



VOICES IN THE STREETS

Summary Report
August - September 2024

A Poetry Activation in
Banyule and Beyond



 Bendigo Bank

Community Bank
East Ivanhoe

This project was supported by a Banyule Arts and Culture
Project Grant and Community Bank East Ivanhoe

Part 1 - Amplify

Poetry Treasure Hunt



15 poems by women writers spread throughout Banyule and Beyond

Coffee Cup Poetry



5 Poems by women writers on coffee cups distributed throughout local cafes

Part 2 - Equip

Writing Workshops



5 writing workshops ran by diverse women writers. The workshops will be held at Ivanhoe Library and Cultural Hub.

VOICES IN THE STREETS

Title

Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor incididunt
ut labore et dolore magna aliqua.
Ut enim ad minim veniam,
quis nostrud exercitation ullamco
laboris nisi ut aliquip ex ea
commodo consequat.

Duis aute irure dolor in reprehenderit
in voluptate velit esse cillum dolore
eu fugiat nulla pariatur. Excepteur
sint occaecat cupidatat non proident,
sunt in culpa qui officia deserunt
mollit anim id est laborum.

Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor incididunt
ut labore et dolore magna aliqua.
Ut enim ad minim veniam,
quis nostrud exercitation ullamco
laboris nisi ut aliquip ex ea
commodo consequat.

Poet

Aesthetic

Brief: Links with Mother Tongue Brand Colours,
Has a air of poetic/nature/writing/and streets
or maps. Can be easily adapted for
multiple assets.



Logo

Logo

Logo

Stakeholders

Production: Mother Tongue Poetry

Funding: Banyule Arts and Culture, Bendigo Community Bank
East Ivanhoe

Partners: Ivanhoe Library and Cultural Hub, Bellfield Community
Garden, Barrbunin Beek Gathering Place, Sonic Poetry Festival

Poets:

Aunty Sharon Hughes, Kristen Munro, Molly Walker, Rebecca
Robinson, Fleassy Malay, Sam Petersen, Waffle Irongirl, Hawraa
Kash, Amy Bodossian, PoetPre, Farah Beaini, Amy Tingay, Katie
Lohner, Amanda Anastasia, Anita Hozaya

Cafes: Whispers, Heidi Kitchen, For Change Cafe, Little Bliss
Coffee Bar, Social Brew Cafe, Crate Speciality Coffee

Marketing Strategy



Social Media

Followers:

Facebook - 4,000

Instagram - 1013

Mailing List - 900

+ Individual artists
followings

Paid and Organic posts



Cups

4,500 cups

Distributed across

6 cafes.

Each cup had a QR code
and info on as well as a
poem



Trad Media

Banyule Banner

Flyers

MelbournePoetry.com

Sonic Poetry Festival

Marketing

VOICES IN THE STREETS
Workshops
Poetry Hunt
Art Cups

Poem Hunt!
Find 5 unique poem cups in participating cafes

Poem Hunt!
20 poems across Banyule all August

For National Poetry Month, Mother Tongue is taking over Banyule.

5 Workshops to attend
15 poems to find
5 Art Cups to collect



Arts events

VOICES IN THE STREETS

August is National Poetry Month and we are celebrating with a special event! Join us for a series of workshops, readings and performances. We are also celebrating our 10th anniversary of the event. We are proud to be supported by the City of Banyule, the City of Melbourne, the City of Victoria, the City of Whitehorse, the City of Yarra, the City of Port Phillip, the City of Stonnington, the City of Melbourne, the City of Victoria, the City of Whitehorse, the City of Yarra, the City of Port Phillip, the City of Stonnington.

Writing workshops

- Saturday 24 August, 1:30pm
Storylines with Aunty Sharon Hughes and Kristen Munro
- Sunday 25 August, 10:30am
Writing for Belonging with Fleassy Malay
- Saturday 7 September, 1:30pm
Yucky with Sam Petersen
- Sunday 8 September, 10:30 am
Emerge Louder with Haara Kaash
- Saturday 14 September, 1:30pm
Writing to be Heard (Poetry) with Es Footit

For more information and to book, head to motherongpoetry.com/voices-in-the-streets-2024



VOICES IN THE STREETS
A pop-up of poetry by women
AUGUST - SEPTEMBER 2024
BANYULE VIC

THE WORKSHOPS
THE POETRY HUNT
THE COFFEE CUPS
LET US KNOW WHAT YOU THINK!

This event is supported by a Banyule City Council Arts and Culture Project Grant and Community Bank East Ivanhoe.

The Workshops
Begin or deepen your own writing practice. Join 5 of our talented local writers for a series of workshops at the Ivanhoe Library.
Book your spot now as places are very limited.

Yucky
Saturday 7 September
1:30 pm - 3:45 pm
With Sam Petersen

EMERGE LOUDER
Emerge Louder
Sunday 8 September
10:30 am

Storylines
Saturday 24 August
1:30 pm - 3:45 pm
With Aunty Sharon Hughes and Kristen Munro

WRITING FOR BELONGING
Writing for Belonging
Sunday 25 August
10:30 am - 12:45 pm
With Fleassy Malay

The Poetry Hunt
2. The Poetry Hunt
This August find 15 poems scattered through Ivanhoe, Bellfield, Heidelberg West, Heidelberg Heights, Rosanna, Heidelberg and Bulleen.
View in Google Maps

The Cups

- 5 designs
- 5 poems from diverse women writers
- 6 cafes



Hunt - Stats



15
Poems



15
locations

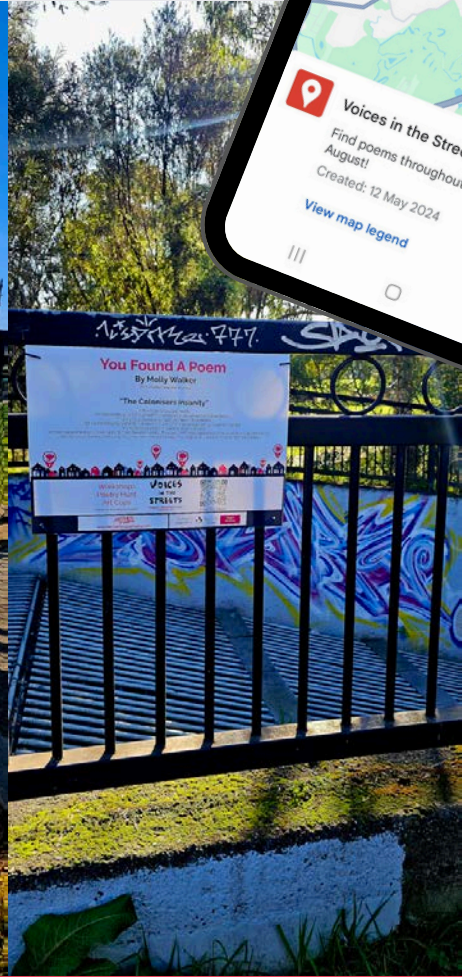
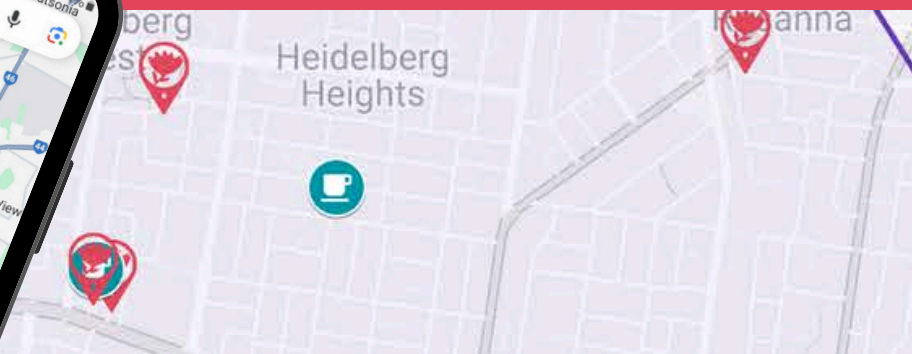
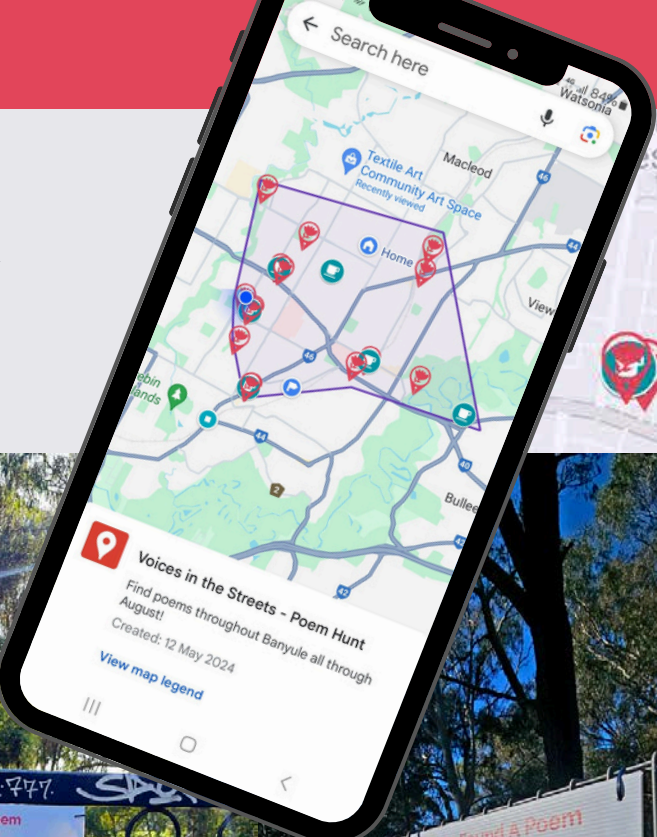


3000
map views in
31 days



726
web page
views in 31
days

The hunt



Workshops Stats



5

Workshops



5

Artists
Engaged



76

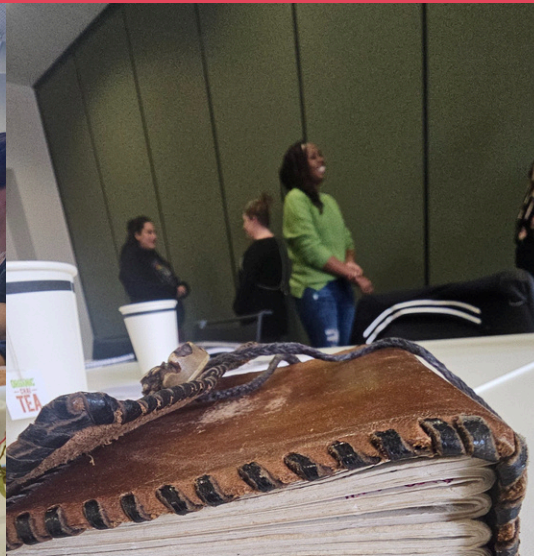
Registrations



62

Participants
(approx)

Workshops



Feedback - Participants

“More please, this is such a powerful way to share others experiences.”

“The words of real people are the medicine to make sense of life.”

“Thank you for making the workshop Storylines accessible”

“I wish the poem hunt could be a permanent fixture.”

“Being in a room with other people who live with disability made me feel safe, secure and “normal”.”

“A beautifully held space that nourished diverse participation.”

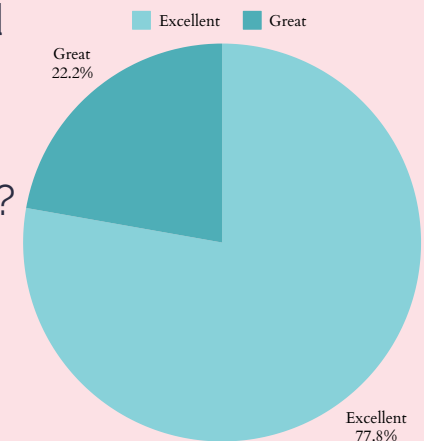
94.44% of participant feedback agreed or strongly agreed that they gained insight into experiences of someone different to themselves.



94.44% of participant feedback agreed or strongly agreed that they found the project inspiring

Overall, how would you rate your Voices in the Streets experience?

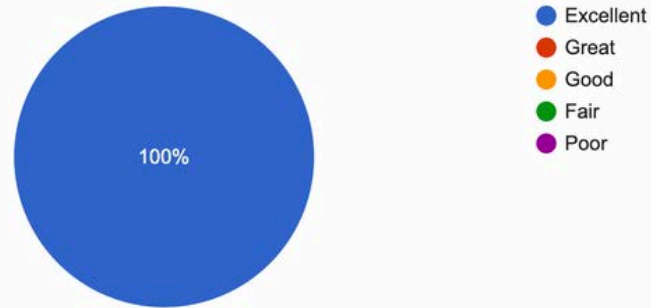
Excellent: 77.78%
Great: 22.22% Good: 0%
Fair: 0% Poor: 0%



Feedback - Cafes

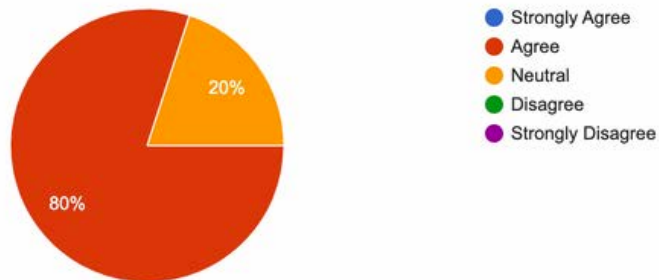
What was your overall experience of Voices in the Streets?

5 responses



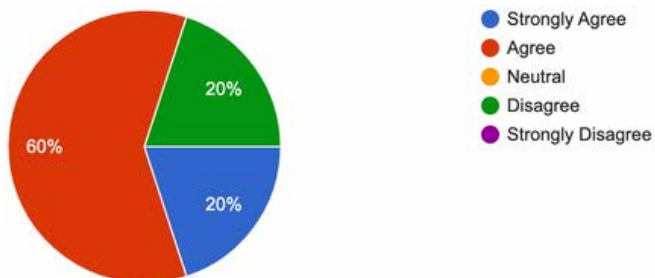
The project brought new customers to our business

5 responses



Our customers engaged with the project

5 responses



"It created great discussion points"

"It was nice to engage our guests with supporting a good cause within the community."

"The author of the poem came in and it was great to have a chat."

"Our head barista Zach was very into telling anyone who would listen."

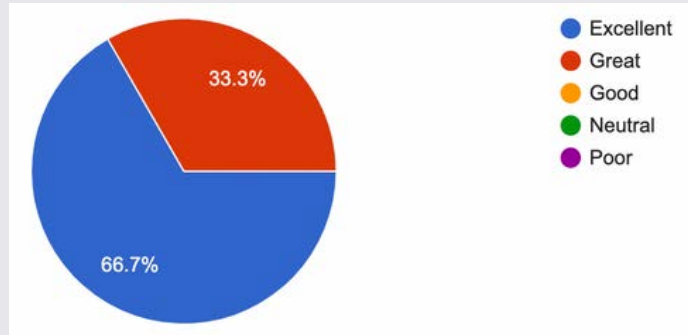
"Two different people had searched the library for the second poem and couldn't find it and were very keen for tips to find it"

(Our business) "Definitely benefitted, had some lovely conversations about the poems"

"We have gained a few new customers not to mention the lovely people running it!"

Feedback - Artists

What was your overall experience?



The project helped expose my art to new audiences

100% Strongly Agree/Agree

The project equipped me with new skills or resources as an artist

71.4% Agree/Strongly Agree

I found the project accessible

100% Agree/Strongly Agree

I found the project inspiring

100% Agree/Strongly Agree

I found the project inclusive and respectful

66.7% Strongly Agree, 33.3% Agree

"I loved teaching my workshop"

"It was a beautiful space with people I otherwise would have never crossed paths with. It was a powerful and grounding experience to hold space and be received by the participants and their vulnerabilities as writers, artists, and humans. A big thank you to the Mother Tongue team for such an incredible initiative and to Banyule for recognising the need for spaces like these and giving community a chance to engage and thrive."

Feedback - Artists

“It was really fun to be part of the project and hear from friends and acquaintances that don't normally read poetry how much they enjoyed coming across my poem and other poems in the project.”

“Inclusion and respect are often buzz words for projects. It's wonderful that MT and this project live and breath it by actively seeking diverse stories and knowledge. That's the essence of genuine respect and inclusive practice.”

“beautiful to see diverse women's voices in the streets and the joy and surprise people got from finding them”

“I loved teaching my workshop”

‘Seeing my poem printed was lovely, i am a performance poem so this is rare for me, my first publish-ish”

“Discovering new local businesses and a park that i will now take my child to.”

“It was a joy being part of voices in the Streets. Diversity and ideas are a gift when nurtured; this program certainly did that with openness and respect.”

Feedback - Artists

“It ticks all my boxes in promoting women poetic voices, creating opportunities for local conversations, and connecting community to their own streets and participating local cafes. It is a PERFECT low-budget example of a social and economic stimulator that can bring so much joy and renewal to an area.”

Farah Beaini