

MENTA 22

Impact report



Cementa Inc. acknowledges the Wiradjuri people as the Traditional Custodians of the Country upon which we live, learn and work. We honour their Ancestors and pay our deepest respects to Elders, past, present and emerging.

Audience

Cementa has delivered five major festivals over 10 years with a combined attendance of over 10,000 people in Kandos. Other programming in 2021 received over 5,000 attendees.

2022

1,500*

visitors to Cementa22
*Estimate

1,860

visitors to Wayout

3,192

Instagram followers

4,400

Facebook followers

2021

1,000

visitors to Fermenta
*Estimate

3,000+

viewers of Spirit of '21

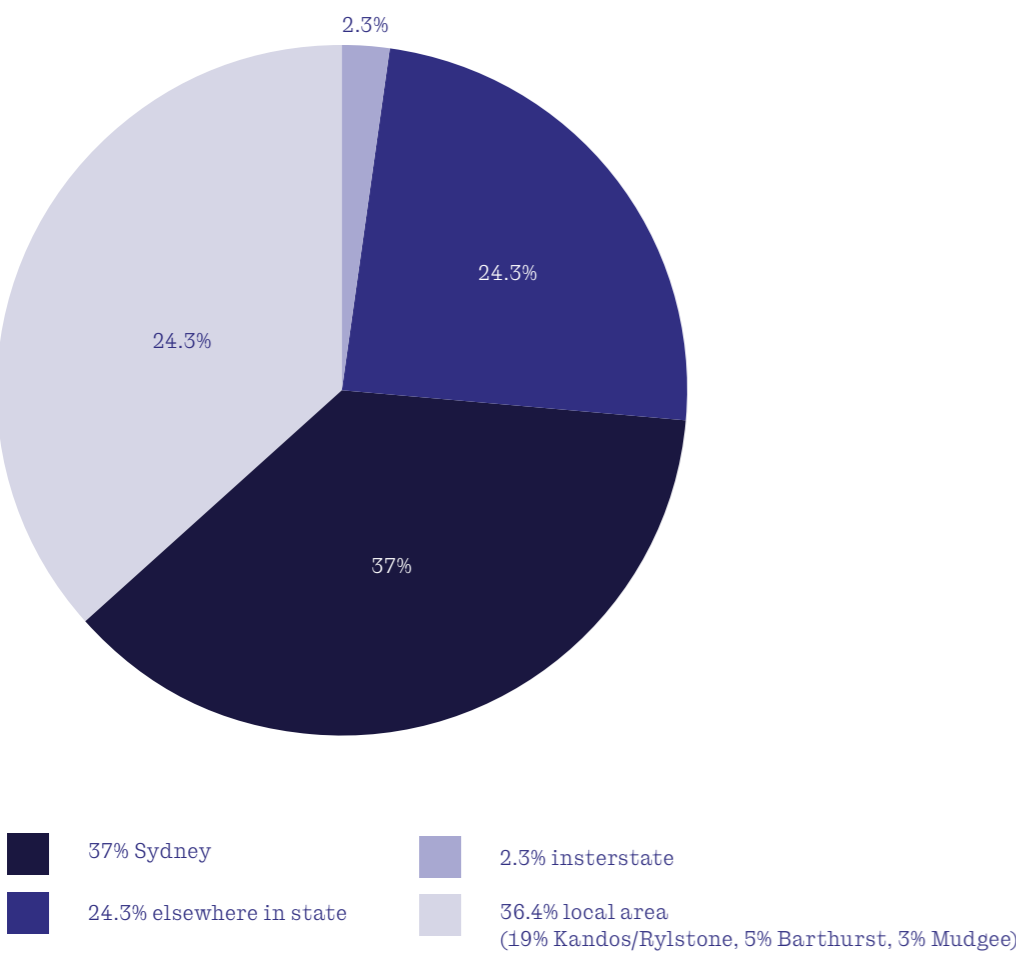
1,240

visitors to Wayout

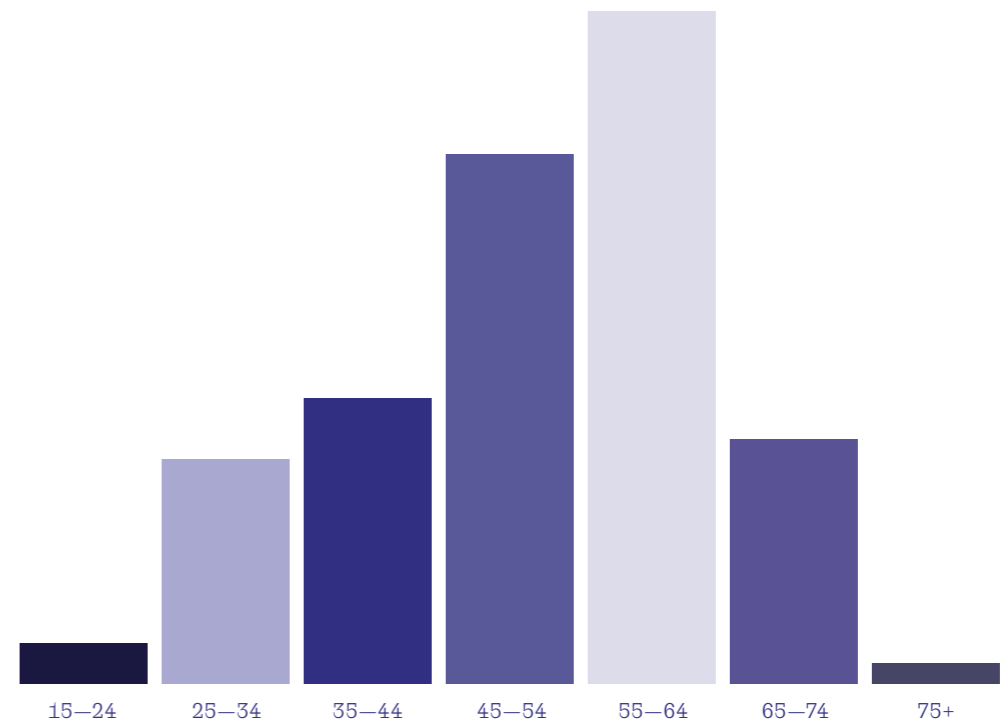
Peter Swain, Cementa22 (Photo: Alex Wisser)



Where audiences are coming from

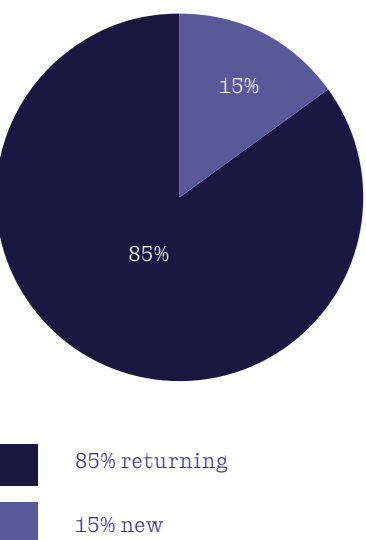


Age of audience

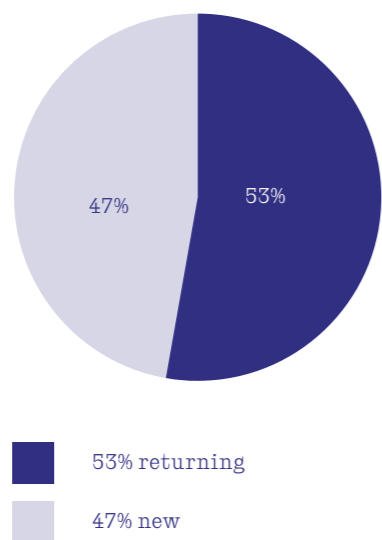


Frequency of visits to arts and cultural events

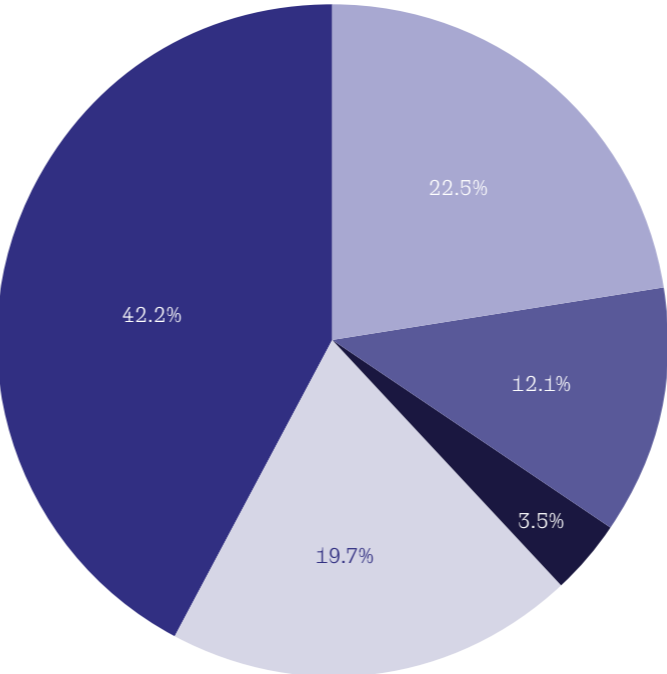
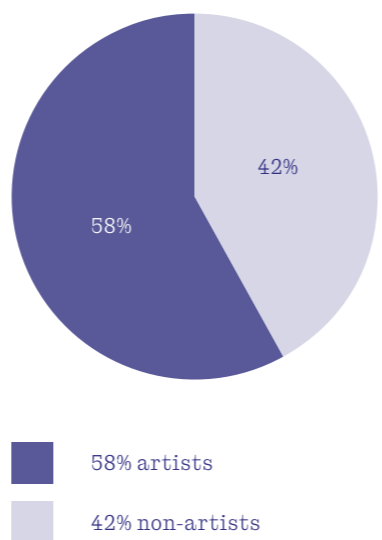
Visitors to the region



Audiences to Cementa Festival



Makeup of audience





“BLACK ST./REAMER”, Alan Schacher, Cementa22 (Photo: Alex Wissner)



Wayout Artspace Donor event, CEMENTA22 (Photo: Alex Wisser)

Artists

2022

50%
artist fees % of expenditure

51
new works presented

53
artists presented

Cementa festival	C13	C15	C17	C19	C22	Total
Original works	41	43	43	35	51	213
Artists presented* <small>* Excludes Cementa salon</small>	64	60	74	60	53	311

2021

In addition to the biennial festival, Cementa produces unique programs throughout the year, including Fermenta Festival and Spirit of '21 digital festival in 2021.

262
activities

34
new works presented

44
artists paid*
* in line with NAVA benchmarks

118
artists participated

Economic impact

\$418

visitor average spend
at Cementa22

3 nights

Visitor average stay
during Cementa22

\$400,000+

direct economic impact of Cementa22

Sister GlitterNullius, Juundaal Strang-Yettica, Cementa22 (Photo: Ian Hobbs)



Overall experience

96%+

of respondents rated their experience
at Cementa22 as Excellent or Good

From our audience

“Our community came alive. Locals, visitors, old faces and new. The artworks were engaging and immersive. It was a real treat for us locals. Thank you”

“I loved my visit to Kandos and Cementa. An engaging and inspiring program that is complemented by a stunning landscape. The strong connection to country and local Aboriginal culture was very powerful and I felt extremely privileged to have the opportunity to learn and participate in activities with elders, such as the procession. It was also wonderful meeting so many creatives. Thank you!”

“Reminded me of how important festivals are and of the reason why we love them. Thank you!”

“This felt like a unique experience - I can think of no other art festival that integrates contemporary art with local culture and community in quite the same way. It feels like a blueprint for other regions.”

“Cementa22 opened my eyes to the kindness, generosity and humility of the regional arts community that I struggle to find in Sydney. The festival was a celebration of art in the purest form, people connecting and engaging with each other and with ideas, inclusive of the community and the landscape. It was a bubble I was regretful to emerge from. Thank you”

“I was awed by the art but also by the energy among attendees and participants. A wonderful accomplishment. I'll be back next time”

“I will always come to this festival as it is and maintains its commitments: pastorally, aesthetically, philosophically, locally and environmentally”

“The connections made with other attendants and the conversations had throughout the festival were priceless”

“Best art festival anywhere, infinitely better than Sydney Biennale”



"The Longest Hum", Tina Stefanou, Cementa22 (Photo: Ian Hobbs)

From our artists

“As a member of the First Nation’s (Women) artists in residence program & contributor to the festival I was supported & appropriately encouraged to participate in a culturally appropriate way. The curator (Jo Albany) went over & above what I had expected. My involvement was experienced as personal & not just a professional relationship with the Cementa organisers.”

“The festival was so respectful of First Nations people, this to me was very special. installations and performances were exceptional. I thoroughly enjoyed being a part of it all.”

“Working with the Nannas was really special, because it contributed to the existing community connections they have developed over the years. “I felt that our workshops were positively received by the nannas, local and visiting communities. It was appreciated by people of diverse age and skill Level. It was an opportunity for discussion, exchange, sharing and dissemination of information about the collective and our experiences. This in itself is validating. Workshops like these leave me with a sense the we gain more than we give. For this I am grateful.”

“It shines a light on the importance of Australian art outside of institutional settings.”

“Conversations with artists and people that were visiting. There was a positive feeling, a sense of celebration after a couple of difficult and isolating years. Some of the venues and art supported that interaction nicely.”

“Yes I was well supported but staff were stretched.”

“Connecting, collaborating, experiencing art and building on the ongoing relationship with the town and community is such a heartfelt and enriching experience. I love everything that CEMENTA does and represents. AMAZING.”



“Future School”, Lleah Smith, CEMENTA 22 (Photo: Alex Wisser)