

ARTS EDUCATION



BUILDING CREATIVE FUTURES

Vision

To establish a Youth Arts Program led by experienced tutors and artists, teaching young people visual arts techniques and industry skills while building confidence, creativity, and self-expression.

We aim to support and empower every young person to feel seen, valued, and encouraged—fostering a lifelong love of learning and cultivating a vibrant, creative community where they can thrive, grow, and reach their full potential.



“The creative industries have a ripple effect on society – stimulating creativity in individuals, communities, and the state. They have a positive impact on health, education, social inclusion and beyond.”



Department of Jobs, Precinct and Regions - Funding the arts
<https://djpr.vic.gov.au/priority-industries-sectors/creative-industries/funding-the-arts>





The benefits of an arts-rich education go beyond arts-related skills and knowledge

“Arts education improves student literacy and numeracy outcomes and also helps to improve social and emotional wellbeing and resilience in children and young people.”

Arts education helps develop creative and critical thinking and supports the development of identity and self-esteem, particularly in children from disadvantaged backgrounds.”

National Advocates for Arts Education 2019; A New Approach 2020





Why Arts Education?

East Gippsland currently lacks a vibrant creative community that supports young people to live, learn, thrive, and reach their full potential. One of the most pressing gaps is the absence of structured, long-term visual arts programs tailored to youth—a challenge made more acute by the region’s geographic isolation.

For many years, East Gippsland TAFE in Bairnsdale successfully delivered Certificate to Diploma-level Visual Arts programs, with strong engagement across the region. These programs provided valuable education pathways and fostered artistic growth, but they were discontinued in 2012.

Since then, young people in East Gippsland have had limited access to consistent, high-quality arts education. This has created a significant void in creative development opportunities and career pathways in the arts.

A dedicated Youth Arts Education Program will respond directly to this need—rebuilding creative infrastructure, nurturing talent, and ensuring that young people in the region have the tools, mentorship, and community support to explore their artistic potential and shape meaningful futures.



EDUCATION STRUCTURE

The Art of Learning

The Youth Arts Education Program will offer artistic tutoring, which will be of the highest standard and delivered by accomplished educators and artists. The Program Coordinator will teach students core skills and knowledge of working in a variety of disciplines.

Through experiential learning the program will foster creative and critical thinking and encourage innovation and experimentation in a supported studio environment.



INSIDE THE YOUTH ARTS PROGRAM

Open to young people aged 15 to 23, two small class groups will run weekly during school terms. Each session is designed around skill-building in specific mediums, enabling participants to develop their technical abilities while fostering creative confidence.

With small class sizes, the program emphasises personalised teaching and one-on-one mentoring—supporting each student's individual artistic journey, encouraging experimentation, and nurturing their unique voice.

In addition to weekly classes, students will have access to the studio for one day each week. This dedicated open-studio time allows them to deepen their practice, refine their work, and take ownership of their creative space outside of structured sessions.



CURRICULUM



The program will focus on three key areas:

1. Visual Arts Skills and Development
2. Exhibition Design and Development
3. Industry Best Practice Business /Entrepreneurial Skill Development



1. VISUAL ARTS SKILLS AND DEVELOPMENT

Cultivating Creativity, Mastering Technique

The education structure will include the teaching of:

- Drawing Techniques
- Colour Theory
- Painting
- Sculpture
- Digital Imaging Skills
- Metal
- Ceramics
- Ideas and techniques for Creative Work





2. Exhibition Design and Development

Framing the Future: Youth-Led Exhibitions

Students will receive mentorship in partnership with East Gippsland Art Gallery, equipping them with valuable skills in exhibition design, curation, and arts industry best practices.

Young artists will take the lead in curating and presenting their own exhibitions. Offering participants a real-world platform to showcase their work. This experience not only fosters professional growth but also builds a strong sense of accomplishment, community connection, and pride in their creative achievements.





3. Industry Best Practice Business/Entrepreneurial Skill Development

Success Driven, Business Savvy

Students will participate in industry-focused workshops designed to build essential business and entrepreneurial skills tailored to the creative sector.

Practical sessions will guide students in how to establish, grow, and sustain a successful artistic career. Topics will include navigating the art industry, networking, client and gallery relations, and effective self-promotion.

Students will learn how to manage their arts practice as a small business, including financial planning, project management, and pricing their work. By the end of the workshops, each student will have begun developing a professional portfolio and gained valuable insights into career pathways and turning their creativity into a sustainable career.





Participation in the program will be completely free of charge. Removing financial barriers is essential to ensuring all young people can access high-quality arts education, regardless of their circumstances.

This commitment to accessibility reflects ongoing feedback from educators, parents, carers, and young people, who consistently highlight cost as a major obstacle to creative opportunities in the region.

Consultation and Community Engagement

As the program evolves, we are committed to ongoing consultation with East Gippsland secondary schools—engaging principals, educators, and most importantly, students—to ensure the program remains relevant, inclusive, and responsive to local needs.

We will also involve parents and carers in the initial consultation process, recognising the important role they play in supporting youth participation and creative growth.

In addition, we'll collaborate with industry professionals, including Regional Arts Victoria and local Gippsland artists and artisans, to bring diverse expertise into the development of a rich, community-informed arts education model that reflects the region's unique identity and goals.



The Space

The shared studio environment is designed to be dynamic, supportive, and collaborative.

It fosters a culture of peer-to-peer learning, where students are encouraged to share ideas, build connections, and support each other's creative development.

Organisation structure

Volunteer Committee Structure: Development of Arts based Curriculum

- Crystal Stubbs, Director East Gippsland Art Gallery, Practicing artist
- Melanie Murphy, Gallery Operations and Creative Team East Gippsland Art Gallery, Former VCE, Secondary School Art Teacher, Artist
- Lisa Roberts, Media and Communications East Gippsland Art Gallery, former TAFE Lecturer, Practicing artist
- Jo Porter, CEO, Regional Arts Victoria
- Nadine Lineham, Head of Arts, Gippsland Grammar, Practicing artist

Governance

- East Gippsland Art Gallery Director
- East Gippsland Art Gallery Board of Management

Staff

- Education Program Coordinator and Tutor - Employed two days a week
- Guest Artists – Employed as needed
- Specialists in a variety of mediums, including visiting artists and designers -ensuring the teaching of proper processes and techniques and providing professional mentoring.

Advocates

- Public Galleries Association of Victoria - PGAV
- Regional Arts Victoria - RAV
- Bairnsdale Secondary College
- Gippsland Art Gallery | Sale

