

MEDIA RELEASE

1 October 2019

Country Art WA evolves into Regional Arts WA

We are thrilled to advise that Country Arts WA will now be known as Regional Arts WA.

Today's official launch of the new name will position the independent and membership-based not-for-profit for the future and reflect a more contemporary organisation.

Regional Arts WA recently released their new 5 Year Strategic Plan with the vision to create more connected and creative regional communities. This new name is a logical next step as the organisation continues to celebrate and strengthen the people who make up the regional arts sector.

Sue Middleton, Regional Arts WA's Chair says, "We're very proud of our 25-year history as Country Arts WA. We now look forward and are excited about our new direction and the next 25 years as Regional Arts WA.

The Board has been working hard in the past 18 months to ensure the organisation continues to be relevant and current in today's world. Our interactions with the sector have always referred to regional arts as opposed to country arts. It is in the descriptive language we use daily with regional communities as well as key stakeholders in the sector."

At a national level, this will align with our colleagues across Australia - Regional Arts Australia, Regional Arts Victoria and Regional Arts NSW - and provide a stronger voice for regional communities who engage and advocate for arts and culture."

The new name is effective from today and will see 'Regional Arts WA' on organisational communications including our website, social media, e-newsletters and programs.

For more information on Regional Arts WA visit <https://www.regionalartswa.org.au/>

End.

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SUPPORTING MATERIALS

ABOUT REGIONAL ARTS WA

Regional arts have the power to change lives. They make our regional communities better places to live, contribute to economic growth and give people a sense of belonging.

Established in 1994, Regional Arts WA is the State's only multi-arts organisation with a purely regional focus.

We are an independent, membership-based, not-for-profit organisation and are highly regarded within WA and nationally as an innovative, high value leader in the arts and in regional and community development.

Our purpose is to celebrate and strengthen a powerful regional arts sector to contribute to connected and creative regional communities - making WA a better place to live.

Each region has its diverse communities, imperatives, cultural requirements and challenges. Country Arts WA honours these distinctive communities by coordinating a series of investment, advisory, partnership and presenting offerings which are flexible, innovative and relevant.

Our service delivery is diverse with a suite of programs including funding for arts projects large and small, development support for key regional arts organisations and artists, opportunities for the state peak organisations to develop regional programs, youth and First Nations' specific projects, and an extensive professional performing arts touring program

<https://www.regionalartswa.org.au/>