

House

Conspiracy

Inc.



Mid-year

Report

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Feb

-

June

2017

HOUSE
CONSPIRACY

President's Statement

It gives me great pleasure to be writing this mid-year report for House Conspiracy. It existed for quite a while as an exciting idea, before settling into reality and finding its own home in the infamous old residence at 42 Mollison Street, West End.

Now, six months on, the House has been more than a home to over forty artists-in-residence, who have used the studio spaces to create new works in the last five months. It's always exciting to be around artists and watch their creative ideas formulate into something real and tangible—be that as a visual art form, dance or music, film or the written word. We have tried to create a space where artists can collaborate and share their ideas, bounce off one another, so to speak, although this is by no means a requirement. We've tried (and succeeded) to make the house 'homely'—a place where artists and others can share a cuppa or a meal.

House Conspiracy has the goal of being a 'community arts space'—a place where the arts can meet with community engagement—a place where the arts can intersect with social/community outcomes. Due to restrictions placed by Council on the use of the building, this has been the most challenging aspect of our first six months.

Finding a way to navigate Council requirements and yet still facilitate our Showcases, the Open Houses, and be able to reach out to the local community and include them in our work, is the business that is now dominating our time. Stay tuned for the end of year report on how we can negotiate our way through the Brisbane City Council Planning Department, via the Community Development Department, to find a solution to our current problem—that of being able to give the community access to the house, at a community level.

House Conspiracy is a valuable asset in a community in which emerging artists find it unaffordable to work and live, and so we will continue to do our best to provide stimulating and relevant support and space for artists within the West End and Greater Brisbane area.



Elizabeth Cowie
President
House Conspiracy.

Creative Director's Statement

House Conspiracy's first round of residencies has come to a conclusion, and it's been a heck of a ride. We made the decision to release this report partially in a gesture of transparency, but also in a gesture of celebration. There are no illusions around how tumultuous this project has been both in its display and its undertaking, and we cannot pretend everything has gone perfectly. Between noise complaints, the navigation of bureaucracies, and learning how to do new things correctly, the project that is House Conspiracy has presented hurdles never anticipated, some of which we have jumped magnificently, and some of which we have not.

One thing is certain, despite any setbacks: we have triumphed as a brand-new volunteer-run arts space in Brisbane. We've supported a wider range of diverse arts practitioners than we ever could have imagined, and have connected their voices and their work with House Conspiracy's fantastically engaged audiences.

Our Launch Party attracted over 800 patrons, and our first Open House event attracted 400—an unprecedented number of attendees to an ARI-style exhibition. We have been blown away by the support, interest, and engagement of the Brisbane public with the project. As such, it has been tough for us during this time when we have been unable to hold public events within the House Conspiracy space at 42 Mollison Street. Don't worry, though. We'll be back, in one form or another.

As we look to the rest of the year—and, indeed, the rest of the project—it feels important to celebrate the successes of House Conspiracy so far, of which there are many. We have done good things here. And so we will continue.



Jonathan O'Brien
Founding Creative Director
House Conspiracy Inc.

Engagement Metrics: Jan 1 – June 30

Artist & Creative Producer Engagement

Emerging Artists' Residencies Program	46
Facilitated & Hosted Event Partners	47
Total Artist & Producer Engagement	93

Number of Activities

Residencies	22
Podcasts	21
House Conspiracy Events	21
Hosted Workshops & Activities	20
Total Number of Activities	84

Total Audience Engagement

Website	2600
Social Media	3125
Podcast	644
House Conspiracy Events	1453
Hosted Events, Workshops, & Activities	323
Total Audience Engagement	8145

Volunteer Engagement

Total Volunteer Engagement	73
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Financial Performance

Percentage Under Budget	>2%
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Satisfaction Metrics: Jan 1 – May 31

Resident Artist Satisfaction

Residency Satisfaction: Mean Score	4.43/5
Residency Satisfaction: Median Score	5/5

Audience Satisfaction: General

General Satisfaction: Mean Score	4.4/5
General Satisfaction: Median Score	5/5

Other Measures of Satisfaction

Podcast: iTunes Review Mean Score	5/5
Podcast: iTunes Review Median Score	5/5

Audience Satisfaction: Marketing & Communication

M&C Satisfaction: Mean Score	3.8/5
M&C Satisfaction: Median Score	3.5/5

Notable Presenting Partnerships

Anywhere Theatre Festival, Nomad Theatrette/Queensland Poetry Festival,
Avid Reader, This Must Be The Place.

Image notes:

Front: HHAARRPP @ House Conspiracy Launch Party. Photography by Perception Productions.

Back: Gwan Tung Dorothy Lau @ Open House 04. Photography by Thomas Oliver.

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Facilitating

Beauty

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