

Media Alert

FOR IMMEDIATE RELEASE

Join us for the launch of Carclew's 2024-2028 Strategic Plan to hear about its bold ambition for the future.

What: Launch Event for Carclew's 2024-2028 Strategic Plan

When: Thursday 10 October, 11.30am

Where: Carclew - 11 Jeffcott St, North Adelaide

Contact: Stephanie Ockenden, Carclew Media, media@carclew.org.au 0401571339

Adelaide, Australia – You are invited to join us at Carclew for the launch of our 2024-2028 Strategic Plan. This event marks a significant milestone in our mission to be the home of youth arts and creativity in South Australia. Carclew aims to elevate the youth arts sector, amplify children's voices, and provide safe opportunities for creative expression, access to audiences, and career development pathways.

Minister Blair Boyer MP will officially launch the Strategic Plan, joined by **CEO Mimi Crowe**. Minister Boyer will also be announcing a new **Chair for Carclew** at the event. This is an opportunity to hear about Carclew's ambitious vision for the future, alongside the unveiling of a refreshed brand that reflects our commitment to young artists and communities to be the home of creativity for a world of possibilities.

Event Highlights Include:

- **Official Launch:** Hear from Minister Blair Boyer MP, CEO Mimi Crowe, and Carclew's new Chair about the future of youth arts in South Australia.
- **Performances:** Enjoy performances from local talents, including SA Circus School – Home of Cirkidz, Patch Theatre, and the Adelaide Youth Orchestra, showcasing the creativity that Carclew champions.
- **Refreshed Brand:** Hear about Carclew's new brand identity and how it embodies our mission and vision for the future.
- **Engaging Activities:** Capture footage of families and children participating in creative activities such as circus, music, dance and art.

This is a unique opportunity to see Carclew in action as we connect young people to a world of creative possibilities. We encourage all media to attend and document the joy and excitement that is Carclew.



About Carclew:

Carclew is Australia's largest multi-artform cultural institution dedicated to children and young people. The heart of Carclew is our historic house in North Adelaide, which the government of South Australia gifted in 1971 as a promise that all children and young people have access to art, culture, and creativity.

We believe in the power of children and young people as creators, innovators, and world shapers. Through participation in the arts, we inspire and nurture creativity and agency in children and encourage boldness and innovation as they grow.

Carclew exists to elevate the youth arts sector, amplify children's voices and provide opportunities for safe creative expression, access to audience experiences and career development pathways.

Vision

To be the home of youth arts and creativity.

Mission

To connect all children and young people to the world of creative possibilities as artists, learners, and audiences.

Core Purpose

To have the greatest impact for the greatest number.

We look forward to seeing you there!

