



Daylesford Foto Biennale Newsletter # 4

December 2005

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Welcome to DFB news. This is the first edition since the close of DFB'05 and we apologise for the delay in getting the information out. The fact is that the closing party for DFB'05 on Sunday July 3rd was by no means the end of the penny section for the committee, and work still progresses to tie up loose ends from our inaugural festival. As well as taking care of the wash-up from '05, planning is well under way for 2007 - but more of that later.

stop press

Official opening of the exhibition at the Ansonia [see below] this Saturday afternoon, December 17th from 2.30 pm. Join us for finger food and drinks [cash bar after 3.30pm]

DFB'05 in review

By any objective analysis, DFB'05 was a success
55 events over 37 venues
an estimated audience of 20,000 plus over the month
editorial coverage in local, metro and national media, including press, radio and TV, with a dollar value of \$293,000.00 [yes, the decimal point is in the right place!]
And it was all done with volunteer labour and nil funding from council, government or arts bodies - something we are hopeful of rectifying for 2007.
In spite of the lack of financial support from those bodies, and thanks to the generosity of our industry sponsors, and the many photographers involved with DFB'05, most of whom participated at their own cost, plus some prudent financial management from the committee, we are proud to report that our first festival operated in the black which in turn has allowed us to distribute funds back in to the community.

Recipients include:

Daylesford Neighbourhood House

The ARC building fund

Daylesford Uniting Church

Christ Church Daylesford

360 degree Creative Circle

Anecdotal evidence from exhibitors, venues, sponsors and visitors alike was most positive and we presented the Hepburn Shire Tourism Office with 423 completed visitor survey forms.

Annual General Meeting

Our first AGM on NGV 7th 2005 saw public officer and treasurer Lily Andrew table out first audited financial report.

DFB Inc. President, Lynette Zeeng has resigned due to ongoing work commitments, but will continue to be involved on a less formal basis. We thank Lynette for her dedication and hard work and her assistance in bringing our first festival to fruition.

The new committee is:

President - Julie Millowick

Vice President - Fiona Brook

Treasurer and Public officer - Lily Andrew

Secretary - Cindy Cameron [to be ratified]

Committee members

Ruth Bray

John McHardy

Michael Despott [to be ratified]

Festival Director - Jeff Moorfoot

Message from the President

Jeff Moorfoot recently said, 'The biennale was a pipe dream once...'

And so it was, but it is now a reality and a very successful one too, although the transformation was sometimes terrifying. Essentially, 2005 was an unknown - can we do it? will it work? what happens if....?

To ensure that the 2007 event is even more powerful/interesting/provocative/enlightening and moving, the committee have been meeting to de-brief and examine what we did wrong and what we did right in 2005.

Suggestions have been very constructive and we are all fired up ready for our next foray into the fierce and challenging environment of a month long event, with multiple exhibitions, seminars and workshops.

As participants, audience members, and gallery visitors your feedback would be much appreciated and we look forward to hearing your observations of 2005 and your suggestions for 2007. Tell us what you would like, and we will do our best over the next 18 months to make it happen.

Once again Jeff Moorfoot is our Artistic Director/Festival Director, and we have every faith in his ability to lead us into the future with inspiration

and his usual [incredible] high energy levels. Fiona Brook-Scibelli will be doing her brilliant media liaison and promotion, Lily Andrew taking care of the legal and financial aspects and the hard working committee will be doing just that - working hard. We look forward to your support.

Memberships now due

DFB Inc. members should have their invoices for renewal by now. Your prompt payment will enable us to defray costs of production of a sell document for DFB'07 and development of web, marketing and database before the anticipated sponsorship and funding support dollars start rolling in. Membership renewal is set at \$33 including GST, and carries through to July 2007.

To become a member of DFB Inc. you must be nominated and seconded by two existing members and have your application ratified by the committee.

Call or email the office for a membership application form.

'05 reprise exhibition at the Ansonia and Fabulous Flower Festa

Currently showing at the Ansonia Hotel, 32 Lydiard Street South, Ballarat, is an exhibition of précis shows by five DFB'05 participating photographers - Michael Coyne, Jennifer K Mitchell, Robyn Stewart, Jeff Moorfoot and Tim Burder. The show will stay open at least until Xmas, and is the first in an ongoing program of events in a marketing program designed to broaden the profile of the Daylesford Foto Biennale over the next 18 months in the run up to DFB'07.

And in the same vein visitors to the Daylesford Fabulous Flower Festa, enjoyed images of flowers by Lynette Zeeng, Julie Millowick and Jacqui Henshaw at the DFB display.

Volunteers

Many hands make light work - and sometimes a logistical nightmare! - but jokes aside. An event like the Daylesford Foto Biennale can only happen with broad community support and a team of enthusiastic volunteers. We are always on the lookout for people with skills that can be applied to any of the many facets that go to staging a successful festival. DFB'07 will be managed by the Festival Director in conjunction with the DFB Inc. committee, and will see a group of sub committees, operating under the direction of the Festival Director and one or two committee members, who will be responsible for specific areas of the '07 festival.

In broad terms, these sub committees will include:

Finance and sponsorship

Publicity and Marketing [inc. web & design]

Venues and Volunteers

Staging and Logistics

If you have skills that you think may be of value to any of these sub committees we would love to hear from you. The hours are long and the pay is lousy, but the reward is being part of a team that is building on the successes of a Festival which will have ongoing implications for raising the profile of photography in Australia, and can only but build the reputation of the Hepburn Shire as a destination for the arts.

DFB'07

Our aim is to expand the festival in 2007 to incorporate around 75 + events [55 in '05] with expansion into other centres within the Hepburn Shire, including Clunes, Creswick and Trentham, as well as smaller villages and hamlets within the shire. Of these, around 20 shows will comprise the main program [12 in '05] - five or 6 of which will be international exhibitions [2 in '05]. We look to include work from across the photographic spectrum in the main program, with the emphasis on excellence, diversity and freshness. The practical consideration for the committee is to present a main program which will draw the maximum number of visitors to DFB'07. We are less interested in shows which have already had a wide audience, especially within the state, but would prefer to present new works. Although if you are an established name with a strong background we would entertain a retrospective show.

The balance of the program will consist of umbrella events, including solo and group exhibitions, open entry exhibitions, open entry prizes, seminars, workshops, industry conventions and miscellaneous events.

We welcome submissions for any and all of these events. Please note that we already have inquiries and expressions of interest from over 50 photographers indicating that they would like to participate in DFB'07. Proposals will only be accepted by post. Proposal criteria will be posted on the website very soon. If you are genuinely interested in participating in DFB'07 we expect that you will give it your best shot and submit a comprehensive proposal - "have a look at my website" won't suffice.

It is still too early to say how many venues we will have for '07, but as with '05, there will be a mix of public and commercial gallery space, private gallery space, temporary gallery space and secondary public venues such as cafes, restaurants, hotels, etc.

Major spaces are earmarked for the main program, and once these have been allocated, remaining venues will be recommended on the basis of suitability of the work to the space. In all cases, to be included in the program for 2007, venues, exhibitions and events must all be ratified by the committee.

As with DFB'05, DFB'07 will run on a tight budget. We hope to attract a much higher degree of sponsorship [\$30,000 in '05] and funding [nil in '05] but will remain financially cautious, so once again shows will need to be self funded. Of course we will support your application for arts funding.

So start working on your proposal now. We need to have the main program locked in by around September 2006, and the umbrella program set by February 2007 at the latest. If you have any queries please don't hesitate to contact the office by phone or email.

'07 venues

If you have a space in the Hepburn Shire that you think would be suitable to host an exhibition or event please give us a call. DFB'07 venues will need to pass a risk assessment survey and enter into a memorandum of agreement regarding terms of usage and public access as well as conditions of prominence of display of works and signage.

Call for subscribers

We are now calling for subscribers for DFB'07. Subscribers for DFB'05 numbered around 50, and gave subscriber card holders free entry to the Convent Gallery, plus discounted entry to seminars and workshops. We hope to expand the benefits for 2007 and would like to reach a target of 200 subscribers by the time the '07 festival kicks off. Subscription is just \$22 including GST and is good up to, and for the duration of DFB'07. Download a subscriber form from the website or call or email the office.

Friends of the DFB

For 2007 we have introduced a special level of subscription - 'Friend of the Daylesford Foto Biennale.' Cost is \$1100 including GST, and along with high profile acknowledgement in the official program and website, and 2 free passes to all DFB'07 seminars, your donation will help us to reach the budget totals we need to present the highest quality festival.

Sponsorships

We are seeking a range of corporate sponsors for 2007. There are packages for various levels of support, from Major sponsor, to Platinum, Gold, Silver and Bronze level. The higher levels include no same industry sponsor. If you are interested in aligning your company with what we are planning to be a major event on the Australian photographic calendar, please call the office for information.

Daylesford Foto Biennale Inc. A0045714L
ABN 70496228247

PO box 569 Daylesford Vic 3460 Australia
Email: info@daylesfordfotobiennale.org
www.daylesfordfotobiennale.org
tel: + 61 3 5348 5703