



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

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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, with the support of a grant from Council, present Women in The Streets, a Poetry Hunt to discover poems hidden in streets and parks. Take a writing workshop at Ivanhoe Library and Central Library.

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.

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

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

EMERGE LOUDER
Emerge Louder
Sunday 8 September
10:30 am

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.

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

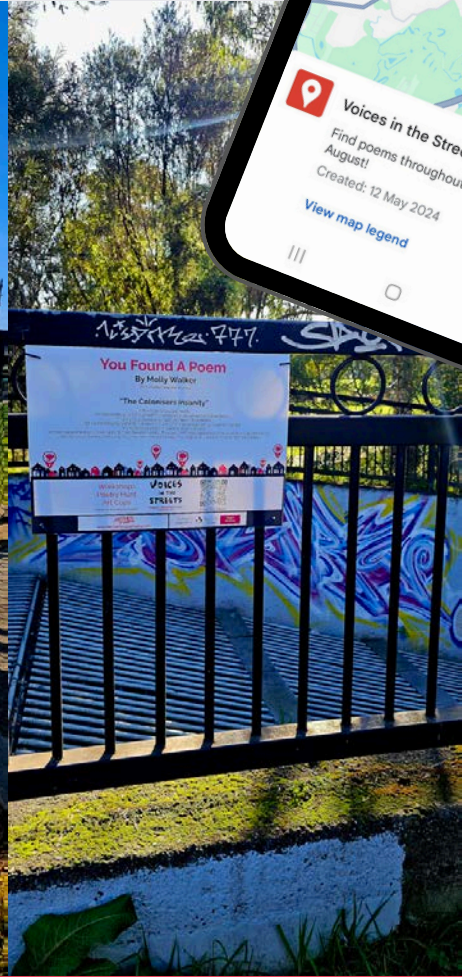
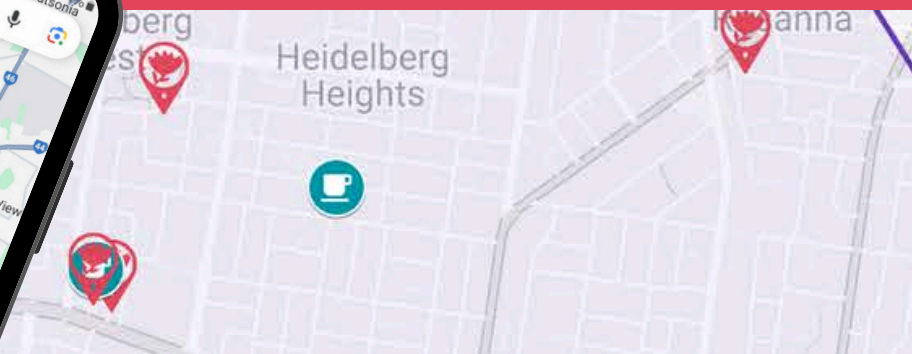
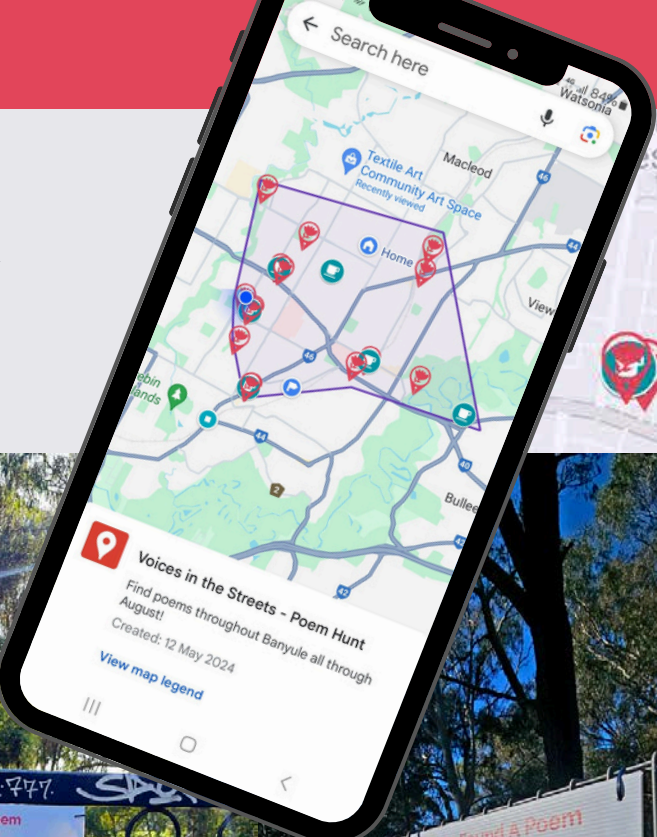


3000
map views in
31 days



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.”

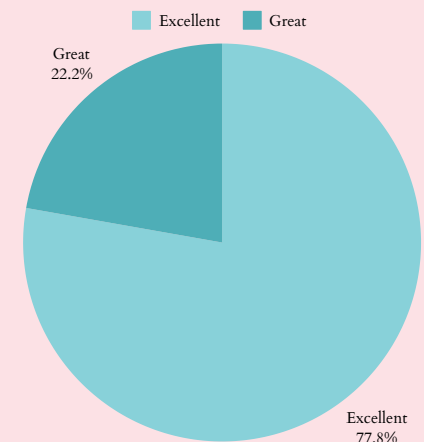
94.44% of participant feedback agreed or strongly agreed that they gained insight into experiences of someone different to themselves.



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?

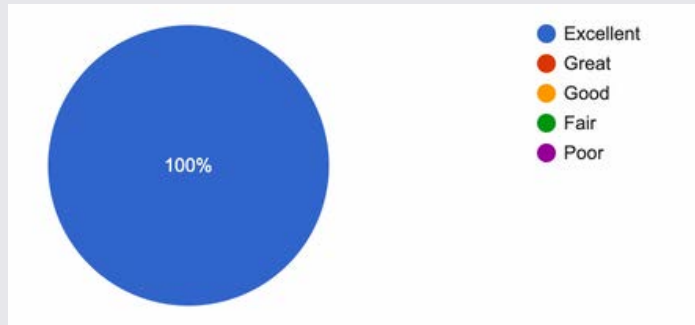
Excellent: 77.78%
Great: 22.22% Good: 0%
Fair: 0% Poor: 0%



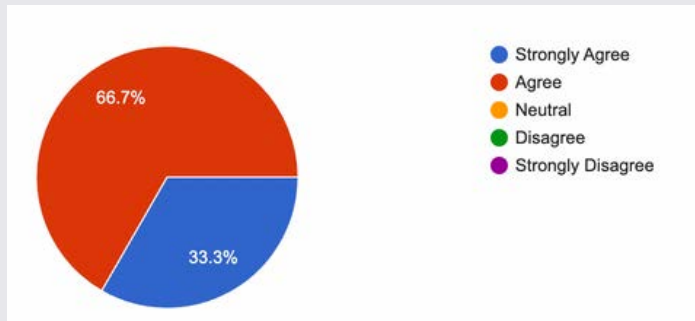
Feedback - Cafes

NOTE: We have only received 3 feedback froms out of 6 so far

What was your overall experience?



Our customers engaged with the project



It brought new customers to our business
66.7% Agree - 33.3% Neutral

“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.”

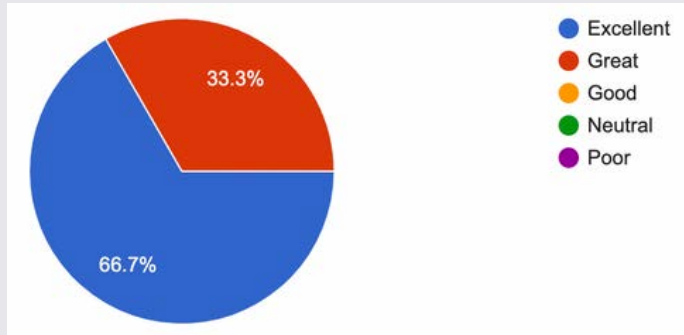
“Two different people had searched the library for the second poem and couldn't find it and were very keen for tips to find it”

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

Feedback - Artists

NOTE: We have only received 3 feedback
forms out of 15 so far

What was your overall experience?



The project helped expose my art to new audiences
100% Strongly Agree

The project equipped me with new skills or
resources as an artist
100% Agree

I found the project accessible
100% Agree

I found the project inspiring
66.7% Strongly Agree, 33.3% 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.”