

# BRUNSWICK NATURE SCULPTURE WALK

*Creating a unique experience...*

29<sup>TH</sup> SEPT – 7<sup>TH</sup> OCT 2018



WEBSITE – [www.BrunswickNatureSculptureWalk.com](http://www.BrunswickNatureSculptureWalk.com)

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FACEBOOK- [www.facebook.com/BrunswickNatureSculptureWalk/](http://www.facebook.com/BrunswickNatureSculptureWalk/)

## ART

Nationally recognised sculptors whose art reflects environmental themes and challenges audiences. Temporary and permanent sculptures placed in and around Brunswick Heads.

## COMMUNITY

Connecting the community through sculpture. Engaging the community in art. Challenging the community to think more about environmental issues.

## ENVIRONMENT

An environmentally sensitive art exhibition that reflects environmental themes in a unique setting.



## VISION

To forge links with organisations that share our passion for protecting the environment. To educate and connect artists, schools environmental groups, residents, organisations & visitors.



## OBJECTIVES

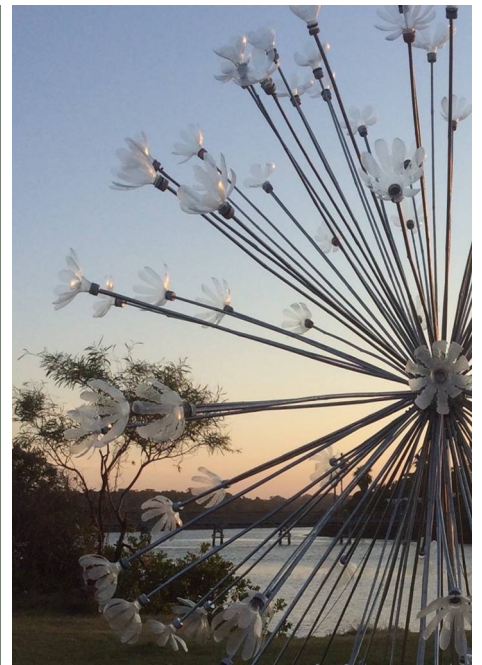
- To connect and educate the community through art and nature.
- To regenerate parklands with local native species.
- To collaborate with the community and professional local, national and international sculptors
- To provide visitors and the local community with a sculpture playground to enjoy over time in a changing landscape.





## BENEFITS TO THE COMMUNITY

- Educating the community about the importance of the environment through sculpture.
- Preserving and building on the artistic capacity of the region.
- Local and interstate artists promoted in the region, providing a new sculpture space to exhibit works.
- Links to environmental organisations such as Brunswick Valley Land Care, Dune Care, Byron Bird Buddies, Sustainability Byron Shire.
- Southern Cross University students mentored by artists, assisting with installations and exhibition opportunities.
- Local school students collaborating with artists on a sculpture reflecting the environment.
- Parklands regenerated with local native species.
- Links with local galleries and cafes.
- Engaging wider audiences.
- Increased visitor numbers benefiting the local economy and tourism in the short and long term.





## OPPORTUNITIES

We are seeking organisations to partner with the Brunswick Nature Sculpture Walk environmental arts event.

We are offering a unique and rewarding opportunity to be part of a significant cultural and environmental event that attracts visitors from around Australia.

- **Be seen** by the 18,000 + visitors that will participate in the Brunswick Nature Sculpture Walk
- **Be associated** with the community spirit and environmental messages that are integral to the Brunswick Nature Sculpture Walk
- **Benefit** from the more \$2 million spent in the region as a result of the Brunswick Nature Sculpture Walk

By obtaining a stake in this special event you will contribute to it's success and will also ensure increased profile and growth of your business.



## SPONSORSHIP OPPORTUNITIES

BENEFITS	Platinum \$10,000	Diamond \$5000	Gold \$2000	Silver \$1000	Bronze \$500
Logo and Acknowledgement on BNSW Website	✓	✓			
Advertising opportunity on BNSW Website	✓	✓	✓		
Small sculpture by an Artist	✓				
Initiation to the BNSW launch event	✓	✓	✓	✓	✓
Speech opportunity at the BNSW launch	✓	✓			
Logo on sculpture plaque of chosen supported artist	✓	✓	✓		
Logo and Acknowledgement in BNSW Catalogue	✓	✓	✓	✓	
Acknowledgement in Media release	✓	✓			
Mention in social media	✓	✓	✓	✓	✓
Up to 5 mentions in social media	✓	✓			
Up to 3 mentions in social media			✓		
Logo and mentions in e communications	✓	✓	✓	✓	✓
Logo included in print media advertising	✓	✓			
Acquisition naming rights on sculpture plaque	✓	✓			
Naming rights for a BNSW Sculpture Award	✓	✓			
Sculpture loan for 6 months from exhibiting artist	✓				
Acknowledgement in post event thank you ads in newspapers	✓	✓	✓	✓	✓
Sponsor reporting kit	✓	✓	✓	✓	✓



## Sculptures in situ at the inaugural Brunswick Nature Sculpture Walk



### FEEDBACK FROM SURVEYS

- Well organised, lots of variety, fabulous vibe, great for the community
- I loved that nature was the theme and this make it completely different to other sculpture walks. My family loved the event.
- Outstanding art work and great workshops. Very organised and easy to navigate. I liked that most artists seemed to give talks or run workshops
- The variety of sculptures, the nature theme, the use of space around the riverside and the charming feel of it



# 2015 Brunswick Nature Sculpture Walk Surveys and Event Impact Study

## Byron Shire Council Event Impact Summary

Byron Shire - Brunswick Nature Sculpture Walk - Modelling the effect of \$945,270 from a Arts and Heritage event with Local significance

	Output (\$)	Value-added (\$)	Wages & salaries (\$)	Employment (annual FTE)	Resident Jobs (annual FTE)
Direct impact	860,196	426,886	390,773	8.2	--
Industrial impact	303,891	126,208	100,278	1.5	--
Consumption impact	1,021,145	463,559	332,282	5.6	--
<b>Total impact on Byron Shire economy</b>	<b>2,185,232</b>	<b>1,016,653</b>	<b>823,333</b>	<b>15.3</b>	<b>12.8</b>

Source: National Institute of Economic and Industry Research (NIEIR) ©2015. Compiled and presented in economy.id by id, the population experts.

*Note: All \$ values are expressed in 2012-13 base year dollar terms.*

[Please refer to the specific data notes for more information](#)

The proposed Brunswick Nature Sculpture Walk event is planned to start on the 1st – 5th October and run for 6 days. It is an event of Local significance and is estimated to attract 3501 visitors per day over the 6 days, with an average spend per person per day of \$45. This equals a **total visitor spend of \$945,270** attributed to this event. Assuming the event will be held in Byron Shire, it is calculated to have the following potential impact:

### Impact on Output

The total visitor spend of \$945,270 attributed to staging the Brunswick Nature Sculpture Walk would lead to a **direct impact on output of \$860,196**. This additional direct output from the economy would also lead to an increase in indirect demand for intermediate goods and services across related industry sectors. These **indirect industrial impacts (Type 1) are estimated to be an additional \$303,891 in Output**.

There would be an additional contribution to Byron Shire economy through **consumption effects** as correspondingly more wages and salaries are spent in the local economy. It is estimated that this would result in a **further increase in Output of \$1,021,145**.

**The combination of all direct, industrial and consumption effects would result in total estimated rise in Output of \$2,185,232 in Byron Shire economy.**