

Regional Arts Fund

Quick Response Grant

Case study

Great Alpine Gallery Inc: Tributaries



Images, from top: Swifts Creek Swimming Pool, photo by Anne Richardson, Uralba Wildlife Shelter, photo by Lynden Nicholls, Tambo Valley Bowls club, photo by Lynden Nicholls

Project Summary

Tributaries was a photo documentary project of the clubs and group activities available to the residents of Swifts Creek, a small and remote town in North East Gippsland. Each of the twenty or so groups were represented by a photograph that depicts their particular focus enacted by nominated members of the group itself. The resulting images were exhibited at Swifts Creek's Great Alpine Gallery early in 2015.

Public Outcome

Tributaries increased the profile of the gallery. Over the exhibition's three weeks more than 50 tourists visited the gallery. These people were astounded at the number and range of activities available for the residents of such a small town. As a collection, the photos clearly and artistically depicted a vibrant, dynamic and supportive community. There was discussion among locals about the images, who was in them, identifying themselves as important and quite proud of and pleased about their contribution to the life of the town of Swifts Creek. Some of the photos included people new to the district and these people attended the opening. Many of the local people who came into the gallery were people who perhaps would not usually have attended an art event or exhibition.

Artist Benefits

The artists benefited from the opportunity to take photographs together as they were able to share approaches and techniques. The social aspect of each shoot was as important as the technical aspect. The artists wanted images that reflected people as they would normally behave; it was essential that they spent time casually relating to their subjects. The selection process and decisions about presentation were made together.

Community Benefits

Seeing more than a quarter of the town's population in the photographic images displayed in The Great Alpine Gallery engendered a sense of pride amongst local residents and promoted a sense of wellbeing, warmth and community spirit to those out of towners visiting the gallery.

Over the three week exhibition just over 200 people attended the Great Alpine Gallery, much higher than the usual 20 per week. Local people who would not normally visit the gallery came either to the opening or else during the week and were often surprised at both the range of activities available to residents and the number of people portrayed out and about and having fun together.

Economically there were payoffs too. Over the duration of the exhibition period the gallery had high takings. Only one photograph was purchased from the exhibition but other items in the gallery by local artists were bought. Some attendees also visited the pub, bakery or local café as part of their visit. There were several groups of visitors to the town who stayed a night and it was nice for there to be an art event for them to attend.



Australian Government

Regional Arts Fund

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Project Start Date	02/08/2014
Project End Date	08/02/2015
Project Location	Swifts Creek
Federal Electorate	Gippsland
No. Audience	201
No. Participants	126
Project Beneficiary	General Community
Main Art Form	Photography
No. Artists Paid	2
No. Artists Unpaid	0
No. Arts Worker Paid	0
No. Arts Worker Unpaid	0