

# SOUTHERN EDGE ARTS



Annual Report | 2024

We acknowledge with deep respect, the continued custodianship of the Menang peoples of this ancient boodja in which we live and work. We acknowledge the resilience of the Noongar peoples, and all of the First Nations peoples of this land now known as Australia. We acknowledge that sovereignty was never ceded.

Photography by Nic Duncan unless otherwise acknowledged

# 2024 Supporters



Department of Local Government, Sport and Cultural Industries  
Department of Primary Industries and Regional Development



# About Southern Edge Arts

*Southern Edge Arts is a not for profit youth performing arts organisation with a 40 year history of providing arts opportunities for children and young people in Albany and regional WA*

## PURPOSE

*To champion creativity and the expression of imagination in young people and communities through stimulating performing arts experiences and opportunities.*

## CORE VALUES

**Creativity:** Imagination, self-expression, exploration, innovation

**Excellence:** Quality, professionalism, leadership, best practice

**Participation:** Fun, joy, laughter, vitality, celebration, transformational experiences

**Respect:** Diversity, inclusiveness, individuality, safety and honesty

## AMBITIONS

- Young people of the Great Southern are given the skills and opportunities to express themselves creatively.

-**SEA's engagement with young people is inclusive of diversity.**

-SEA is recognised locally and nationally for its professionalism and quality in nurturing arts practice and creativity in young people whilst engaging and inspiring audiences.

-**SEA contributes to the wellbeing of the communities of the Great Southern.**

-SEA demonstrates best practice management and governance

## ARTISTIC VISION

*A dynamic youth arts community central to the development of individuals, communities and culture. We will ensure young people and artists are prepared and inspired to contribute to the artistic vibrancy of Australia.*



# Chairperson Report

**Natalie Reeves**

It is with sadness that I write my final chair's report as my tenure has finished. I have enjoyed my role as Chairperson of SEA immensely and have learnt so much which has helped me in other professional roles.

2024 was a busy year. Starting in January with the appointment of Annette Carmichael as Artistic Director/Executive Officer who has led the organisation through a difficult arts funding environment to great success. Annette has also provided a very supportive environment for all the staff to extend their skills and develop their creativity.

I'd like to acknowledge Megan Turpin for her outstanding contribution as General Manager which she had delivered with resilience, commitment and skill. Thank you also to the wonderful Teaching Artist team that provide incredible expertise and instruction for our members along with supporting their performance skills and opportunities.

Outgoing Treasurer Linda Taylor is also finishing her tenure and has supported SEA staff and Board with her oversight. Thanks to retiring board member Tobias Merkle for his contribution as a committee member. It is wonderful to have Jasmine, Imogen and Nyomi continuing as youth representatives on the Board along with existing committee members Terrell Lacey (Vice Chair), Mand Markey and Clair Trainor who has provided a significant contribution as Secretary. Welcome to the new incoming Board members, I am sure you will find the role very fascinating and rewarding.

This year the SEA Board and staff have continued to develop organisational policies including updating our Code of Conduct and Child Safety Policy along with an Inclusion and Diversity Plan and Cultural Safety Protocols led by our Artistic Director.

Members of the board have attended governance and fundraising training providing valuable learning to improve our contribution to supporting SEA. We have also strengthened our Strategic Plan and as our Executive Officer, Annette has encouraged the Board to assess our progress and actions consistent with the strategic plan.

The next few years at SEA will be very exciting for our members and regional community and I look forward to being able to support SEA in other ways.

**Natalie Reeves**  
**Chairperson, Southern Edge Arts**



Chairperson Natalie Reeves. Image supplied

# Artistic Director Report

**Annette Carmichael**

*“To champion creativity and imagination....”*

That was the mission I embraced when I stepped into the role of Artistic Director at Southern Edge Arts in January 2024.

The journey began with meeting the hundreds of young people who walk through our doors each week, and the dedicated team that guides them through challenges, discoveries, and triumphs. I was also warmly welcomed by our Board of Management and administrative team, who have worked tirelessly to honour and sustain the legacy of this remarkable 40-year-old organisation.

And what a legacy it is. I'm often stopped by alumni whose eyes light up as they share memories of their time at SEA. Some now return as parents or grandparents, bringing the next generation through our doors. Seeing three generations of families connected through SEA is a heartening sign of a truly vibrant and enduring community organisation.

## *Honouring the Past, Shaping the Future*

### **Strategic Plan Review**

To build on SEA's strong foundations, we began the year with a thorough review of our Strategic Plan, led by external consultant Susan Clarke. Guided by current data on the issues affecting young people—including climate anxiety, mental health, and future employment—we began refining existing programs and designing new ones to meet these evolving needs.

## *Creativity in Action*

### **2024 Program Highlights**

Our workshops in 2024 focused deeply on mental wellbeing, resilience, and connection—values that lie at the heart of everything we do. That spirit of care and creativity came alive in many ways:

- A whole organisation Showcase- June
- Traps and Ladders - November
- Community connections through performance at local events

## *Nurturing Artists*

### **Artist Development Program**

In late 2024, we launched SEA's Artist Development Program, providing mentorship and studio access to emerging and established creatives, supporting them to take the next steps in their practice.

## *Inclusion, Cultural Respect & Child Safety*

We deepened our commitment to working respectfully on Menang Boodja, spending more time in consultation with First Nations leaders and knowledge holders. This work shaped Traps and Ladders, informed the Artist Development Program, and is guiding the development of new programs for 2025 and 2026.

We also took important steps in child safety, access, and inclusion:

- Updated our Child Safety Policy and Code of Conduct.
- Created a clear Contact Training Information Sheet outlining our consent practices.
- Adopted a new Access and Inclusion Plan to help make SEA a place where every young person feels they belong.

## Building Partnerships

Strategic partnerships amplify our impact. In 2024, we built strong connections locally, statewide, and nationally to create a strong future:

### In our region:

Headspace Albany • PCYC Albany • City of Albany • Shires of Plantagenet & Denmark • Albany Entertainment Centre • Oyster Harbour Catchment Group • Breaksea

### In WA:

Circus WA • Theatre Kimberley • Circuitwest • FORM • Telethon Kids Institute • DADAA • Regional Arts WA

### Nationally:

PAC Australia • Assembly 197 • Network of Youth Circus Organisations

## Resourcing the Future

In 2024, we made major progress in securing the resources needed to sustain and grow our work:

- Received, for the first time, Annual Program funding from the Department of Local Government, Sport and Cultural Industries.
- Launched a successful fundraising campaign to establish Cassy's Training Fund through Creative Australia's Australian Cultural Fund.
- Secured sponsorships from City of Albany and Southern Ports for Traps and Ladders.
- Continued multi-year support from Regional Arts WA and Healthway / Act Belong Commit.

These contributions directly support more young people and families engaging with our programs in 2025 and beyond.

## Small Purchase, Big Impact

This year we bought one important piece of equipment: a portable lyra (aerial hoop). It may sound simple, but this new piece of equipment means we can take thrilling aerial acts to outdoor events with ease—bringing our art to more people, in more places.

## Gratitude

To all our SEA families, members and volunteers—thank you. Your spirit creates the warm, welcoming atmosphere we're known for.

We also said some goodbyes and warm hellos this year. We farewelled Kore Ford, our wonderful Administration Assistant, and Sharni Bracknell, our dynamic Teaching Artist. We welcomed Mae Elliott as our Marketing Coordinator and Ajia Crosby as Administration Assistant. A heartfelt thank you to Megan Turpin (General Manager) and Cassy Turner (Lead Circus Artist)—my extraordinary collaborators. What a joy it is to find my place alongside you.

To our Board of Management—thank you for your steady guidance and belief. And to Natalie Reeves, as you conclude your time as Chair: your calm and generous leadership has left an enduring legacy. Together, we move into 2025 with creativity in our hearts and community in our hands.

### Annette Carmichael

#### Artistic Director, Southern Edge Arts



Annette Carmichael at Traps & Ladders



Tahlee Grinter and Yazmin Ryan with Aerial performers Jackson Burrell, Nina Guintoli & Meg Furphy

# 2024 Program

# Healthway Sponsorship

**Aim:** *Engage regional people in arts activities that contribute towards improved mental health and wellbeing.*

**Why:** *Maintaining good mental health and wellbeing for Healthway priority populations: Children, young people and their families & people living in regional communities.*



Big Top participants performing in Showcase 2024

Southern Edge Arts uses communication, organisational, educational, behavioural and community engagement strategies to promote the following health objectives:

- Promote Act Belong Commit message
- Create an increased sense of belonging by providing accessible and inclusive workshop program
- Improve mental health through delivery of activities that increase social and emotional wellbeing of members
- Provide a safe and inclusive space for youth to express themselves, feel safe and grow
- Improve the mental health of young people by empowering them through the arts
- Nurture wellbeing through participation in the arts
- Support young trainers to be mental health peer mentors
- Make a positive contribution to community wellbeing through the arts

Implementations of the health objective and strategies are delivered through three SEA programs:

- **Act Belong Commit Arts Workshop Program**
- **Act Belong Commit Community Engagement Program**
- **Act Belong Commit Arts Youth Devised Performance Program**

# Act Belong Commit Arts Workshop Program

## 2024 Weekly Workshop Program

- 3 x Street Acro workshops for ages 6-18 yrs
- 3 x Circus Workshops for ages 5-24yrs
- 6 x Aerials workshops for ages 8-25 years
- 2 x Theatre workshops for ages 8-25 years
- 2 x Adult Aerial workshop for ages 16 years+
- 1 x Dance workshop



Street Acro workshop with teaching artist Zak Launay

The **Act Belong Commit** Arts workshop program delivers a **diverse range of after school arts** workshops for regional children and youth to engage them in inclusive, non competitive and physical arts activities to **improve mental health and wellbeing**.

Workshops include, but are not limited to; Theatre, Circus, Aerial Arts, Street Acrobatics. Teachers are regional based artists who have skills in their art form and **demonstrated experience** in supporting and **encouraging wellbeing through the arts**.

Workshops are delivered in our purpose built circus arts training space, where parents and caregivers are invited to watch and/or participate as helpers in the workshops as a way of creating a **greater sense of belonging**.

Young people are supported to become mentors and training assistants to **encourage and inspire** participation and commitment for their younger peers

Each week during school term SEA delivered 17 different workshops in circus, aerials and physical theatre for ages 5yr+ with an average of 160-180 participants each week.

# Act Belong Commit Arts Community Engagement

The Act Belong Commit Community Engagement Program aims to **engage** people of the Great Southern Community, who are **not currently members of SEA**, in arts activities that contribute toward mental health and wellbeing by delivering specifically designed arts workshops to community festivals, school groups, Out of School Hours Care (OSHC) groups as well as other visiting youth groups, upon request or by arrangement.

## 2024 Activities

- 9 x Have a go circus workshops
- 2 x School group workshops
- 4 x OSHC workshops
- 3 x Workshops in Great Southern Regional towns

Smircus participant

# Act Belong Commit Arts Performance Season

The Act Belong Commit Youth Devised Performance Program encourages regional children and young people to **improve their mental health** and wellbeing through the **creation and presentation of performances** by young people, for young people. Through in house showcases and SEA's **annual performance program**, participants in SEA's projects and programs are provided opportunities for **self expression** and youth led creation. These programs contribute to the mental health and wellbeing of participants by creating an environment where children and **young people are heard and respected** for their ideas and are agents of their own creations.

Street Acro performer Nathan at Showcase 2024



### 2024 Performance Program

- Whole organisation Showcase  
86 young performers  
310 audience
- Traps and Ladders – An Aerial and Dance work about climate hope performed onsite at Emu Point.  
14 young performers  
4 young people in production team  
500 audience
- End of year Aerial showcases

# Showcase 2024



Street Acro performers at Showcase 2024



2024 saw the return of the first whole organisation Showcase performance since 2018. 86 participants from across our aerials, Circus, drama and street acro workshops presented 14 acts in their family, friends and SEA network.

howcase is all about creating an environment where students can learn the skills and art of performance. Together they solve problems and explore ideas, and individually they learn how to calm and challenge themselves. Ultimately, Showcase aims to foster a personal strength and belief in ourselves to do things we never imagined.

**Showcase Team**

Artistic Director Annette Carmichael  
Lead Circus Artist Cassy Turner  
General Manager Megan Turpin  
Admin Assistant Kore Ford

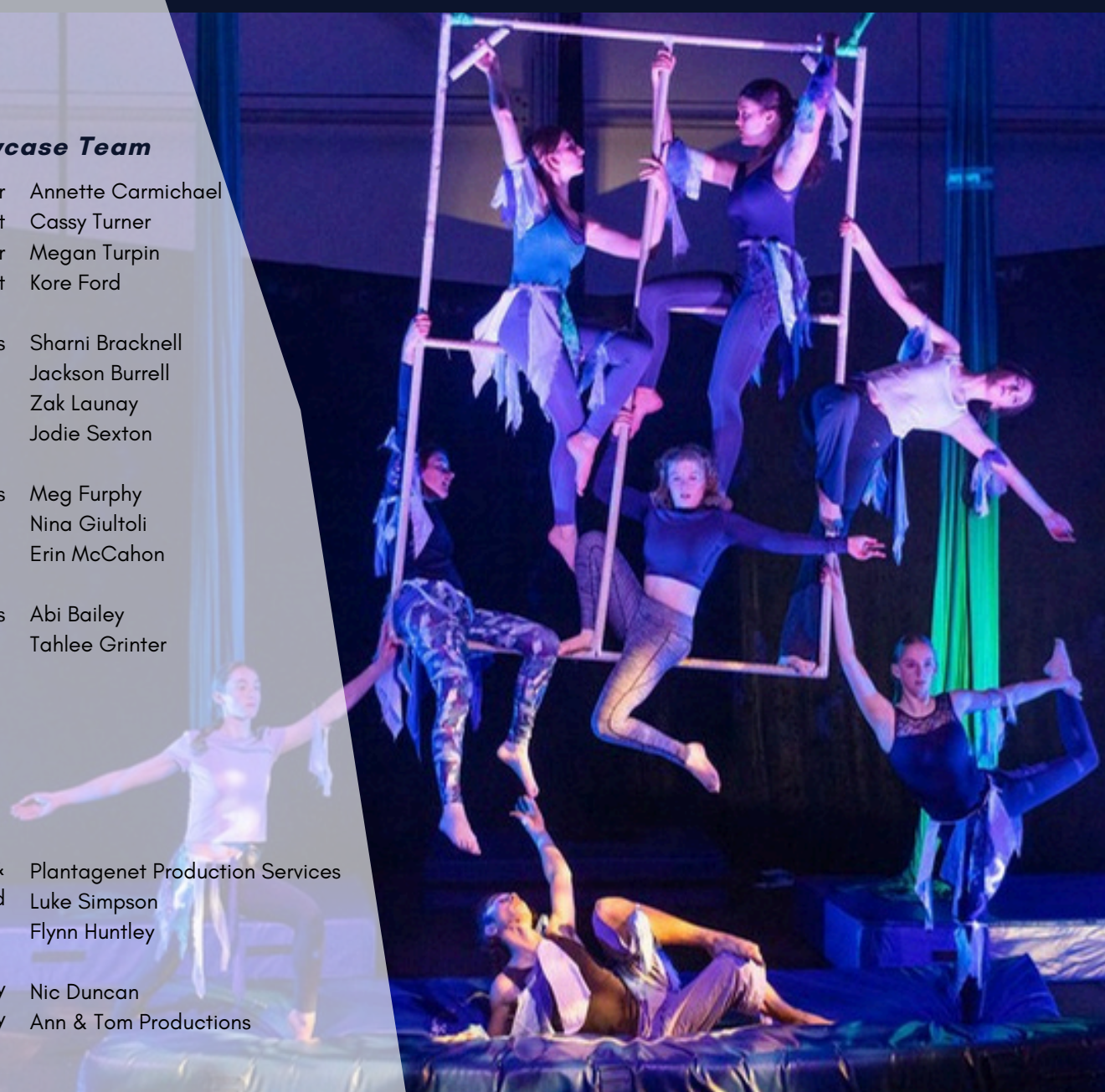
Teaching Artists Sharni Bracknell  
Jackson Burrell  
Zak Launay  
Jodie Sexton

Assistants Meg Furphy  
Nina Giultoli  
Erin McCahon

Volunteers Abi Bailey  
Tahlee Grinter

Lighting & Sound Plantagenet Production Services  
Luke Simpson  
Flynn Huntley

Photography Nic Duncan  
Videography Ann & Tom Productions



# Traps & Ladders



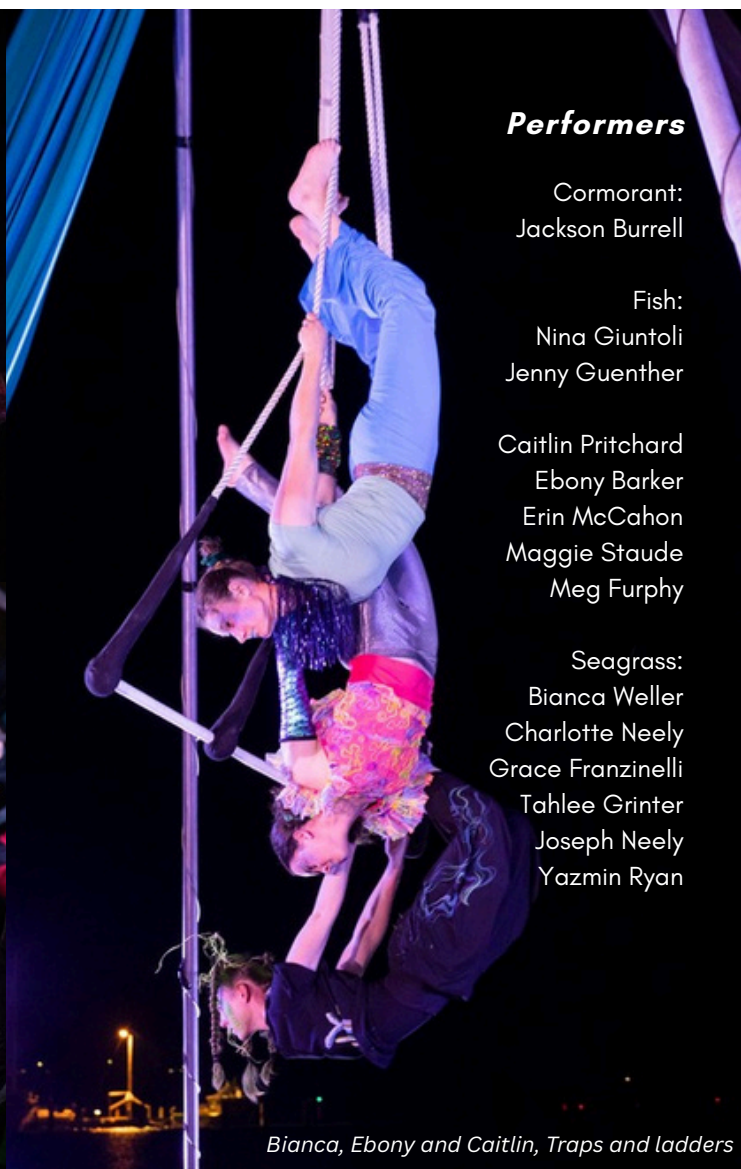
## *Traps & Ladders - a climate hope story of life, loss & restoration*

On Saturday, 16th November 2024, Southern Edge Arts and Act Belong Commit presented Traps & Ladders at Emu Point, Albany—an outdoor contemporary circus performance that paid tribute to the dedication of local conservation, landcare, and environmental groups. This free community event was attended by 500 people and celebrated the community's efforts to restore and protect our natural ecosystems.

Set against the stunning backdrop of Miritch Oyster Harbour, Traps & Ladders transported audiences into an underwater world through breathtaking aerial and dance performances on silks, trapeze, rope, and lyra. Our talented young performers brought to life the journeys of fish navigating traps and ladders in an ever-changing environment, weaving together themes of life, loss, and restoration.

This project was deeply inspired by the cultural heritage of Menang people, local ecological knowledge, and the ongoing work of groups such as the Oyster Harbour Catchment Group. It illustrated the impact of community action on the health of our waterways and fish populations, highlighting how collective efforts can drive real change.

The evening was a special opportunity to reflect on and celebrate the progress made in restoring Oyster Harbour, from improved water quality to replanting seagrass. By combining science, culture, and art, Traps & Ladders aimed to inspire hope and action for climate resilience, reminding us all of the power of working together to care for our environment.



### **Performers**

Cormorant:  
Jackson Burrell

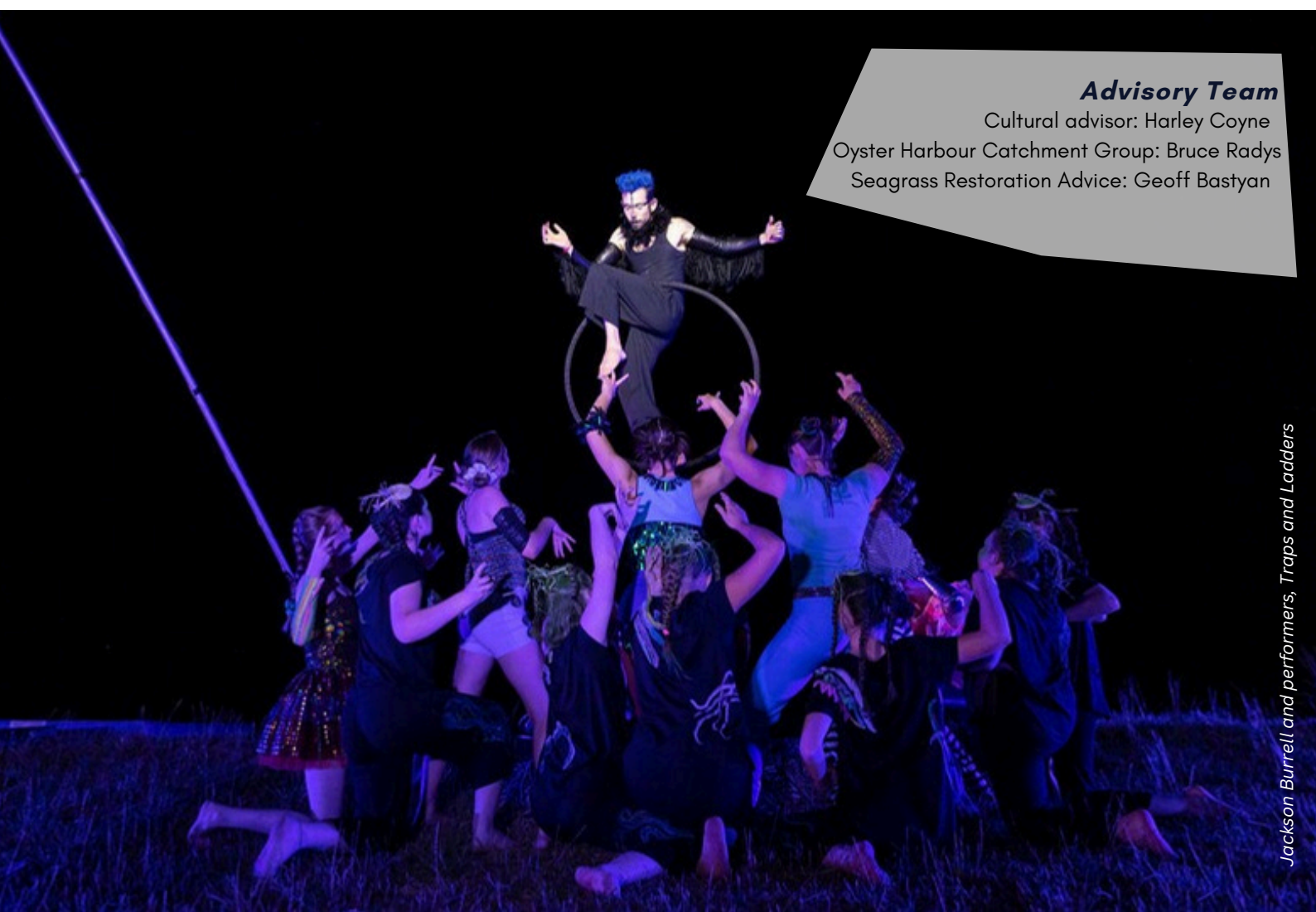
Fish:  
Nina Giuntoli  
Jenny Guenther

Caitlin Pritchard  
Ebony Barker  
Erin McCahon  
Maggie Staude  
Meg Furphy

Seagrass:  
Bianca Weller  
Charlotte Neely  
Grace Franzinelli  
Tahlee Grinter  
Joseph Neely  
Yazmin Ryan

## **Advisory Team**

Cultural advisor: Harley Coyne  
Oyster Harbour Catchment Group: Bruce Radys  
Seagrass Restoration Advice: Geoff Bastyan



*Jackson Burrell and performers, Traps and Ladders*

## **Artistic Team**

Artistic Director: Annette Carmichael  
General Manager: Megan Turpin  
Circus Director: Cassy Turner  
Circus Teaching Artist: Jackson Burrell  
Sound Design: Campbell Creswick  
Additional Music: Josten Myburgh  
Tapping Sticks & Fish Traps story: Harley Coyne  
Costume Design: Mand Markey  
Dramaturg: Simon Woodward  
Lighting Design / Production: James Savage

Stage Manager: Jenna Costello  
Production Technician: Jon Davey  
Makeup: Gladis Markey, Freya Mitchell, Mae Elliott  
Circus Support / Backstage: Harpo Grant  
Workshop Support: Ashleigh Pritchard  
Secondment Dance Student: Hunter Ewen

Marketing & Production: Mae Elliott  
Administration Assistant: Ajia Crosby

Photography: Nic Duncan  
Videography: Tom and Ann Croucher



*Jackson Burrell, Traps and Ladders*

# Community Events

Our participation at community events is an important part of our work. In 2024 we committed to reaching varied and diverse communities by delivering fun and accessible activities for young people and their families.

*January*

## **Brave New Works Festival - Denmark Arts**

SEA's aerial troupe presented two enchanting aerial performances amongst the trees on our outdoor aerial rig.

*February*

## **Albany Pride Fair Day - Albany Pride**

SEA Circus Troupe took over the Albany Town Square as roving rainbow fairies and a stilt walker at Albany Pride annual Fair Day.

*March*

## **Harmony Day - Rainbow Coast Neighbourhood Centre**

We celebrated with Albany's cultural diversity by providing a 'Have a Go' circus activation in the Town Square.

*April*

## **Youth Week Winter Wonderland Ball - City of Albany**

SEA provided an original performance and roving characters for the CoA winter wonderland ball. Costumes were designed by Amber Launay and inspired by issues with climate change.

*July*

## **Maritime Festival - City of Albany**

SEA engaged with hundreds of children through our 'Have a Go' circus activation and 'Make your own Bull Kelp Shaker' designed by Amber Launay.

*October*

## **Half time performance - Albany Roller Derby**

Street Acro members wowed the crowd at Albany Roller Derby October show down with a 10 minute half time mini tramp show.

*December*

## **Christmas Festival and Pageant - City of Albany**

SEA's Pesky presents and Clowning Elves returned to the CoA providing entertainment for all ages.



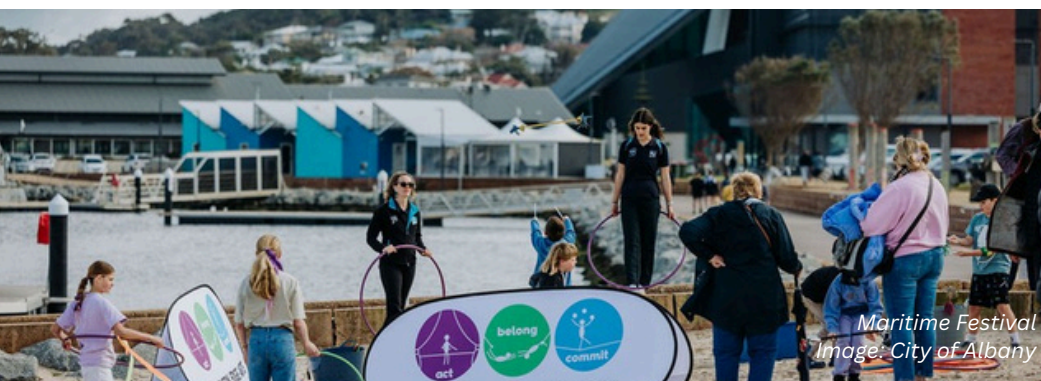
*Brave new works Aerials  
Image: Ann & Tom productions*



*Roller Derby  
Image: Ann & Tom productions*



*Kore Ford at Albany Pride fair day.  
Image: Southern Edge Arts*



*Maritime Festival  
Image: City of Albany*

# Artist Development Program

In 2024 we launched our Artist Development Program.

The purpose of this program is to provide free access to our purpose built circus training facility and studio for independent artists. It also provides an opportunity for artists to trial ideas and develop new works in an environment free from the pressures of teaching or performance.

Artists also receive mentoring support from our Artistic Director, Annette Carmichael. Over the year, 19 individual mentoring sessions were provided and focused on:

- producing skills
- concept development
- critical response and refinement processes
- increasing production values

The impact of this program is already felt with Emily O'Brien successful in gaining a Next Level Fellowship from Regional Arts WA for the development of her work 'The Girl with the Colourful Mind' that will explore her experiences of living with autism.

Additionally, artists Nic Duncan, Jackson Burrell, Penny Williams and Bonnie Blewitt have received support and will go on to access more opportunities in the arts sector.



Emily O'Brien



Jackson Burrell

# SEA Board & Team

## Board of Management

**Natalie Reeves** - *Chairperson*  
**Terrell Lacey** - *Vice Chair*  
**Linda Taylor** - *Treasurer*  
**Clair Trainor** - *Secretary*

## Board Members

**Imogen Taylor**  
**Jasmine Reeves**  
**Mand Markey** (June-)  
**Nyomi Johnson** (June -) Youth Rep.  
**Simone Klose** (June -Nov)  
**Tobias Merkle**

## Executive and Admin

**Annette Carmichael** - *Artistic Director*  
**Megan Turpin** - *General Manager*  
**Cassy Turner** - *Lead Teaching Artist*  
**Kore Ford** - *Admin Assistant (-Aug)*  
**Ajia Crosby** - *Admin Assistant (Oct-)*  
**Susan Clarke** - *Grants Officer (Jan - March)*  
**Mae Elliott** - *Marketing & Project Support*

## Teaching Artists

**Jackson Burrell** - *Aerials*  
**Jodie Sexton** - *Circus*  
**Sharni Bracknell** - *Circus & Fire (-Aug)*  
**Simon Woodward** - *Theatre*  
**Zak Launay** - *Street Acro*

## Workshop Assistants

**Erin McCahon** - *Aerials*  
**Meg Furphy** - *Aerials*  
**Nina Giuntoli** - *Aerials*

## Volunteers

**Abi Bailey** - *Circus*  
**Harpo Grant** - *Aerials*  
**Brian McCahon** - *Technical*



# Strategic Plan: 2024-2026

## End of Year 1 Progress report



Complete



In progress

### Artistic Goal:

Southern Edge Arts facilitates and champions the expression of young people through the creation of unique contemporary performance works.

	KPI Year 1	Progress notes	
1. Create performance work that explores themes important to young people.	<ul style="list-style-type: none"> <li>a. 1 new mid length work</li> <li>b. Showcase of original short works create by each workshop stream.</li> </ul>	<ul style="list-style-type: none"> <li>a. New circus dance work Traps and Ladders premiered in November 2024 at Emu Point, Albany to an estimated audience of 500 people.</li> <li>b. Showcase 2024 completed. Attendance 310 people, 2 sold out shows. 86 participants performed youth devised works.</li> </ul>	
2. Deliver a weekly program of skills development workshops for young people in circus, theatre and physical theatre.	<ul style="list-style-type: none"> <li>a. 17 workshops per week for 39 - 40 weeks per year.</li> <li>b. 150 participants per term.</li> <li>c. 280 members per year</li> <li>d. Feedback from participants and parents identify development outcomes</li> </ul>	<ul style="list-style-type: none"> <li>a. 18 in Term 1 &amp; 2, 17 in Term 2 &amp; 4</li> <li>b. 150 in term 1, term 2 156 , 167 for term 3- Term 4 156</li> <li>c. 287 members</li> <li>d. Data analysed by Telethon Kids Institute showed that participation at SEA maintained social and emotional wellbeing. Feedback from parents and participants throughout the year indicated regular feelings of belonging.</li> </ul>	
3. Deliver skills and professional development workshops for emerging and professional artists	<ul style="list-style-type: none"> <li>a. Delivery of 4 professional development sessions</li> <li>b. Weekly Open Training Sessions for artists</li> <li>c. Two one-on-one mentoring sessions for Teaching Artists with senior staff</li> <li>d. Creation of Training and Development Plans</li> </ul>	<ul style="list-style-type: none"> <li>a. Delivered</li> <li>b. Delivered</li> <li>c. Informal and formal mentoring sessions provided</li> <li>d. Training and Development Plans completed for Lead Circus Artist and General Manager</li> </ul>	
4. Provide venue space and mentoring for independent regional artists to develop their own works	<ul style="list-style-type: none"> <li>a. 2 artists in residence in SEA venue</li> </ul>	<ul style="list-style-type: none"> <li>a. 1 residencies completed by Emily O'Brien development of A Girl with a Colourful Mind. 19 mentoring sessions provided with independent artists in the Great Southern.</li> </ul>	

## End of Year 1 Progress report

### Community Goal:

Southern Edge Arts contributes to the health and vitality of the Great Southern region of Western Australia

	KPI Year 1	Progress notes	
1. Expands the outreach program to address gaps in cultural activities in Great Southern communities	<ul style="list-style-type: none"> <li>a. Continue outreach program for after school activities and school groups in Kinjarling.</li> <li>b. Develop intra-regional outreach school holiday program. Delivery to two communities.</li> </ul>	<ul style="list-style-type: none"> <li>a. School holiday workshop delivered in January and April school holidays. Maritime Festival workshops at SEA (sold out) and All at SEA. Oct school holidays delivered 2 OSHC workshops.</li> <li>b. Oct School Holiday workshops delivered in Mt Barker. Meeting with Shire of Plantagenet (Mt Barker) to investigate options to expand program in 2025.</li> </ul>	
2. Create and implement a Diversity and Inclusion Plan	<ul style="list-style-type: none"> <li>a. Measure baseline diversity indicators during 2024 and develop strategy in consultation with partners.</li> <li>c. Initiate partnerships with Great Southern Migrant Services and Headspace Bush Classroom Program.</li> <li>d. Partner with PCYC to overcome transport barriers to participation.</li> </ul>	<ul style="list-style-type: none"> <li>a. Plan created and ratified by Board</li> <li>b. SEA connected with migrant communities through 2024 Harmony Festival presented by Rainbow Coast Neighbourhood Centre. Collaboration with DADDAA and Tasdance to support artist with disability. Partnership with Headspace broaden to supporting SEA staff.</li> <li>c. PCYC provided bus for Circa performance in May 24.</li> </ul>	
3. Implement Cultural safety protocols across all programs and provide more opportunities for First Nation Elders and artists to create performances.	<ul style="list-style-type: none"> <li>a. Engage First Nations consultant to undertake cultural safety review and create plan to expand First Nations engagement.</li> <li>b. Create First Nations Artist Development Strategy and engage a minimum of two First Nations artists on concept development for new work.</li> <li>c. Partner with Headspace to deliver circus to Noongar youth.</li> </ul>	<ul style="list-style-type: none"> <li>a. 20 consultation meetings with FN Elders and artists. No single consultant engaged however grant applications submitted to resource FN employment.</li> <li>b. Delivered. Two works commenced concept development.</li> <li>c. Headspace partnership broadened to focus on PD for SEA Teaching Artists. Partnership continues to develop.</li> </ul>	
4. Provide activities and performances at a range of community events that reach diverse populations within Kinjarling Albany.	<ul style="list-style-type: none"> <li>a. Perform or provide activities for Albany Pride, Harmony Day and Youth Week.</li> </ul>	<ul style="list-style-type: none"> <li>a. All performances have occurred. Additionally, we provided activities for Maritime Festival, and performed at Albany Rollerderby and Christmas Festival.</li> </ul>	

## End of Year 1 Progress report

### Organisational Goal:

Southern Edge Arts facilitates grows resources through strong markingand excellent financial management and governance

	KPI Year 1	Progress notes	
1. Grow the financial resources of SEA and maintain healthy financial reserves	<ul style="list-style-type: none"> <li>a. Design and implement a philanthropic plan with the support of the Australian Cultural Fund.</li> <li>b. Increase annual turnover by at least 15%.</li> <li>c. Reserves maintained at 15% of annual turnover.</li> </ul>	<ul style="list-style-type: none"> <li>a. Philanthropic plan completed. Successful campaign for Cassy Training Fund through Australian Cultural Fund.</li> <li>b. Annual turnover will be maintained. Increase expected in 2025.</li> <li>c. On track</li> </ul>	
2. Increase employment and development opportunities for SEA staff.	<ul style="list-style-type: none"> <li>a. Complete Training and Development Plans for staff.</li> <li>b. Increase number of hours employed through the delivery of projects and outreach activities.</li> <li>c. Support and encourage artists to expand state and national networks through Youth Circus Network, National Theatre Network, Regional Arts WA and Circuitwest.</li> </ul>	<ul style="list-style-type: none"> <li>a. completed</li> <li>b. achieved</li> <li>c. Staff participated in meetings and PD activity with Youth Circus Network, Circuitwest, Circus WA and Circa.</li> </ul>	
3. Develop and grow brand awareness of Southern Edge Arts	<ul style="list-style-type: none"> <li>a. Strengthen social media content, moving beyond product based marketing to whole organisation value based marketing.</li> </ul>	<ul style="list-style-type: none"> <li>a. New promotional image stock and video content created. Website update commenced and Marketing position filled.</li> </ul>	
4. Maintain a purpose built circus venue	<ul style="list-style-type: none"> <li>a. One rigging inspection per year</li> <li>b. Daily equipment checks</li> <li>c. Modify outdoor aerial rig to enhance quality of performances.</li> </ul>	<ul style="list-style-type: none"> <li>a. Completed</li> <li>b. Completed</li> <li>c. No modification to outdoor rig occurred purchase of Lollipop Lyra has added more capacity to our outdoor options for community performances.</li> </ul>	

# Financial Report

## Profit & Loss

	<b>2024</b>	<b>2023</b>
<b><u>Income</u></b>		
Grants & sponsorship	185,835	174,854
Income from Activities	89,721	82,936
Donations	2,605	0
Interest	12	16
Membership Fees	4,413	3070
	<b>282,586</b>	<b>260,876</b>
<b><u>Expenditure</u></b>		
Advertising & Marketing	778	597
Bank Fees	732	700
Depreciation	-	4,984
Employee Benefits Expense	239,975	217,589
Insurance	4,076	8,439
Legal Finance Governance	2,000	1,850
Office Administration	7,293	4,063
Performance Artists	-	250
Postage, Printing, Stationery & Office Supplies	1,350	578
Production/ Technical Artists	7,241	9,638
Rent & Running Costs	7,091	-
Scenic Stagaging Materials	-	17,592
Staff Training and Development	3,833	-
Staff Travel Expenses	145	495
Subcontractors	31,774	11,632
Travel & Freight	-	920
	<b>285,766</b>	<b>279,327</b>
Operating Result Surplus/(loss)	<b>(23,702)</b>	<b>(18,451)</b>

# Balance Sheet

	<b>2024</b>	<b>2023</b>
<b>CURRENT ASSETS</b>		
Cash at Bank	84,616	93,722
Accounts Receivable	17,342	9,760
<b>TOTAL CURRENT ASSETS</b>	<b>101,958</b>	<b>103,482</b>
<b>NON CURRENT ASSETS</b>		
Plant and Equipment	25,706	20,716
<b>TOTAL NON CURRENT ASSETS</b>	<b>25,706</b>	<b>20,716</b>
<b>TOTAL ASSETS</b>	<b>127,664</b>	<b>124,198</b>
<b>CURRENT LIABILITIES</b>		
Trade Creditors	-	-
Deferred Income	-	-
Accounts Payable & other payables	42,625	16,699
Provision for Employees Entitlements	9,906	14,500
<b>TOTAL CURRENT LIABILITIES</b>	<b>52,531</b>	<b>31,199</b>
<b>NON CURRENT LIABILITIES</b>		
Provision for Employee Entitlements	18,492	18,244
<b>TOTAL NON CURRENT LIABILITIES</b>	<b>18,492</b>	<b>18,244</b>
<b>TOTAL LIABILITIES</b>	<b>71,023</b>	<b>49,443</b>
<b>NET ASSETS</b>	<b>56,641</b>	<b>74,755</b>
<b>Represented by:</b>		
<b>EQUITY</b>		
Accumulated Surplus	46,828	64,942
Assest Revaluation Reserve	9,813	9,813
	<b>56,641</b>	<b>74,755</b>



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