

SALA

South Australian
Living Artists Festival



2018 SALA Finissage Party,
photo Sam Roberts

Strategic Plan
2020-2025

Acknowledgement of Country

SA Living Artists (SALA) acknowledges the Traditional Owners of what is now known as South Australia, particularly the Kaurna people of the Adelaide Plains on which our office is based.

We recognise Aboriginal and Torres Strait Islander peoples' continuing connection to land, place, waters and community. We pay our respects to Elders, artists and communities, and to their living heritage and cultures.



Carly Dodd, Central Studios Open Studio, 2020,
photo Sam Roberts

Purpose

SALA is a state-wide showcase and celebration of South Australia's living visual artists.

It culminates in Australia's largest and most inclusive visual arts festival, which takes place in galleries and non-traditional arts spaces across South Australia annually, during the entire month of August.

Each year, SALA takes the work of around 9,000 emerging, mid-career and established South Australian artists to more than 600 venues across the State (from sheds, cafés, offices and retail spaces to wineries, schools, public spaces, galleries and major arts institutions) to reach local and inter/national audiences of more than 850,000 people, and many more online.



John Freeman, *Inner Journey* (installation view), Fleurieu Arthouse, 2020,
photo Steph Fuller

Vision

South Australian visual artists working at any stage of career and in any medium are able to make, share and receive recognition for their work.

South Australian communities and audiences are enriched and inspired by their engagement with South Australian visual art, including the large number of 'incidental' arts audiences for whom SALA's local exhibitions is their first point of engagement with the arts.

SALA is a vibrant and valued part of all South Australian communities, and inter/nationally recognised as a diverse, democratic and inclusive visual arts champion that enhances our own and the world's understanding of this unique place and our pride in the art it creates.

Approach

ARTIST-CENTRIC

South Australia's living visual artists are at our heart.

INCLUSIVE

Our democratic, open-access model includes South Australian visual artists working at every level, in any medium, from all backgrounds and all parts of the State.

CONNECTED

We listen and respond to our artists, connect and engage with our communities, and work in collaboration with our colleagues and partners.

SUPPORTIVE

We support and nurture South Australian visual artists and audiences, create pathways, amplify their voices, and advocate on their behalf.

INNOVATIVE

We are curious and innovative, always learning and evolving.

ETHICAL

We are professional, respectful and accountable.



SALA Parlour featuring Elyas Alavi, 2019, photo Sam Roberts



Bring the Baby Tour, artwork by Louise Haselton, *Act Natural*, Samstag Museum, 2019, photo Sam Roberts



SALA Forum, 2019, photo Sam Roberts

Context

SALA began as an initiative of our Patron, Paul Greenaway OAM, and Sam Hill-Smith, with the aim of promoting and celebrating the talented visual artists in South Australia.

Established in 1998, the organisation has grown from a week-long festival to a month-long celebration backed up by a range of activities that take place throughout the year.

Our diverse annual program includes exhibitions, events, tours (including gallery tours, regional tours and bilingual tours), artist residencies, education programs and awards. It also promotes an annual Feature Artist corresponding with the subject of the South Australian Living Artist publication, a series of artist books published by Wakefield Press.

SALA is the only organisation in South Australia to deliver a State-wide festival of exclusively visual arts that is open to artists working at every level and in any medium.

As an umbrella festival, we also collaborate and showcase all of the state's other visual arts organisations, and work to raise awareness of the diversity and impact South Australian visual arts practice as a whole.



The Governor's Sculptural Garden, artwork by Margaret Worth, 2019, photo Sam Roberts

Impact

SALA is often people's first point of engagement with the arts – for both artists and audiences.

SALA creates entry-points and pathways for artists at all stages of their careers.

SALA is the centrepiece of South Australia's winter arts offer, providing an important counterpoint to the concentration of activities in 'Mad March'.

In addition to our collaborations with the State's major arts institutions and galleries, SALA's local exhibitions create opportunities for 'accidental' engagement for non-traditional arts audiences.

SALA works across all local government areas and across multiple sectors, including arts, craft, industry and skills, education, tourism, health and aged care.

As Australia's largest and most inclusive visual arts festival, SALA's open-access model is unique in South Australia and rarely found elsewhere in the world.

We work with approximately 9,000 artists, 600 venues, and 850,000 audience members every year.

We raise awareness of the broadest spectrum of visual arts practice, from sculpture, painting and photography to mixed media, moving image and installation (and everything in between).

More than \$1 million worth of art is sold during SALA each year.

SALA's unique delivery model makes us well placed to evolve and grow our work in a post-coronavirus world, including the continued delivery of smaller events in multiple venues over longer periods of time.



Leah Jeffries, Collective Haunt Inc Open Studio, 2019,
photo Sam Roberts



SALA Date Night Tour with Luke Thurgate, 2018,
photo Sam Roberts



Life Drawing Tour with Andrew Clarke, 2019,
photo Sam Roberts



Goals

From 2020-2025, our work will focus on three priority areas:

- South Australian living artists and their work
- South Australian communities and audiences
- SALA as an organisation

Goal 1

artists and their work

We will support South Australian visual artists to sustain and grow their arts practice through relevant programs and initiatives that respond to their changing needs.

Key strategies

- Provide free or low-cost opportunities for artists (including exhibitions and events).
- Provide artist development opportunities (including residencies, awards and opportunities for artists to sell their work).
- Promote South Australian living artists and their work locally and inter/nationally.
- Document and share the impact of South Australian visual arts practice (social, cultural and economic).
- Increase the number and diversity of SALA artists (including level, location and identity).

Bilingual Indian Art Tour with Zoe Freney and Tina (Prabhjot) Parikh, 2019, photo Sam Roberts



Jane Skeer, Collective Haunt Inc Open Studio, 2019, photo Sam Roberts



Goal 2

communities and audiences

We will provide communities and audiences across South Australia (and beyond) with diverse and accessible visual arts experiences.

Key strategies

- Provide free or low-cost exhibitions and events in traditional and non-traditional arts venues and communities.
- Increase the number and diversity of SALA audiences (including location, experience with the arts, and identity).
- Provide educational and development opportunities (including artist talks and resources).
- Start to document and share the benefits of everyday and lifelong engagement with the visual arts.

Goal 3

SALA

We will work to ensure SALA's future as a strong, resilient and values-driven organisation that supports our team and sector to survive and thrive.

Key strategies

- Ensure sound and sustainable governance through clear and strategic leadership by the Board.
- Ensure business effectiveness by streamlining our operations and communications.
- Develop and maintain mutually beneficial partnerships with state and local governments, arts and non-arts organisations, schools, tourism and service providers to extend the reach and impact of visual arts activity state-wide.
- Diversify income sources, including through fundraising and philanthropy.
- Maintain a positive and productive work culture that supports and develops our staff.
- Consider our role in regeneration beyond sustainability, and how we can go beyond being 'low impact' (sustainable) to 'positive impact' (regenerative).

SALA



OSCA Mongo Suit, SALA Opening Night at the Art Gallery of South Australia, 2018,
photo Sam Roberts

SALA Festival

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