



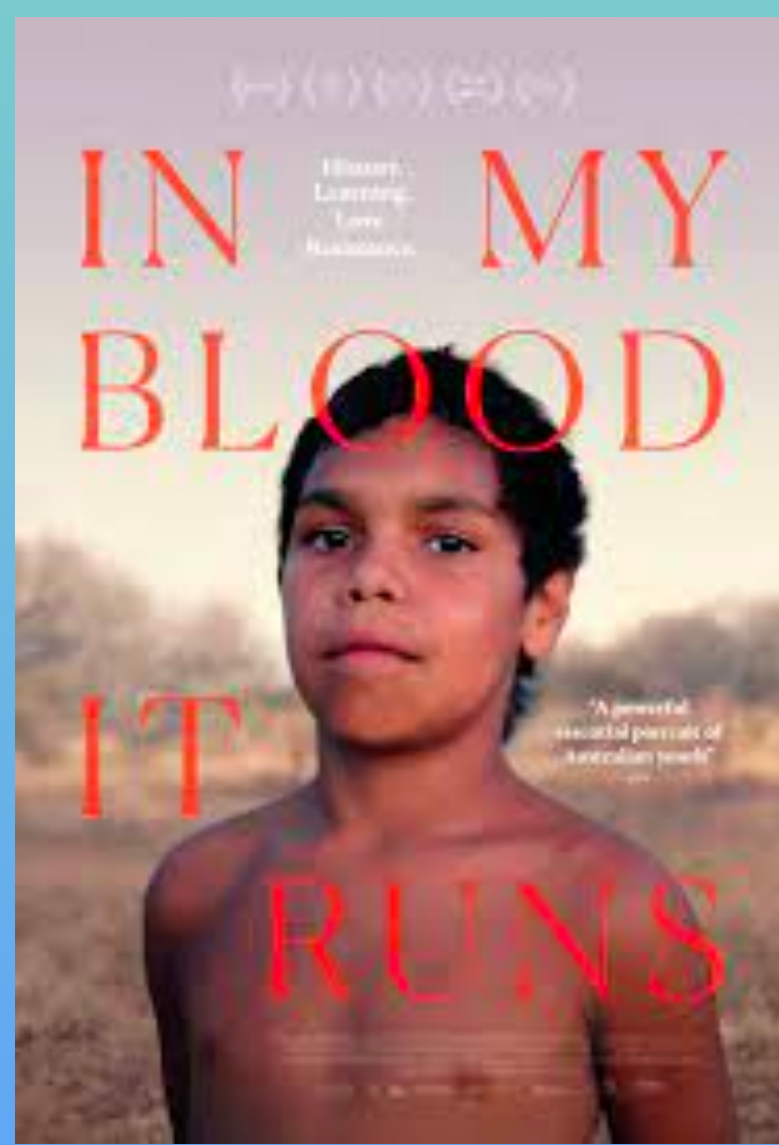
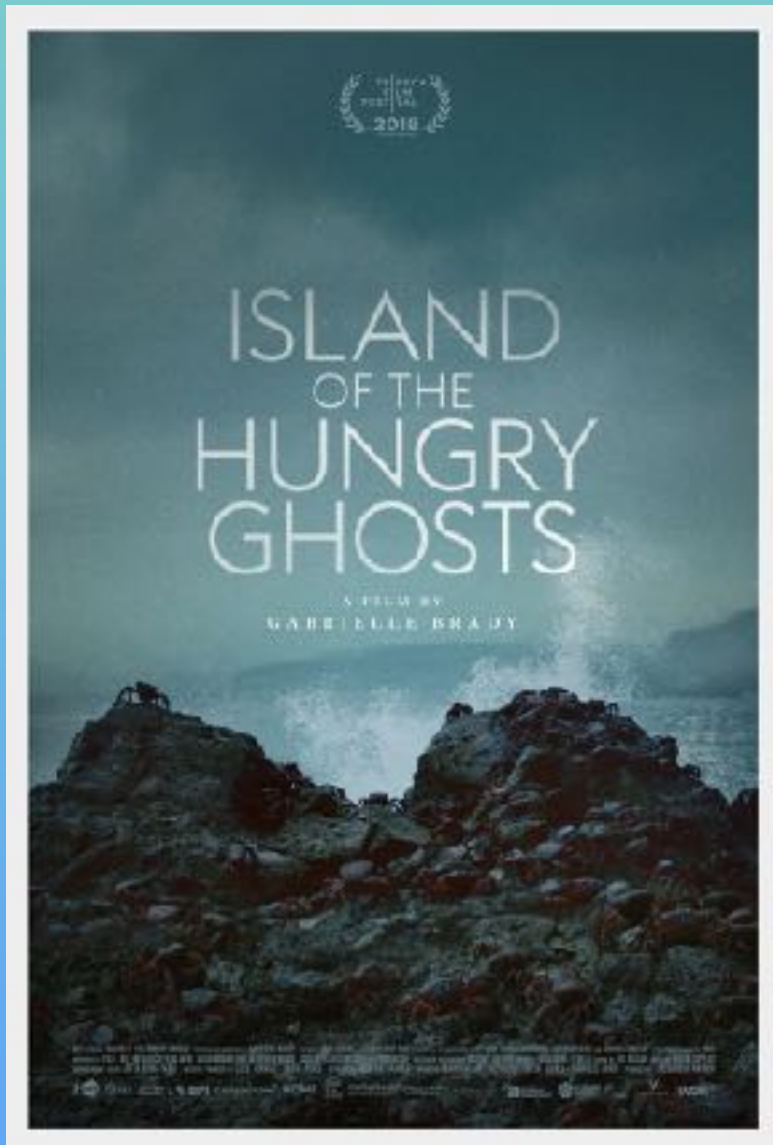
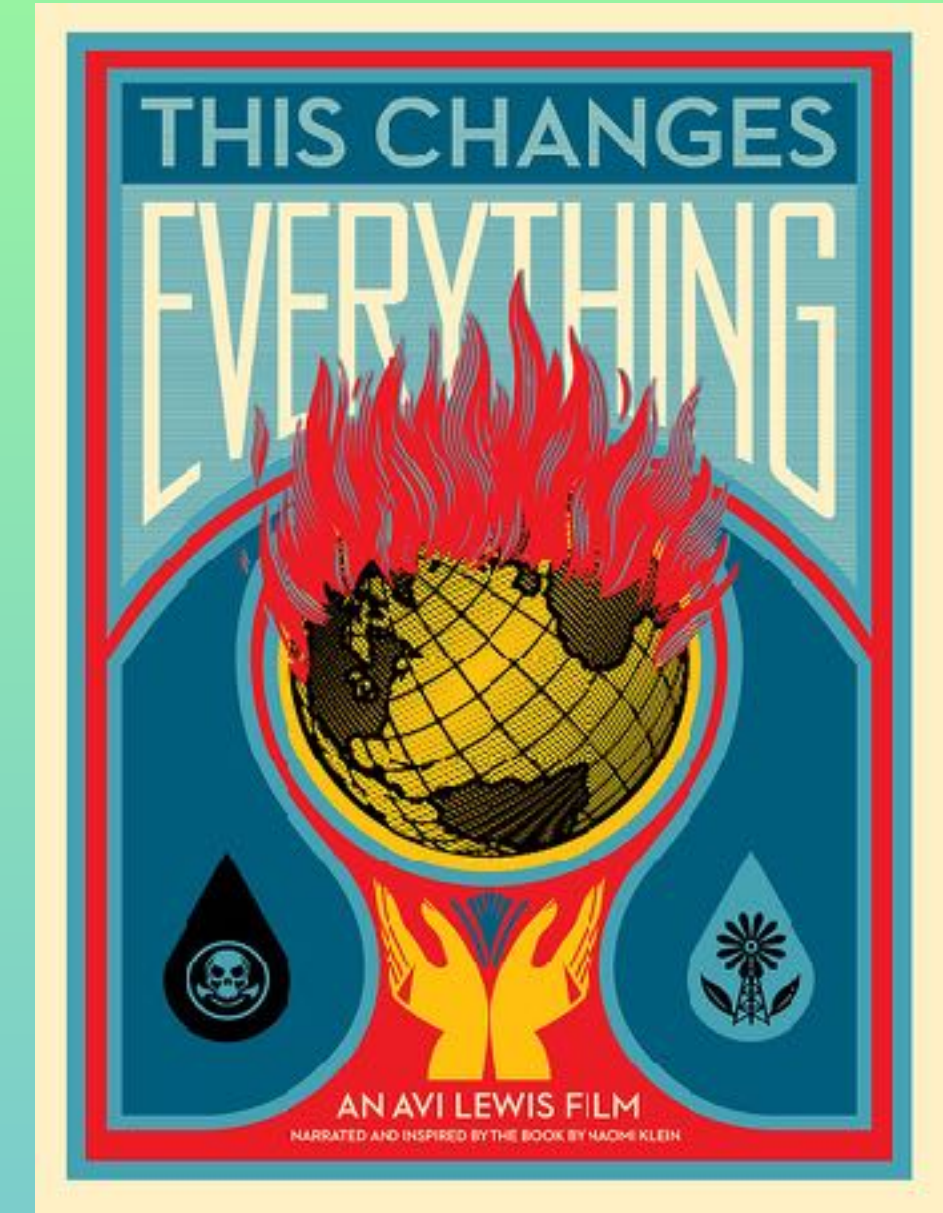
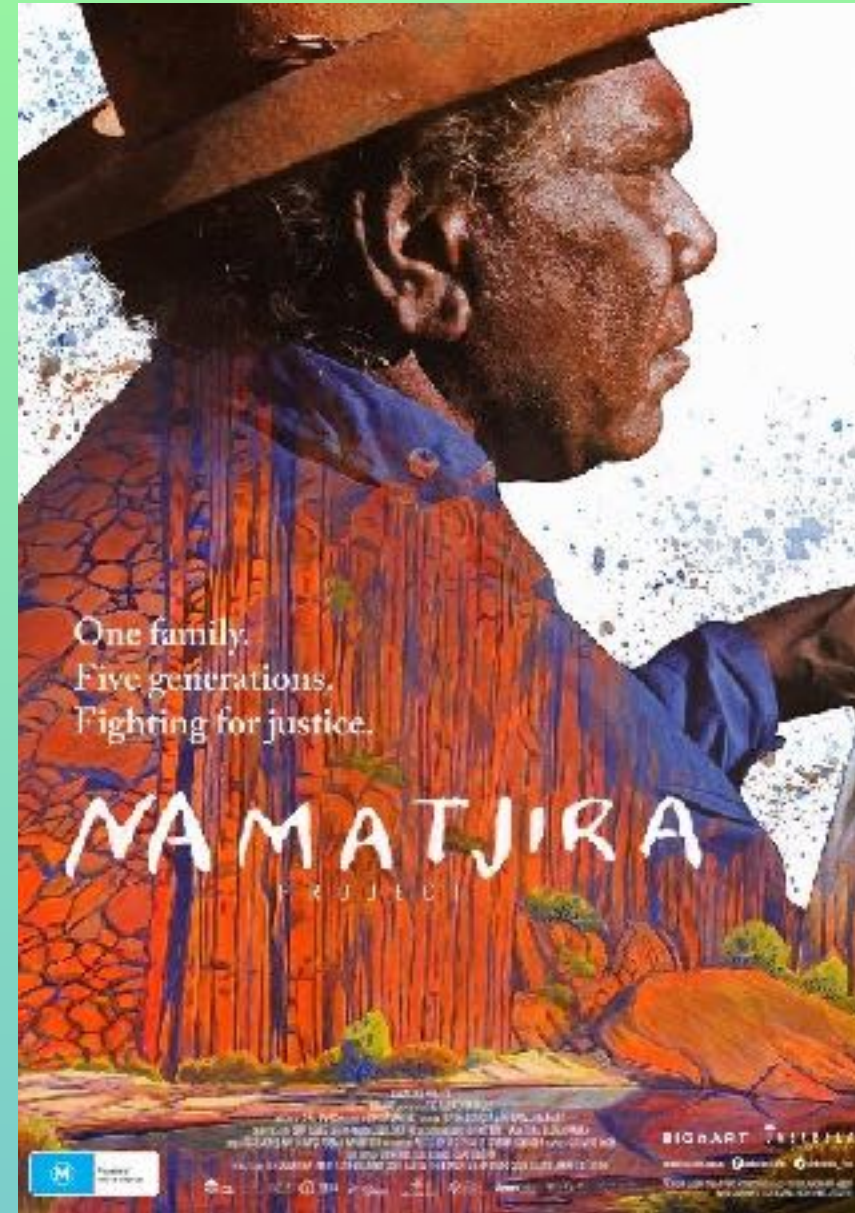
**Art & Impact
Activating audiences
for change”**

**ALEX KELLY
ECHOTANGO.ORG**

CANBERRA 2023

The destiny of the world is
determined less by the
battles that are lost and won
than by the stories it loves
and believes in.

- Harold Goddard

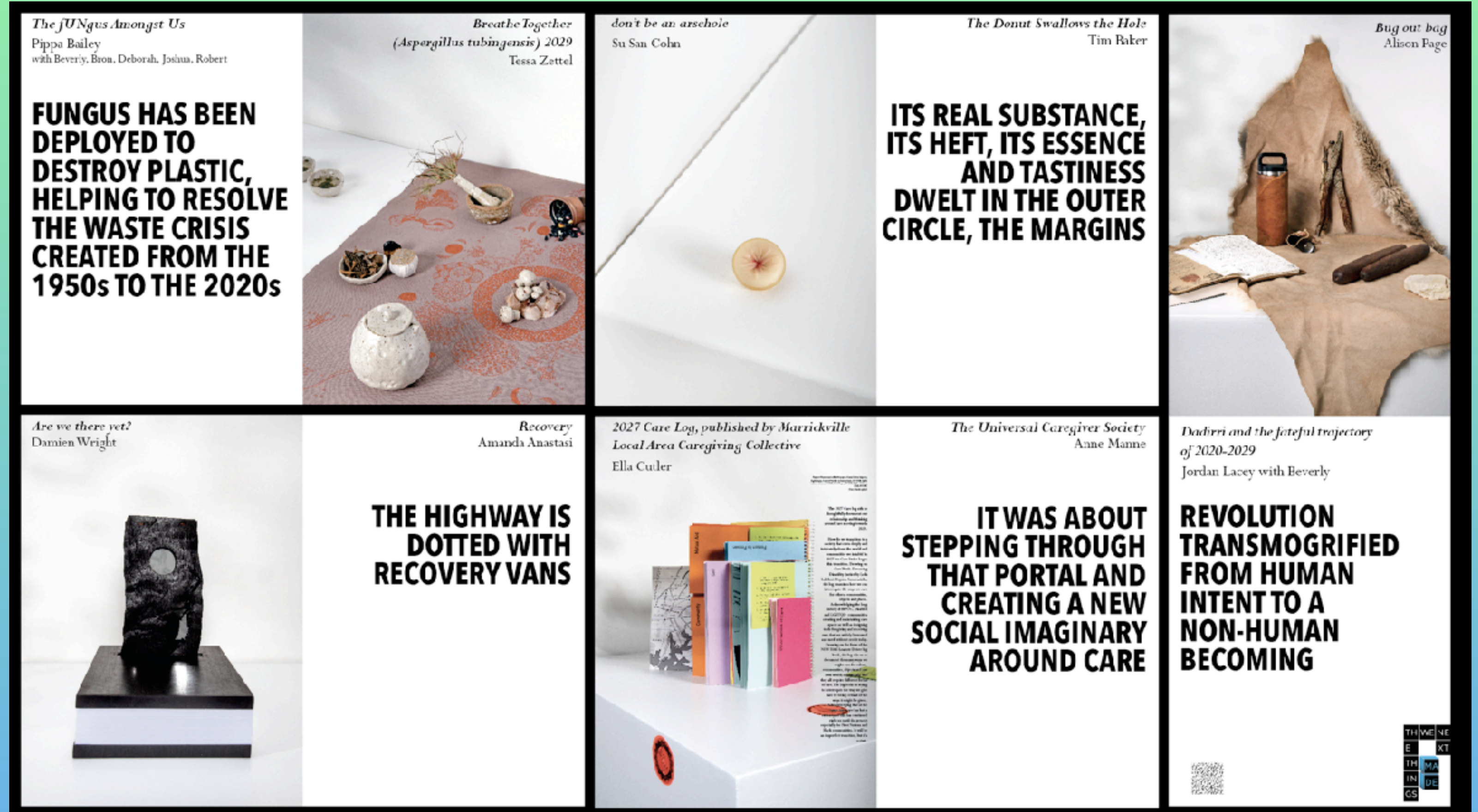
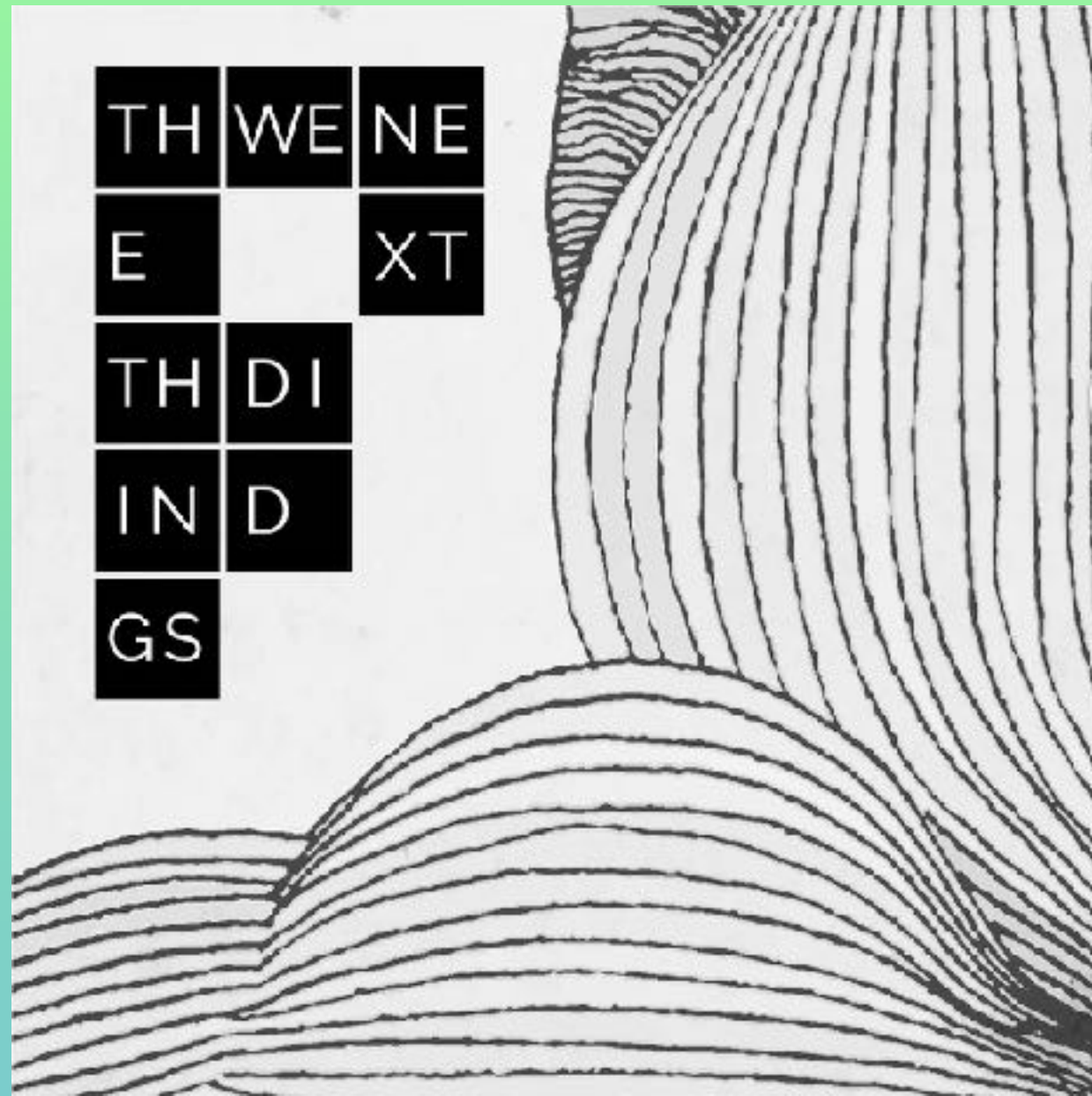


See more at www.echotango.org

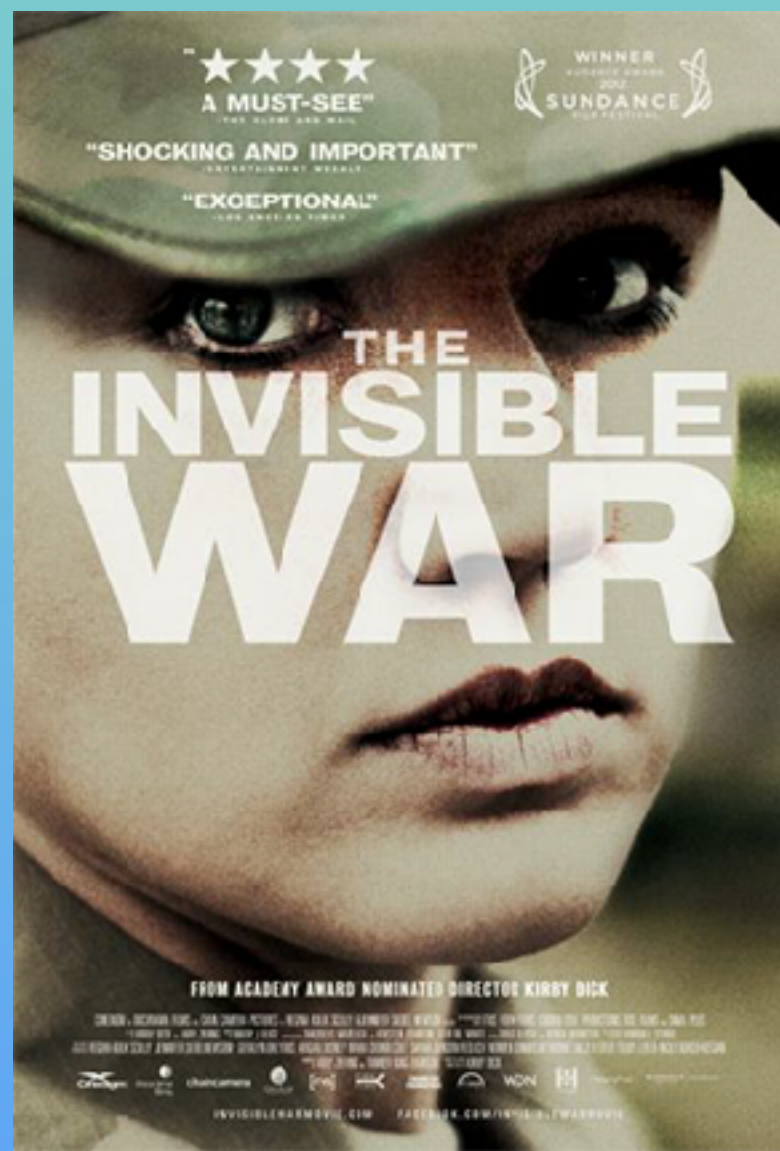
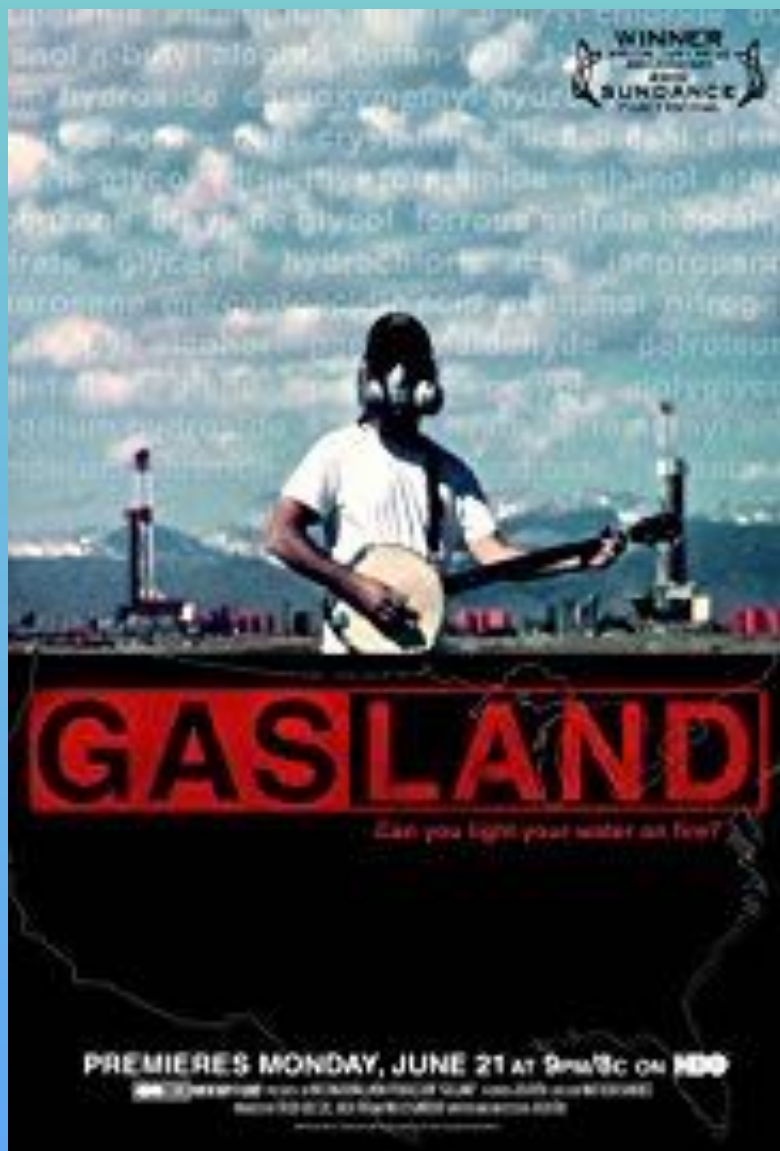
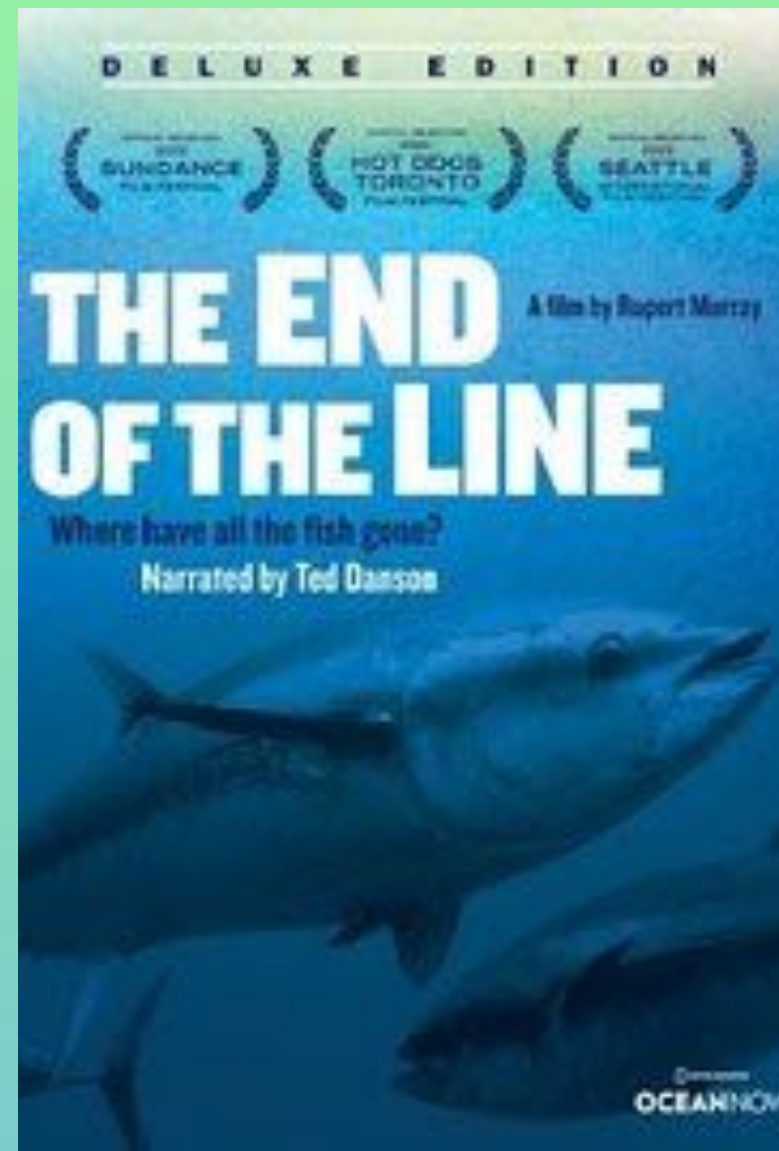
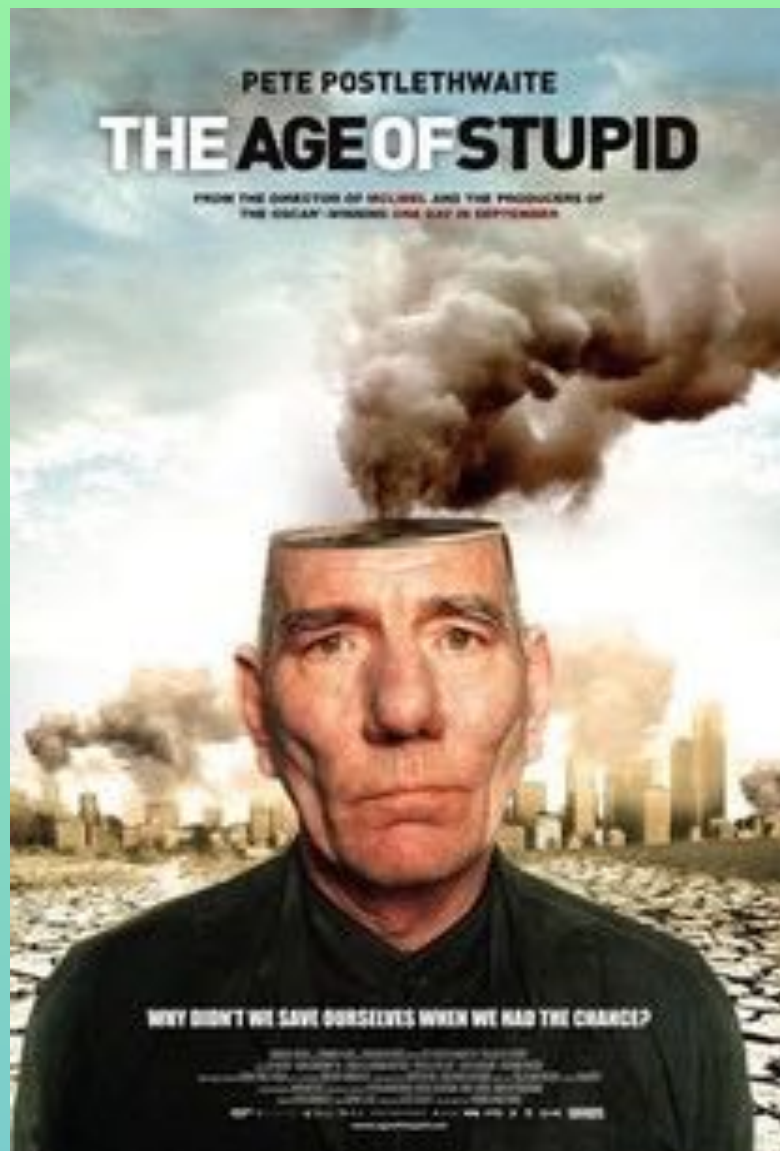
“When future generations look back they will certainly blame the leaders and politicians of this time for their failures to address the climate crisis.

But they may well hold the artists and writers to be equally culpable - for the imagining of possibilities is not, after all, the job of politicians and bureaucrats.”

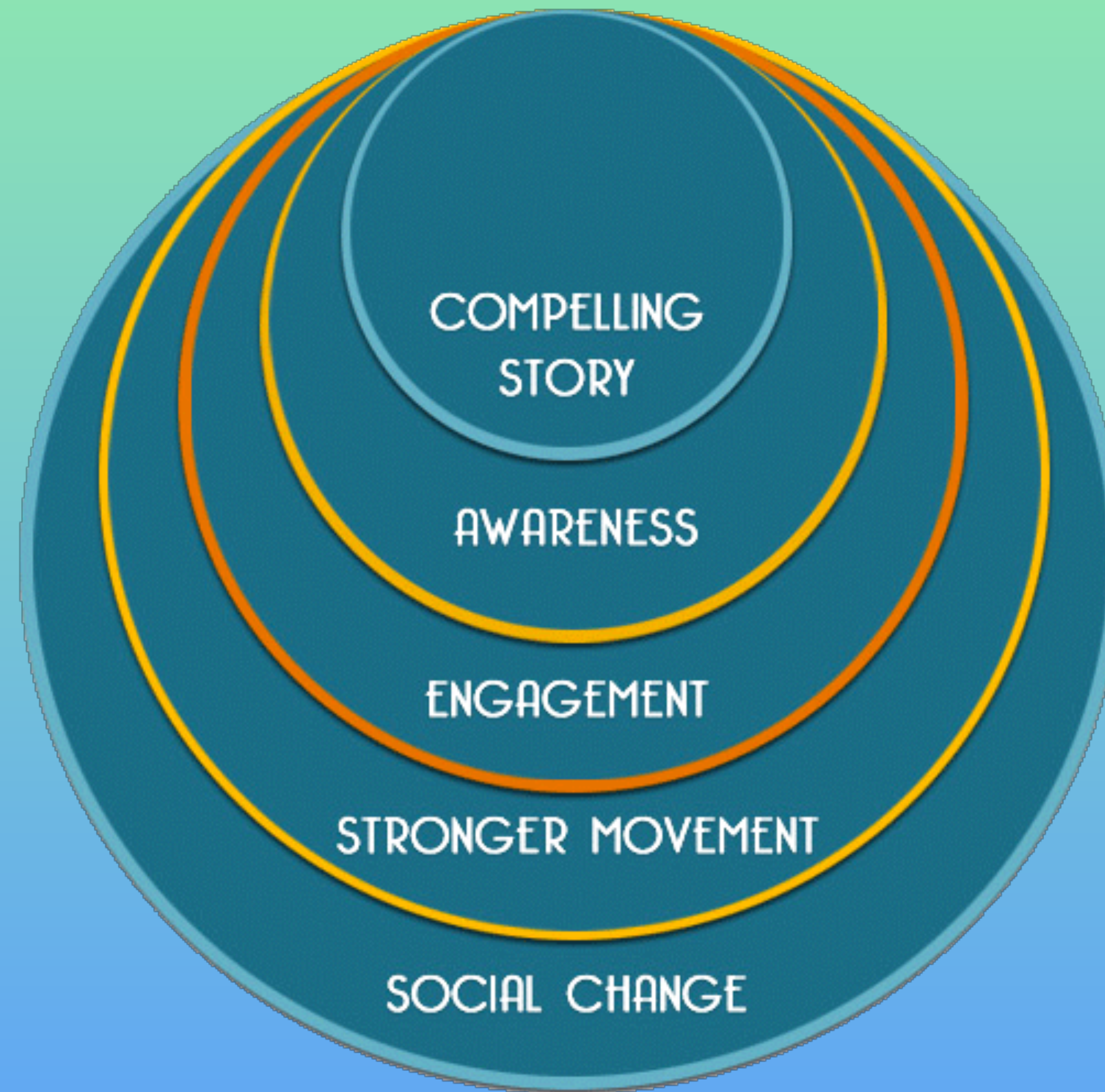
- Amitav Ghosh₄



The Things We Did Next is a collaborative practice that generates a series of interconnected artworks and projects based on collectively imagining multiple futures.



Fledgling Fund - Creative dimensions of Impact



Impact Producer

Partnerships; build & maintain
Sector / Issue research & understanding
Media strategy - Communications & Framing
Fundraising (for outreach)
Working with marketing strategy
Working with distribution strategy
Audience engagement
Campaign design & delivery
Event organising

<http://www.pbs.org/pov/blog/2013/11/whats-in-a-name-impact-producer/>

Audience:

Who are they?

Where are they?

What are they watching your film on?

(Phone, laptop, online, DVD, cinema?)

What do they care about?

What social media do they use?

What do you want them to DO?

Thinking about your strategy.....

Who else is in the space already?

Who are you aligned with?

What are movements doing already?

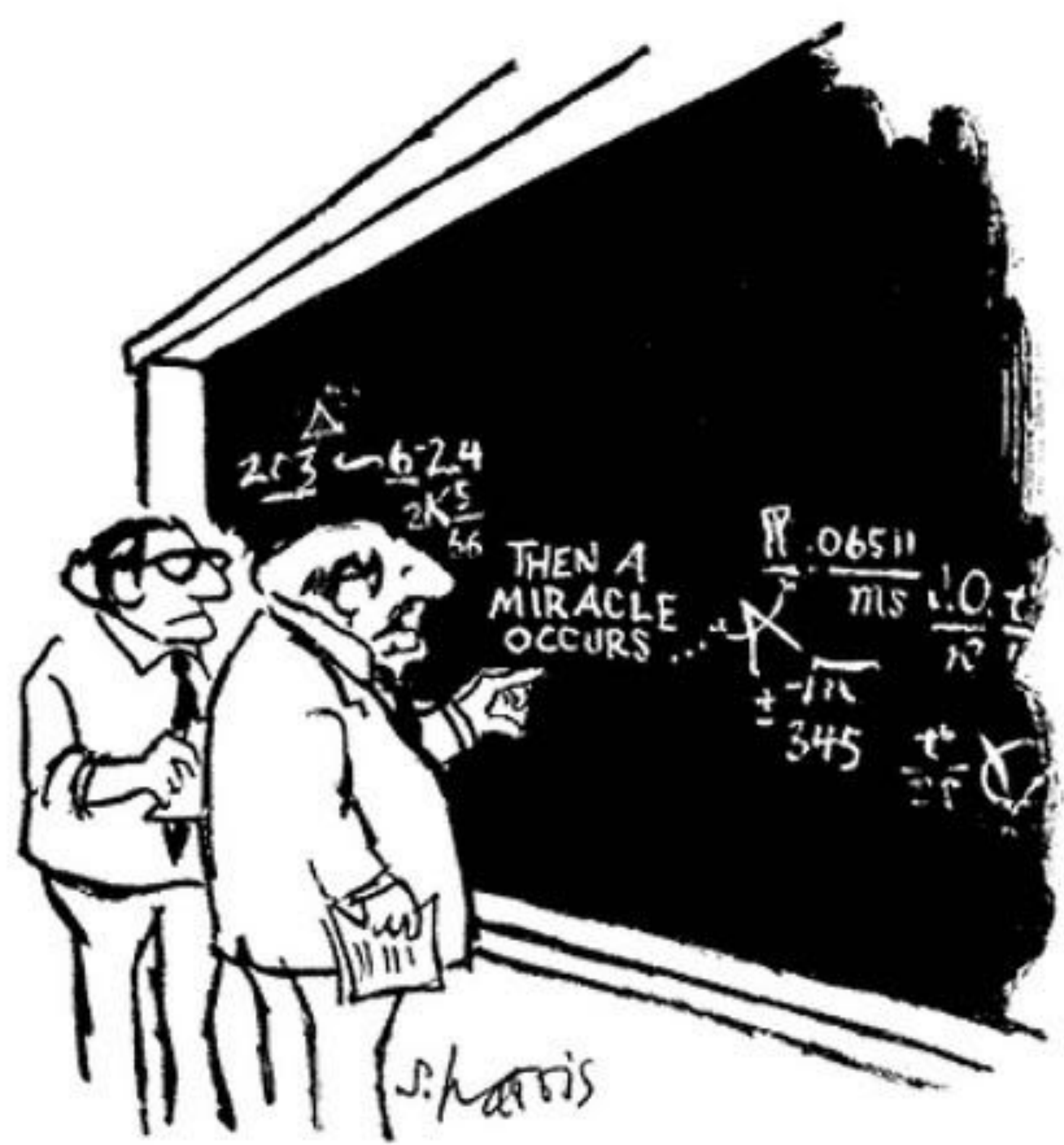
What are people asking for already?

Where are the tipping points?

Where can the film open new doors, conversations and opportunities?

What is it that your team is up for?

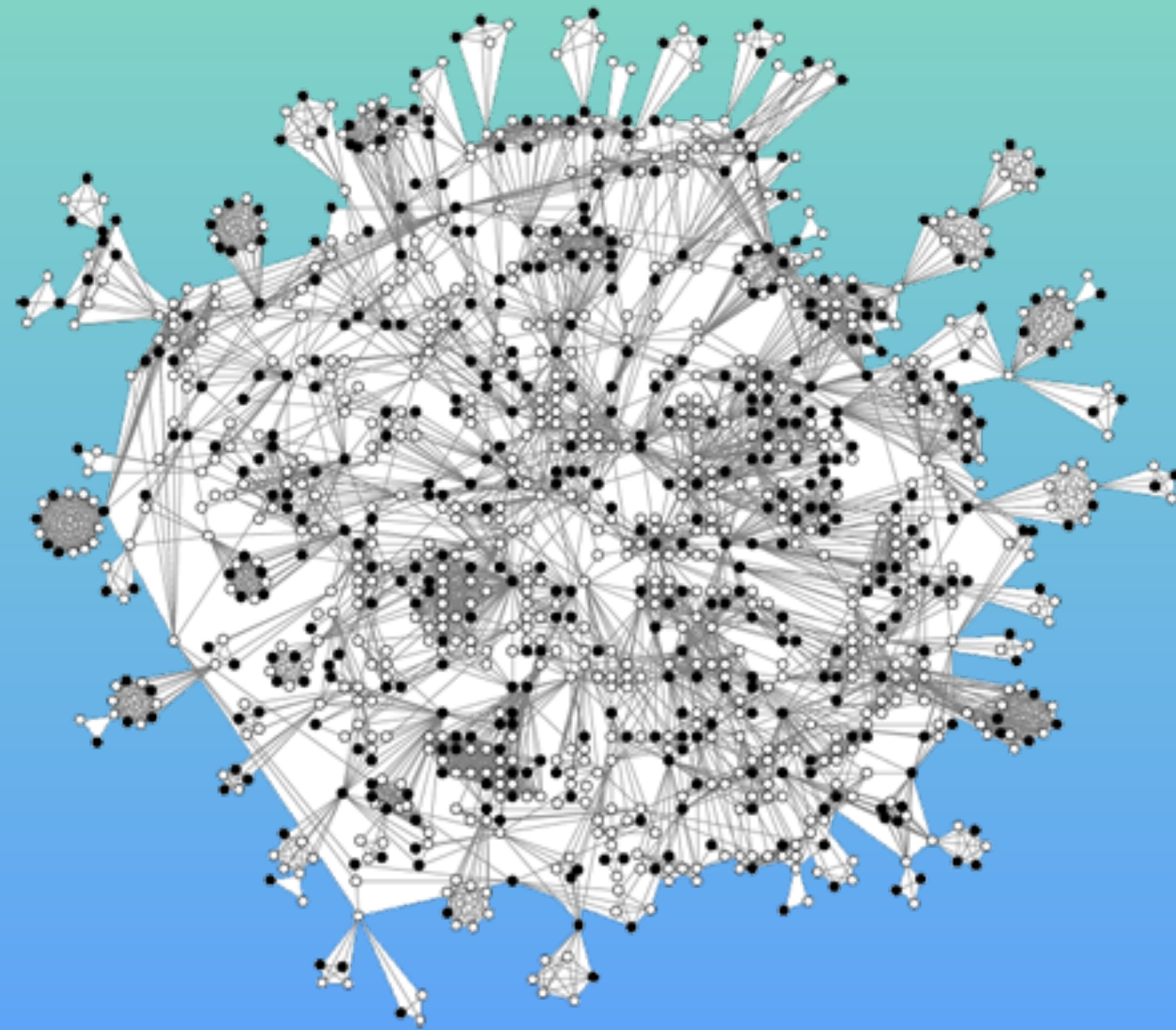
How do you think change happens?



"I think you should be more explicit here in step two."

Alone we can do so little,
together we can do so much.

- *Helen Keller*



crucial ingredients

- a good story - well told
- clear goals
- clear strategy
- know your audience - who, where, how, what
- networks - connection to movements and influential people
- flexibility / responsiveness
- good timing / luck / zeitgeist

In contrast to politics, art doesn't try to readjust or fix the machine. Instead, it does something more subversive and troubling: it shows the possibility of another world.

Subcomandante Insurgente Galeano

Some links:

Alex's website: echotango.org

Doc Society www.docsocociety.org

Impact Guide www.impactguide.org