

ART, IS IT WORTH IT?

An evaluation of Fly Bird Fly's activities including the Baptist Care SA Art on the Wing Program

September 2021

FLY bird FLY

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1. EXECUTIVE SUMMARY

It's a question asked by many - teachers, politicians, even artists occasionally ask themselves, "**Art, Is it Worth It?**". Is it just about making things look a bit more interesting – for decoration or is it entertainment and a bit of fun? If it is just about those things, some may feel that Art, in all of its guises, is not worth it! Considering the cost and the time it takes, why bother if the outcomes are mostly frivolous, or fit within the "nice to have" category. In establishing Fly Bird Fly Studio at the Baptist Care SA Inner City site, and setting up the Art on the Wing Program, there is no doubt that people questioned if it was worth it, was an investment in arts going to make a difference? How might it help clients that come to the Baptist Care SA WestCare Centre? People dealing with complex social and health related issues, people experiencing homelessness, grappling with past trauma and managing the impact of substance abuse.

Five years on, the Fly Bird Fly team and many of their Baptist Care SA colleagues, have seen first-hand the difference art can make and the positive impact on the lives of people struggling with adversity. They might even say "**Yes, Art is worth it!**" Keen to verify these observations, the Fly Bird Fly team decided to undertake a formal evaluation and better understand the impact of their work in helping Baptist Care SA clients at WestCare Centre.

This project was formulated to interrogate the work Fly Bird Fly do with Baptist Care SA clients, to establish if it provides benefit, as has been observed and document any evidence relating to the positive impact of the Art on the Wing Program. The Fly Bird Fly team were also eager to understand how the presence of a professional art studio and the work they undertake both with clients and from a placemaking perspective improved the Baptist Care SA inner city as a workplace.

Fly Bird Fly commissioned Maz McGann, an independent arts and cultural consultant to undertake the impact assessment, providing an independent and un-biased perspective. She worked closely with the Fly Bird Fly Team to co-design the assessment process and clearly define what constituted "benefit" and how this would be measured. Five areas of assessment were

identified and research undertaken to articulate if Fly Bird Fly's work improved the following:

- The confidence of participants
- A sense of optimism and dignity within participants
- Connections made by participants
- Economic benefit for participants
- The workplace environment for Baptist Care SA Staff

One on one interviews were carried out with Fly Bird Fly program participants and Baptist Care SA Inner City Staff, both those working in the Services building and in the adjacent WestCare Centre. Program observations were also undertaken and a staff survey was distributed online. Maz also conducted an analysis of intake and follow-up materials previously collected as part of Fly Bird Fly's work.

The results for the assessment were very positive. All of the participants suggested the Fly Bird Fly programs were an important part of their life and for some, the only reason they continued visiting the WestCare Centre. Both staff and participants reported improvements in self-esteem and an increased sense of optimism for participants. Those that had sold artwork, mentioned using the money to buy food and items for other family members. The majority of staff indicated that they value the work of Fly Bird Fly and believed having an art studio as part of the WestCare Centre was beneficial – 90% agreed that it made the place feel safer.

The findings are based on a data pool that includes 21% of Art on the Wing program participants and 22% of staff situated at Baptist Care SA's Inner City site. This provides the foundation evidence for this report, detailing the positive impact of Fly Bird Fly's activities. Direct quotes from participants and staff are also included throughout the document providing personal insight into the benefit of Fly Bird Fly interactions and how ongoing engagement in creative activities improve circumstances for Baptist Care SA clients.

2. OVERVIEW

2.1 The WestCare Centre

The Baptist Care SA WestCare Centre situated just off Wright Street, in the City of Adelaide's west provides a range of services to support people experiencing homelessness. It's a safe place to get a hot meal, have a shower, do some laundry and connect with other people, information and support services. It is managed by Baptist Care SA, who have a large services facility on the site also. It is estimated that as many as 1 in 70 people in South Australia are struggling to find a safe and reliable place to live. That equates to over 25,000 people dealing with homelessness and the range of issues often associated with it, including unemployment, substance abuse, family violence and mental health issues.

2.2 Fly Bird Fly Background

In 2004 Baptist Care SA established an art program to be delivered at its WestCare Centre as part of its other Services. Recognising the value of arts activities to engage people and to provide both enjoyment and solace, a part time coordinator was employed who, with volunteer support, made available free workshops to people visiting the Centre. This program ended in 2014.

In 2016, the arts program evolved following the establishment of Fly Bird Fly gallery and studio, situated permanently on site. This arrangement embedded a professional arts studio within the Baptist Care SA inner city precinct and positioned professional artists on site, facilitating Baptist Care SA's art program and also pursuing their own artistic practice within the context of Baptist Care SA services.

Since that time Fly Bird Fly has become an important part of the Baptist Care SA's service offer. The Art on the Wing Program, which is funded through Baptist Care SA, presents informal "drop-in" style workshops each Wednesday in

the WestCare Centre's Courtyard as well as regular structured arts programs and creative support services. Alongside Art on the Wing, Fly Bird Fly undertake other activities across the Baptist Care SA inner city site such as garden design and installation, pop-up exhibitions and staff / client celebrations. These additional activities are funded independently of the Art on the Wing Program and form an important part of Fly Bird Fly's contribution to the site, which include the WestCare Centre.

2.3 Impact Assessment

From a personal and anecdotal perspective, the Fly Bird Fly team and Baptist Care Staff understand the value of the Art on the Wing program. Until now however, a more substantial analysis of the program and its benefits on a practical level has not been undertaken.

The purpose of this project was to assess more fully, the impact of the Art on the Wing program and the tangible benefits of embedding a professional artist studio within the WestCare precinct.

A range of information has been collected from Staff and WestCare Centre clients and an analysis undertaken of new and existing data and research to better understand the value of this work.

This report provides an overview of the program and the investment made by the Fly Bird Fly team and Baptist Care SA, the methodology applied to assess the impact of the program and key findings based on the information gathered.

3. ART ON THE WING: ABOUT THE PROGRAM

3.1 Art Workshops and Support Services

Fly Bird Fly Studio was established at the Baptist Care SA inner city site, which includes the WestCare Centre, in 2016. There were four founding artists, Andrew McDonough, Nathan March, Sunshine March and Claire Wildish. Claire is no longer part of the team. Fly Bird Fly Studio is contracted by Baptist Care SA to deliver the Art on the Wing Program, with funding provided by the Department of Social Services through an Inclusive Communities Grant. The program began in 2018 and is presented by the artists in conjunction with Baptist Care SA employee Mark Finlay. The Art on the Wing Program incorporates the following activities:

Wednesday Workshops

These are presented rain, hail or shine in the courtyard at the WestCare Centre between 11am and 1pm. They are informal in nature with visitors to the Centre able to sit down and paint freely using materials supplied for any length of time. One of the Fly Bird Fly team supervise the workshop with participants able to paint / draw whatever they like, ask questions and/or receive instruction (if desired).

Participants sometimes sit quietly and paint and other times, they talk amongst themselves with the supervising artist or with other staff. The workshops provide an opportunity for staff to observe and talk to clients in an informal and less administrative environment.

- On average these workshops attract between 4 and 12 participants each week.
- Approximately 33 clients are registered as participants
- There are 48 Wednesday Workshop Sessions per year.
- The program provides an average of 736 contact hours per year.

Practice Advisory + Support Services

Several of the Baptiste Care SA clients have a deeper interest in developing their arts practice more formally. They participate in the workshops with Fly Bird Fly but also create artworks in their own time and have a desire to exhibit and further their artistic practice.

Fly Bird Fly provide ongoing support and advice to clients to help their creative development. This includes the supply of materials to use in their own time, providing a space for them to work and supporting exhibition development, networking and the sale of artworks.

- Approximately 31 clients are supported through this service.
- \$5728 worth of art supplies are provided to participants per annum.
- Artwork sales valued at \$8459 are facilitated through this service per annum.
- 10 client exhibitions have been presented by Fly Bird Fly in collaboration with clients since 2016.

Formal Workshops

Fly Bird Fly presents several formal workshops throughout the year focusing on different artforms. This includes visual arts such as mosaic, painting and drawing and ceramics as well as music and singing activities. These are more structured in nature, may include specific themes or have broader project outcomes such as an exhibition or performance. These programs average three hours in length but can be as long as a whole day. They are offered free of charge.

- Approximately 6 formal workshops are presented annually for participants
- 70 individuals on average participate in these programs per year.

3.2 Placemaking and Organisational Culture

The reach of Fly Bird Fly Studio goes far beyond the specified programs outlined above and it is important to articulate the tangible nature of this. Unlike similar situations, where community services organisations present their arts programs through external facilitators, Fly Bird Fly resides within the Baptist Care SA property. It is part of the Baptist Care SA inner city precinct, sitting alongside the WestCare Centre kitchen / food hall, food hub, showers, laundry and a larger office block where Baptist Care SA services and programs are delivered. Both staff and visitors can see the work, not only of those who participate in the workshops, but they can also see first-hand the work and careers of professional practicing artists.

The permanent presence of Fly Bird Fly has resulted in a range of periphery activities aligned with placemaking and the development of organisational culture. This includes:

- The development of internal and external murals within the complex.
- The development of a garden within the WestCare courtyard – with planter boxes filled with plants including fresh herbs and vegetables.
- Staff get-togethers including BBQs and arts familiarisation sessions.
- Live performances and exhibitions.

3.3 Team

The Fly Bird Fly Team currently consists of three professional practicing artists, Nathan March, Sunshine March and Andrew McDonough. They collaborate on a range of projects related to their work at the WestCare Centre and also work as independent artists.



L-R Nathan March,
Sunshine March + Andrew
McDonough

Andrew McDonough

Andrew is the author & illustrator of the internationally popular Lost Sheep series of children’s books. He’s spent 30 years supporting people at the margins. This includes settling refugees, advocating for asylum seekers and helping establish Baptist Care refugee services. Formerly the pastor of WestCare Baptist church.

In 2016 Andrew and his fellow artists created the Fly Bird Fly studio: a home for their businesses and a base to support those experiencing homelessness. He cheers people on, creates beautiful gardens and is a wildly enthusiastic storyteller.

Nathan March

Nathan is a filmmaker, writer and a co-director at Fly Bird Fly Studio where he offers regular art workshops for people experiencing homelessness and/or financial insecurity. Through Fly Bird Fly Studio, he mentors aspiring artists and delivers programs in collaboration with the team.

As a filmmaker he “displays a mastery of visual storytelling”. In 2009 Nathan graduated from the Australian Film, Television and Radio School and has directed a number of films that have been produced for television and festivals, some of which have won awards.

Sunshine March

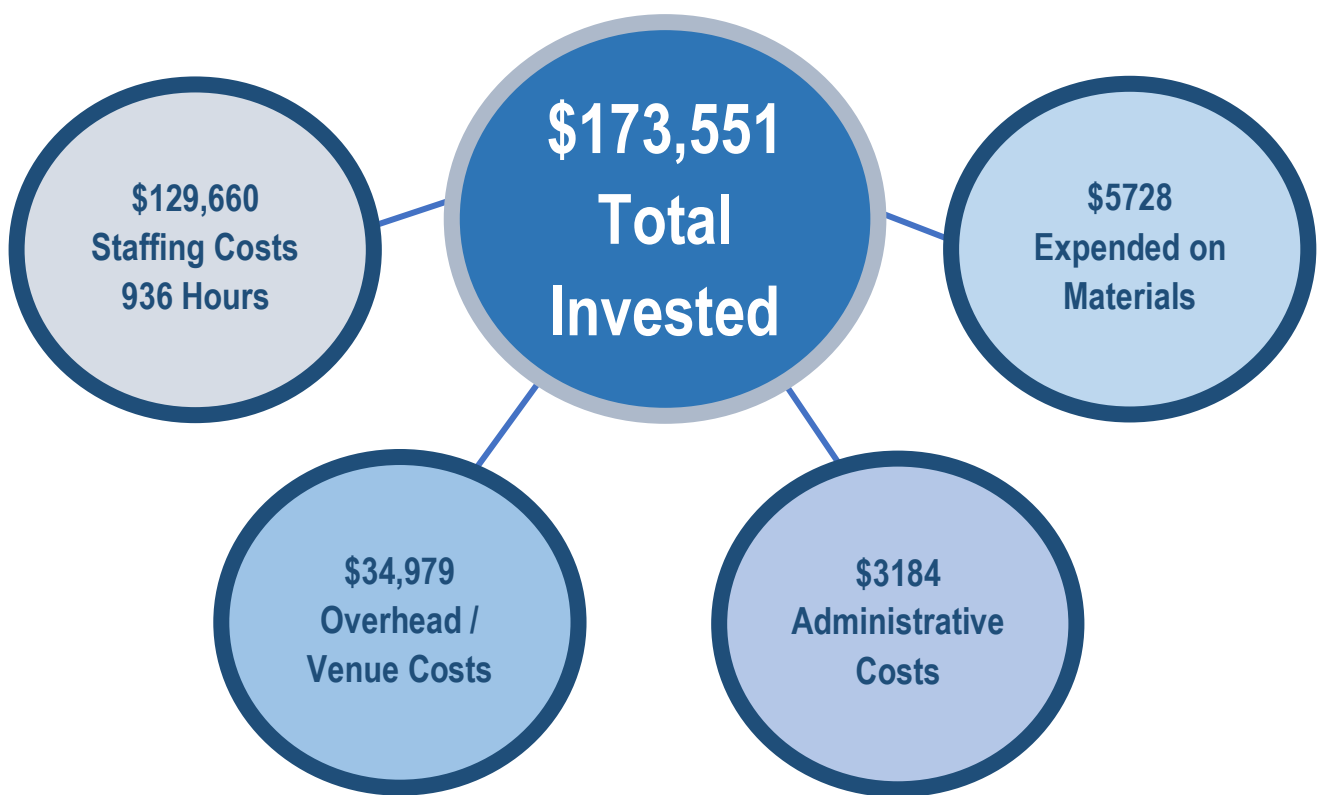
Sunshine creates high quality, thoughtful and engaging artwork. More broadly, she encourages and challenges the community to engage with visual art through exhibitions, projects, residencies and workshops. Sunshine is a Studio Artist at Fly Bird Fly Studio in Adelaide, South Australia.

Sunshine completed a Bachelor of Visual Arts and Applied Design at ACArts in 2008. She project manages for ‘Art on the Wing’ art program at the WestCare Centre at the Baptist Care SA inner city site in partnership with Baptist Care SA.

3.4 Inputs

It is important to position the impact of the work undertaken by Fly Bird Fly at the Baptist Care SA WestCare Centre within the context of the investment in the programs – both financially and physically. Funding for the program is provided through the Department of Social Services Strong and Resilient Communities Program through an Inclusive Communities Grant. The funds are provided to Baptist Care SA who contract Fly Bird Fly to deliver the Art on the Wing Program. Beyond Art on the Wing, additional activities are carried out by Fly Bird Fly. These activities are funded through donations to the studio, commercial income, and in-kind support

The following provides a snapshot of the investment in Fly Bird Fly Activities per year.



4. METHODOLOGY

The methodology developed to assess the impact of the Art on the Wing program was developed collaboratively with Studio Staff. A co-design process was undertaken to identify the key evaluation question / assumption, determine key indicators and the information available to provide insight into and measure the defined indicators. The following provides an overview of the methodology employed to conduct the impact assessment.

4.1 Key Assumption

The impact assessment was designed in response to the following assumption:

Fly Bird Fly activities including the Art on the Wing Program, benefits people.

4.2 Definitions / Indicators

In order to understand this assumption and articulate what and who the assessment is focused on, the following definitions were formulated.

4.2.1 Program

Fly Bird Fly Studio delivers Baptist Care SA's art program called "Art on the Wing". It includes a range of activities presented within the Baptist Care SA inner city site including the WestCare Centre, in Adelaide's west.

The activities are centred around art, creativity, storytelling and placemaking – designed to provide opportunities for social interaction, education, personal development, employment pathways and to help participants feel empowered. It includes improvements to the physical nature of the WestCare Centre and provides opportunities for Baptist Care SA Staff to engage with clients in alternative / "non-administrative" ways.

Section 2 of this report provides a detailed overview of the Art on the Wing Program including the inputs required to sustain the program.

4.2.2 People

In the context of this assessment "people" refers to both Baptist Care SA's staff and clients and WestCare Centre visitors and volunteers.

Client Profile

The majority of the people that participate in the program are dealing with a range of social, health and economic challenges. Many are homeless or at risk of being homeless – living in transient circumstances. Both males and females of all ages participate in activities and several are Aboriginal or Torres Strait Islander.

Almost all of them are dealing with physical and mental health issues. Past or present substance abuse is common, which is often related to experiences of trauma in their lives.

Most engage in weekly Fly Bird Fly activities, either the Wednesday workshops, collecting materials or talking to the team about their arts practice.

4.2.3 Benefit

The following characteristics reflect what is referred to as “Benefit” in the key assumption statement and provide the foundation for this impact assessment. These represent indicators of benefit for the people documented as part of 4.2.2 and provide insight into the key assumption.

Workplace Environment:

An **improved working environment** for Baptist Care SA Staff that results in better working conditions, improved safety, staff retention and improved capacity to communicate with and support clients.

Confidence:

The **confidence** of participants to speak for themselves and make decisions relating to their own wellbeing.

Optimism:

An improved sense of **optimism** by participants who are better able to think beyond their immediate personal challenges.

Connections:

The capacity of participants to make **connections** with others relating to personal wellbeing and professional development.

Dignity:

An improved sense of **dignity** by participants who feel part of society and respected by others.

Economic Benefit:

Direct **economic benefit** for participants through income gained from artworks sold.

4.3 Evidence and Data Collection

Data collection activities were designed to provide evidence to either support or disprove the key assumption. These include:



4.3.1 Analysis of in-take materials from 36% of Art on The Wing program participants

This includes an analysis of participant in-take materials that have been collected as part of the Administrative Support for the Art on the Wing Program. The in-take materials include a series of questions that reflect the participant’s circumstances and goals. Whilst these do not offer causal evidence for the benefit of Fly Bird Fly’s work, it is useful in the context of other evidence.



4.3.2 Interviews with 21% of Art on the Wing program participants

Interviews included a series of questions directly relating to indicators outlined in 4.2.3.



4.3.3 Interviews with Baptist Care SA Inner City staff

Interviews with Baptist Care staff relating to their own experiences of the Art on the Wing Program and benefits for staff and observations relating to the perceived benefit for participants.



4.3.4 Documenting of Fly Bird Fly’s income and network development for participants

The number and depth of professional connections that have been developed by Fly Bird Fly on behalf of participants and the income generated from these connections has been documented.



4.3.5 WestCare Centre staff survey

A survey was distributed via survey monkey to staff situated at the Baptist Care SA inner city site. It was designed to gather information about the staff’s experience of work undertaken by Fly Bird Fly Studio and the benefits to staff as outlined in 4.2.3. Response pool of 22%.

5. IMPACT SUMMARY

Overwhelmingly participants reported their appreciation for the work undertaken by Fly Bird Fly at the Baptist Care SA WestCare Centre. Many of the Art on The Wing participants talked of the enjoyment and pleasure they glean from the art programs, but other comments indicated a much deeper and more practical benefit that improved their self-esteem and capacity to deal with other challenges.

“My art helps me to say who I am”

“I participate as much as I can – I love art’

All reported that art making provided a tangible distraction from other negative things in their life – substance abuse and loneliness for example. And how art making could remove them from the daily grind of dealing with the many challenges they faced. Interestingly, most of the participants continued their art making outside of their time at WestCare. Many are reliant on the advice and materials on offer from Fly Bird Fly to facilitate the creation of work on a regular basis – regardless of their living circumstances.

Several comments throughout the interviews articulate how arts participation provides clients with a sense of self and helped them to face the world, which for many, offers an otherwise bleak outlook. It increased their sense of belonging, improved their confidence and on a very practical level, extra income generated through art sales could be spent on food or other items for family members.

“I like painting, it keeps me from drinking, keeps me busy”

“It makes me feel fantastic and helps me stay sober as well”

Participants demonstrated a genuine fondness for the Fly Bird Fly team with many providing insight into the relationships they had formed with Fly Bird Fly Artists. The embedding of the Fly Bird Fly studio within the Baptist Care SA inner city precinct appears to be critical to the development of these relationships. The connection with other services provided a sense of familiarity, safety and convenience for the clients but the nature of the interactions with Fly Bird Fly enabled different and less “welfare-based” relationships to develop at WestCare.

“It helps other people understand me a bit better”

“It gives me something that I don’t get anywhere else – I feel like I belong”

Based on surveys and interviews, the staff also indicated a high level of respect and appreciation for Fly Bird Fly and the work they do within the Centre. Some felt that more could be done to communicate what the art program's offering is, but all agreed that if there was more resourcing available, they would like to see further workshops and increased engagement with both clients and staff.

“It is a wonderful initiative which builds a strong and vibrant community atmosphere in the Centre”

Most of the staff were able to speak to specific examples of clients that had benefited greatly from their participation in the art program. Some staff suggested that participation in arts had provided transformative change for some clients. All indicated that the informal workshops hosted each Wednesday offered an opportunity for them to engage with or “check-on” clients in a less formal or “administrative” way, strengthening the sense of trust clients enjoy with their case workers. Occasionally, the workshops on Wednesday presented the only opportunity to catch up with clients, who were reluctant to engage with staff in more formal environments. On a practical level, the exhibitions and workshops offered staff an opportunity to see their clients through a different and sometimes more personal lens.

“It definitely creates an atmosphere that is inclusive, vibrant, relaxed and life

affirming for all and creates a unique space for communication and relationships”

All the staff mentioned their appreciation for the vibrancy that Fly Bird Fly had created around the WestCare Centre. They spoke highly of the garden development and the murals. Almost all of the staff interviewed and surveyed indicated that the presence of Fly Bird Fly increased their sense of workplace wellbeing.

“Some of the most beautiful, profound and life affirming moments of my years working here have been related to the Fly Bird Fly workshops”



6. KEY FINDINGS + EVIDENCE

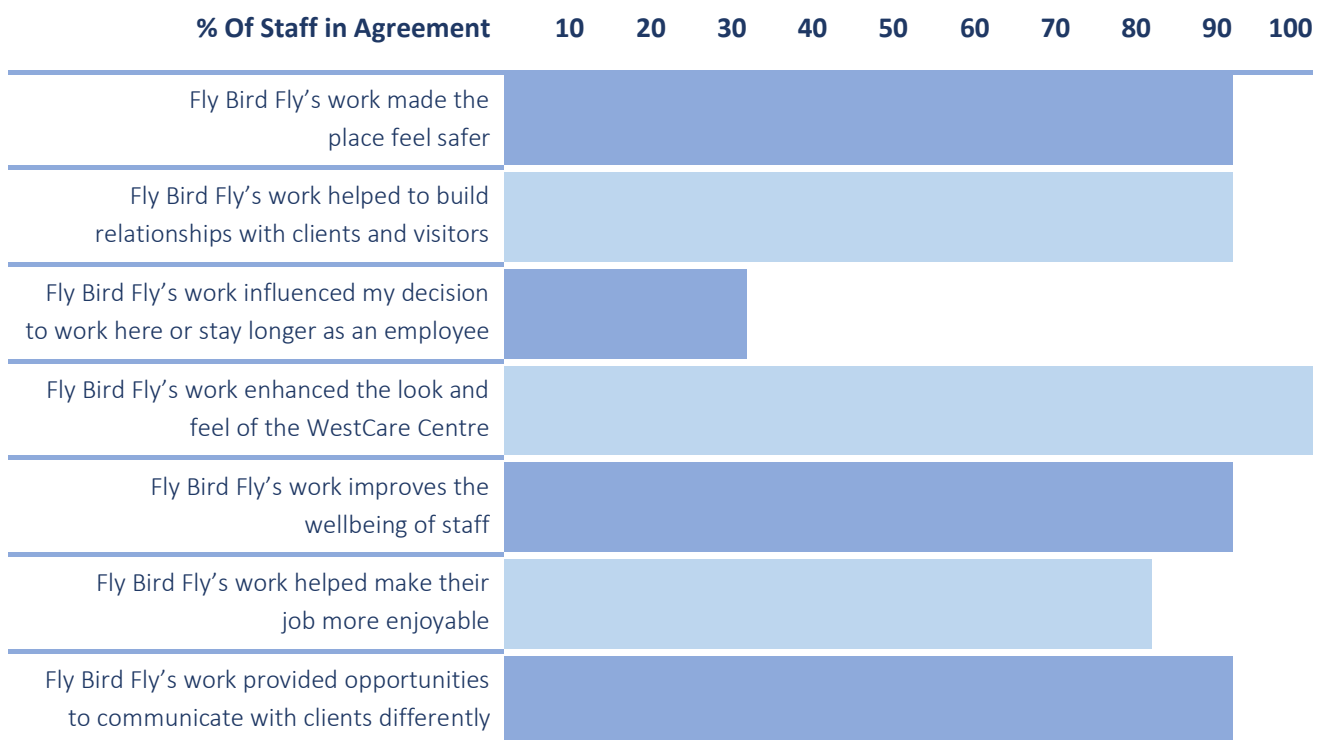
The following presents the key findings and associated evidence in relation to the indicators identified for this impact assessment. These include the Art on the Wing program’s capacity to:

- Improve the Workplace Environment for staff
- Improve the confidence of participants
- To increase the sense of Optimism and Dignity enjoyed by participants
- To increase the likelihood of connections both within the Centre and beyond.
- To provide economic benefit

6.1 Improved Workplace Environment for Staff

All staff interviewed agreed that Fly Bird Fly’s work improves the WestCare Centre and Baptist Care Inner City site as a workplace.

Based on the following evidence the Fly Bird Fly programs do provide benefit for the staff situated at the Baptist Care SA inner city site, including those working in the adjacent WestCare Centre. Through the interviews and the survey, the majority of staff agreed on a range of benefits from Fly Bird Fly work that improved the workplace environment



6.2 Improved Confidence of Participants

Based on the surveys and interviews with staff and the interviews with participants the Fly Bird Fly activities

do improve the confidence of participants.

Most of the participants reported an improvement in their creative skills and how their interactions with Fly Bird Fly activities and staff improved their self-esteem, and their ability to relate to others.

“It helps me feel better about myself and the way I do things. I think it helps me make better decisions”

100% of staff interviewed agreed that participation in Fly Bird Fly activities improved the confidence of their clients in one way or another. For some clients this occurred in the moment and for others it extended into their lives and improved their interactions elsewhere.

90% of staff surveyed agreed the creative skills of clients were improved because of their participation in Art on the Wing programs.

100% of participants interviewed agreed that their interaction with Fly Bird Fly helped to improve their confidence. This includes participation in workshops and the capacity to receive advice and material support for their art making.

“Regularly, the healthiest I see clients is when they are participating in [Fly Bird Fly] workshops”

“When they are in that space and close to it, it definitely builds their confidence. For some clients, it is a complete game-changer”

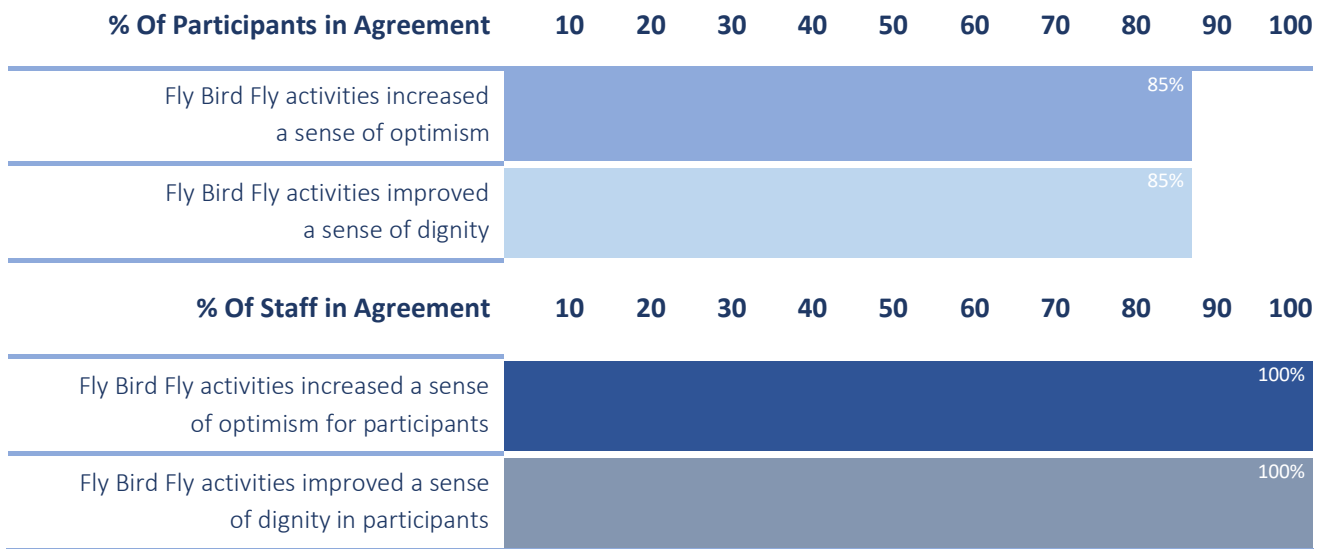
6.3 Increased Sense of Optimism and Dignity Amongst Participants

Based on the surveys and interviews with staff and the interviews with participants Fly Bird Fly activities ***do increase the sense of***

dignity and optimism experienced by participants.

Participants discussed how the program gave them purpose and helped them to cope with other things in their lives. They reported feeling happier when art making – both during programs and when they participated in art making elsewhere, which was possible because of the art supplies sourced through the Fly Bird Fly team. For some, it also helped to curb their aggression and most of the participants reported feeling more valued and respected because of their participation in the art programs.

“It helped them tell their story and that is really important. It improves their self esteem”

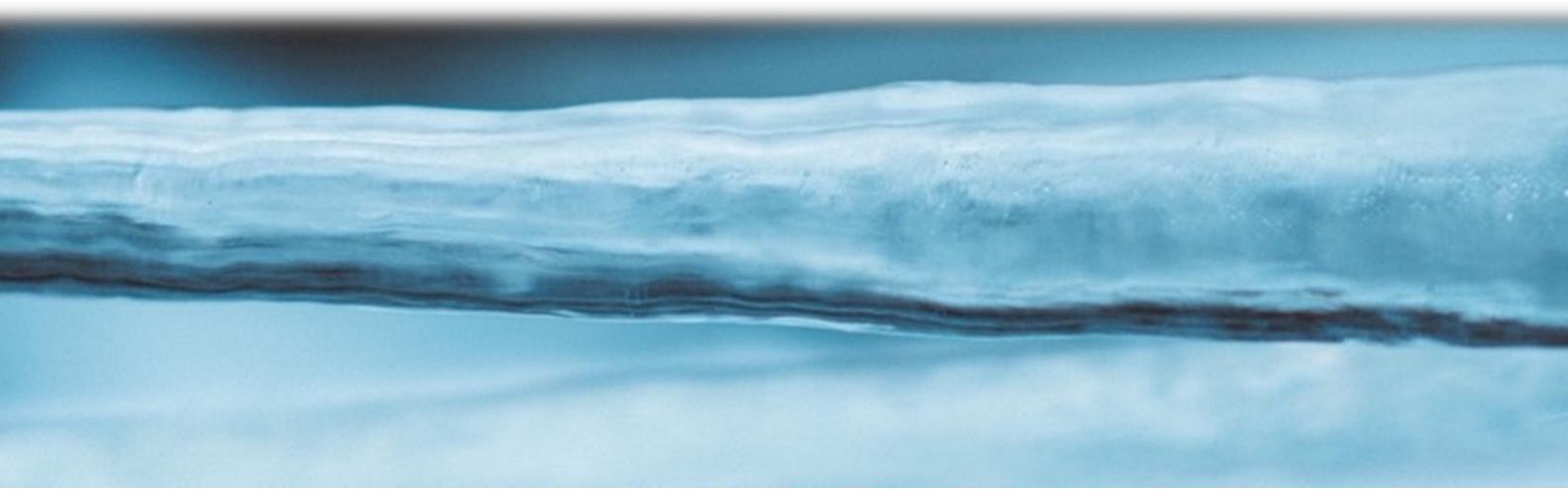


6.4 Increase the Likelihood of Connections Within the Centre and Beyond

“Sometimes they don’t actually come into the Centre, except to participate in the art classes”

Based on the surveys and interviews with staff and the interviews with participants the Fly Bird Fly activities **do increase the likelihood of connections within the Centre and beyond**. Many of the participants reported the strong connections they had formed with the Fly Bird Fly team. For some the creative programs, access to art materials and the support on offer from the artists was the main reason for coming to the Centre. This is a critical finding with several staff suggesting that the regularity of client visits for the programs, offered the Staff opportunities to check in with clients – opportunities that may not be possible otherwise. Staff observed clients making connections during art programs, unlike other connections made in the Centre, with more relaxed and personal exchanges between each other and staff.

Evidence for the connections made outside the Centre, that can be attributed to the art programs was limited. Some did mention connections they had made with people and places that exhibited or purchased their artworks but evidence of new or improved connections – social, health or professional were limited.



"I've made friends here"

"It has been a pretty important part of what I do here at the Centre. I probably don't need the other stuff [WestCare Services] as much any more"

70% of staff interviewed agreed that Fly Bird Fly activities help participants form connections.

85% of participants interviewed agreed that participating in the activities with Fly Bird Fly helped them to form connections.

Participants talked about connections with

- Venues to exhibit their work
- Other participants
- Artists from the Fly Bird Fly team
- People wanting to buy their artwork
- WestCare Staff

6.5 To Provide Economic Benefit

Economic benefit can be measured in several ways and in this context the benefit relates to the financial return for the participants. The Art on the Wing Program *does provide some financial return for participants but the amount of funds is not substantial.* Both staff and participants talked about artworks created through the program being exhibited and some of the work is sold. Some participants mentioned other professional opportunities where they were paid for commissions or workshops presented in conjunction with others. Many of them expressed interest in further opportunities to sell their work and extend their skills on a professional level.

"It helped me get my artwork out there, into galleries and I've sold paintings. The extra cash helps!"

\$8459 in income for participating artists was generated through the sales of artworks brokered by the Fly Bird Fly team.

Further investment could be made in developing participant's professional art skills including making connections with audiences through venues and the nature of arts business. This would require further resourcing to mentor artists on arts business and foster more commercial connections for participants. This may risk the nature and value of other benefits of the activities and create an expectation for participants that may overlook the therapeutic value of the programs and focus on financial gain – which could be challenging.

6.6 Areas for Improvement

During the course of collecting data both staff and participants were invited to talk about areas of improvement for the program. The following suggestions were made and do have merit in the context of what the program is designed to achieve.

- No areas of improvement were mentioned by participants, but they did unanimously suggest that they would like to participate in more arts programs if they were available.
- Some staff felt that it took some time after they started at the site before they found out about the Fly Bird Fly art program and are still unsure of what exactly is on offer and when. They mentioned their desire to work more closely with Fly Bird Fly and believed there were further opportunities for collaboration.

To achieve this Fly Bird Fly need to find ways to inform staff on the site about the objectives of the program. It is recommended that details of Fly Bird Fly activities are included in staff induction processes and that regular get togethers between Staff and the Fly Bird Fly team are scheduled.

- As a testament to the value of the program almost all the staff suggested they would like to see a greater presence of the art classes in the courtyard, with further workshops on additional days. Fly Bird Fly would need to review this possibility in the context of their own professional practices and look at possible sources of funding to ensure it is resourced adequately.

- Staff would like increased communications from Fly Bird Fly in relation to their activities, such as exhibitions and special programs. Staff indicated that they sometimes stumbled across these things but are concerned that there may be other things that are being missed.

More deliberate communications from the Fly Bird Fly team and an increased effort to inform staff would improve this situation. This may also foster staff buy-in with Fly Bird Fly activities and increase the level of confidence in the program. Further opportunities to engage with staff and clients may also emerge and an increase in client referrals.

7. INTAKE DATA ANALYSIS

The Fly Bird Fly Team undertake an intake assessment for each of the people who participate in the Art on the Wing program. This includes the collection of information relating to the individual’s current circumstances and their goals and aspirations and a basic plan is formulated. Follow-up interviews are undertaken every 6 – 12 months, providing an important opportunity for the artists to check in with the clients, review their plan and record changes and improvements relating to their circumstances and goals.

The following provides an analysis of the intake and review data undertaken with 12 randomly selected art program participants. Whilst it does not directly correlate with the indicators identified for this impact assessment, the information does provide some insight into the benefit, value and success of the Art on the Wing program.

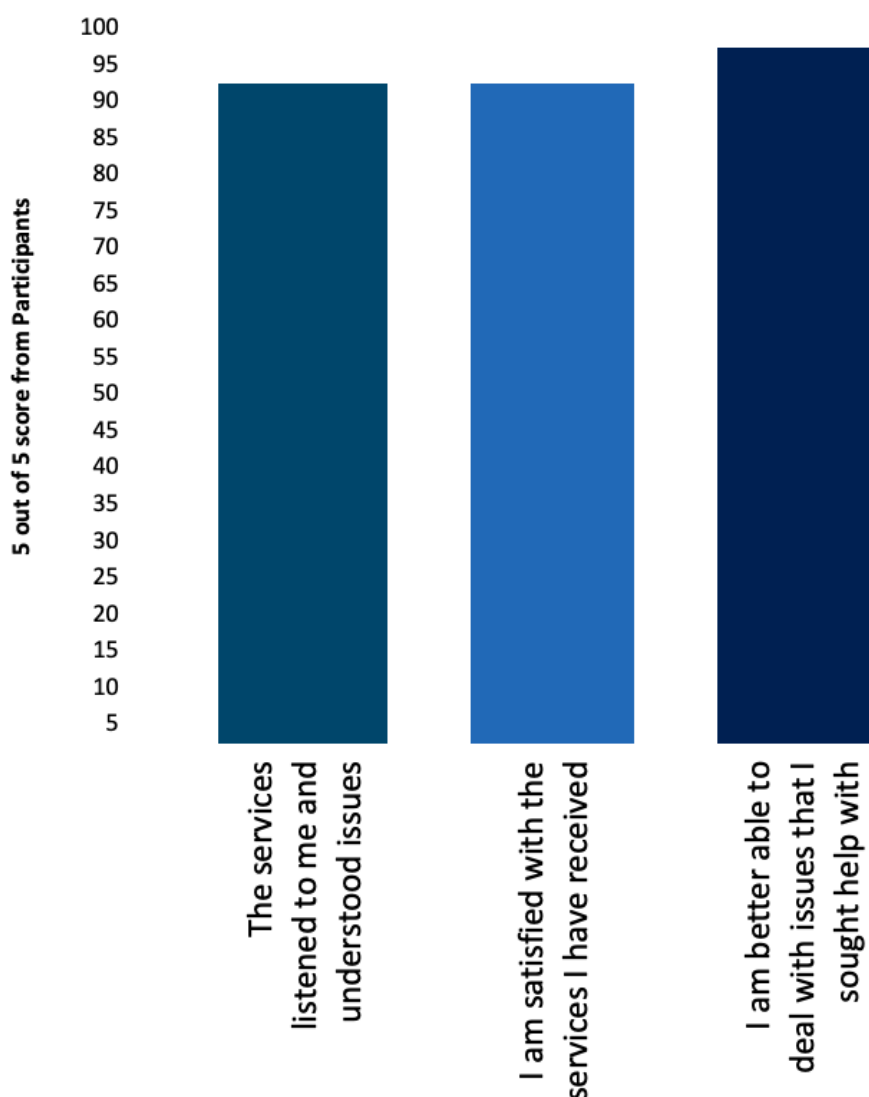
7.1 Client Satisfaction

As part of the follow-up interviews, Clients are asked to indicate their level of satisfaction with the services provided – offering a score out of five across three areas.

The analysis indicates clients are very satisfied with Fly Bird Fly’s service with most participants offering a score of 5 out of 5.

The graph to the right provides a summary of Fly Bird Fly’s performance in relation to client satisfaction across the three feedback statements.

- The services listened to me and understood my issues
- I am satisfied with the services I have received
- I am better able to deal with issues that I sought help with



7.2 Changes in Circumstances

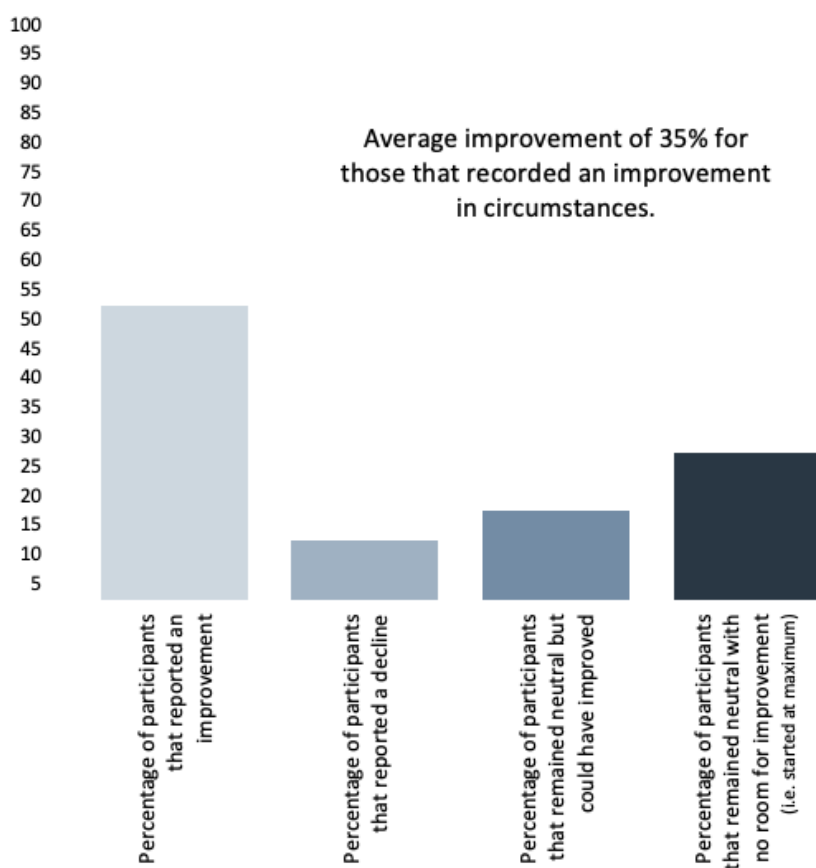
As suggested above, during the client intake interview, participants are asked to identify their goals and circumstances across five key areas (detailed in table below). During follow up interviews the same questions relating to goals and circumstances are asked and a score recorded. This provides data indicating any changes over time. Whilst changes cannot be directly related only to the Fly Bird Fly programs, it does provide some indication of the program's impact. The table below is a copy of the review table completed during intake and review interviews, detailing the "circumstances", the scores and how these translate.

SCORE outcome domain	1	2	3	4	5
Consider your current mental/emotional health in relation to your overall wellbeing and ability to meet the demands of everyday life Mental health, wellbeing and self-care	My mental health is very poor and this has a profound negative impact on my daily life.	My mental health is quite poor and this has a negative impact on my daily life.	My mental health is okay and it only sometimes negatively impacts my daily life.	My mental health is quite good and it only occasionally negatively impacts my daily life.	My mental health is very good and rarely if ever negatively impacts my daily life.
Personal and family safety	Significant negative impact of poor personal and family safety on independence, participation and wellbeing	Negative impact of poor personal and family safety on independence participation and wellbeing	Progress towards improving personal safety on independence participation and wellbeing	Adequate short-term personal and family safety to support independence, participation and wellbeing	Adequate ongoing personal and family safety to support independence, participation and wellbeing.
Consider the extent to which you generally: have contact with friends, family or other people; feel isolated or connected; and the amount of support you receive from others Community participation & networks	I feel very isolated. I have very little contact with friends, family or people in the community and very little support.	I feel fairly isolated. I have little contact with friends, family, or people in the community and have little support.	I feel somewhat connected. I have some contact with friends family, or people in the community and I have some support.	I feel fairly connected. I have a reasonable amount of contact with friends, family or people in the community and pretty good support.	I feel very connected. I have a lot of contact with friends or family, or people in the community and I have great support.
Education and training	I have a lot of difficulty finding and remaining in education or training and this has a profound negative impact on my daily life.	I have some difficulty finding and remaining in education or training and this has a negative impact on my daily life.	I occasionally have difficulty finding and remaining in education or training and this sometimes has a negative impact on my daily life.	I am in education or training that is suitable in most ways and rarely has negative impact on my daily life.	I am in education or training that is very suitable in all ways and this has a positive impact on my daily life.
Employment	I have a lot of difficulty finding and remaining in employment and this has a profound negative impact on my daily life.	I have some difficulty finding and remaining in employment and this has a negative impact on my daily life.	I occasionally have difficulty finding and remaining in employment and this sometimes has a negative impact on my daily life.	I am in employment that is suitable in most ways and rarely has a negative impact on my daily life.	I am in employment that is very suitable in all ways and this has a positive impact on my daily life.

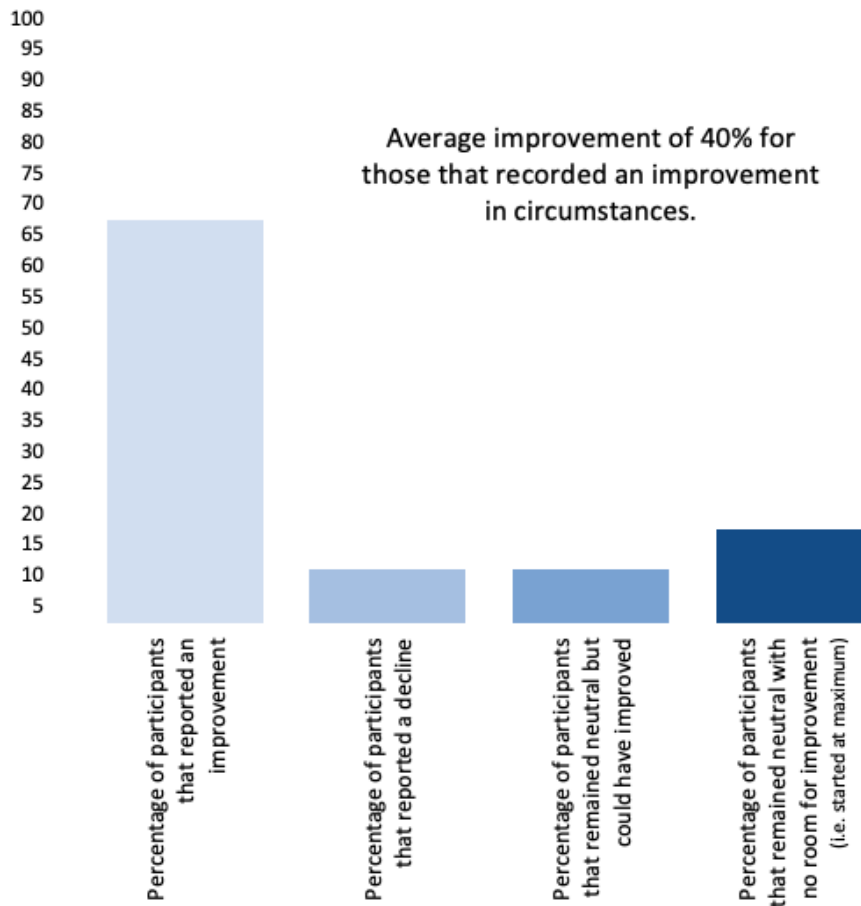
The graphs included on the next few pages provide an indication of changes in circumstances for participants from their initial intake interview compared to their most recent review interview. There is one graph for each “circumstance” as detailed in the sample score sheet on the previous page. The following provides an overview of what each column represents for each of the graphs:

- Column 1: The percentage of participants who have experienced **an improvement** in their circumstances.
- Column 2: The percentage of participants who have experienced **a decline** in their circumstances.
- Column 3: The percentage of participants that had **no-change** in their circumstances but there was **potential for improvement**.
- Column 4: The percentage of participants that had **no-change** in their circumstances but there was **no potential for improvement**. In other words, they scored 5 in their intake interview.

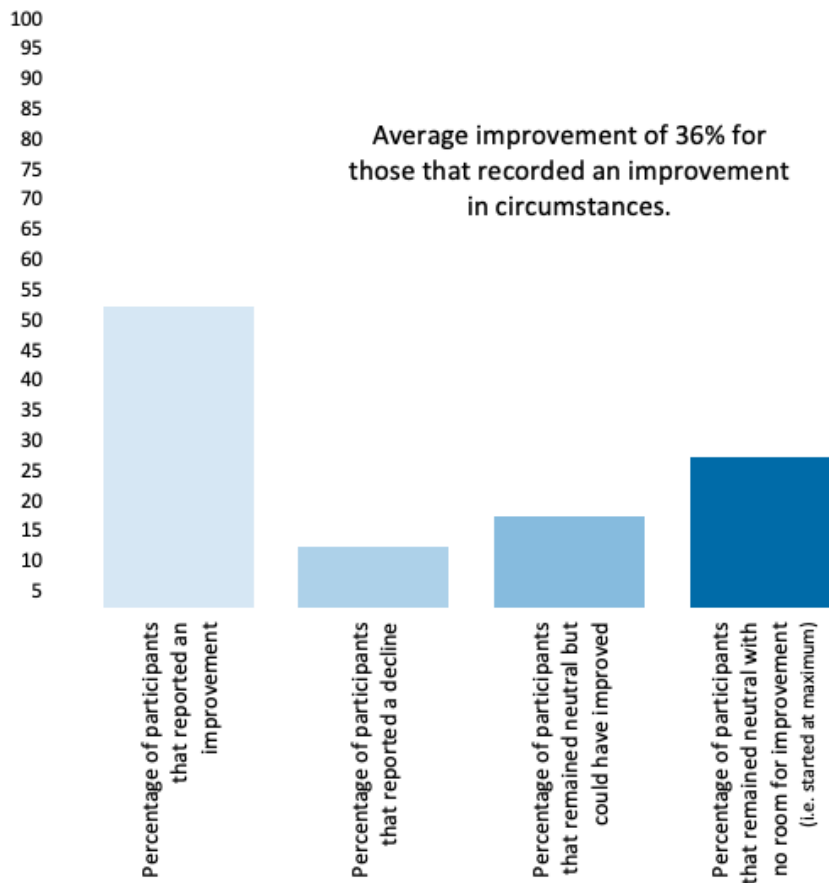
Mental Health, Wellbeing and Self-Care



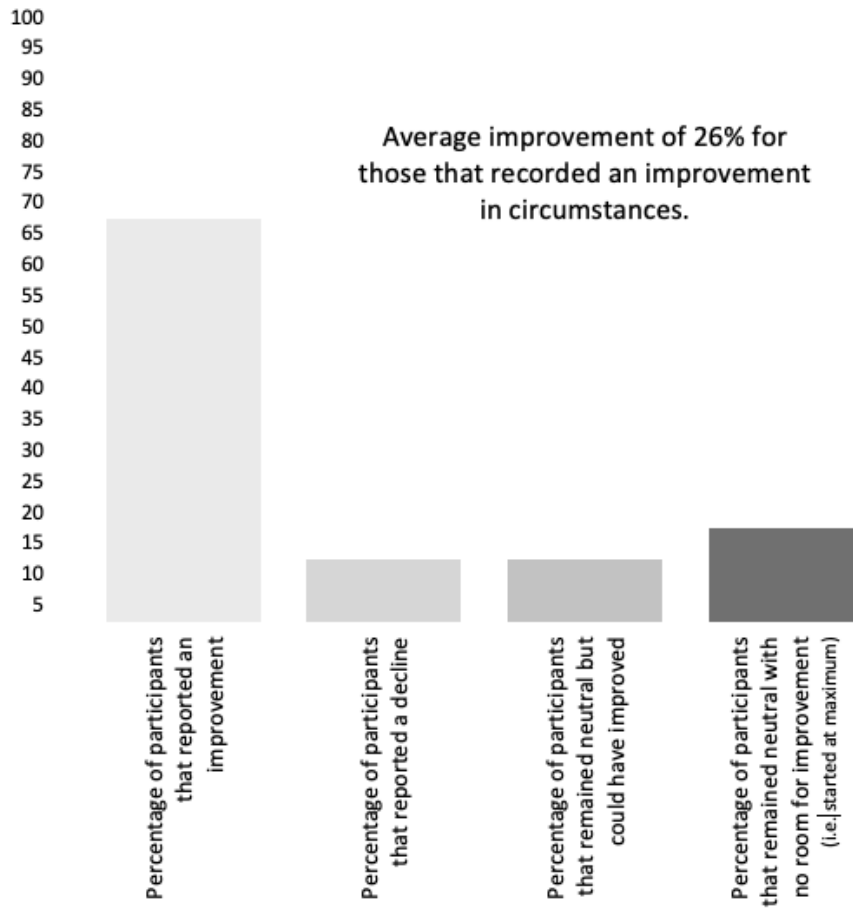
Personal and Family Safety



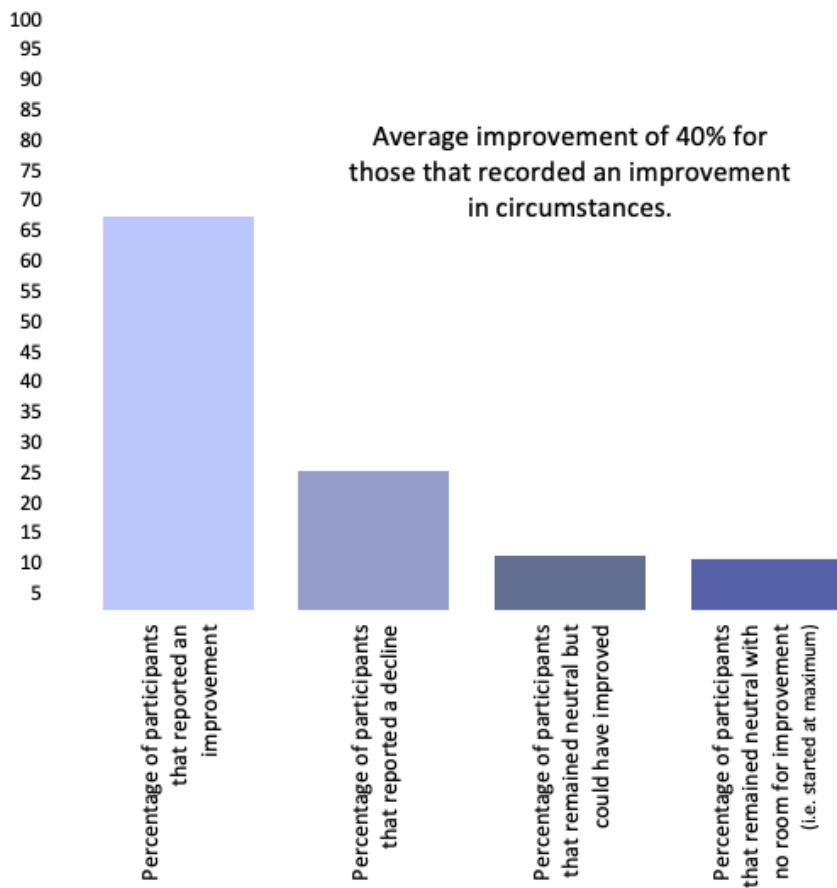
Community Participation + Networks



Education + Training



Employment



8. EXTERNAL EVIDENCE

Fly Bird Fly and Baptist Care SA are not the first ones to develop creative programs for vulnerable people. This includes people experiencing or at risk of homelessness and people who are grappling with a range of mental and physical health issues, often as the result of trauma or dealing with substance abuse. The following provides an overview of key findings from research that has been undertaken both in Australia and overseas. It evidences the value of creative activities in supporting people who interact with social services like Baptist Care SA, not to mention the value for the staff, who benefit from having art embedded within their workplace.

- Cultural activities at work improves mental health and reduces the likelihood of exhaustion among employees
Theorell T1, Osika W, Leineweber C, Magnusson Hanson LL, Bojner Horwitz E, Westerlund H. (2013) Is cultural activity at work related to mental health in employees? *Int Arch Occup Environ Health*. 2013 Apr;86(3):281-8 <https://link.springer.com/article/10.1007/s00420-012-0762-8> Epub 2012 Mar 29.
- Art making significantly lowers cortisol levels (stress hormones)
Kaimal, Girija, Ray, Kendra and Muniz, Juan. (2016). Reduction of Cortisol Levels and Participants' Responses Following Art Making. *Art Therapy: Journal of the American Art Therapy Association*. 33(2):74-80. <https://www.tandfonline.com/doi/full/10.1080/07421656.2016.1166832>
- Creative craft-making improves wellbeing. A UK study demonstrates that the Social Return on Investment is 1:118, which means for every £1 invested a social value of £1 is generated, mainly in forgone treatment bills; reducing GP visits by 28% and attendance at emergency ward by 24%.
Ways to Wellbeing. Social Prescribing Program. Wellbeing Enterprises UK (2017) <http://www.wellbeingenterprises.org.uk/wp-content/uploads/2015/06/206921-lowres.pdf>
- Arts experiences help bring people from diverse backgrounds together as a community.
Nanos Research, Impressions of the Impact of the Arts on Quality of Life and Well-Being in Ontario, 2017.
- People who participate in the arts for two or more hours per week report significantly better mental wellbeing.
Davies, Christina et al (2016) The art of being mentally healthy: a study to quantify the relationship between recreational arts engagement and mental well-being in the general population. *BMC Public Health*.
- Substance abuse decreased by 40% of participants who participated in the Artful Dodgers Studios in Melbourne – presented by The Jesuit Services <http://artfuldodgers.tv>
Engaging Art (2003) Participant Evaluations ending 2001. Thiele and Marsden
- Creating art for young people at risk was described as something vital for survival.
A Lot of Us Look at Life Differently: Homeless Youths and Art on the Outside. Sean A Kidd (2008) <https://journals.sagepub.com/doi/abs/10.1177/1532708608321402>
- Similar Findings – Results Detailed in *“Homeless adults’ engagement in art: First steps towards identity, recovery and social inclusion”* are very similar to what has been evidenced in this report. This includes offering participants a process of discovery that relieved anxiety, improved decision making and diversion from alcohol and other additions.
Yvonne Thomas, Marion Gray, Sue McGinty and Sally Ebringer <https://onlinelibrary.wiley.com/doi/pdf/10.1111/j.1440-1630.2011.00977.x>

This report has been compiled by Maz McGann
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program participants and Baptist Care SA Staff

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