

Media Release

Chiefs of Staff, News Directors

Tuesday 24 June 2014

Student artwork to be exhibited in Hawks' marquee

A mystery box of materials, a challenge to construct an artwork that indicates Tasmania as a winter wonderland, and an amazing exhibition space at the Hawthorn Football Club marquee at Aurora Stadium in Launceston this Saturday has inspired more than 50 students from six northern Tasmanian high schools to investigate studying creative arts at the University of Tasmania.

The collaboration between the University of Tasmania's Centre for University Pathways Program (CUPP) and the Hawks Art in Sport program has resulted in amazing exposure for the young artists who have been taking part in what has been dubbed the "Lighting the Pathways" program.

This innovative program was designed to help the students discover education options through the Tasmanian College of the Arts (TCotA) by focusing on cultural tourism and tourism's links with sporting events such as AFL games.

Schools taking part are Riverside High School, Exeter High, Port Dalrymple (George Town), Campbell Town High, Brooks (Launceston) and Launceston City Campus.

The students have participated in a three-day workshop completing tasks and undertaking workshops with tourism industry leaders on the University's Newnham and Inveresk campuses and this week have been busy marketing their creations through social media and finalising management plans before the big reveal at the AFL match on Saturday.

University of Tasmania Pro Vice-Chancellor (Students) Professor Sue Kilpatrick said that there are many possibilities for employment in the tourism and sports industries that young people might not have considered.

“Creative arts can lead to jobs that are not just about making art but about things like event management, marketing and tourism – it can mean artistic students can realise their aspirations towards higher education and apply their skills in various ways.”

Hawthorn Football Club is supporting the Lighting the Pathways program through its Sport is Art theme at Saturday’s match against Gold Coast Suns at Aurora Stadium.

“We engaged with the University of Tasmania and the Queen Victoria Museum and Art Gallery (QVMAG) to provide local high school students with the opportunity to explore their creative side through sport,” Hawks’ Tasmanian Operations manager Shayne Stevenson said.

“It’s so important that students are exposed to all the possible career pathways they can pursue after high school and we are hopeful that through Sport is Art and the Lighting the Pathways Program that students will consider a career in arts.

“The wonderful pieces of art created by the students will be on display in HawksCentral at Hawthorn’s match against Gold Coast Suns this Saturday, along with displays and activities from QVMAG, so we encourage all our fans to come along and check them out before the match.”

Lighting the Pathways is part of the Pathways to Success project funded by the Higher Education Participation and Partnerships Program (HEPPP).

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