

This is Not Art.

Helping every creative take off or take a risk

This
is Not
art.

INVITATION TO SUPPORT





TiNA is a not-for-profit organisation with 25 years under our belt supporting experimental and emerging artists to create and showcase their art.

We have done our homework. Like many, our organisation was hit hard during the pandemic. Instead of putting our head in the sand and crying woe is me, we used the time to redesign our services based on research with the artists and arts workers we support.

Now we have a razor sharp focus on what we are doing and have a three year strategic plan for 2023-2025 based on diversifying income streams and securing funding to develop and deliver actions in line with the service redesign. It doesn't sound sexy but it is a completely sensible and responsible approach to make sure TiNA is here for another 25 years.



Our vision

To help every creative take off or take a risk.

Our mission

To provide professional services, support and investment for experimental and emerging artists and arts workers across disciplines in the Hunter region so they can make art and learn the business as they grow.

Our audience

Experimental, emerging and independent artists and arts workers of all creative disciplines including art academics, students, researchers, critics, writers and thinkers in the Hunter.

Our goals

1. Position the Hunter as the go-to region to experience experimental art in Australia
2. Develop and grow the emerging and experimental artistic community of the Hunter
3. Build a strong and sustainable organisation through diversified revenue streams and associated organisational rigour and purpose
4. Maintain and foster mutually productive partnerships, relationships and collaborations.



We've been delivering the region's only experimental art festival This is Not Art for 25 years. We've seen it all and we're only just warming up.

In that time we've also supported hundreds of creatives and arts workers develop their craft and their art business.

In 2021, we supported the Hunter arts industry to the tune of \$178,000 in one of it's toughest years. We got money into the pockets of those whose gigs were cancelled. We found ways to showcase work and develop artist's skills in the business side of art.

We also presented two micro-festivals including Response Strikethrough, our first completely digital festival.

In 2022, we partnered with emerging artists and producers to deliver Pacific Nights on behalf on City of Newcastle - a weekend evening event series in May which encouraged people back to events after repeated COVID lockdowns.

We followed this with a month long This is Not Art Festival in October. There were four festival streams - music and sound, performance and theatre, discourse and visual arts.

It comes down to this.

We want to help emerging and experimental artists:

- make disruptive art which resists categorisation and formal structures
- get started and launch their career
- make money from art
- find spaces, platforms and opportunities to showcase their work

How do we know it's what is needed? We know what we need to do after an extensive human-centred research project interviewing local artists breaking into the field or breaking the traditional rules of art.

We have prioritised the funding we need so it's really easy to understand where your philanthropic gift would be allocated. Our goal is to get money into the pockets of artists and we aim for a 80/20 split - 80% of funds are used to support art, artists and arts workers, 20% of funds are used for operations.



So, what will we do with your support?

Lights on funding

The line that says we need to stay true to our values whereby we pay artists and arts workers for their time and work. This includes our staff who tirelessly write and acquit grant applications and wear many hats at a time - accountant, social media manager, events manager, admin assistant, volunteer coordinator, finder of all things. As well as all the necessary things a business needs but aren't covered in grant funding.

This is Not Art Festival

If we do nothing else, we do this. This is Not Art Festival is a launching pad for artists to test new work, try new techniques and find new audiences. It is experimental and emerging at its heart and a much-loved part of the creative fabric of the city.

National Experimental Art prize

One of our strategic goals is to position the Hunter as the go-to region to experience experimental art in Australia. We want to launch a national prize dedicated to experimental art entries and showcased in the Hunter.

Place and time

Provide an exhibition or performance space in the Lower Hunter region in-kind, or sponsor the venue hire, and give a first-time curator, artist or performer their debut exhibition or event.

TiNA advisory board sponsor

Amplify the voice of the region's art community and sponsor the TiNA Advisory Board, who preside over our programing decisions and curatorial direction. Every \$600 provides a seat at the table. We need eight people representing the diversity of our community and artistic disciplines.

Supporter

\$2-\$999

- Tax deductible to the donor.
- Recognition on the TiNA website donor roll.

Great

\$1000+

- Tax deductible to the donor.
- Invitations to Festival events and experiences.
- Recognition on the TiNA website donor roll.

Amazing

\$25,000

- Tax deductible to the donor.
- Invitations to Festival events and experiences
- Recognition on the TiNA website donor roll with link to more information

Holy Moly

\$100,000+

- Tax deductible to the donor.
- Invitations to Festival events and experiences
- Recognition on the TiNA website with link to more information.
- Recognition on the TiNA Festival materials for the year the gift is received.

Just Wow

\$250,000+

- Tax deductible to the donor.
- Invitations to Festival events and experiences,
- Recognition on the TiNA website with link to more information.
- Recognition on the TiNA Festival materials for year the gift is received.
- Regular hero worship from the TiNA board, experimental and emerging artists and arts workers from across the Hunter.

This is Not Art.

