

# NOOSA OPEN STUDIOS - 2020 PRESIDENT REPORT

## THE VISION

As a reminder, our vision statement should be re-introduced “Noosa Open Studios is a volunteer committee shaping the future for Noosa artists.”

We are a not-for-profit organisation made up primarily of volunteers drawn from our community. Our single-minded function is to provide a unique market place for the artists to showcase their talents. We, at Noosa Open Studios serve our artists to grow the perception of Noosa as being the national regional centre of Artistic excellence.

## 2020

- This year has been our most successful ever.
- In spite of “expert” advice to the contrary, we pursued the holding of this event. Although we delayed it from August to October.
- In 5 short years we have grown from 39 registered artists to 98 registered artists and galleries.
- In 2020 we were the BIGGEST Art Trail in Queensland and second biggest in Australia.
- BIG means that art lovers take us seriously and make the effort to visit studios.
- BIG means that we attract sponsors, patrons, advertisers.
- BIG means we can make money that we can spend on National and local advertising and publicity.
- BIG means we can educate our artists with free social media and self-marketing workshops.

## How do we become BIG?

## FUNDRAISING

Noosa Open Studios raises funds to spend on spreading our influence through growing our brand. This year we raised over \$80,000 through various means. We must thank our SPONSORS.

- [Noosa Council](#)
- [Tourism Noosa](#)
- [Ron and Lynn Scott at Moon Mountain Sanctuary](#)
- [Hinternoosa Real Estate](#)

In 2020, artist registrations accounted for over \$23,000 in revenue.

Fundraising through the innovative deckchair auction, thanks for the inspiration and perspiration of Yanni van Zijl. And also the stylish “Soiree at Moon Mountain” thanks to Ron and Lynn Scott, gained us about \$15,000 in useable marketing dollars. It has only just been announced that the Noosa Open Studios artist collective entry of painted deckchairs

have been selected as FINALIST in the SWELL SCULPTURE AWARD at Currumbin on the Gold Coast for 2021.

Our rather beautiful and collectable 2020 NOOSA OPEN STUDIOS Guide not only helped contemporise our image, but also gained us \$11,000 in advertising revenue.

## MARKETING

Of course, raising funds is not the objective of a not-for-profit organisation like Noosa Open Studios. Getting visitors into your studios and galleries is the PRIMARY OBJECTIVE. To serve the needs of our artists is the PRIMARY OBJECTIVE.

Being the ex Creative Director of a large international advertising company was once my role in life, so I made a huge effort to get the maximum value out of these funds that we raised last year.

We spent the income on

### Newspapers like:

- Noosa News
- Noosa Today
- Cooroy Rag
- Eumundi Voice
- Sunnycoast Times
- Hinterland Times

### Mags like:

- InNoosa
- InNoosa Tourist special edition
- Brisbane Style

### Online Advertising:

- Facebook
- Instagram
- Weekend edition

### Television:

- Ch 7 - We purchased 37 spots but many more were added free of charge.
- Ryan at [Amanda Woods Design](#) filmed and edited our 15" TVC.

### Editorial:

As a result of our spend, we also quadrupled our exposure through supplementary editorial in all media. NOS appeared on all news channels, in glamorous magazines, in event news on radio and in many newspapers.

## SUCCESS STORY

The more funds that we can raise, the more we can spread the word about your studios and the veracity of Noosa talent. In fact through our survey we estimate artist sales to have well exceeded \$400,000 this year.

This number reminds me that our social media presence on Instagram and Facebook was unbelievably in excess of anything that we have produced before. Amanda from [Amanda Woods Design](#) produced a masterclass in graphic design on this years guide and with the help of Ryan, a masterclass in using social media was achieved. Those who attended our free Instagram workshop at the Digital Hub in Peregian will testify to their skills and enthusiasm.

While we are thanking people that that have helped us, we must thank and praise [Wallace House](#) for all their help and generosity throughout the year. [Wallace House](#) is essentially the original home of Noosa Open Studios and our connection through your hosting the exhibition of this year's hub, where many visitors were advised and guided through the 98 studios by knowledgeable and inspiring volunteers. They sent happy visitors off on the 5 trails with a guide in their hands.

Thank you also to the [Butter Factory Arts Centre](#) and [The Noosa Botanic Gardens](#) who helped to make the Deckchair Auction such a successful fundraiser for us.

None of this year's success story would have been possible without the truly dedicated and enthusiastic Noosa Open Studios Committee for 2020.

- Pam Miller and Anthony Wynn Hoelscher. Who took turns at Vice President
- Moira Pearl
- Jo Newell
- Beryl Purvis
- Carol watkins
- Saren Dobkins
- Karen Fizell
- Karen Fullwood

Thank you again to the members who are stepping aside. You were AWESOME.

After three very exciting and fruitful years on the NOS committee, Beryl and I have decided to allow some new blood to have a go. We will both be available for opinions and historical guidance.

I am very pleased to note that six of the ten current members are standing for re-election.

Good luck to the new committee, we all look forward to the next Noosa Open Studios in October..

Thank You

**Trevor Purvis**