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# Radical Fields Harvest Festival

Stakeholder and Artist Insights

Quantified Social Value

May 2025





Nourish Group acknowledges the traditional custodians of the lands and waterways where we live and work, and those lands around Lyonbank and Glenlyon, the Wadawurrung and the Dja Dja Wurrung people, and pay our respects to Elders past, present and emerging.



Tractor Pull - Radical Fields Harvest 2025 - Photo By Alex Wisser



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# Community Survey Insights



# About Radical Fields:

## Overview

The Radical Fields Harvest Festival is a one-day celebration of local creativity and community in a paddock on Lyonbank Farm, Glenlyon. Held on 21st March 2025, the second event attracted 425 visitors, more than double 2024 visitors and featured 10 regional artists and six community groups. The festival engaged attendees through installations, performances, and unique interactive activities.

Artists are paid for their participation and governance is provided by a largely volunteer committee.

A survey of artists, volunteers, visitors and committee members was conducted post event for their feedback. In addition, Radical Fields participated in a pilot of the Australian Social Value Bank through Nourish Group to quantify the social impact of the event.

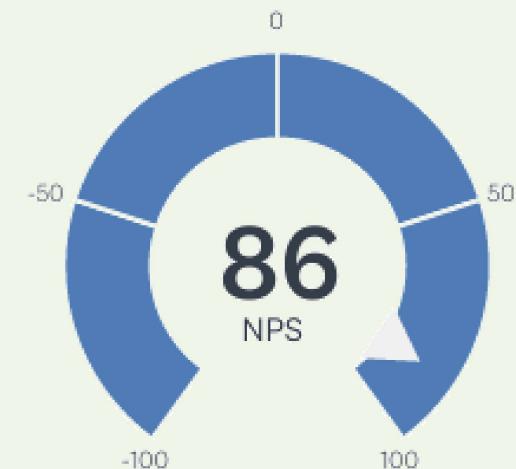


Clayground by Minaal Lawn - Radical Fields Harvest 2025 - Photo By Alex Wisser

# Stakeholder & Community Feedback Summary

## Community Connection & Wellbeing:

- 100% of respondents agreed or strongly agreed that Radical Fields made them feel more connected to others in the region and contributed to a sense of community wellbeing
- Many attendees expressed that Radical Fields helped foster pride in Glenlyon and showcased it as a “creative rural place”
- Several participants described the event as an inclusive, safe space that celebrated diversity and inspired new connections between art and everyday life.
- Stakeholder Net Promoter Score: 86





## Stakeholder & Community Feedback Summary

### Volunteer Experience:

- Volunteers reported clear roles and strong support from the organising team
- All volunteers said they would participate again, citing the sense of purpose, community, and engagement as highlights.





750mm by Hayley West - Radical Fields Harvest 2025 - Photo By Alex Wisser

## Stakeholder & Community Feedback Summary

### Lasting Impact & Legacy:

- Participants see Radical Fields as having potential to cement Glenlyon's identity as a creative hub and cultural destination
- Some respondents suggested establishing a **permanent art collection or cultural archive** to preserve and build on the festival's legacy
- Local conversations have reportedly been influenced, with community groups inspired to integrate artistic elements into their future programming.





## Suggestions for Future Festivals

Recurring themes included:

- More food options and shaded rest areas to enhance comfort
- Increased scale and ambition in artworks and installations
- More participatory experiences, including for young people and families
- Improved accessibility, such as targeted outreach to disability organisations and additional infrastructure like wheelchairs and mobility support
- Program structure: Some respondents noted that a more concentrated layout or “hub” could sustain event energy more effectively.



# Community Survey Insights

The Radical Fields community survey captured powerful reflections from attendees, volunteers, artists and organisers. Their feedback offers compelling evidence that the festival succeeded in deepening local connection, celebrating place, and inspiring future participation.

## **Key takeaways:**

- Respondents overwhelmingly reported increased community connection, wellbeing and pride, with most rating their experience 8, 9 or 10 out of 10
- Volunteers felt well-supported and eager to return, affirming the festival's inclusive and well-organised approach
- Suggestions for future events included: more ambitious artworks, expanded food and shade offerings, enhanced accessibility, and more interactive opportunities for young people and families
- This feedback reinforces Radical Fields' role as a platform for community-led creativity - and points to clear, practical ways to grow its impact in years to come.





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***"Radical Fields was inspiring – the mix of art, dogs, tractors and meditation was brilliant. Something for everyone."***  
– Community Member

***"It made me feel proud to be from Glenlyon. It felt like something really special was happening here."***  
– Local Attendee

***"It was the most Glenlyon thing I've ever been to. Wholesome, creative, and gently radical."***  
– Stakeholder Comment



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# Artist Survey Insights

# Our Artists – What Worked Well

## What Worked Well

### 1. Support and Communication:

- Nearly all artists felt very supported in the lead-up to the festival, with specific praise for organiser check-ins, safety briefings, and responsiveness on the day
- Artists appreciated being treated with care and respect, and many noted that they felt genuinely seen and valued by the Radical Fields team

### 2. Artist Wellbeing:

- Artists felt safe and cared for, highlighting the friendliness of the team and access to basic amenities (food, water, volunteer support)
- A few artists noted physical challenges related to heat, sun exposure, and the energy demands of all-day engagement

### 3. Creative Confidence and Growth:

- Many artists reported increased confidence, especially in participatory and community-engaged practice
- Several said that Radical Fields helped reframe their sense of identity as an artist, offering them a non-hierarchical, inclusive space to test new ideas

### 4. Social and Artistic Values:

- Artists valued Radical Fields for its low-ego, non-competitive environment, where community groups and artists were placed on equal footing
- The event's emphasis on play, co-creation and experimentation was seen as refreshing and meaningful.



# Our Artists – Opportunities for Improvement

## 1. Artist-to-Artist Connection: Many artists expressed a desire for pre-festival engagement, such as:

- Online or in-person meetups
- Idea-sharing forums
- Co-creation workshops

This would build creative cross-pollination and a sense of shared purpose before the event and grow participatory skills

## 2. Site Layout & Comfort:

Some artists experienced isolation or poor placement across the paddock, impacting engagement with audiences.

Recommendations included better wayfinding, more shaded rest areas, and tighter clustering of activations to create flow and energy

## 3. Program Design: There were strong calls for more:

- Performative and participatory works
- Ongoing "serious play" spaces
- Multi-sensory installations or activations between major artist zones to better connect the core artists together

## 4. Post-Event Legacy & Reflection: Artists suggested incorporating follow-up activities such as:

- Post-festival artist reflection sessions
- Digital documentation or legacy storytelling
- Continuing creative development opportunities





Art Muster - by Kyneton Dog Obedience Club - Radical Fields Harvest 2025 - Photo By Alex Wisser

# Recommendations for the Committee

To build on this strong foundation, the feedback recommends for the future:

- Host artist connection sessions in the lead-up, including introductions and creative brainstorming
- Cluster activations more closely to maintain momentum and interaction, and improve physical comfort with shade and seating
- Support rest and wellbeing more deliberately throughout the day, especially in hot weather
- Nurture artistic growth by celebrating experimentation, co-creation, and feedback loops
- Establish a legacy culture by documenting works, offering follow-ups, or developing a Glenlyon Artist Circle.





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*"Radical Fields is a shining example of how an arts organisation can support socially engaged artists to produce their best work."*

*- 2025 Artist*



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# Quantifying our Social Impact

# Social Impact Explained

Social impact refers to the broader effects an initiative has on people's wellbeing, sense of belonging, and community resilience

For Radical Fields, measuring social impact was a way to go beyond attendance numbers and capture how the festival truly affected people's lives — their sense of connection, pride in place, and creative engagement

By using a recognised tool like the Australian Social Value Bank (ASVB), Nourish Group is helping the Radical Fields team to quantify these benefits to better understand the value the festival delivers to the community and to demonstrate that value to partners, funders and supporters.





Hay How R U? - by Radical Fields Curatorial - Radical Fields Harvest 2025 - Photo By Alex Wisser

# Radical Fields Theory of Change

Radical Fields aims to use the power of participatory art in a natural farm setting to nurture creativity, inclusivity, community, wellbeing and connection. Through well planned activities and community involvement, our festival seeks to co-create experiences that have lasting positive impacts on individuals and the community.



# Radical Fields Program Logic

A program logic model is a tool that maps out how a program or initiative turns resources (inputs) into meaningful, measurable change (impact). Radical Fields worked with the community in advance to plan its impact ahead of the festival. The Radical Fields program logic clearly demonstrates how a festival grounded in place, participation and creativity transforms rural resources - like a paddock, community networks, and local talent - into social connection, cultural expression and legacy outcomes. It highlights not just what was delivered, but why it matters: stronger community ties, more confident artists, and a growing culture of creative exchange in Glenlyon. We measured well being through people's increase in feeling part of the local community.

Inputs What resources that we have?	Activities What will have been done when we have finished the program?	Outputs What will be delivered and for whom?	Outcomes What will be different? What will change as a result of the festival?	Impact What's the long term change?
<ul style="list-style-type: none"> <li>Funding - grants</li> <li>Governance</li> <li>Farm space</li> <li>Rural canvas</li> <li>Marketing &amp; PR</li> <li>Art supplies</li> <li>Technology</li> <li>Volunteers</li> <li>Donations</li> <li>Artists</li> </ul>	<ul style="list-style-type: none"> <li>Hands on activations</li> <li>Performances</li> <li>Community programs</li> <li>Educational sessions</li> <li>Workshops</li> <li>Exhibitions</li> <li>Food and drink activations</li> <li>Donations</li> </ul>	<ul style="list-style-type: none"> <li>Artworks produced</li> <li>Artists engaged</li> <li>Monthly market sessions</li> <li>Number of activations</li> <li>Attendees engaged</li> <li>Community groups engaged</li> <li>Number of volunteers</li> </ul>	<p>Short term:</p> <ul style="list-style-type: none"> <li>Increased engagement in art</li> <li>Enhanced community connection</li> <li>Immediate enjoyment and inspiration</li> </ul> <p>Medium Term:</p> <ul style="list-style-type: none"> <li>Development of new skills</li> <li>Ongoing participation in community &amp; art projects</li> <li>Strengthened sense of community</li> <li>Regular engagement in the arts</li> </ul>	<ul style="list-style-type: none"> <li>Glenlyon legacy</li> <li>Sustained creative practices</li> <li>Stronger community engagement</li> <li>Greater appreciation for art, farm life and nature</li> <li>Ongoing support and rapport for local artists</li> </ul>
			<p>Measured through engagement and community wellbeing. Measure: feeling part of the local community</p>	

# Our Impact Measure

## **Primary Outcome Measured:**

- A significant impact was measured in participants “feeling part of the local community,” with over 85% of respondents reporting high satisfaction (scores of 8,9 or 10 out of 10)
- A benefit-cost ratio of 51.5 reflects an extremely efficient return on investment, reinforcing the festival’s strong case for continued and expanded support from funders.

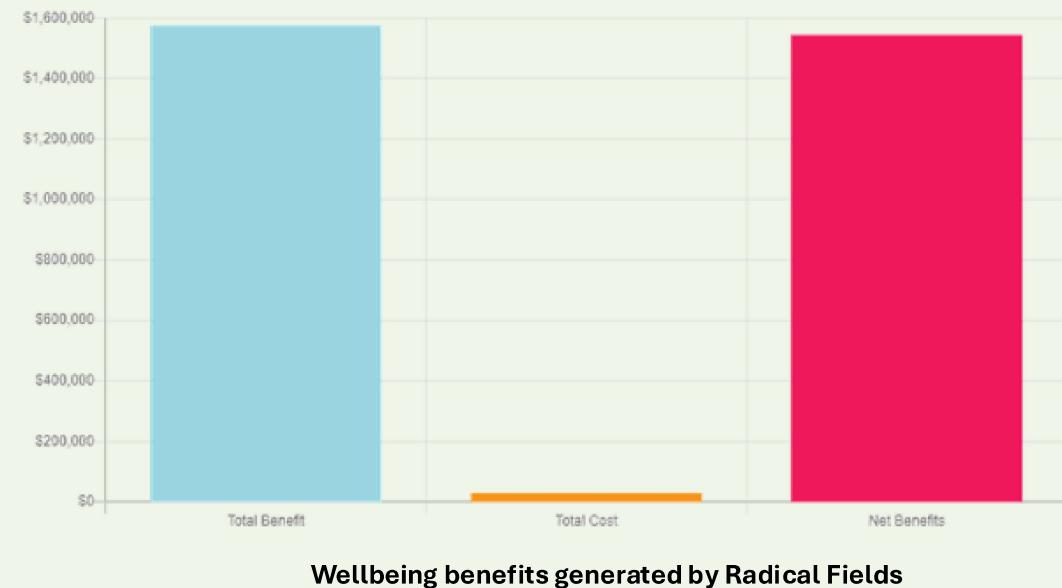


# Quantified Social Impact

## Australian Social Value Bank Quantified Impact:

- **Net Social Value Generated:** \$1,543,701
- **Total Benefits:** \$1,574,246
- **Total Cost (adjusted):** \$30,545\*
- **Benefit-Cost Ratio:** 51.5
- **Net Wellbeing Benefits Per Person who attended:** \$3,632
- **Festival budget:** \$23,569

Headline Results



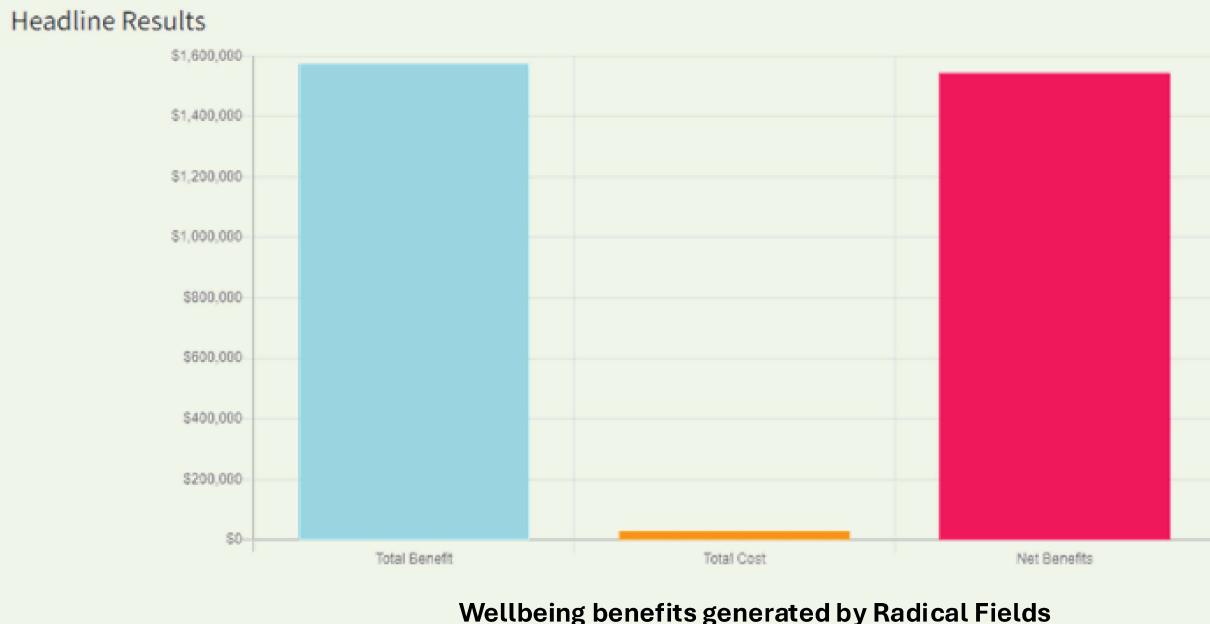
\* The amount is adjusted to include the grant and fundraising to run the festival (\$23569) plus an adjustment for optimism bias.



# Quantified Social Impact

This graph shows the quantified social impact of the 2025 Radical Fields Harvest Festival using the ASVB wellbeing valuation method. The analysis revealed that the festival generated over \$1.5 million in net social value, with a benefit-cost ratio of 51.5 to 1 — meaning every dollar invested returned over \$50 in community wellbeing benefit.

Most of this impact came from a strong uplift in participants' sense of belonging and connection to the local community, highlighting the festival's deep and lasting contribution to community wellbeing.



\* The dollar amounts represent the wellbeing value created by the festival



# Quantified Social Impact

This chart illustrates the breakdown of social value created by Radical Fields, as measured using the Australian Social Value Bank (ASVB).

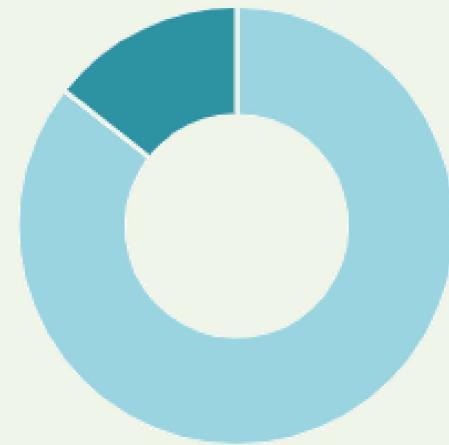
Primary benefits - which represent core wellbeing outcomes like a stronger sense of community and belonging - accounted for the vast majority of the festival's impact.

Secondary benefits, while smaller in proportion, reflect additional outcomes such as increased engagement, pride of place, and cultural participation.

Together, this mix shows that the festival delivered deep, lasting value primarily by strengthening people's social connection and identity within the Glenlyon community.

Division of Primary and Secondary Benefits

Primary benefits      Secondary benefits



Radical Fields delivers primary and secondary benefits that stay in the local community



# In Summary:

Radical Fields 2025 was more than a festival—it was a catalyst for community connection, creative expression, and social value. Through immersive art experiences and active community participation, the event demonstrated how regional arts festivals can deliver lasting benefits well beyond the day itself.

## Key takeaways:

- The festival generated over \$1.5 million in net social value, with a benefit-cost ratio of 51:5, showing extraordinary return on investment\*
- Survey responses highlight strong outcomes in belonging, pride, and wellbeing, particularly among locals and volunteers
- There is strong community appetite for future iterations, with calls for expanded programming, accessibility, and deeper engagement
- Radical Fields has laid a strong foundation for Glenlyon to grow as a creative, connected, and inclusive rural community.

\*Calculated by Nourish Group Consulting using the Australian Social Value Bank wellbeing index





Zen Walk - by Castlemaine Zen - Radical Fields Harvest 2025 - Photo By Alex Wisser



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