

MEDIA RELEASE

SOUTH AUSTRALIA'S BEST IN CLASS OF PRIVATE SECTOR ARTS RELATIONSHIPS SHOWCASED AT THE ABAF STATE AWARDS

In a gala night celebration, seven of the very best private sector arts relationships that contribute to fostering the arts in South Australia were honoured at the Australia Business Arts Foundation Awards – South Australian State Awards.

In an important night for the South Australian arts sector, the AbaF SA State Awards were presented alongside the Ruby Awards at the Adelaide Festival Centre's Dunstan Playhouse on Thursday, 2 September 2010.

Each year, the Australia Business Arts Foundation Awards – South Australian State Awards celebrates the best strategic and creative connections between the arts, business and donors in South Australia.

Attending the Awards, Australia Business Arts Foundation CEO Jane Haley said, "The winners of the AbaF Awards in South Australia are very diverse in artforms and in the businesses that partner them. These creative partnerships show the many ways that arts organisations and businesses achieve great results together. The South Australian community is a winner too - these partnerships deliver free public arts events, new productions, the development of exciting artistic talent, and benefits to health and the environment."

Over the past decade, overall private sector support comprising sponsorships and donations has almost doubled, increasing from \$112 million in 2001-2002 to \$212 million in 2008-2009 nationally. In South Australia, the value of private sector support for the arts is \$12 million.

The winners of the AbaF Awards in South Australia were:

ABAF PARTNERING AWARD:

Art Gallery of South Australia and Bank of South Australia (BankSA)

DEPARTURE presented by BankSA is the Art Gallery of South Australia's after-dark cultural events program for 18-30 year olds. The program has attracted thousands of young people to the Gallery to enjoy curator talks, live performances and DJs.

ABAF SME AWARD:

Music SA and Coopers Brewery

Music SA and Coopers Brewery have created Coopers Alive to provide emerging bands with training in marketing and promotion, and opportunities to put their knowledge into practice at live gigs. The partnership reinforces Coopers' connection with live music, and targets a key demographic for its products.

ARTS & HEALTH FOUNDATION AWARD:

Leigh Warren & Dancers and Flinders Medical Centre

Contemporary dance troupe Leigh Warren & Dancers have partnered with The Flinders Medical Centre to provide dance performances throughout the hospital. The performances contribute to healing by reducing patient stress, managing pain and improving mood.

TOYOTA COMMUNITY AWARD:

Adelaide Festival and Santos

Energy company Santos partnered with the Adelaide Festival to light up the city at two community spectacles: *Northern Lights* and *A Little More Light*. The events delighted an audience of 476,000 people.

VISY ARTS & ENVIRONMENT AWARD:

Windmill Theatre and SA Water

Windmill Theatre and SA Water joined forces to create quality live theatre that promotes water-wise messages to a young audience. The partnership helps SA Water reach young people and families, while Windmill receives support to increase its audiences and create new productions.

WOODSIDE BETTER BUSINESS AWARD:

Adelaide Youth Orchestra and Katherine Edmonds and Deborah Lange

AbaF connected Adelaide Youth Orchestra with Katherine Edmonds and Deborah Lange to provide mentoring and strategic advice. Together, the volunteers, general manager, stakeholders and board have mapped out a plan for the orchestra's future direction.

ABAF GIVING AWARD:

Feast Adelaide Lesbian and Gay Cultural Festival

In 2005, The Feast Festival set up the Feast 500 Benefactors program. It is now a vital part of the festival's income strategy with donations growing year by year.

The seven award winners from South Australia are finalists in the national Australia Business Arts Foundation Awards to be presented in Sydney on 21 October 2010.

* **A selection of photographs will be available** for your use the day after the event. Additionally, the Awards event and after party is a chance to photograph the people behind some of South Australia's most dynamic and successful arts and business organisations.

* Media intending to attend the Awards event are asked to contact the media officer to ensure that you are assisted at the event. For information on AbaF, see www.abaf.org.au.