery DownTown was host to public programs such as kid's workshops, adult workshops, artist talks and a pop-up studio. This engagement is planned to build audiences, connection with art and artists and encourage repeat visitation.

Additional programs and activities that were particularly successful include a professional development workshop and a self-guided walk publication produced.

Façade: Art Deco of Murwillumbah was curated with 30 regional artists responding to the Art Deco in Murwillumbah. This exhibition complemented the National Gallery of Australia touring Art Deco exhibition at the Tweed Regional Gallery. Working with the well-respected NGA Education team, 17 regional artists undertook a professional development workshop.

In partnership with Tweed Regional Museum, a self-guided walk booklet was developed highlighting the Art Deco architecture in Murwillumbah. The booklet is designed to endure, and with a second reprint of 2,000 books, it continues to inspire a sense of pride and discovery through the CBD. The booklet is distributed through local businesses, The Tweed Regional Museum, Tweed Regional Gallery and Visitor Information Centres.

***“The gallery is
great and brings
people into town.”***

ENGAGEMENT

Engagement with the community and local businesses has been essential to communicate the objectives of the Gallery Downtown. This dialogue creates an exchange for people to rally together to leverage from the reinvigoration and new visitors.

Gallery Downtown has hosted or been involved in activities to build relationships with community and local business. Events include a tour with the Murwillumbah Chamber of Commerce members, morning tea to meet Councillors and Gallery Volunteers and liaising with Economic Development and Murwillumbah business owners to encourage collaboration.

A business meeting organised by Tweed Shire Council Economic Development with input from Gallery Downtown created a forum for local retail and food and beverage businesses to discuss the development of the town in terms of its renewal and reinvigoration.

As outlined in the Research Report, a survey of local business owners found Gallery Downtown was proving to generate economic activity and 89% felt that Gallery Downtown was achieving its objectives to assist with the invigoration of the Murwillumbah CBD. 94% of businesses surveyed supported the continuation of the Gallery.

Sample quotes from businesses include:

“The gallery is great and brings people into town.”

“The Gallery Downtown attracts visitors into the CBD, particularly from outside the region. It is great that it is open when the main Gallery is closed on Mondays and Tuesdays.”

Community Engagement

- Public Programs – Blue Jeans Sisters, Kid’s Workshop Explore Found Object
- Artist Talks – Heather Matthew (M|Arts), Rosi Griffin (CAEP)
- Exhibition Openings - GDT x 4, M|Arts x 4
- Facade Publication with TRM along with Façade - Walking Tours with Tweed Regional Gallery
- Volunteer Morning Tea including Tweed Shire Councillors and Economic Development
- Liaising with regional artists
- Attendance at Gold Coast Indigenous Art Camp Industry Day
- Welcoming over 12,000 visitors to the Gallery

Engagement with Business Community

- Chamber of Commerce breakfast includes GDT Tour.
- Personal delivery of Façade books to local businesses to develop relationships.
- Collaborating with Tweed Tourism Co on regional promotion
- Co-working, marketing, advertising and publicity campaigns inclusion in M|Arts monthly newsletter.
- MAT19 meetings, programming Façade exhibition opening to coincide with MAT19

AWARDS AND CASE STUDY

Gallery DownTown was nominated as a finalist for the Local Government Professionals Australia NSW - NSW Local Government Excellence Awards – Creative Communities in April.

Currently, the Gallery awaits news of the latest nomination in the Museum and Galleries NSW – IMAGinE Awards / Capacity Building, Capital Sustainability Programs Award for a project over \$100,000. The award is announced on 29 November 2019 in Sydney.

Gallery DownTown was identified as a project of interest to include a case study in the Making Space for Culture Masterclass as part of World Cities Culture Forum held in Sydney in June.

SUNDAY TRADING DEVELOPMENT

In June 2019, the M|Arts Precinct began a trial to open Sunday between 10.00am - 2.00pm thus opening seven days a week. While the new hours were seen as a progressive and were received well by visitors and local businesses in the town, especially those opening on a Sunday, there was a drawback as the Gallery DownTown Collection Room remained locked. The Collection Room is now open with either Tweed Regional Gallery or M|Arts staff present.

The decision by M|Arts to trade Sunday is seen positively and being supportive of businesses who undertake weekend trade in Murwillumbah.

MARKETING

Marketing activities occurred through the Tweed Regional Gallery and Tweed Shire Council Communications team and in collaboration with the M|Arts Precinct.

Key activities include:

- Hot Tomato radio campaign – Gallery DownTown, Tweed Regional Museum, Tweed Aquatic Centre
- 10,000 postcard to promote Gallery DownTown and M|Arts Precinct
- 4,000 Façade: Art Deco of Murwillumbah booklets produced and being distributed
- Advertising in Tweed Weekly – Façade: Art Deco of Murwillumbah exhibition
- Advertising in Blank GC monthly publication – April and May
- Exhibition Media Releases
- Radio interview with ABC North Coast – Façade: Art Deco of Murwillumbah
- M|Arts publicity including Gallery DownTown – Jetstar
- Tweed Tourism Co publicity – Guardian – 11 things to do the Tweed
- Social Media via Tweed Regional Gallery Facebook, Instagram
- Dedicated Gallery DownTown Tripadvisor and Google Business



Showcasing works from the collection and artists from the region, Gallery Downtown is the annexe of one of NSW's most recognised regional galleries, Tweed Regional Gallery & Margaret Olley Art Centre, all housed within the creative hub of Murwillumbah's vibrant M|Arts Precinct.

Cnr Proudfoots Lane & Brisbane Street
Open Weekdays 10am – 3pm
Sat 10am – 2pm | Closed Thu & Sun

Follow @tweedregionalgallery
artgallery.tweed.nsw.gov.au/GalleryDowntown



Gallery Downtown is an annexe of the Tweed Regional Gallery, a Tweed Shire Council Community Facility and is supported by the NSW Government through Create NSW.



Petrina Hicks, *Eye Candy* (from the series *Descendants*) 2008, lightjet print © The artist

MARKETING AND ADVERTISING COLLATERAL SAMPLES

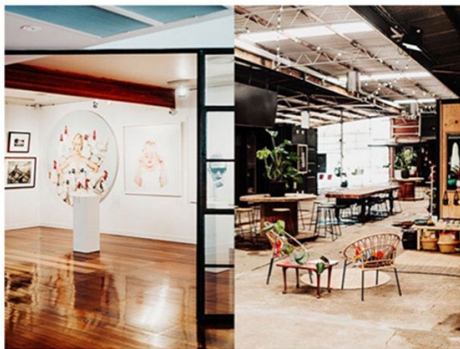


Postcard 10,000 distributed

australiantraveller.com



2. Art immersion in Murwillumbah



Online article
Australian Traveller
Tweed Tourism Company collaboration

Advertisement Blank GC Magazine Gold Coast LGA

SUPERSYMMETRY

Kath Egan

29 March – 12 May 2019

Supersymmetry explores ideas of interconnectivity through a network of red threads and a constellation of nails.

OPENING
Friday 12 April | 5pm – 7pm
All welcome



M|Arts Precinct, cnr Proudfoots Lane & Brisbane Street
Open Weekdays 10am – 3pm
Sat 10am – 2pm | Closed Thu & Sun
Follow @tweedregionalgallery
artgallery.tweed.nsw.gov.au/GalleryDowntown



Gallery Downtown is an annexe of the Tweed Regional Gallery, a Tweed Shire Council Community Facility and is supported by the NSW Government through Create NSW.

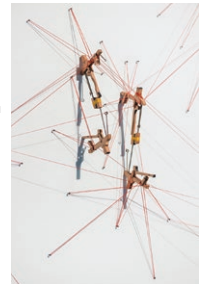
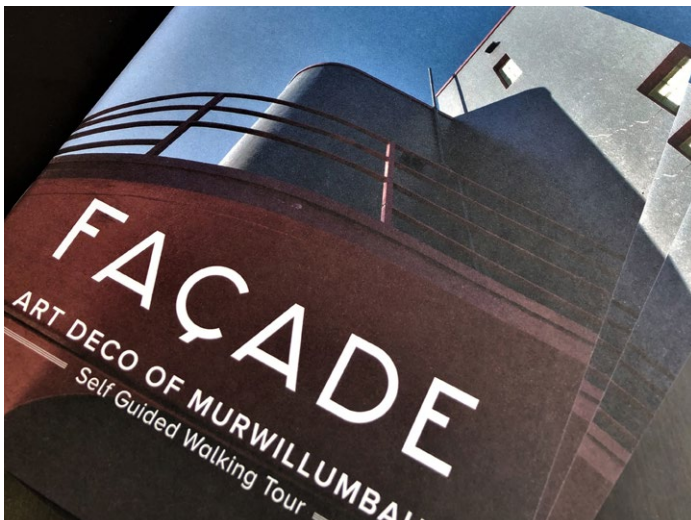
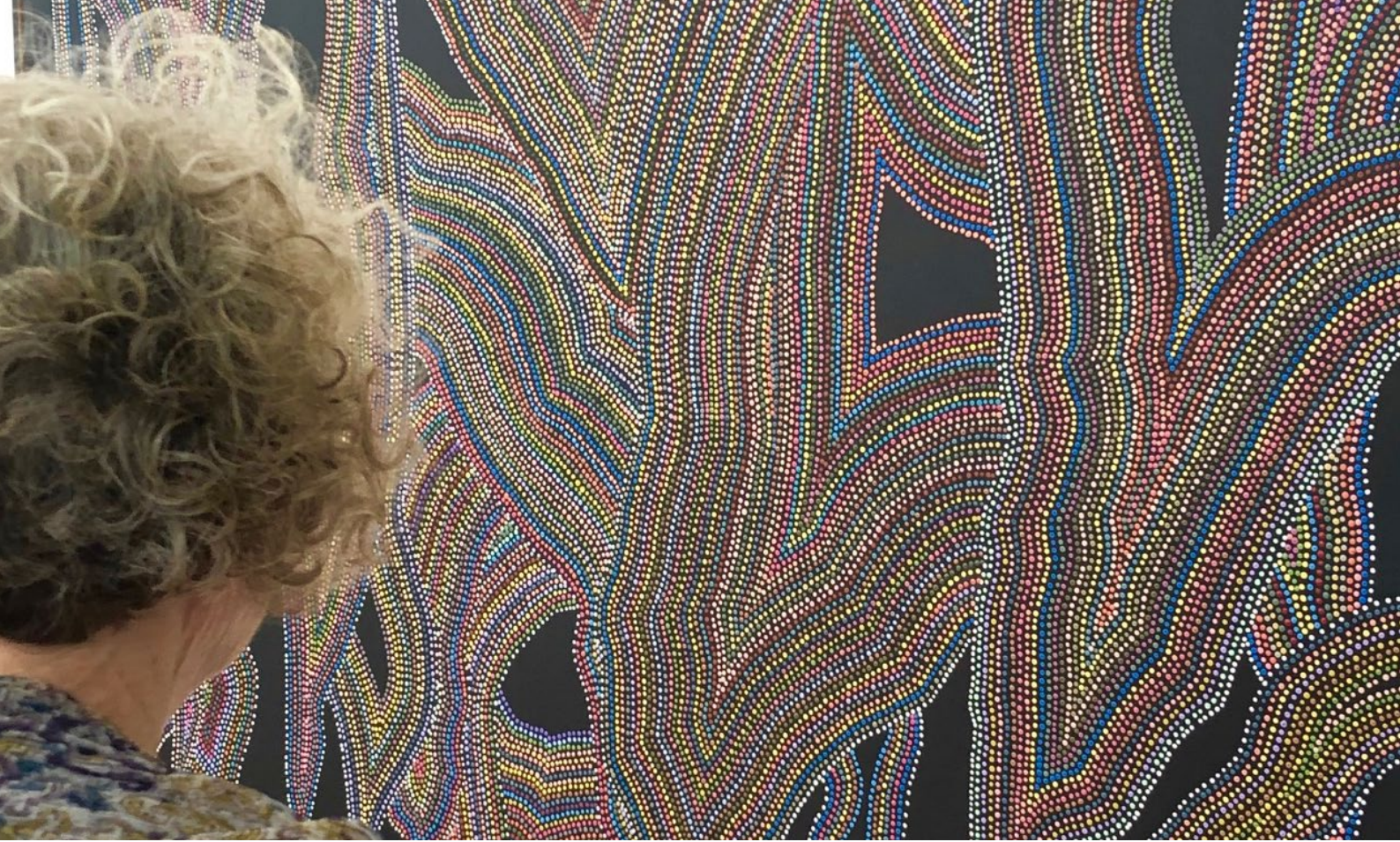


Image: Kath Egan, *Supersymmetry* 2018, Timber, ink, cotton thread, nails 90cm x 120cm
Photography by Justin Ealand



Facade: Art Deco of Murwillumbah self guided walking tour in collaboration with Tweed Regional Museum
2,000 distributed with 2,000 reprint in distribution.



Gallery visitor viewing Konstantina *Mob* 2019

CONCLUSION

Situated in the hip M|Arts Precinct, Gallery DownTown is professionally curated, efficiently operated and enriching the lives of both locals and visitors. Easily accessible in the heart of Murwillumbah, the Gallery is located within a community of practising artists and creative endeavours where visitors feel comfortable to explore.

Visitors to Gallery DownTown appreciate the visceral essence of the art on display and the quality of the Gallery experience. Perceived as an exceptional community asset, the Gallery is contributing to the liveliness and resurgence of the area.

Art must be experienced in person to truly get a sense of its magnitude, and the investment of the Tweed Shire Council, M|Arts Precinct and Tweed Regional Gallery in delivering Gallery DownTown will produce significant flow on for the town of Murwillumbah and ultimately the Tweed region.

Gallery DownTown forms part of an essential professional pipeline for artists as an extension of the Community Artist Exhibition Program. IT creates a sense of place as a physical locale and is an outstanding sensory experience through the perspective of artists responding to the landscape, architecture and stories. It's a guiding light for businesses to see the potential to invest in the town and places faith in the future of Murwillumbah as dynamic and uplifting cultural destination for locals and visitors.

STAFF AND ACKNOWLEDGEMENTS

Gallery DownTown is a cumulative effort by a number of ambitious and dedicated people.

Tweed Regional Gallery Staff

Director: Susi Muddiman OAM

Curator Margaret Olley Art Centre & Collections Manager: Ingrid Hedgcock

Exhibitions Curator: Sarah McGhee

Curator Gallery DownTown: Ruth Della

Education & Audience Development Officer: Jodi Ferrari

Public Programs Curator: Anouk Beck, Meredith Cusack

Operations & Business Officer: Greg Puch

Administrative Officer: Kree Harrison

Sales & Reception Assistant: Kristy Morgan

Gallery Technicians (casual): Lenny Bastiaans, Byron Coathup, Barry Mossop, Ruth Williams.

M|Arts Precinct

The visionary team at M|Arts Precinct are gratefully acknowledged. Stephen and Kris Webb, Jill Macfie, Matt Macfie, Amelia Reid, Lee Harvey-Walker, Craig and the Precinct artists and retailers.

Tweed Shire Council

We acknowledge and say thanks to our colleagues at Tweed Shire Council who support the operations of Gallery DownTown in particular Economic Development, Recreation Services and the sign writing team, Tweed Regional Museum, Information Technology and Communications and Customer Experience.

Volunteers

The Tweed Regional Gallery & Margaret Olley Art Centre volunteers. You are wonderful. Thanks for your ongoing support.

Front cover: **Joanna Braithwaite** *Chook, Chook, Chook* (self portrait) 2007

Donated through the Australian Government's Cultural Gifts Program by the artist, 2010 Tweed Regional Gallery collection

Back cover: **Kath Egan** *Fragmentation* 2017 installation view and record of visitor interaction.



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Gallery Downtown is the annexe Tweed Regional Gallery & Margaret Olley Art Centre, situated within the creative hub of Murwillumbah's vibrant M|Arts Precinct - corner Proudfoots Lane & Brisbane Street Murwillumbah NSW 2484.

Open Weekdays 10am – 3pm
 Open Weekends | 10am - 2pm

Follow @tweedregionalgallery
artgallery.tweed.nsw.gov.au/GalleryDowntown

***Art is the tangible symbol of the spirit of a country...
What is Australia going to offer to the world as her contribution to the Arts?'**

Margaret Preston 1927

RECOMMENDATIONS

To enable the development of an appropriate strategic response from the pilot project in terms of artistic delivery and economic and community initiatives and to realise the full potential of Gallery DownTown operationally, future investment of funds and a full-time resource is recommended.

Further recommendations and ideas to develop Gallery DownTown as an economic and cultural driver are:

Marketing:

- Develop a joint marketing plan with M|Arts and allocate a budget to leverage both in-kind, publicity and advertising spend. Create a six month marketing plan to build new audiences and attract visitation. Review and re-plan upon completion.
- Continue to work with Tweed Tourism Co and M|Arts with monthly meetings to discuss topics and trends in the region to inform marketing and initiatives.
- Continue to work with TSC Communications Unit to profile and leverage GDT profile within the region.
- Develop a fold-out pamphlet/booklet to map out the M|Arts Precinct and include GDT, M|Arts artists and retailer list for distribution – give a complete picture
- Update Tweed Regional Gallery website to include Gallery DownTown exhibitions on the front page – in progress.
- Dedicate advertising to GDT and M|Arts in annual publications space to highlight as a destination in addition to Tweed Regional Gallery.
- Profile Gallery DownTown and its exhibitions independently in advertising.
- Target bus and touring companies to visit GDT, Precinct and Tweed Regional Museum and include the Façade Walk to encourage more visitation into town.
- GDT net promoter score is high – compile a strategy to target specific markets to attract culturally savvy and interested people from Brisbane, Sunshine Coast, Sydney, Central Coast.

Audience Development:

- Co-ordinated public program with M|Arts and in consultation with TRG Educator to ensure both trends, needs and resourcing are considered – touchpoints to the community such as schools, universities, young families, all ages, professional development for artists, special need groups.
- Develop opportunities for members of the community, i.e. regular art groups, parent groups, special needs groups, slow art.
- Youth strategy and action plan create tour opportunities for kindergartens, schools, TAFE and universities.
- Develop collaborations with the Museum similar to the Façade booklet.
- Create Public Programs for the Collection exhibition with drawcard events such as 'in conversation' with renowned artists such as James Guppy, Dale Rhodes, Robyn Sweaney.
- Opportunities for council staff to be involved – free tickets to workshops, work a day in my shoes, artists talks, openings.

Operational:

- Curator to attend staff and communication meetings to assist with communication of activities and schedule at both venues.
- Extend Curator role beyond 23 hours a week to enable strategic planning and operational delivery.
- Undertake another volunteer drive to welcome visitors in front-facing role to GDT to reduce interruption and distraction for key staff.

Curatorial:

- Work with Gallery Director to extend Gallery DownTown curatorial focus on forward thinking CAEP artists, expand into new installations, materiality and the use of space.
- Continue exhibition time frames at 10 weeks (complements M|Arts 4 weeks changeover)

SITUATIONAL ANALYSIS

STRENGTHS

- Creative Hub – symbiosis with M|Arts Precinct.
- Excellent return on investment with \$150K investment equating to \$0.65m economic impact.
- Great reputation - 99% visitor satisfaction.
- Inspiring space – features steel doors, timber floors, framed windows and natural light.
- Accessible – chair lift.
- Services as resource for the community to exhibit and experience art.
- Audience numbers are building.
- The Partnership with M|Arts is a catalyst of success – more than the sum of parts.
- Accessibility – located in town, open 7 days a week.
- Accessibility – in town, pop in, 'express gallery'.
- Connection with TRG effective and efficient to run with 1 dedicated staff member.
- Demonstrating to bring people into town.
- Adds to the Murwillumbah offer.
- Demonstrated ability to produce initiatives to support economic development policy – Façade.
- Exhibits quality artworks and profiles the Tweed Regional Gallery Collection.
- Art sales.
- Excellent working relationship with M|Arts.

OPPORTUNITIES

- Education outreach.
- Tourism product - strong potential to attract tourism and invigorate Murwillumbah.
- Audience Development – youth, families, bus tour, art after dark evenings.
- Local = quality = regional pride
- Community Facility space – host meetings.
- Willingness to develop opportunities and support innovation and new ideas.
- Marketing both traditional and digital.
- Gallery DownTown initiative at the forefront of the population curve for Tweed region addressing the need for future cultural and community facilities.
- Opportunity to identify Gallery DownTown with artistic interventions and creative street presence.

WEAKNESSES

- Physical access – wheel chair access limited.
- Part-time staff pressured with inadequate time to commit to strategic planning and delivery.
- Gallery DownTown located upstairs – limited street presence.

THREATS

- Council withdraws funding.
- Reduced council funding will affect federal funding support.
- Economic vs Cultural argument.
- Negative reaction from the community if the Gallery is not continued.
- Reputational risk for stakeholders if the Gallery does not continue.