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MEDIA RELEASE

WAGGA WAGGA MARKETPLACE'S RECOGNITION AT SCCA MARKETING AWARDS SUPPORTS THE ART FACTORY

The Art Factory in Wagga Wagga has been presented \$5,000 from the Shopping Centre Council of Australia (SCCA) to assist the organisation provide creative and professional development opportunities for local artists with learning disability.

The Art Factory was nominated by the team at Wagga Wagga Marketplace, owned by ISPT and managed by CBRE, who recently won the Community (medium) category at the SCCA's 2024 Marketing Awards for their meaningful 'Artists in Residence by The Art Factory' project.

The Art Factory, established in 2016 in Wagga Wagga and Temora, is part of a national network supporting artists with disabilities. In August 2023, Wagga Wagga Marketplace launched an in-Centre studio, inviting community members to book portrait sessions with the artists. These sessions fostered connections between the artists and the community where guests had their portraits painted or drawn live at the 'Artists in Residence' – a Pop-Up Portrait Studio.

Kirby Rogers, Business and Operations Manager at SCCA said "Shopping Centres play an important role across the country, and the SCCA proudly highlights campaigns and programs which have such strong positive connections within communities as part of our Annual Marketing Awards.

"Through these awards, the SCCA provides four \$5,000 grants each year to winners in our Community categories. We are pleased to present \$5,000 to The Art Factory, selected by Wagga Wagga Marketplace, so they can continue to support creative and professional initiatives for people with learning disability in regional NSW."

Maria Sharm, Centre Manager at Wagga Wagga Marketplace said "This initiative not only allowed the artists to showcase their talents but also helped in changing social perceptions about disability and professional artistry. It was a wonderful opportunity for the artists to be seen and heard as professional artists and members of the Wagga Wagga Marketplace community."

Leanne Dyer, The Art Factory said "The Art Factory and Wagga Wagga Marketplace collaboration continues to thrive and create meaningful community-focused programs. The generous \$5,000 gift from the SCCA and Marketplace has certainly made a lasting impact on the studio.

"The much-needed funds have assisted us in purchasing eco-friendly refillable paint pens and a Samsung Bluetooth projector, which will no doubt enhance both exhibitions and everyday studio use, providing more flexibility for creative presentations and events. The funding has also been used to send three artists and staff to Sydney to attend a personal development course. This is an exciting opportunity for growth and will foster both individual creativity and the studio's overall development."

To learn more about the work of The Art Factory and how you can support their efforts, visit www.theartfactorysupportedstudio.com

