



ADELAIDE  
FESTIVAL **AF**

# CLIMATE CRISIS

AND THE ARTS

FRI 11 MAR 2022



## OVERVIEW

A free one-day event held in the Pioneer Women's Memorial Garden on Friday 11 March 2022, Climate Crisis and the Arts brought together the arts and sciences. Discussions centered around sustainability and climate action and exploring the roles creativity and the arts play in inspiring change and how artistic communities can create cultural movements. Speakers expanded on themes of regeneration, the power of storytelling, decarbonisation and whether it's possible to party *with* the planet. Conversations with leading voices explored future challenges and the opportunities afforded by championing creativity to educate, inspire and mobilise climate action.

Programming elements included topics such as 'Creative Responses to the Climate Crisis', 'We've Got This' and 'Is it Possible to Party with the Planet?'. The Adelaide Festival live-streamed interstate and international speakers to explore sharing culture from opposite sides of the world without relying on carbon-intensive activities like flying in. Climate action signs were displayed at the venue to connect audience members and participants to resources and action points they could take in their own communities and industries. The program was made available as podcasts and live recordings to increase access by interstate and UK audiences.

Climate Crisis and the Arts was produced by Beatrice Jeavons in collaboration with Julie's Bicycle as part of the UK/Australia Season and Adelaide Festival's wider program. The Season explored the current relationship between the UK and Australia and imagined our future by bringing together artists and leaders from both countries to consider the question: 'Who are we now?' The Season was a celebration of the diversity of cultures and languages in both countries and the rich societies that have emerged through migration. It was an opportunity to look at who we might be in the future in the face of global challenges and how we can more sustainably share culture from opposite sides of the world.

The event was supported by The GREAT Campaign, British Council and Australia Council for the Arts. Special thanks went to James Darling AM & Lesley Forwood, Novo Wealth, Nunn Dimos Foundation and the City of Adelaide. The event's Presenting Partner was Green Industries SA.

This report evaluates the Climate Crisis and the Arts event's key objectives, success, audience engagement and improvements for the future.





## KEY OBJECTIVES

- Increase awareness of the role the arts have in driving dialogue and creating positive change in sustainable practices within the industry and the wider community.
- Engage the South Australian arts and cultural sector in new learning, inspirations and practical tools for industry-specific action related to sustainability and climate change.
- Inspire audiences through creativity, conversation and storytelling.
- Showcase some of the great industry-specific work and initiatives.
- Highlight and discuss industry-specific challenges and roadblocks and their solutions.
- Explore sharing culture and art from interstate and overseas without relying on more carbon-intensive activities, such as flying guests in for one day.
- Highlight the power and potential of connecting the arts with climate action.
- Engage new and diverse audiences in Adelaide, interstate and overseas.







## PROGRAM



Climate Crisis and the Arts held events across two stages with art installations and climate action engagement (i.e. Reforest signage) across the event. The following page has information about the session topics and speakers for both stages.


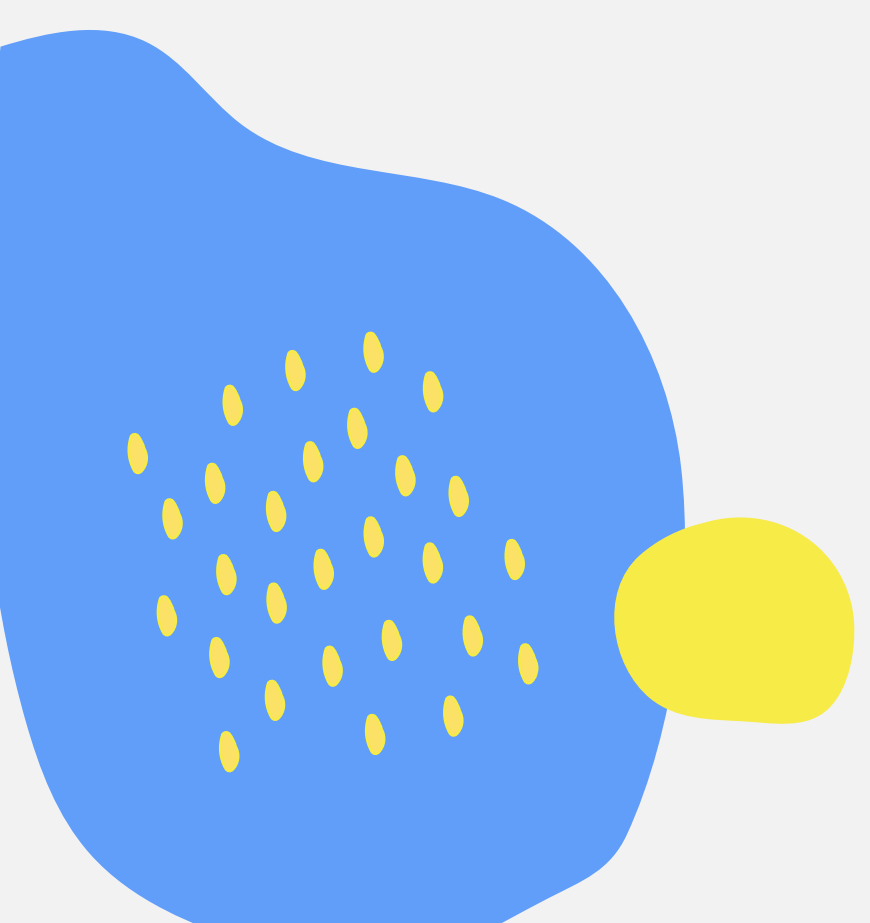
All Climate Crisis and the Arts sessions are available to watch as videos on [YouTube](#) or as podcasts on [Spotify](#).

## CLIMATE ACTION RESOURCES



The [Sustainability page](#) on the Adelaide Festival website was updated to include resources related to each of the sessions at Climate Crisis and the Arts. These resources were gathered together by Beatrice Jeavons and the session speakers. A QR code leading to this page was included on signage at the event and provided an immediate opportunity to link the audience with further information and actions.

There were 681 views of the Sustainability page on the website between 26 October and 30 March 2022, including 153 scans of the Climate Crisis and the Arts resources QR code at the event.



## WEST STAGE PROGRAM

The West Stage hosted a series of panel discussions exploring the power and potential of connecting the arts with climate action.

### **The Power of Storytelling**

with Rona Glyn McDonald, Gabrielle Chan and Damon Gameau.

Moderated by Ben Brooker.

Included a performance by Nancy Bates.

### **Creative Responses to the Climate Crisis**

with Ali Gumillya Baker, Tamara Baillie, David Finnigan and Caitlin Ellen Moore. Moderated by Matthew Wright-Simon.

### **Can I Live?**

with Fehinti Balogun and Dwayne Coulthard.

### **Is it Possible to Party *with* the Planet?**

with Berish Bilander, Sharni Honor and Montaigne.

Moderated by Christie Anthony.

### **We've Got This:**

#### **What we can do as individuals and why it matters**

with Tiahni Adamson, Rob Brookman and Jess Scully.

Moderated by Audrey Mason-Hyde.

### **The Bait Fridge Collective**

**An upcycled plastics installation and performance**

## PLANE TREE STAGE PROGRAM

Sessions on the Plane Tree Stage took a deeper dive into tangible actions, available resources and ways to get involved. These discussions focused on topics that are particularly relevant for those working in areas of the industry.

### **Replace the Waste: Towards net zero festivals and events**

with Sarah Bruns and Jessica Wundke.

### **Deep Dive into Divestment**

with Paul Garner and Lewis Gurr-Stephen.

### **Untangling: Breaking up with fossil fuels**

with Alex Kelly and Scott Ludlam.

### **Carbon Neutrality in Practice**

with Andrea Bassett, Malcolm Leask,

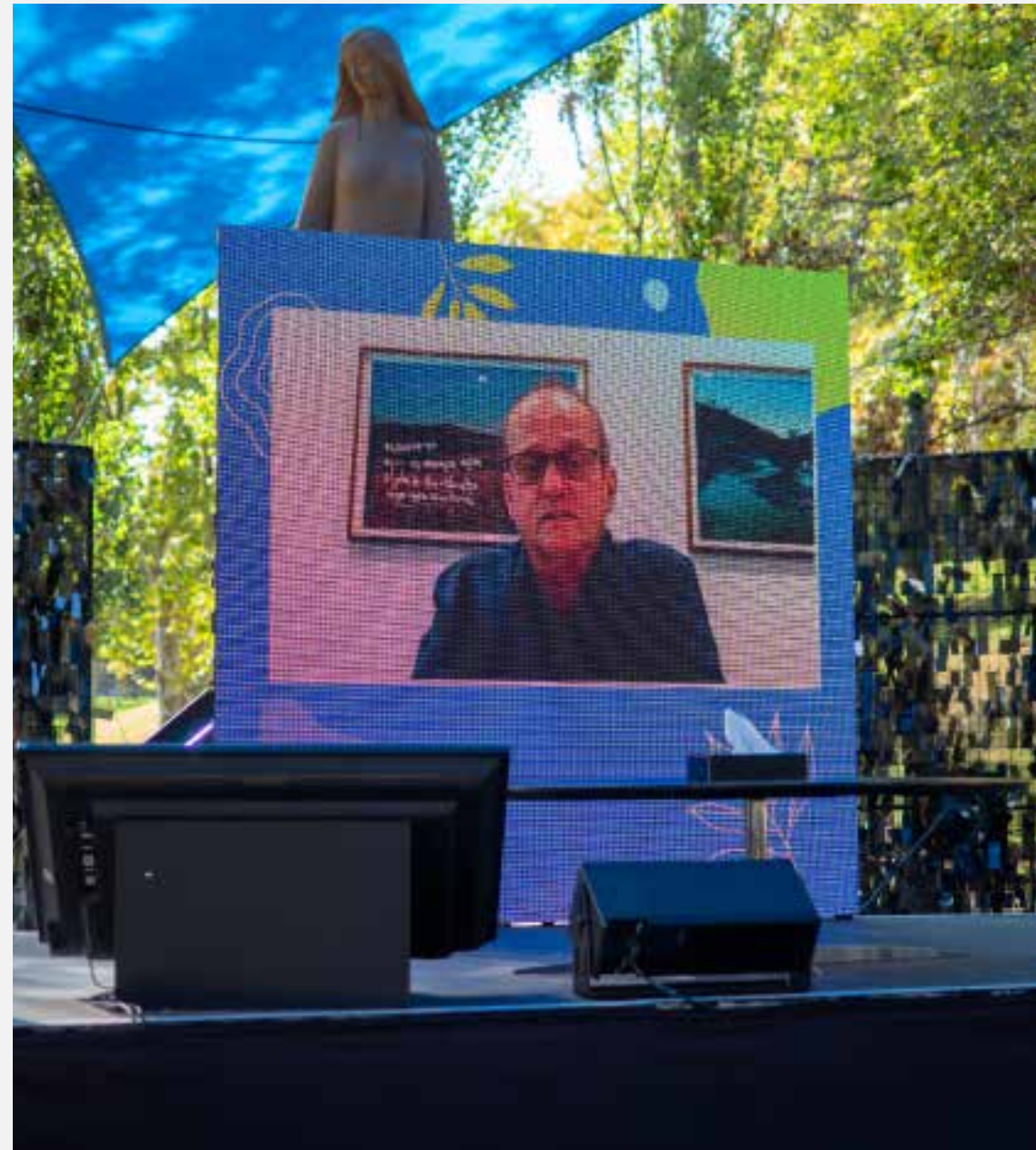
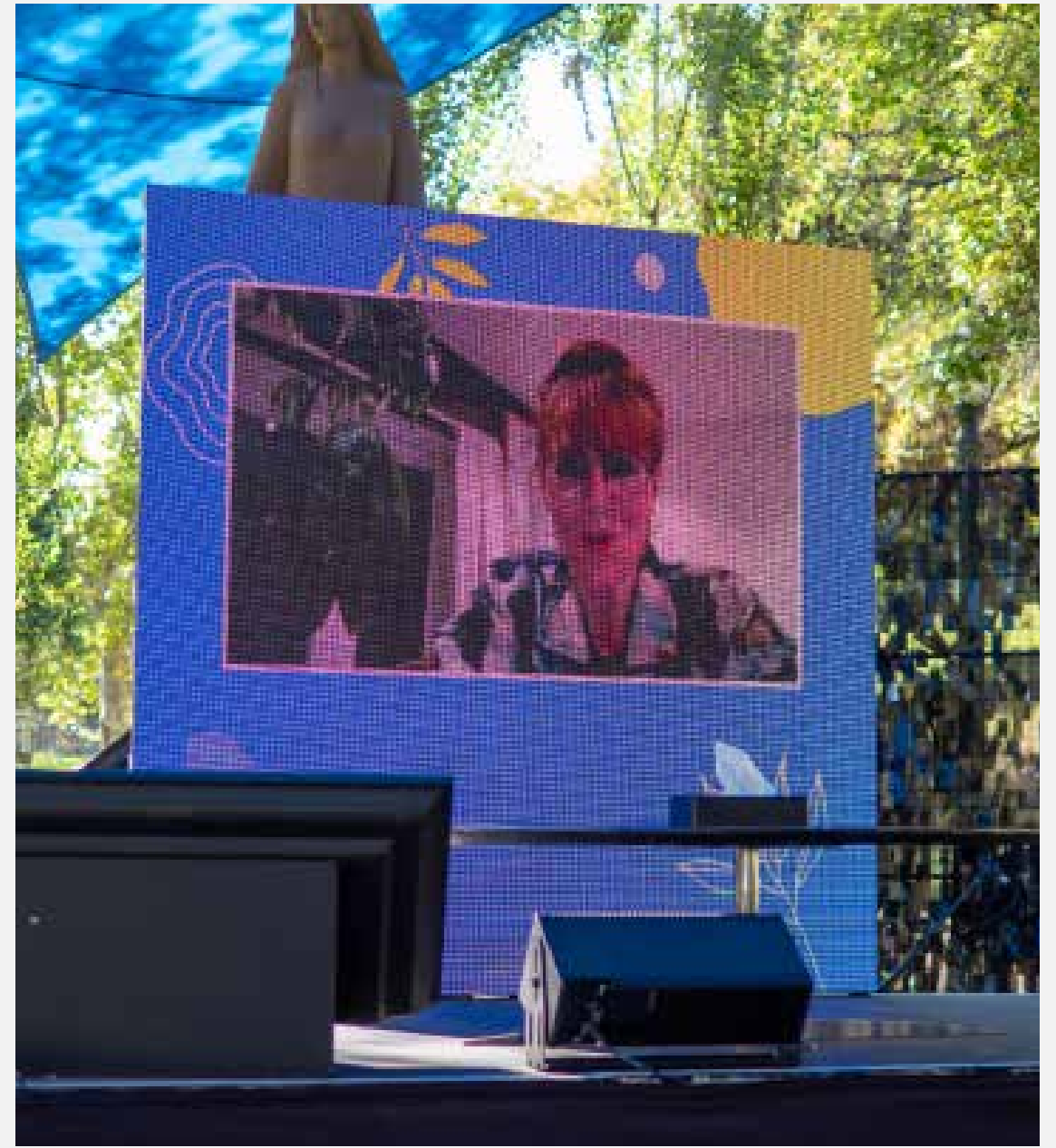
Ken Long and Daniel Walsh



## SPEAKERS













## PERFORMANCE





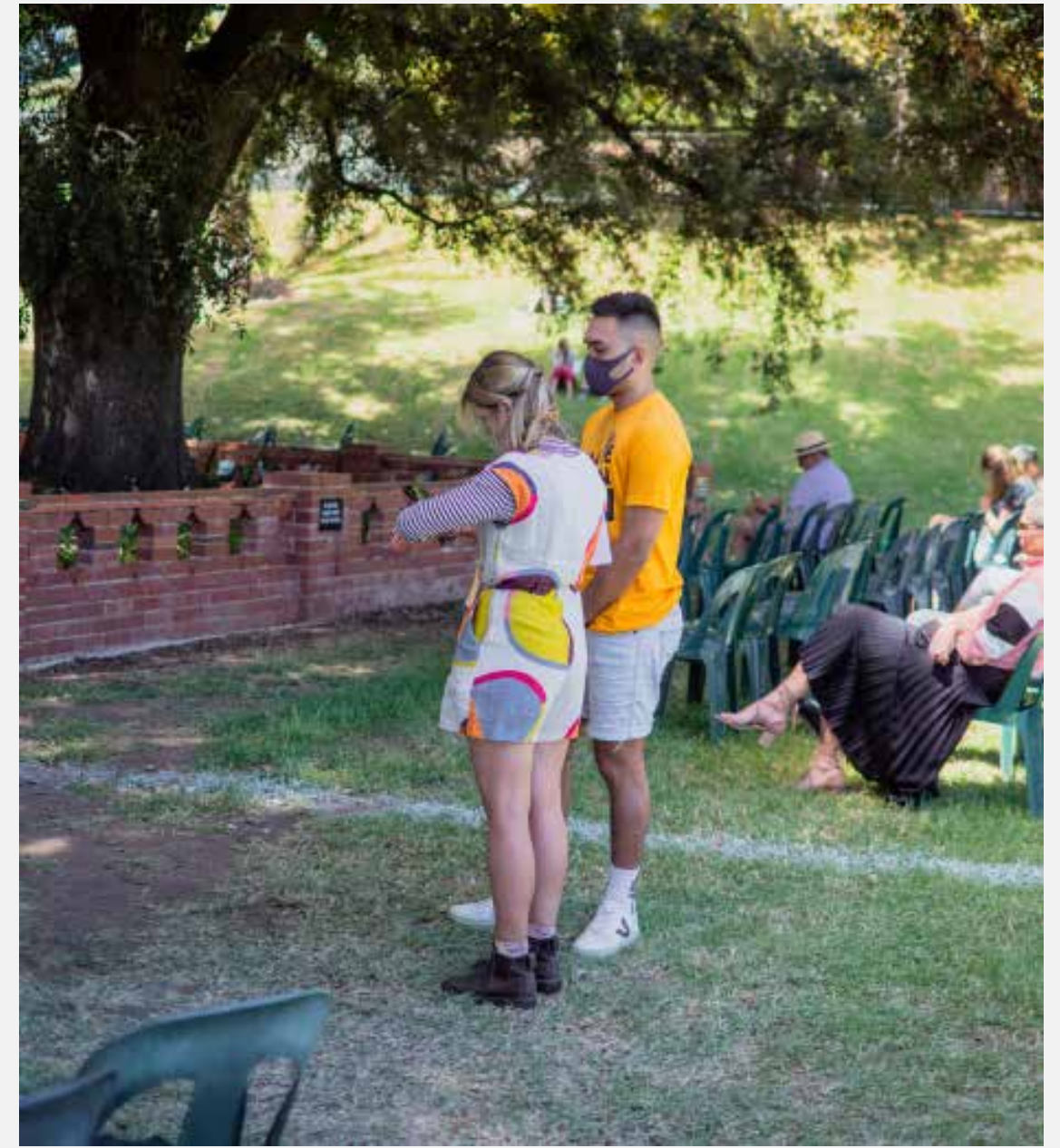




## THE TEAM

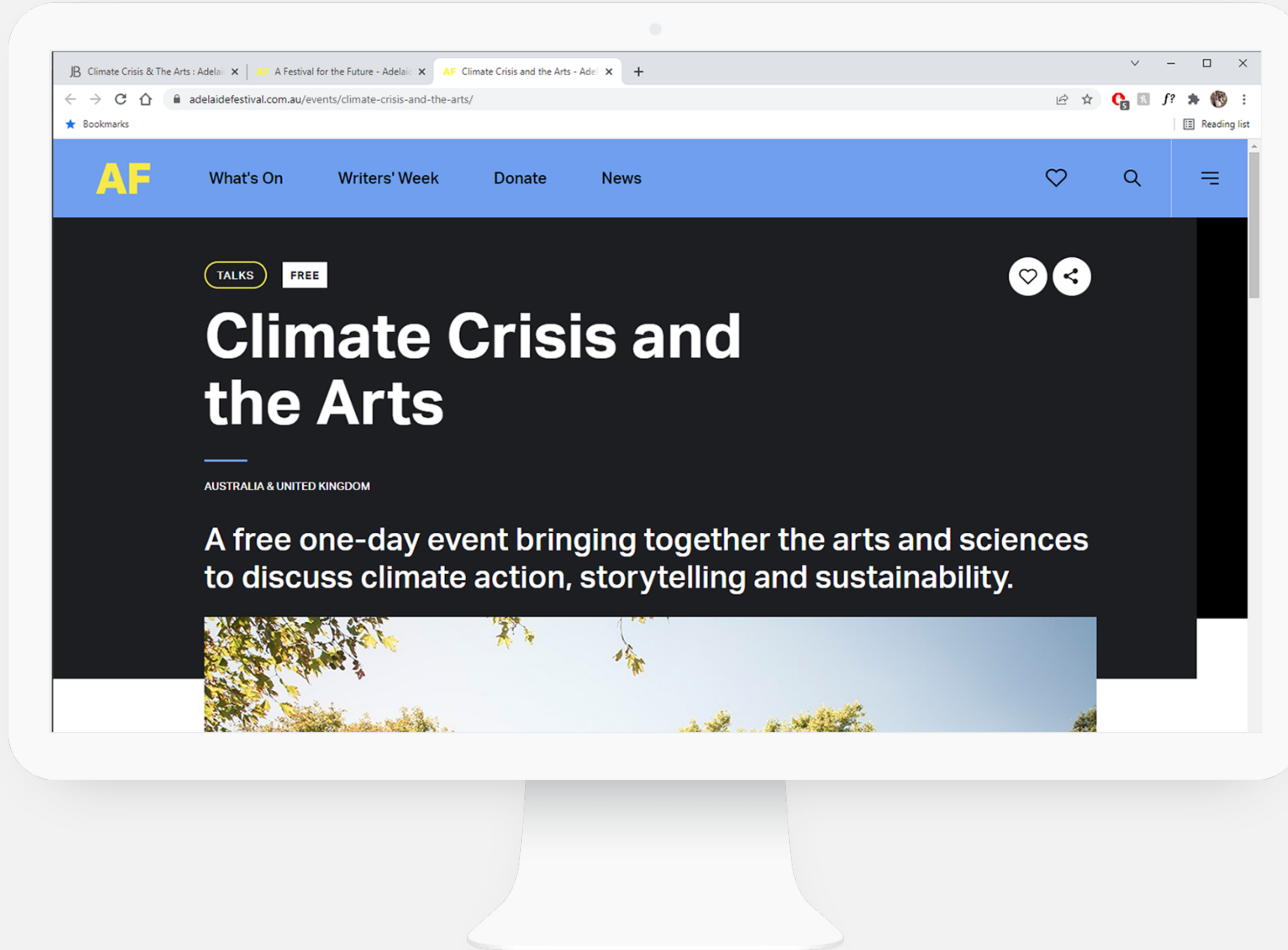








# ONLINE PRESENCE







@greenmusicau



@julies\_bicycle



@jessscullysydney



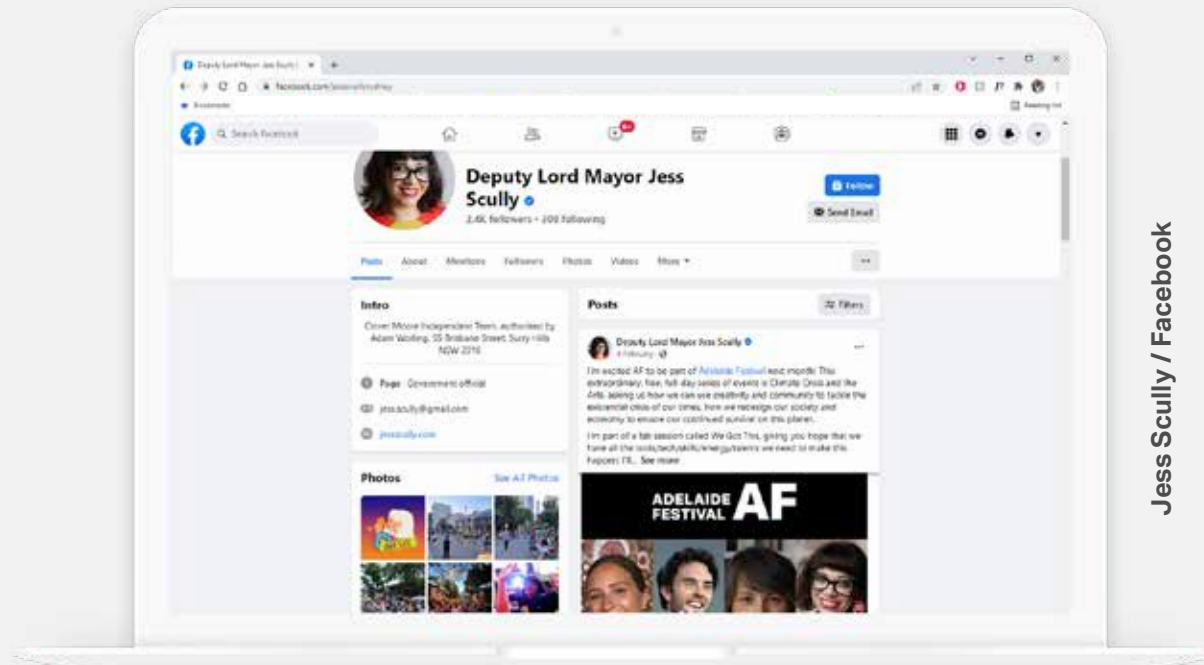
@julies\_bicycle



@adelaidefestival



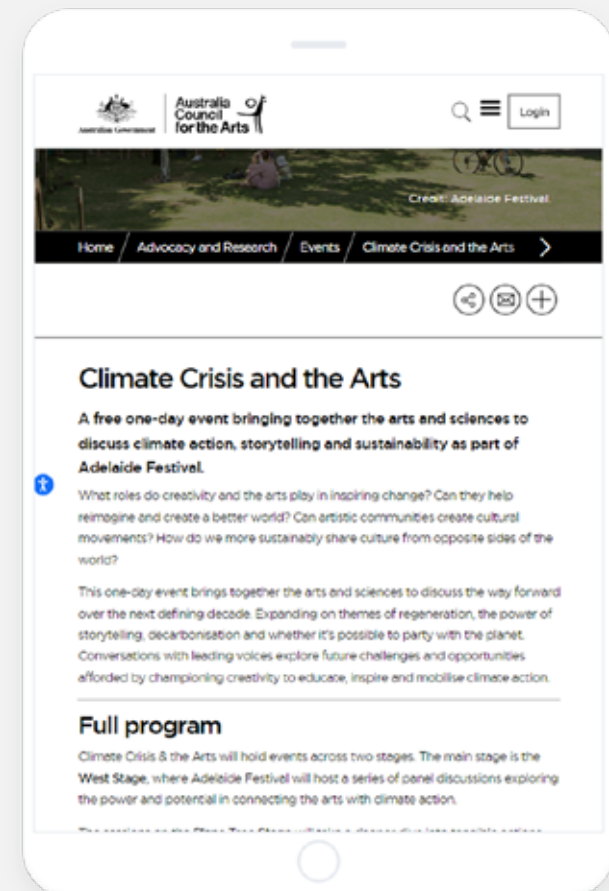
Julie's Bicycle Website



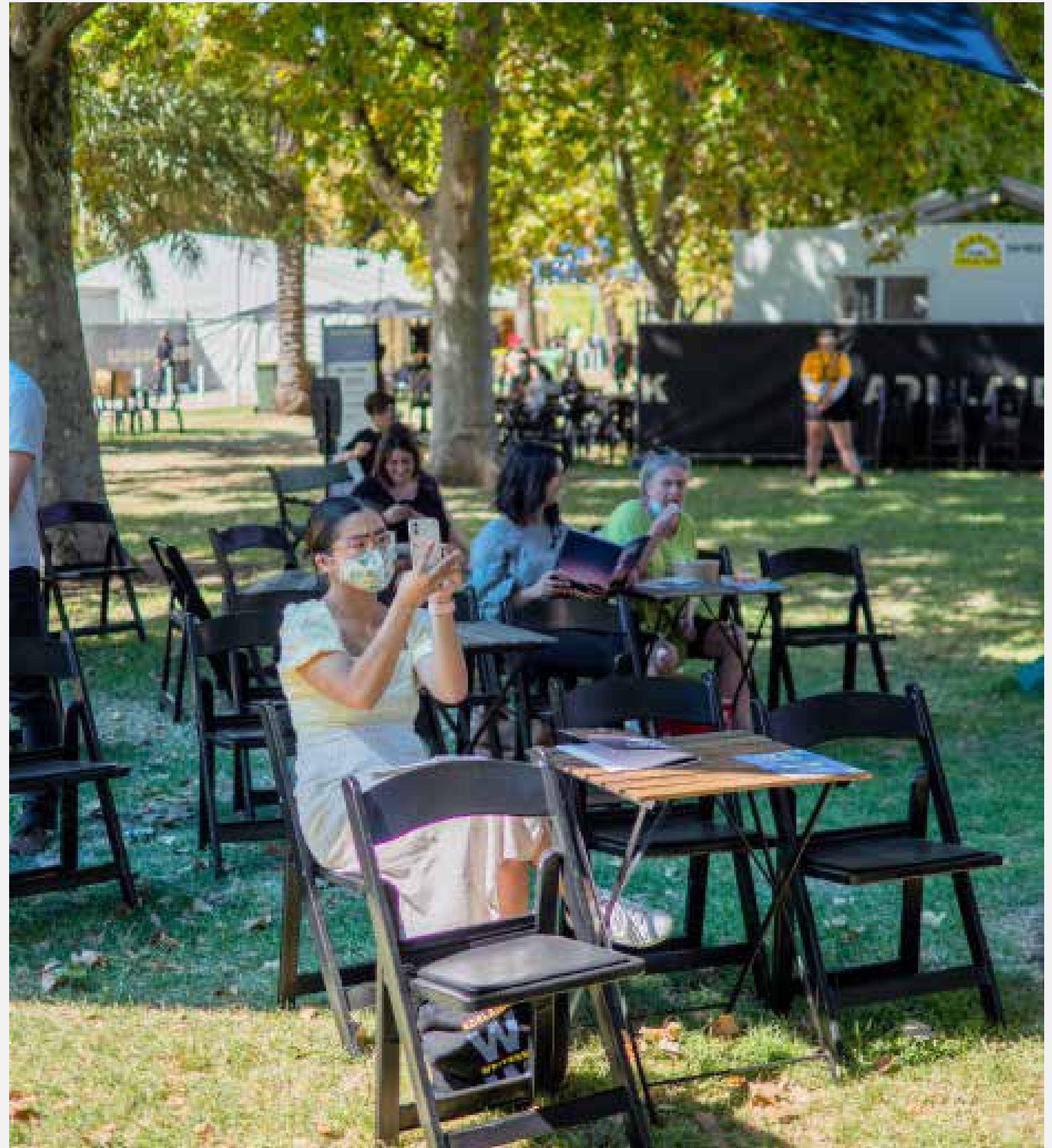
Jess Scully / Facebook



Limelight Magazine



Australia Council for the Arts Website

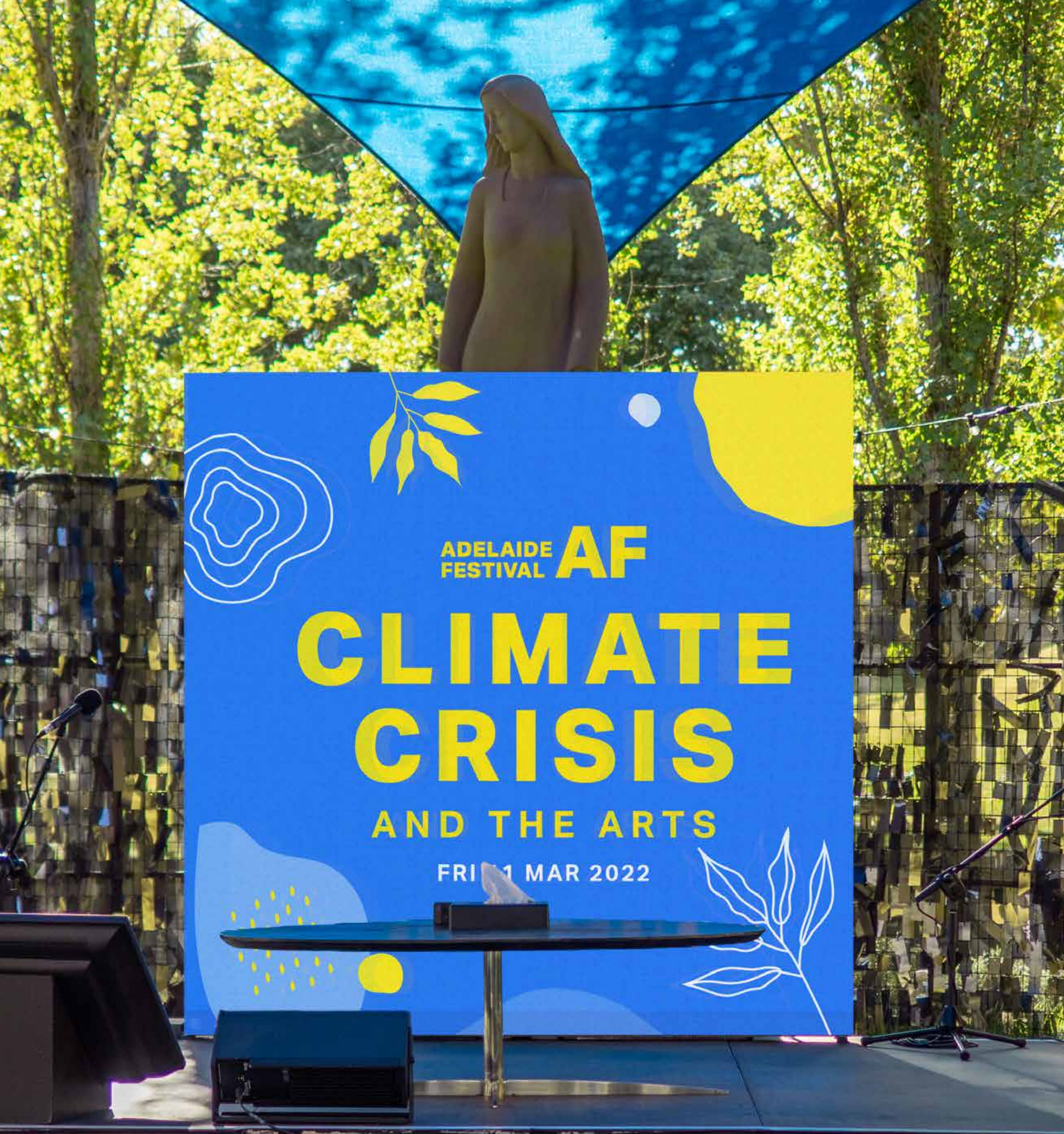




PRINT & DIGITAL SIGNAGE

















## AUDIENCE ENGAGEMENT

**314 people**

attended Climate Crisis and the Arts  
on Friday 11 March, 2022

WEBSITE

**9,396 views**

on Climate Crisis and the Arts pages on  
the Adelaide Festival website

**681 views**

of the Sustainability page on  
the Adelaide Festival website

**153 scans**

of the Climate Crisis and the Arts  
resources QR code

SOCIAL MEDIA

**34,208 people**

reached with posts about Climate Crisis and the Arts  
across Adelaide Festival and Adelaide Writers' Week  
social media (excludes reach from Facebook event  
posts, Facebook stories and Instagram stories)

**337 people**

indicated they would be attending or were interested  
in attending Climate Crisis and the Arts via the  
Facebook event page

**Average 6.9% engagement**

on posts about Climate Crisis and the Arts  
across Adelaide Festival and Adelaide Writers' Week  
social media



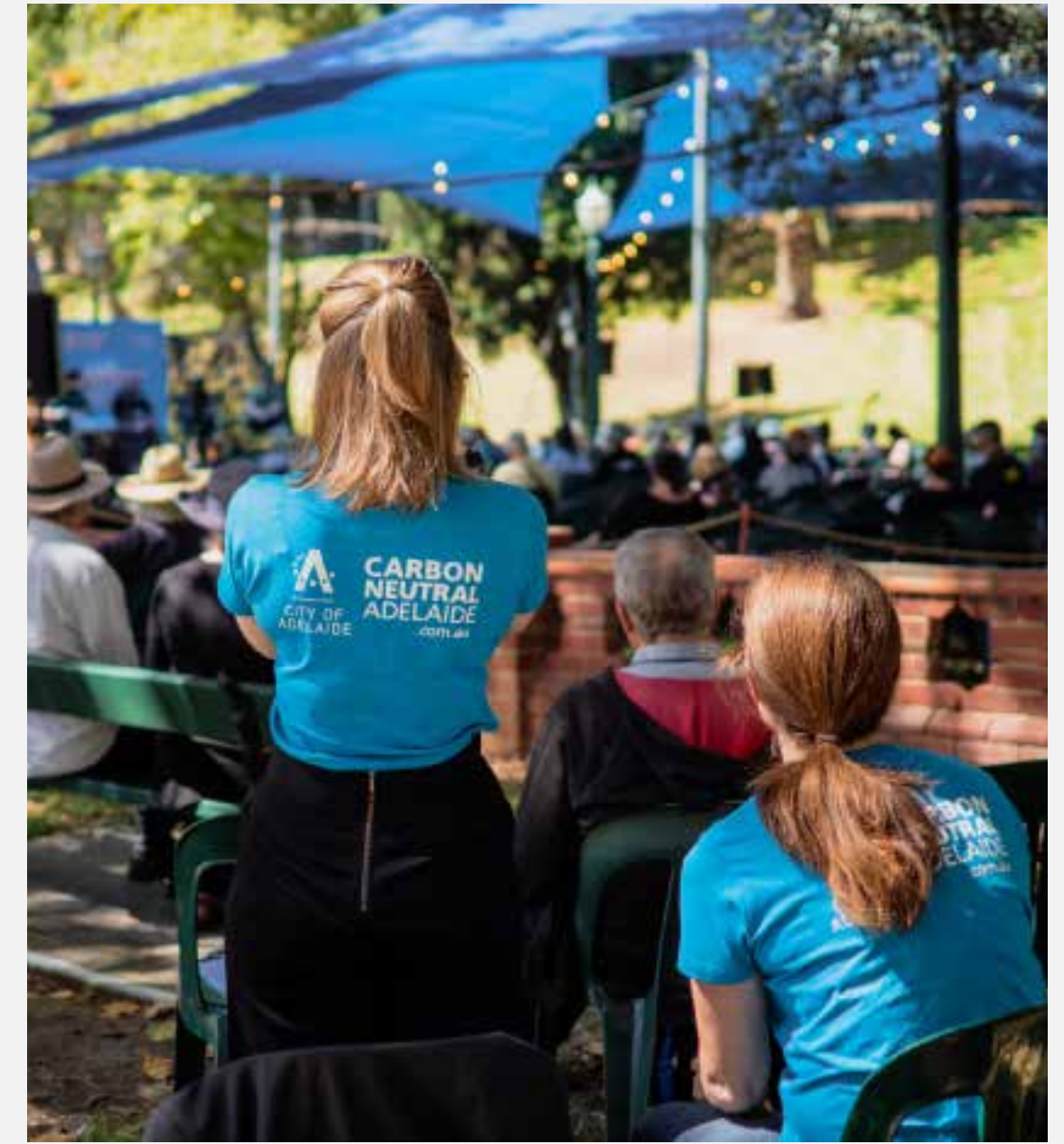
## AUDIENCE









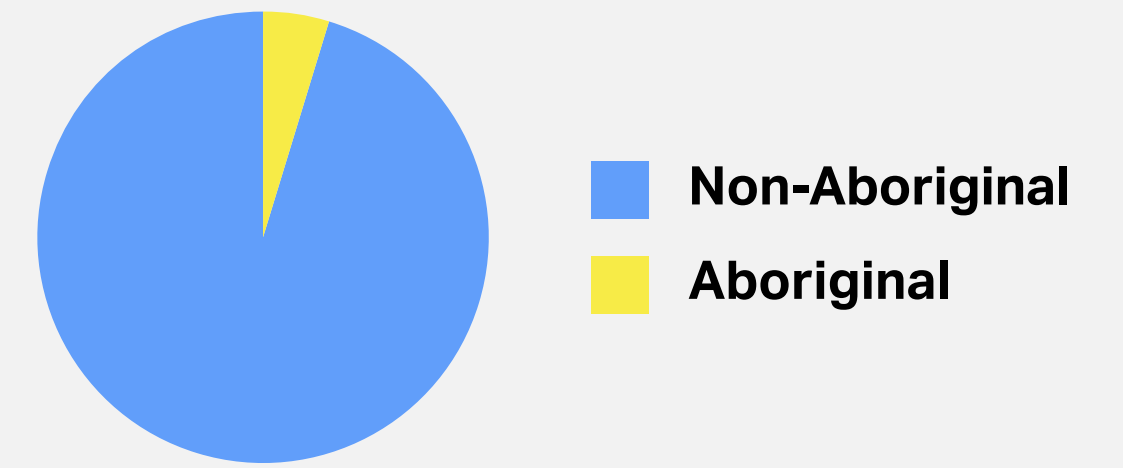
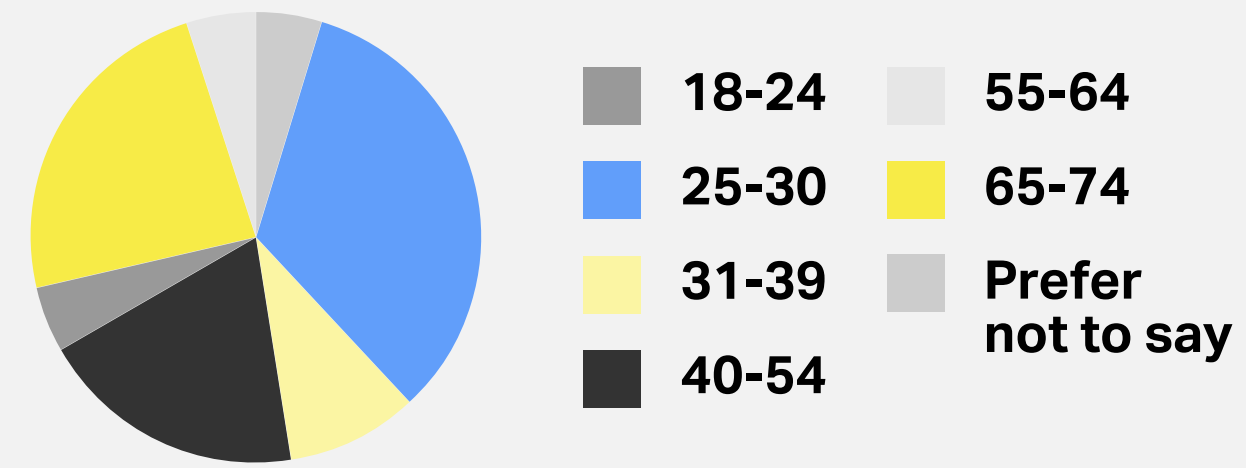
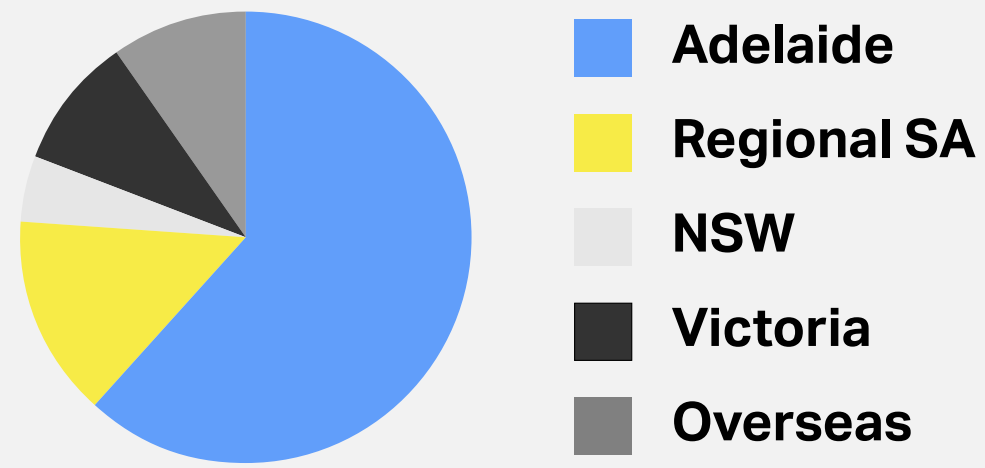
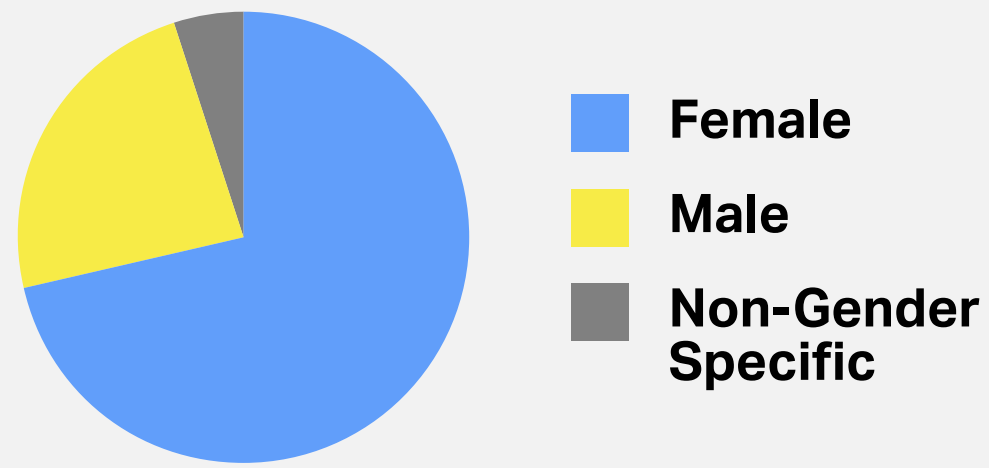




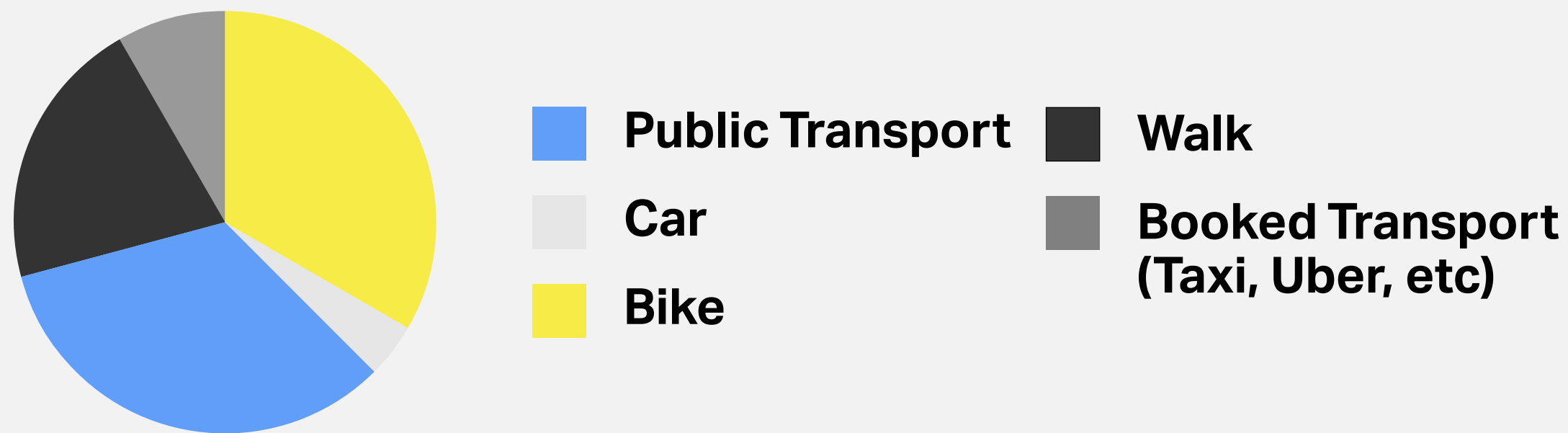




# AUDIENCE STATS



## How did you travel to the Women's Pioneer Garden for this event?



## How did you hear about the Climate Crisis and The Arts event?





## SURVEY RESULTS

**Which of the following reasons were important in your decision to attend this event?**







**100%**  
of respondents would consider attending  
other climate crisis related events in the future

**77%**  
had attended other climate crisis  
related events before this one

**86%**  
had attended an Adelaide Festival event before

**60%**  
were **very satisfied** with the event

**70%**  
would be **very likely** to recommend attending the Climate  
Crisis and the Arts event to family and friends in the future

**82%**  
believe the inclusion of the Climate Crisis and The Arts event is  
for the Adelaide Festival and to South Australia is **very important**

**100%**  
learned something new at this event

**100%**  
were inspired by this event to tackle climate  
crisis challenges in their community

**100%**  
want to learn more about the climate crisis  
and what we can do due to this event

**100%**  
now know more about the arts' capacity  
to inspire collective climate action

**100%**  
believe the event was an opportunity for  
different cultures to share their perspectives



## Reforest Overview

Adelaide Festival has been carbon neutral since 2020, and this year we partnered with Reforest to help drive the shift to an economy that restores the planet. Reforest invites people to take tangible action on the carbon emissions from unavoidable purchases by planting trees to restore local Australian ecosystems.

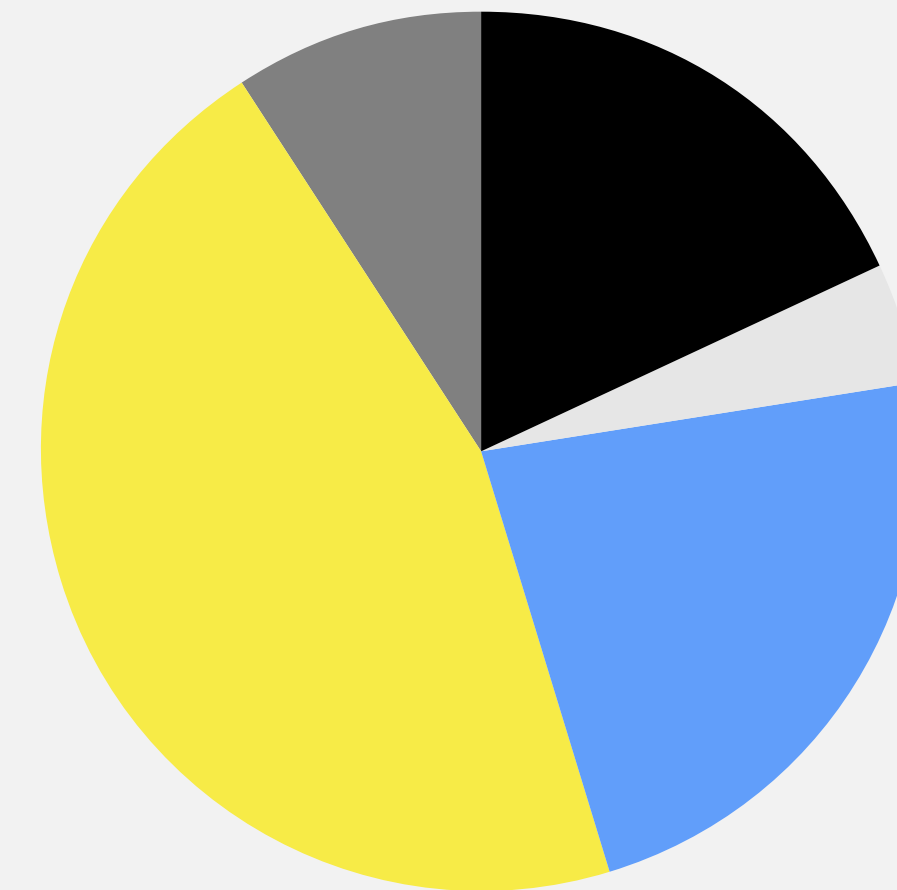
Reforest QR codes were placed at major AF venues, including Climate Crisis and the Arts. Upon scanning the QR code, Reforest automatically planted trees to remove the carbon emission related to the audience member's attendance. Audience members could choose to further engage with the app to see the carbon footprint of their daily activities and join Reforest in planting trees to remove those emissions.

A link to the Reforest platform was also included in all festival 'before your show' emails and performance daybills to encourage audience members to offset related emissions.

A total of **596 participants** engaged in the app and **95 trees** were planted through audience engagement on the Reforest app across the festival period. **This removed a total of 4,305kg CO2 from attendee participation.**

Adelaide Festival's partnership with Reforest is part of our long-term plan to reduce waste and impact across all elements of the Festival.

## What features did you use on the Reforest platform?



- Logged my CO2 Balance
- Purchased trees for projects
- Tracked my own footprint
- I didn't use it
- Other (please specify)

## Will you encourage others to use the Reforest?



- Yes
- No





## Adelaide Culture and Environment Roundtable

In the lead-up to the 2022 Climate Crisis and the Arts event, Adelaide Festival hosted Adelaide's first [Culture and Environment Roundtable](#). Taking place on Wednesday 16 February, 2022, this Roundtable event formed part of the British Council's wider activity as part of the UK/Australia Season. The Roundtable was convened by UK non-profit organisation Julie's Bicycle and the Adelaide Festival, in partnership with the British Council and Australia Council for the Arts.

The Roundtable was set up to be a platform for dialogue on culture and climate trends and brought together key representatives from the South Australian arts and cultural sector to discuss current culture/climate trends, challenges and solutions.

This event was an opportunity to come together as an industry to find new perspectives, build partnerships, create a collaborative and supportive space within the sector and share learnings and resources for collective climate action. It also showcased some of the great work already being done to pave the way forward.

The Roundtable aimed to strengthen relationships and collaboration to rapidly scale environmental practice within the culture and the arts in South Australia, with a key focus on First Nations and youth voices.

### Objectives

- Discuss challenges and solutions.
- Build collaborations and share learnings and resources.
- Showcase some of the great work already being done.

### Core themes

Art, culture, knowledge sharing and the climate crisis.

### Key topics and questions

- First Nations first: finding ways to listen and learn.
- Collaboration and cooperation: how can we share learnings and resources to work together towards collective climate action?
- The present situation: looking at where we are now, including the great work already being done.
- Our challenges: funding, greenwashing and roadblocks.
- Moving forward: setting benchmarks and key goals to imagine a regenerative future.





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**4 - 20 MAR 2022**

**[adelaidefestival.com.au](https://adelaidefestival.com.au)**