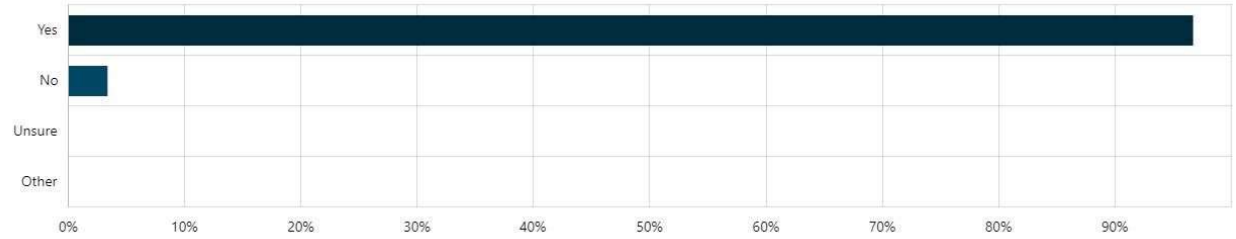
“Have your Say” Benalla Street Art online community consultation

Open March – 28 April 2023

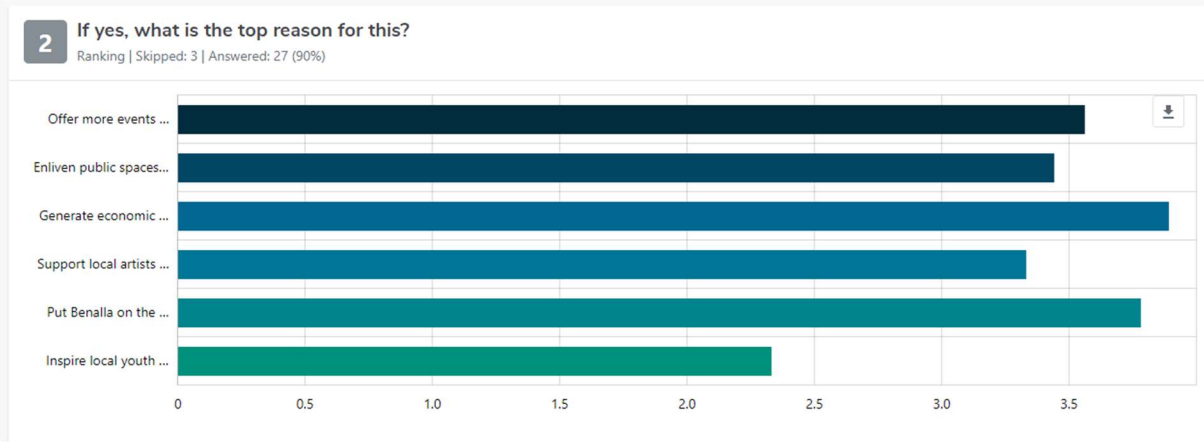
Q1 Should Benalla reinvigorate the Street Art Festival in 2024?



Yes		No	
(32)	96.97%	(1)	3.03%

Q2 If you answered yes, what are the top reasons for this?

Ranking	What type of program should be offered	score	1st choice
1	Generate economic activity for Benalla	3.97	24.14%
2	Put Benalla on the map for tourism	3.79	17.86%
3	Enliven public spaces	3.55	21.43%
4	Offer more events for locals	3.45	28.57%
5	Support local artists	3.28	7.41%
6	Inspire local youth	4.48	3.7%



Q3 Comments:

- 1x NO: This is very costly and as usual is mainly directed at tourism not residents.
- Only hospitality and some accommodation benefit from such an event. It doesn't by help all businesses. In the past it has been quite dangerous with people having near misses with traffic due to looking at the paintings and not where they're going. If it was to go ahead it should be localised to save

money. We have just as talented people local without spending thousands for other artists.

- The committee MUST engage with Eric Nash. He is our greatest asset and a professional Arts Events Director
- Street festival was an amazing initiative, disappointed that it hasn't been back sooner
- Having recently moved to Benalla from Sydney, one of the attractions was the street art and character of the town. There is a great opportunity for revenue, volunteer for the event (which I want to do) have the community involved and generate a vibe.
- Generate economic benefit for Benalla and the whole region
- The town needs this! It lacks a particular vibe that represents many locals
- I actually think there is equal merit in all of the above
- These are all compelling reasons for holding Wall to Wall

Q4. What would a great Benalla Street Art Festival LOOK like?

Artists working with public engaged in watching the process unfold. Music, food vans and places to sit and chill
Having more entertainment options around town during the festival, food trucks etc.
It would have great international street artists, events supporting the arts and strong advertising to encourage people from afar to come for the weekend
Lots more new works (different spots: not painted over existing ones). That spot on the Main Street next to the multi storey building (The Shed) reinvigorated. Event encompasses multiple days. Lots of live music, makers market etc.
Food trucks, music, celebrations.
Broadened to surrounding towns/villages
Include other art forms- music, sculpture
Seek permission for other blank walls rather than going over all existing ones
Market running over the weekend with crafts
Include local schools to participate
Range if artists with different cultures and backgrounds
Come and try classes for: watercolours, clay, charcoal, pastels etc.
Paint and sip
Include Visual Arts & Performance
Food, music, live bands, lightning, expressive thoughts, food trucks, participation
Lots of people involved
Kid friendly Make it more like a street fair with games and attractions and food vans etc get more people interested
Colourful, modern, fun, affordable and unique
Lots of different inclusive activities on offer
People having fun doing some local shopping as artists making beautiful artwork and music an inclusive experience

Vibrant, festive and engaging
The main street closed between certain locations with food trucks, bars, stalls
Colourful and expressive - embracing of art integrated in all tourism touch points
Broadened to surrounding towns. Include other art forms- music, sculpture. Seek permission for other blank walls rather than going over all existing ones. Market running over the weekend with crafts. Include local schools to participate. Range of artists with different cultures and backgrounds. Come and try classes for: watercolours, clay, charcoal, pastels etc. Paint and sip
Food, music, live bands, lightning, expressive thoughts, food trucks, participation
Great food and wine. Local producers
Having more entertainment options around town during the festival, food trucks etc.
I'd envisage seeing the main street closed between certain locations with food trucks, bars, stalls, lots pf places for people to sit and socialise, a live music stage, lighting and projections on buildings, artists doing masterclasses for local kids/youth. Opening up the old abandoned building (near Aldi) for pop up installations/projections, light trail walk that's responsive with sound around the lake, drone show above Winton Wetlands, pop ups in empty shops
Lots of street food and entertainment. Artists working across multiple sites with guides to share information. Workshops for visitors. Incorporate "Window-to-Window" for local artists.
Professional, fun and exciting.
Vibrant. Active. Lots of quality art.
Vibrant, markets, festival vibes, art displays, colourful
World renowned artists as well as a festival atmosphere. Lots of markets, music and family activities.
Lots of people involved.
Lots of new murals, and the retention of old popular murals.
Lots of different inclusive activities on offer.
Lots of businesses/groups prepared to have their walls painted. Opportunities to watch the artists at work. Opportunities to hear the artists speak about their work. Food/drink set ups.

Introduce expanded forms of Street Art, including chalk art, street installations, sculptures, sticker and post art, projections.Expand the Festival to include music and other complementary arts options. Other (please specify)Lighting, projections, 3D art, interactive installations, pop ups etc
Rotate with the Benalla Festival every second year.
Lot of street food and entertainment. Artists working across multiple sites with guides to share inforomation. Workshops for visitors. Incorporate "Window to Window" for local artists. *(Ed - painting on business windows as per Christmas event)*
Professional, fun and exciting.
Vibrant. Active. Lots of quality art.
Vibrant, festive and engaging.
Vibrant, markets, festival vibes, art displays, colourful

Q5. What would a great Benalla Street Art Festival FEEL like?

Inclusive, vibrant
Feel professional with calibre of experienced artists An educational experience Could integrate artists into secondary schools
Love, warmth, vibrant art
Energetic
Lively Exciting
Create a buzz and excitement in town, relaxed fun event
Buzzing Innovative Considered
Happy fun relaxing light
It would feel exciting. I'd feel proud to have this in my local community. It would make me feel inspired and engergised. The Festival would feel approachable, smart, with smiling eyes and ablt to hat to anyne. It would feel educational with a lauch and inclusive. The Festival would feel conversational, with some deep thoughts and ideas exchanged.
Inclusive and inviting. Street art is for everybody so encouraging a community vibe is important.
Expressive and alive. Lots of diversity.
Like a celebration, fresh, lots to do, lots of activities happening.

Welcoming, inviting, friendly.
Love, warmth, vibrant art.
Live music on the street, games for kids.
Create a festival like atmosphere in town.
To me it would feel exciting, I'd feel proud to have this in my local community. It would make me feel inspired and energised. The festival would feel approachable, smart, with smiling eyes and able to chat to anyone. It would feel educational with a laugh and inclusive. The festival would feel conversational, with some deep thoughts and ideas exchanged.
Inspiring and motivating. Safe and inclusive.
Benalla Street Art Festival should generate excitement. It should take locals and visitors alike into a creative space that is new and challenging. It should create a ‘buzz’ and make people feel like talking to one another about what they’re seeing and doing.
Inclusive, welcoming, exciting - lots of events
Lively. Exciting.
It would feel cosy, familiar, inviting, inclusive, relaxed and fun.
Warm weather. Vibrant. Friendly. Colourful. Offbeat. A bit ‘alternative’.
Happy. Bustling. Exploratory. Multi cultural/generational. Inclusive. Exciting.
Buzzing. Innovative. Considered.
It would feel exiting with lots of activities.
Energetic.
Vibrant, multi-cultural and very colourful.
Happy, fun, relaxing, light.
Professional, engaging.
Welcoming and inclusive
Welcoming, exciting and happy
Inviting, inclusive, loud and colourful

Q6. What worked well in the past?
Walking street art tours
Art trail maps, branding and good artists
Exceptionally high quality of the art/artists. Interactive works/creative processes.
The wall to wall tours, maps of the paintings
Engaging with world renowned artists Co ordinated by/with Juddy Roller Sourcing artist with authentic street art background
Don't know never been
Great art work created
Walking tours and advertising
The variety of artists and the spots in which the art is placed
Getting people involved and letting the artists do their work
Diverse range of artists painting walls. A wonderful experience to meander through cbd and experience watching the artists amazing talents. Grab a coffee along the way and visit the central hub at Denny Street.
N/A unfortunately I have not been to a past festival
Street Parade *(*Ed: confused with Benalla Festival as no street parade with Street Art)*
Walking Tours Getting big name artists to town
The wall to wall tours, maps of the paintings.
People were able to walk through street art sites, speak to artists and meet with friends. There was a hub (or 2?) with food and drinks and some places to rest. There were some other events (eg. at the art gallery and a laneway event) which were included.
Art trail maps, branding and good artists
The variety of artists and support
Exceptionally high quality of the art/artists. Interactive works/creative processes.
People walking around town and watching the artists at work People travelling to Benalla for the festival
Maps, tours, festivals.
Great art work created

The opportunity to engage with some of the artists as they worked. [Artists could indicate whether they prefer not to be disturbed or prefer to engage with an audience.]
Getting people involved and letting the artists do their work
The paintings
Denny St carpark activities Watching artists complete work
Diverse range of artists painting walls. A wonderful experience to meander through cbd and experience watching the artists amazing talents. Grab a coffee along the way and visit the central hub at Denny Street.
Having multiple sites being worked on
The walking tours. The festival at the foreshore. The kids activities, and the paint by numbers for the kids

Q7. What needs work?
The possum artwork on the wall at the back of the old Commercial pub is obscured by palm trees and can hardly be seen - it's a travesty that one of the best paintings is hidden and there is no access to the site.
Offering workshops for budding's artists, maybe different ones for kids Vs adolescents vs young adults
All shops and businesses need to be open and welcoming throughout the weekend
That spot on the Main Street which used to be a gathering spot. So depressing now. (*Ed* is referring to 'The Shed' opposite Zeus Coffee Co*)
Unsure
Inclusion of performing arts Music. Dance. Drama
Art murals
The town CBD needs to be cleaned up. At present the town appears neglected with weeds etc. on the streets and cobwebs rampant on buildings. Having the CBD visually attractive would be essential to create a bright, welcoming atmosphere.
Advertising and live music
The amount on offer I think there needs to be more as in sculptures, interactive art, perhaps an app with a VR approach
Build on initial strengths - professional/community engagement for future festivals.
N/A unfortunately I have not been to a past festival
40 years on. Benalla Ceramic Terracotta Mural started in 1983. Feature the Potters and Ceramic Artists who began this journey 40 years ago. It was our intention that Benalla Street Art thrive from this beginning.

Advertising and live music
Entertainment other than the walls being painted.
Diversity of programming, curation and project management
Need to broaden the scope. A street art festival needs to include more artistic performances- music and dance. We need to utilise our local art gallery for some of these events as well as Benalla's other 'gems' (eg. Ceramic Mural and the surrounding space, various halls, laneways, Gardens, Rotunda, the area outside art gallery by the lake etc - We have many beautiful spaces!)
More support and comms
Number of walls are behind locked gates and unable to get clear views of eg The Shed and the Commercial Hotel
Not sure
The additional activities to engage people so they are not simply "looking".
Advertising, involving local business. Tying it all together with a purpose.
Fair treatment of all artists involved
The wall to wall festival was great

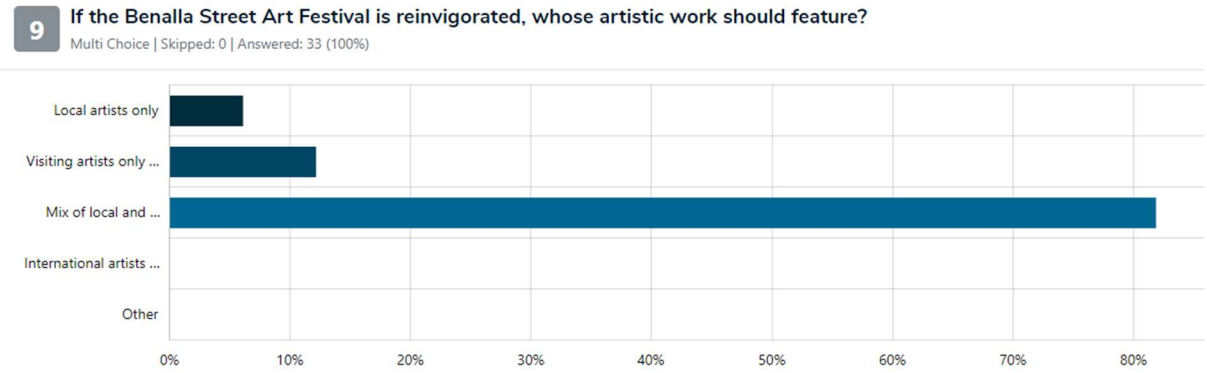
Q8. If reinvigorated, what needs to happen first?
The current art work draws people in, however information about destinations of art work is hard to find. At each art work there should be a map or a link to a map or guide for visitors to where the rest of street art is located. A self guided walking tour could be established
Community consultation for spaces to be nominated to be painted.
Include headliners of other sorts such as musicians to also help create the festival like atmosphere.
Marketing through Visit Melbourne and other Art Collective/Gallery organisations
Community consultation.
New fresh paintings
Avoid replacing old art. There are still so many blank spaces that could be filled with something wonderful
The committee MUST engage with Eric Nash. He is our greatest asset and a professional Arts events director.
Engage with the right professionals for advice
Go straight to the top; Eric Nash director of Benalla Art Gallery
Rotate with the Benalla Festival every second year

All vendors on board and participate
Community involvement and keep the community informed
The town need this! It lacks a particular vibe that represents many locals
An organised, innovative committee who have the town (people, community and economic dev) best interests in mind
Get the community involved and make a definite plan
Re-develop Festival organising body. Stakeholder collaboration.
Planning. Establish an experienced, well known and proven festival director. Establish a team (paid and unpaid) to help plan and deliver Keep the community engaged/informed to acknowledge their input. Establish the festival precincts. Establish the available sites for artists.
Advertising not just locally
All vendors on board and participate
An organised, innovative committee who have the town (people, community and economic dev) best interests in mind.
Build the community network of support to engage businesses and the schools.
Businesses onboard. Businesses prepared to contribute to cost of art. Maybe fundraising to help public or community group walls be painted. Community group formed to oversee with guidance from places/people who've done it before.
Collect the names of the 1983-2010 Ceramic Mural community and invite them to participate.
Community consultation for spaces to be nominated to be painted. Include headliners of other sorts such as musicians to also help create the festival like atmosphere.
Community consultation.
Community involvement and keep the community informed
Engage with the right professionals for advice
Get the businesses on board to open extended hours, more funding for decent music and fireworks
Get the community involved and make a definite plan
Hire a professional organiser/art specialist.

Hiring of curator and project management. Community consultation to discuss the right way forward. Build program for and inclusive and diverse audience and participation. Approval. Invite artists and build activations. Promotion and Marketing. Launch
International artists need to be involved. They seem to bring in Melbourne and surrounds crowd. But the local artists were great to see too. Seeing them on the same stage as some famous professionals gives the kids (and the adults) confidence and excitement for their own artistic future!
Marketing through Visit Melbourne and other Art Collective/Gallery organisations
New fresh paintings
Planning.Establish an experienced, well known and proven festival director. Establish a team (paid and unpaid) to help plan and deliver. Keep the community engaged/informed to acknowledge their input. Establish the festival precincts. Establish the available sites for artists
Re-develop Festival organising body. Stakeholder collaboration.
Securing sites and artists
Start promoting early and extensively
The current art work draws people in, however information about destinations of art work is hard to find. At each art work there should be a map or a link to a map or guide for visitors to where the rest of street art is located. A self guided walking tour could be established
The town CBD needs to be cleaned up. At present the town appears neglected with weeds etc. on the streets and cobwebs rampant on buildings. Having the CBD visually attractive would be essential to create a bright, welcoming atmosphere.
The town CBD needs to be cleaned up. At present the town appears neglected with weeds etc. on the streets and cobwebs rampant on buildings. Having the CBD visually attractive would be essential to create a bright, welcoming atmosphere.
There needs to be an artistic director appointed with a working committee who are highly experienced. The director and committee should identify the scope for the festival. Budget and funding sources established etc. They can then begin liaising with artists, businesses, art gallery, appropriate council reps, interested community members etc.
Work out where the new murals will go.

Q9. Whose artwork needs to feature?
TYPE OF ARTISTS

Ranking	What should be featured?	%
1	Mix of visiting and local artists	80%
2	Australian and international artists only	13.5%
3	Local artists only – but would expect a high standard	6.6%



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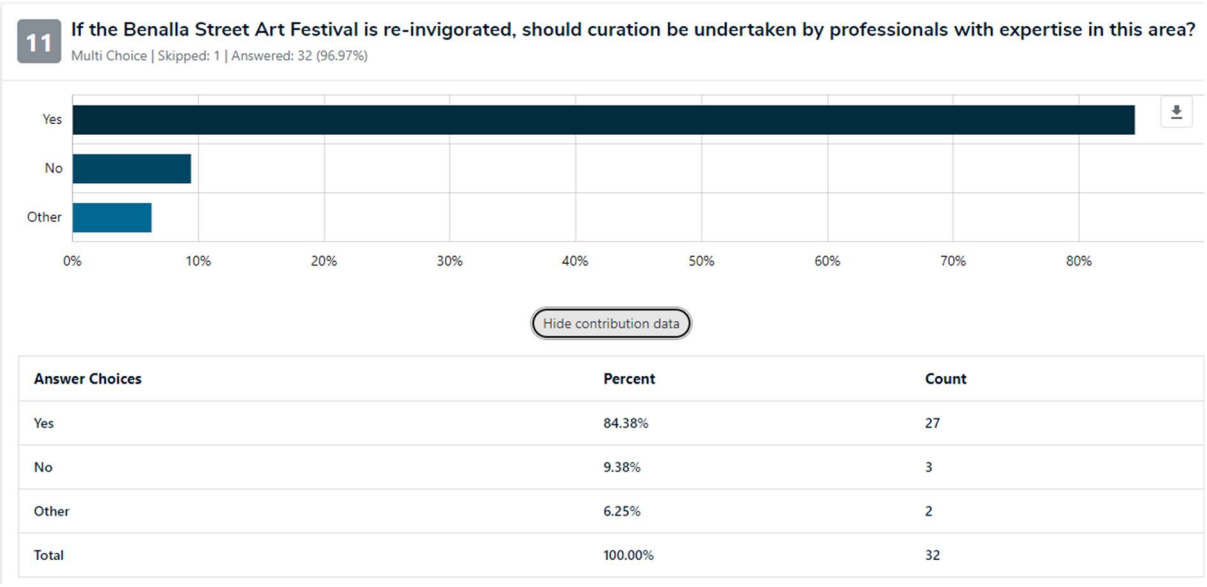
Answer Choices	Percent	Count
Local artists only	6.06%	2
Visiting artists only (Australian & International)	12.12%	4
Mix of local and visiting artists	81.82%	27
International artists only	0%	0
Other	0%	0
Total	100.00%	33

Q10 Comments

- Inclusion is really important but having "feature" artists puts us on the map!
- Local/first timers may need assistance working on the large canvases
- International artists are the drawcard and are essential in attracting visitors from elsewhere
- Local artists welcome but would expect high standard

Q11. Should curation be undertaken by professionals with expertise in this area?

Yes	82.7%
No	10.3%
Other	6.9%



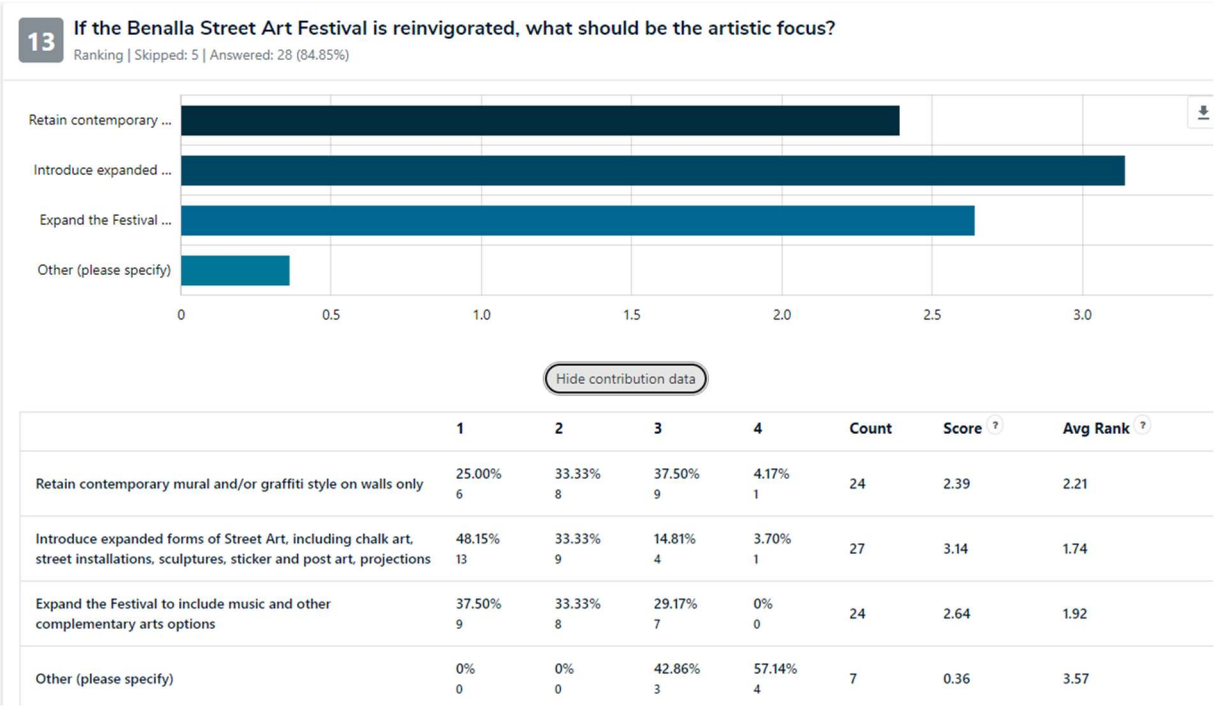
Answer Choices	Percent	Count
Yes	84.38%	27
No	9.38%	3
Other	6.25%	2
Total	100.00%	32

Q12 Comments re professional curation

Our volunteers are exhausted and hard to come by!
I think it could be lead by a paid festival director/curator and supported by council/volunteers
Definitely need experienced/knowledgeable people in the top positions
Go straight to the top; Eric Nash director of Benalla Art Gallery
I think it could be lead by a paid festival director/curator and supported by council/volunteers
The professional curators have the experience and networks in order to attract the best

Q13 What should the artistic be?

Ranking	Focus	%
1	Expanded forms of street art such as chalk art, public art, sculptures, light projections, AR and digital trails, sticker & paste ups	48%
2	Expand to **include music and** other complementary arts options	36%
3	Retain contemporary mural and graffiti style artworks on walls only	26%



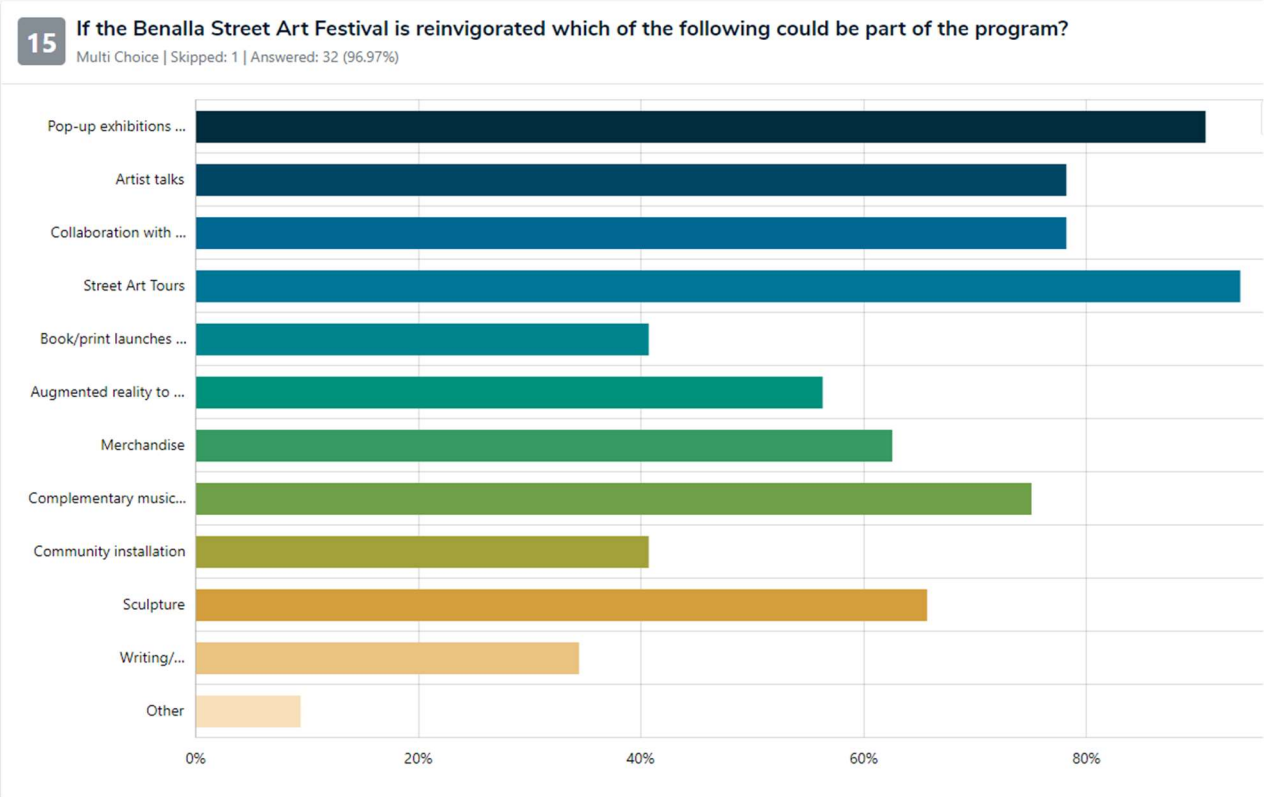
	1	2	3	4	Count	Score	Avg Rank
Retain contemporary mural and/or graffiti style on walls only	25.00% 6	33.33% 8	37.50% 9	4.17% 1	24	2.39	2.21
Introduce expanded forms of Street Art, including chalk art, street installations, sculptures, sticker and post art, projections	48.15% 13	33.33% 9	14.81% 4	3.70% 1	27	3.14	1.74
Expand the Festival to include music and other complementary arts options	37.50% 9	33.33% 8	29.17% 7	0% 0	24	2.64	1.92
Other (please specify)	0% 0	0% 0	42.86% 3	57.14% 4	7	0.36	3.57

Q14 Comments re artistic focus

Introduce expanded forms of Street Art, including chalk art, street installations, sculptures, sticker and post art, projections. Expand the Festival to include music and other complementary arts options. Other (please specify) Lighting, projections, 3D art, interactive installations, pop ups etc
Expanding to include different art forms would be great!
Avoid replacing old art. There are still so many blank spaces that could be filled with something wonderful
Reinvigorate clay and 3D art
Rotate with the Benalla Festival every second year
Other: Lighting, projections, 3D art, interactive installations, pop ups etc

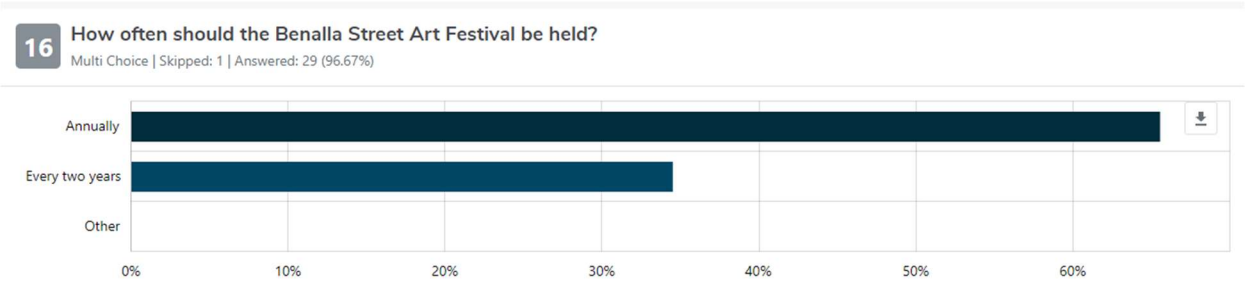
Q 15 What could be part of the program?

Ranking	Program	%
1	Street Art Talks	93%
2	Pop up exhibitions in vacant shops	89.5%
3	Artist Talks	75.5%
4	Collab with Benalla Art Gallery for major street art exhibition	75.5%
5	Complementary music offerings/concerts	72.5%
6	Sculpture	65.5%
7	Merchandise	62%
8	Augmented reality to activate murals	51.5%
9	Book /print launches and signings	41.5%
10	Community installation	34.5%
11	Writing or sustainability fringe activities	31%
12	Other	7%



Q16 How often should the Festival be held?

Ranking	Frequency	%
1	Annually	65%
2	Bi-annually (every 2 years)	33%
3	Other: Smaller activations a couple of times per year	2%



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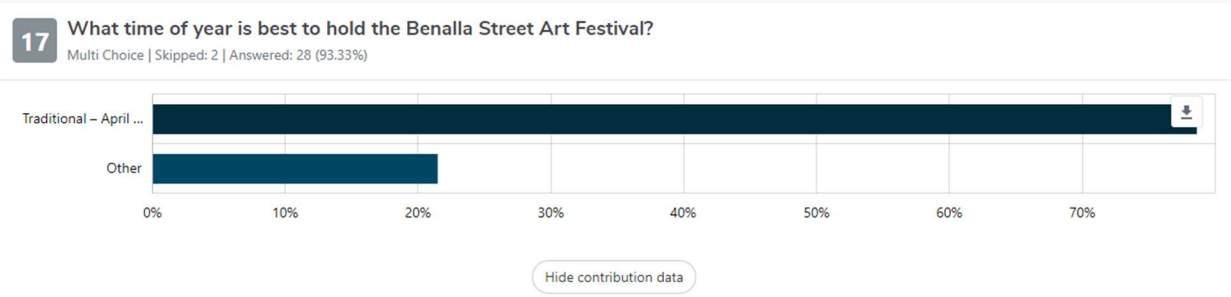
Answer Choices	Percent	Count
Annually	65.52%	19
Every two years	34.48%	10
Other	0%	0
Total	100.00%	29

Q17 – When is the best time to hold the Festival?

Traditional April timing (usually week before Easter)	78.57%
Other	21.43%

Comments re best time of year
Spring
Just after Easter but still during the school holidays
Earlier in the warmer months so we can make the most. Perhaps Jan school hols also, so then people can come again or for the first time in April ie two bites of the cherry so to speak.
Summer, preferably during school holidays
Anytime during day light savings
In the warmer months (Feb/March)



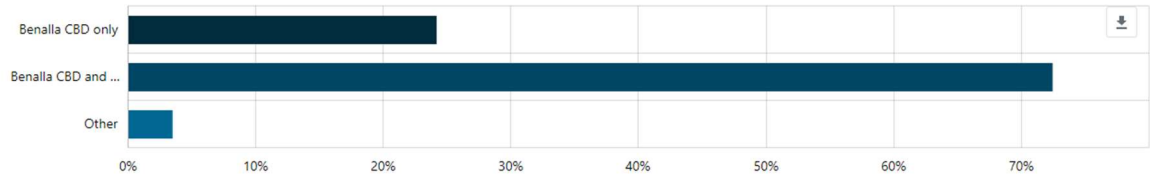
Answer Choices	Percent	Count
Traditional – April timing (usually week before Easter)	78.57%	22
Other	21.43%	6
Total	100.00%	28

Q18 Where is the best place to hold the Festival?

Ranking	Where	%
1	Same as in past – ie Benalla CBD, local villages & Winton Wetlands	72%
2	Benalla CBD only	24%
3	Other	3.45%

18 Where is the best place to hold the Benalla Street Art Festival?

Multi Choice | Skipped: 1 | Answered: 29 (96.67%)



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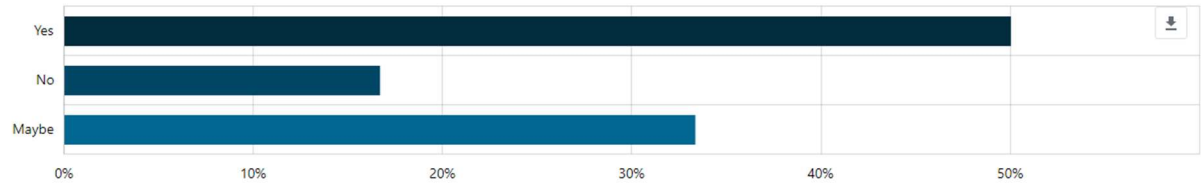
Answer Choices	Percent	Count
Benalla CBD only	24.14%	7
Benalla CBD and nearby villages & Winton Wetlands	72.41%	21
Other	3.45%	1
Total	100.00%	29

Q19 Should the Street Art Festival install temporary structures in Benalla or surrounding villages (e.g pre-fabricated concrete structures0 to ensure sufficient prominent spaces for artists to use? .

Ranking	Temporary structures?	%
1	Yes	50%
2	Maybe	33%
3	No	16.5%

19 Should the Street Art Festival install temporary structures in Benalla or surrounding villages (eg prefabricated concrete structures) to ensure sufficient prominent spaces for artists to use?

Multi Choice | Skipped: 0 | Answered: 30 (100%)



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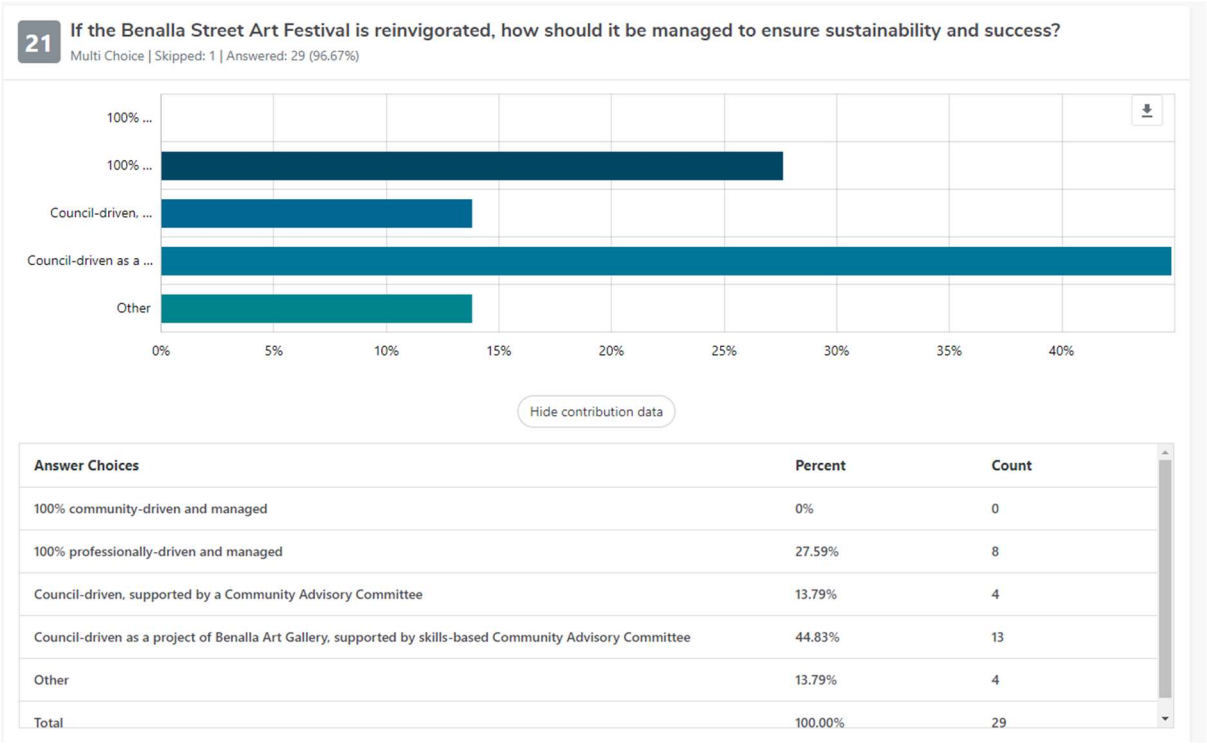
Answer Choices	Percent	Count
Yes	50.00%	15
No	16.67%	5
Maybe	33.33%	10
Total	100.00%	30

Q20 How many walls should be painted?

Ranking	Nos of Walls	%
1	A few more walls than last time	43%
2	Paint everything for maximum impact including rubbish bins, bollards, pergolas, battery boxes, seats etc	33%
3	About the same number of walls (15-20)	16.6%
4	Fewer walls than we currently have	3%
5	Other	3%

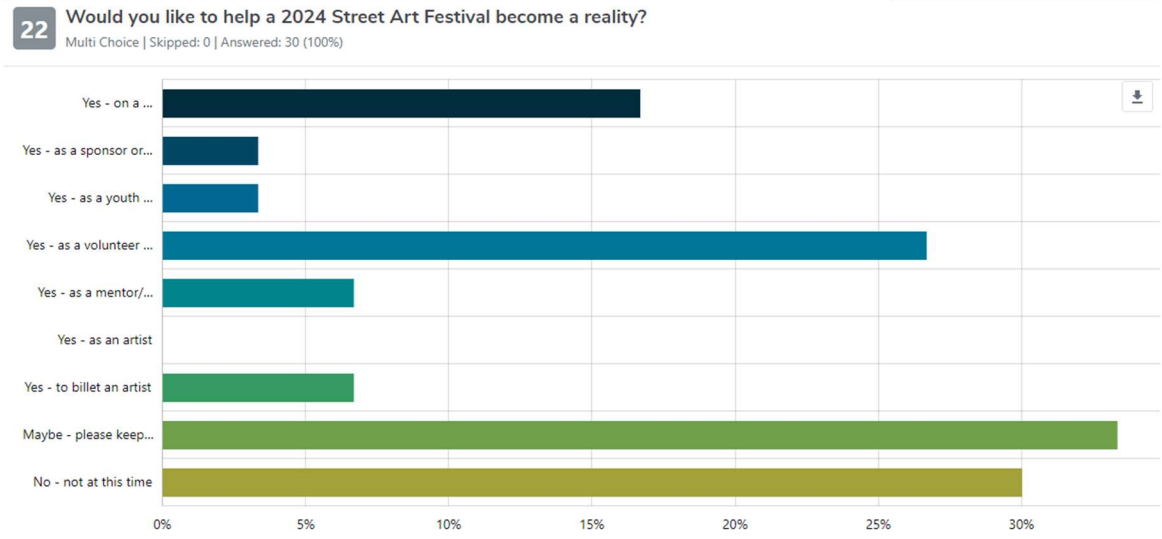
Q21 How should the Festival be managed to ensure sustainability?

Ranking	Sustainability	
1	Council driven as a project of Benalla Art Gallery	44.5%
2	100% professionally driven and managed	27.5%
3	Council driven, supported by a Community Advisory Committee	13.5%
4	100% community driven and managed	0%



Q.22 Would you like to help a 2024 Street Art Festival become a reality?

Ranking	Like to help?	pax
Yes	On a committee or sub committee	10
Yes	As a sponsor or in-kind donor/service	2
Yes	As on a youth committee	2
Yes	As a volunteer at the event itself	8
Yes	As a mentor	2
Yes	As an artist	n/a
Yes	To billet an artist	2
Maybe	Please keep me in the loop	10
No	Not at this time	8



FINAL COMMENTS?
I think it's a great initiative and could even be incorporated on the Winton heritage car weekend to help maximise participation from Melbourne
I'd love to be involved as a paid or volunteer. I have a design background who has been involved with local and state government within the built environment as a senior project/design manager. My strength is in providing support for business/organisation leaders. Plus I've have on the tools branding experience which I could donate to help brand the festival. Please feel reach out to discuss further.
I really think you need a hospitality subcommittee who will work with senior organiser to make sure all sections of the town where art is being completed, has adequate food options. Whether it be an existing business, food van or coffee cart. It may be impossible in some remote areas but we can try. I agree, have a major art show on at the gallery at the same time, with an opening night of Friday. Saturday have a big celebration by the lake with digital art and lighting, music and food vans.Info tent in main street letting people know

where to go, handing out maps.I think it should be named Benalla Art Festival. So other art forms can be included. Not just street art.
My family and I can’t wait for the festival to return!
I think it's a great initiative and could even be incorporated on the Winton heritage car weekend to help maximise participation from Melbourne.
Let's make it happen :-)
This is a great opportunity for our town. A street art festival that includes other art forms will bring people to Benalla and invigorates the local community. Could this festival become Benalla’s ‘main’ festival and replace the traditional Benalla Festival (which has run in similar fashion for many years and needs re-invigorating).