

KOORIE WOMEN MEAN BUSINESS INC

“STIRIN’ IT UP”

Women’s Story Vision & Song for NAIDOC

REPORT

KOORIE WOMEN MEAN BUSINESS INC

NAIDOC EVENT for 2001

The Vision and Objectives of Koorie Women Mean Business is evident in every project that is undertaken

Koorie Women Mean Business, Vision Statement

Koorie Women Mean Business's role in the community is to foster and promote the role of women in cultural maintenance. To foster and promote the entrepreneurial spirit among Koorie women, and to encourage and support the aspirations of women and girls to achieve.

Objective of activity:

- Promote the images of Aboriginal And Torres Strait Islander Women
- Promote Indigenous Women's Art Forms
- To contribute towards the Reconciliation process

Koorie Women Mean Business took on a challenge to show case the singing talents of Victorian Aboriginal Women in a Concert during NAIDOC week 2001. We understand the lack of infrastructure support for Aboriginal Women in showcasing the diversity of their visual art medium, so Koorie Women Mean Business provided an opportunity to incorporate the concert with an Exhibition of Arts and Crafts to show the wider community just how diverse our Koorie Women are, as well as Workshops that offered the wider community the opportunity to actively participate with the hands on activities of,

- Basket Weaving
- Dance (traditional / contemporary)
- Painting

Rather than just seeing the end products, therefore gaining a better understanding and appreciation of the depth and complexities of the art form in which they participated.

A flyer was sent out into the Koorie Community extending an invitation to our Koorie Women to be apart of "STIRIN' IT UP" (copy of flyer attached to this report).

“STIRIN’ IT UP “ Report continued

When interested artists contacted Koorie Women Mean Business they were asked to fill out an Application form (copy of form attached to this report), from there the sub-committee, made up of; Lou Bennett (singer/songwriter), Kim Kruger (Indigenous Arts Officer for the City of Port Phillip), Leanne Miller (Chairperson of Koorie Women Mean Business) and Vicki Armstrong (Project Officer for the Event) had to decide who would showcase their work. The sub-committee decided that this unique opportunity should be extended to all of the Koorie Women who had applied to participate at “STIRIN’ IT UP”, so the Event proceeded with all applicants and to accommodate everyone the sub-committee decided with so much interest we would need two venues. Fortunately The City of Moreland had two great venues and both opposite each other on the corner of Glenlyon & Sydney Road in Brunswick. The City of Moreland has show a great deal of support for Reconciliation and stand firm on supporting the Aboriginal community by helping where possible to raise awareness to it’s city’s residents about our culture and diversity of arts. The City of Moreland wavered it’s usual fee for both of the venue’s, ensuring it’s residents could experience first hand this wonderful opportunity.

Once the venue’s were booked, the artists where asked to fill out an Art Identification Form (copy of form attached to this report) and these details were to be used in a catalogue which was freely distributed to the general public (a copy of this catalogue is attached to the report). Another flyer was then distributed into the community (a copy is attached to this report).

The sub-committee for “STIRIN’ IT UP” carefully selected artists that would best show the diversity of Koorie Women on stage and once approached regarding availability the performers filled out forms for Booking Confirmation and Equipment Requirements (copies of both are attached to this report). Sound Check and Running Schedules were put together and distributed to our artists and stage and sound crew (copies of both, attached to this report).

A Media Release was sent to all Koorie Organization’s in Victoria along with A4 & A3 posters of “STIRIN’ IT UP”, with the help of Simone in publicity in ATSIC, Victoria (copies of these documents attached to this report). This resulted in several radio interviews by Lou Bennett and Vicki Armstrong at 3LO, 3PBS, 3CR, as well as various newspaper articles including one from the Koori Mail (copy of story attached to this report).

“STIRIN’ IT UP “ Report continued

This project promoted to the wider community a positive attitude, understanding of and respect for the diversity of Aboriginal Women’s talents in Victoria.

- The event showcased the following mediums;
 1. On Stage Performers: Singing, Dancing
 2. Visual Arts: Artwork in various forms, canvas, tea towels, clothes, emu eggs etc
 3. Craft Stalls e.g.; Glass Art, Pottery
 4. Workshops of Painting, Dance & Basket Weaving

- The event provides Victorian Aboriginal Women with;
 1. Networks with others in their field, Indigenous and non-Indigenous
 2. Showcase their art to the wider community
 3. Gain a better understanding of expectations in the main stream of their industry

The afternoon program of “STIRIN’ IT UP” commenced with Chairperson of Koorie Women Mean Business, Leanne Miller welcoming everybody to the event then female Koorie students from various University and TAFE colleges entertained the audiences with a dance especially made up for “STIRIN IT UP” (photo’s included in this report).

Workshops

This Koorie Women Mean Business event has well exceeded the expectations we had set our selves when putting it together, with over 90 people registering and participating in the workshops held during the day (photo’s included in this report).

The workshops were seen as an opportunity for everybody, young and old, male and female to experience free of charge something they might not normally have sought out. The facilitator for the Dance workshop, Bronwyne Liddle taught her participants some Traditional as well as Contemporary dance steps. Zelda Razem had her hands full with a large public audience learning just how difficult Basket-Weaving really is. Maree Clarke’s participants painted a banner which was used a backdrop for the concert later that evening.

“STIRIN’ IT UP “ Report continued

Participants at the event were asked to fill out a survey form (sample flyer attached) and comments varied from,

- “very interesting, Relaxing”,
- “Great!, I want more”,
- “Great, should happen on a more regular basis”

some comments were just plain,

- “Thank you”

(samples of these attached to this report)

Exhibition of Arts & Crafts

Another part of the afternoon Event was an Exhibition of Arts and Crafts from Indigenous Women in the Victorian community. Some Artists traveled from Geelong, Lakes Entrance, Wonthaggi, Highton as well as some local Artists.

The Exhibition was held at two venues, The Brunswick Town Hall and The Mechanics Institute Performing Arts Centre both on the corner of Glenlyon & Sydney Road in Brunswick, open to the public from 2pm to 4:30pm and again from 6pm to 6:45pm and FREE to all who wanted to see just how diverse our Indigenous Women are in Arts & Crafts which varied from Canvas, Emu Eggs, Sculpture, Didgeridoo’s, Boomerangs, Glass etc.

As you can see from some photo’s included in this report the Exhibitors enjoyed the opportunity to speak with the general public regarding their work and the face to face contact enabled our artists to have their self esteem boosted by hearing comments from the patrons of the Event that their work is, “Amazing” & “Beautiful” and some Artists Exhibiting also had the opportunity to sell some of their work as well as others securing orders for pieces of their work.

The Concert

The concert was held at the Brunswick Town Hall on Sydney Road in Brunswick and free to 160 people who attended to watch our ALL Aboriginal and Torres Strait Women line up for what we know from the response of the audience was a breath of fresh air to see such diversity of Age, Cultures and Styles of music which ranged from, Hip Hop, Jazz, Rock and Contemporary amongst other styles.

“STIRIN’ IT UP “ Report continued

The MC for “STIRIN’ IT UP” was Rachel Maza who had the opportunity to tell the audience about each of the Artists that were going to perform as well as witty dialogue which made the audience feel more relaxed and able to enjoy the performers uninhibited. Rachel’s comments during and after the Event were that of total elation at the amazing diversity, varying ages and professional manner in which all our performers conducted them-selves, as well as her interaction with the public which was that of total praise for our performers, left Rachel feeling very proud to be apart of “STIRIN’ IT UP”. An Evening program distributed freely to the patrons attending the concert included a biography on each artist performing as well as booking details, which we hope will secure them more work in the future (copy of program attached to this report).

Patrons were also asked to comment on the concert held in the evening and all comments were kind and full of praise, but one particular feedback form did stand out amongst all others and that survey form shows the over all success of the Koorie Women Mean Business NAIDOC Event for 2001.
(that survey form included in this report)

In closing this report, as Project Officer for this Event, I would like to thank the Binjuru Regional Council for supporting Koorie Women Mean Business in enabling us to hold this Event for NAIDOC 2001. To have the opportunity to show the wider community just how diverse and talented our Aboriginal and Torres Strait Islander Women are was a privilege.

Vicki Armstrong
Project Officer
KWMB’s NAIDOC Event