



ANNUAL REPORT

2016 – 2017

ANNUAL GENERAL MEETING

MAITLAND REGIONAL ART GALLERY

19 OCTOBER 2017

MAITLAND REGIONAL ART GALLERY MEMBERS COMMITTEE

OBJECTIVE: (as per MRAGM constitution)

Maitland Regional Art Gallery Members is a body of people from the community who, after becoming financial members, work in conjunction with the Maitland Regional Art Gallery staff to:

- I. Promote public awareness of Maitland Regional Art Gallery (MRAG) and its activities.
- II. Provide visitors and supporters of the arts an opportunity to develop an ongoing positive relationship with MRAG.
- III. Be a Maitland Regional Art Gallery ambassador and encourage others to associate with the Art Gallery.

DELIGATED POWERS: To raise revenue, in accordance with the Local Government Act 1993, and other applicable legislation, for the support of the above objectives.

OFFICE BEARERS

PATRON:	Jenny Aitchison
CHAIRPERSON:	Jan Noble AM
DEPUTY CHAIRPERSON:	Sui-Linn White
SECRETARY:	Sue Groom
TREASURER:	Alasdair Smart
MAGAZINE SECRETARY:	Catherine Kingsmill
EVENTS COORDINATOR:	Andrea Pugh
GENERAL COMMITTEE MEMBER:	Holly Fisher-Bidwell
COUNCIL REPRESENTATIVE:	Loretta Baker
MRAG REPRESENTATIVE:	Brigette Uren

The Maitland Regional Art Gallery Members Committee thanks the many people who have supported the Committee and Committee events during the past year. In particular, the Committee wishes to convey its appreciation for the cooperation and assistance readily given by gallery staff and volunteers.

Thank you

CHAIRPERSON'S REPORT

It is with pleasure that I report the events and proceedings of Maitland Regional Art Gallery Members Committee for the year 2016 – 2017.

Apart from continuing to fulfil the objectives of the Members Committee constitution to work with Gallery staff to promote public awareness of the Gallery and its activities, and through delegated powers and in accordance with the Local Government Act, 1993, organise fundraising activities, the Committee has focused on preparing further material, mostly protocols, to support documentation already with Maitland City Council regarding the proposed incorporation of the Members organisation.

Proposed changes to Local Government, that is, Council mergers, put 'on hold' discussions with Maitland City Council regarding the Committee's wish to incorporate. On resolution of the State Government's merger initiative, as Chairperson I met with Council's General Manager, Mr David Evans, to discuss the following issues and the proposal that MRAGM become an incorporated association. The issues of concern being;

- Independent management of the Committee's finances
- Receipt of interest on monies held by Council
- Tax exemption status and
- Charitable organisation status.

In a letter dated 25th July, 2017 the General Manager offered to accommodate the above issues with the exception of charitable organisation status which the Council, as a government entity, is unable to provide, not being itself registered with ACNC.

In addition to these items, administrative and financial support currently provided by the Gallery and Council staff, as well as insurance cover currently provided by Council, would not longer be available should MRAGM move to an incorporated association. Given that committee members act in a voluntary capacity, the additional tasks required to maintain MRAGM would become difficult in these circumstances.

Based on these current issues the Members Committee could not support the move to become an incorporated association at present and therefore has voted to remain an s355 committee of Council.

In voting to accept Council's offer and to remain an s355 committee of Council, the Committee firmly noted that the option must remain open for a future committee to review progress and incorporate if the Committee believes it would be in the best interest of the committee and Maitland Regional Art Gallery Members to be an incorporation association.

FINANCIAL MATTERS: Funds raised through MRAG member's fees continue to be a major source of income. However retention rates remain a focus of attention to be addressed.

Another factor influencing this year's income was the decision, after 6 years of the Annual Print Sale, to broaden the appeal of 'the sale' by including a range of other art mediums such as oils and sculptures and to conduct the sale every second year. The effect of 'no sale' this year is evident in the amount of income raised during 2016-17.

The Committee has continued to support the Gallery's education activities by the donations of \$7,495 to Free Art January and \$ 9,403 to Free Art Sunday. It should also be noted that \$6,000 raised in 2010 at a High Tea and allocated for a proposed Garden project, was given to the Gallery for the purchase of outdoor furniture.

MEMBERSHIP: Money raised through membership fees continues to be a major source of the income used to support the Gallery and the education program.

Growing the membership remains a key objective of the Members Committee. Initiatives taken back in 2015-16 now provide sufficient information to enable analysis of membership patterns and supported the review of membership categories and membership fees.

EVENTS AND FUNDRAISING: Activities during the year included initiatives aimed at increasing Gallery membership: Stalls at the Olive Tree Markets provided an opportunity to promote upcoming events and exhibitions as well as the benefits of Gallery membership.

Regarding the year under review it should be noted that the two fundraising coach tours for 2017 calendar year both fall outside the 2016-17 reporting period and will be reported on in the next annual report.

ARTEL MAGAZINE: The quarterly ARTEL magazine continues to win praise and positive comments from recipients as an informative read and record of Gallery activities and personalities.

The cost of production remains a matter of concern and subject to review both in terms of Gallery staff input and the cost of printing and postage. Members are encouraged to opt for an electronic rather than hard copy, however it is acknowledged that the electronic option will not suit nor be available to all members.

Gallery staff cooperation in the production and distribution of ARTEL is greatly appreciated by Committee members.

THE COMMITTEE: On behalf of the Committee I wish to thank the Cultural Director, Brigitte Uren and the Gallery staff, for their assistance and support during the past 12 months, especially 'front of house' staff who play a key role in maintaining the membership register and take bookings for events. I would also like to thank Katie Bugeja, Arts Administrator, for her help organising fundraising and Members functions at the Gallery.

It has been my pleasure to work with a professional and supportive team. I commend their reports and thank them for their contributions to this report and the ongoing development of Maitland Regional Art Gallery Members activities. Our Secretary, Sue Groom, who apart from the regular secretarial duties has willingly assisted in the preparation and distribution of documents and policy papers relating to the proposed move to incorporate.

I thank the Treasurer, Alasdair Smart, who assisted by the Cultural Director Brigitte Uren, has managed Committee's finances in accordance with the requirements of an s355 committee of Council.

Sui-Linn White, Deputy Chair and Membership Secretary, who conducted the membership review and prepared the revised proposal for the membership structure and fees to be voted on tonight. I thank also Andrea Pugh, Events Coordinator, for her skill and commitment organising professional

fundraising and member's events and Holly Fisher-Bidwell for the experience she brings to events planning and management.

Catherine Kingsmill is stepping down this year after 4 years as ARTEL Magazine Secretary. During that time and under her guidance ARTEL has moved from a simple newsletter to a professional magazine greatly appreciated for its content and presentation.

The Committee's two 'representative' members, Brigette Uren and Loretta Baker, have both supported the committee providing information and advice in relation to their respective roles with Maitland City Council. The Committee wholeheartedly congratulates Loretta Baker on her election as Mayor of Maitland. Loretta's contribution to Committee discussions will be missed and on behalf of the Committee I thank Loretta for her valuable input over the past years.

The year ahead offers challenges: The implementation of proposed support by Maitland City Council as well as growing the membership and fundraising in support of the Gallery. Thank you all for your support during the past year and I wish the incoming Chairperson and the Committee a successful year ahead.

Janette R. Noble AM
Chairperson.

TREASURER'S REPORT

For the year ended 30 June 2017

You will have in front of you a copy of the financial report for Maitland Regional Art Gallery Members for the year ended 30 June 2017 as prepared by Maitland City council staff and presented and approved already by the MRAGM Committee. The two important columns are the ones labeled "Actual 2017" being the results for the 2017 financial year and "Actual 2016" being the actual figures for the 2016 financial year – this column is provided for purposes of comparison.

In summary:

INCOME

- \$19,920 was provided from membership fees received during the year;
- \$2,586 was received for bus trip held during the year;
- \$43,848 under "Functions" was the gross proceeds from the Print Sale held during the year of \$43,717 and sale of MRAGM merchandise of \$131;
- Total gross income is \$66,354 for the year.

EXPENDITURE

- General expenses of \$29,701 includes workshop costs being Free Art January of \$7,495 and Free Art Sunday of \$9,403. It also includes the cost of the donation to the Giving Tree being \$6,000, the cost of producing ARTEL being \$4,577. It includes general printing being \$1,177, the AGM costs being \$611 and the purchase of flags and tote bags being \$438.
- Bus trip cost of \$1,692 being the costs of running the bus trips during the year;
- Functions cost of \$34,126 includes the costs of running the Print Sale during the year being a total of \$31,397 and the balance being the members' Christmas Party of \$2,568 and flowers of \$161.
- Total expenses during the year were \$65,519.

CARRY OVER POSITION

- Leaving an excess of income over expenditure of \$835 for the year.
- This figure is added to the carry-over total from the prior year of \$65,577 leaving the Members of MRAG with a carry-over balance at year end of \$66,412.
- As you are aware I am obligated to use figures as supplied by Council when preparing my report. The carry-over balance used in this report for the 2016 year of \$65,577 was not the reported carry-over balance in my report as presented to the AGM in 2016. Although aware for some time that Council would adjust the carry-over balance I was unable to present the corrected figure until it was included in Council's figures. The adjusted Statement of Receipts and Payments for the period 1 July 2015 to 30 June 2016 was only recently made available by Council. The 2016 carry-over balance as presented in my report to the AGM in 2016 was \$82,531 the adjusted carry-over balance used in the 2017 report is \$65,577 leaving a difference of \$16,954. This figure comprises of \$6,300 which was the members' commitment to Free Art January 2016 and \$10,654 which was the figure that the carry-over balance for the 2015 year was over stated by Council. Council has adjusted the carry-over balance for the 2016 year to include these amounts.

Thank you.

Alasdair Smart
Treasurer

MEMBERSHIP REPORT

Membership Secretary's Report 2017

For the MRAG Membership to build on the strength of its numbers, the Committee has focused on gaining a better understanding of the trends in figures. As a starting point we have monitored monthly figures on four attributes over a three year period 2015-2017: the overall number of current financial members, membership renewals, expired memberships and new memberships. We have made several important findings by analysing information from a member survey and Youth Advisory group convened in 2016, more recent feedback from members and front of house gallery staff, and MRAG financial reports.

Patterns in the number of financial members have been very stable. Peaks are seen in June and December; however, 2017 numbers have been in decline. Essentially, we are not growing as we would like. Some strategies have been put in place to promote membership including greater awareness of membership and its benefits with a presence at the Olive Tree Markets.

We are proposing at the AGM to update our membership categories and pricing to better meet actual costs associated with membership administration, remain accessible and equitable, remove barriers to the recruitment process and align with benefits and price points of other comparable galleries. The proposal includes a new category intended to engage the business community.

For the next year the Committee will need to enlist the support of members to carry out recruitment activities and promote the benefits of membership. This will include a focus on families and young people and possibly partnering with community groups. The Committee welcomes feedback on ways we can better meet the needs of our membership in campaigns to recruit and retain members.

Sui-Linn White
Deputy Chairperson/Membership Secretary

MAGAZINE SECRETARY'S REPORT

ARTEL REPORT 2017

Thanks to the cooperation and hard work of the MRAG staff, the four issues of ARTEL over the last twelve months have been produced to a high standard and serve not only as a great guide to the Maitland Regional Art Gallery and the artistic community of Maitland in general, but also act as an important historical document of the exhibitions, fairs, workshops and social and charity events provided to the Maitland community.

I must gratefully acknowledge above all, the professional and skilled graphic design and layout of MRAG's in-house designer, Clare Hodgins. Clare's patience, collegiality and brilliant eye have made my role as magazine secretary over the last four years an easier task. I'd also like to mention the unrivalled proof-reading skills of Cheryl Farrell. Cheryl has consistently and promptly delivered the most interesting and erudite articles on the MRAG collection and then found time to proof-read the entire magazine. Ashley Grant has always contributed good articles around the Gallery Shop range, with a particular focus on the artisans. The exhibitions and learning programs have also been well illustrated throughout this period by Kim Blunt, Michelle Maartensz and Anne McLaughlin. Cultural Director Brigette Uren oversees the entire production of ARTEL and contributes a major message to the MRAG community in each issue.

As for the MRAG Members contribution, Chairperson Jan Noble AM has always taken considerable effort in reporting to the Gallery members on all issues with a great degree of diligence. Events Coordinator Andrea Pugh has coordinated advertisements for the coach trips and gone to great lengths to secure copyright licensing for some iconic images. Her promotion of events and her subsequent event reports have been comprehensive. Her addition of participant testimonials for these events has added another dimension of inclusion for our members.

The 'MEET' section over the last year has featured MRAG benefactor Vicki Woods, dementia volunteer Carol Connaughton, Mayor Loretta Baker and Gallery Curator Kim Blunt. The 'MEMBER ARTIST' segment has included artist and conservator Duncan Harty, junior members Juno and Manus O'Reilly, Gallery tutor Ileana Clarke and artist and author Barry Maitland. A new segment, 'MEET A MEMBER OF INTEREST', was initiated with the latest issue in a bid to bring more of our member population into focus. It featured interior designer Stephen Troy. The next focus member of interest is Sarah Sivyer and the next featured artist is Lucas Grogan.

I have enjoyed my time as Magazine Secretary and would again like to acknowledge and thank the MRAG staff and volunteers who have contributed to ARTEL as well as all our members and friends who read it.

Catherine Kingsmill
Magazine Secretary

EVENTS COORDINATOR'S REPORT

MRAGM ANNUAL REPORT 2017 – EVENTS COORDINATOR

A range of events and new initiatives were undertaken by MRAGM in the 2016-17 reporting period, including the following:

MRAGM Christmas Party 2016

A Christmas party for MRAG members was held Friday, 18 November. More than 90 guests shared in a sumptuous feast prepared by Carolyn Scott of Blackbird Artisan Bakery to the backdrop of live music. The long-table dinner provided for an intimate dining experience and great opportunity for fellow members to mingle. We look forward to hosting this year's Christmas party for Gallery Members from 5:00 – 8:00pm Friday, 1 December.

Membership Drives



To increase awareness of MRAG membership, additional events by way of membership drives have been undertaken. On Saturday, 22 July and Saturday, 23 September, MRAGM Committee volunteers set-up stall at Olive Tree Markets. The markets and Gallery were frequented by nearly 2000 visitors on each occasion, providing excellent opportunity for MRAGM Committee members to engage with visitors and promote membership and all things MRAG, including upcoming events and exhibitions.



Fundraising

To support the Gallery and programs, MRAG branded tote bags were produced as a new fundraising initiative by MRAGM. Totes are now available for purchase from the Gallery Shop for \$12.50, with all proceeds going towards supporting art programs, including Free Art Sunday and Free Art January for children and their families.

Coach Tours

The following two coach tours have been scheduled for 2017, although will fall just outside the MRAGMC reporting period for 2016-17.

Tegel Excursion

Saturday, 21 October

Lionel Lindsay donors, Max and Nola Tegel are opening their private home, gallery and garden in Cobbity, NSW to MRAG members. The trip is exclusive to members and provides a truly rare and special opportunity.

Sculpture by the Sea, Bondi

Saturday, 4 November

A private guided tour of Sculpture by the Sea, Bondi featuring over 100 works by artists from around the world. The popular event is the largest annual public sculpture exhibition in the world, staged on the spectacular Bondi to Tamarama coast walk.

Andrea Pugh
Events Coordinator

CULTURAL DIRECTOR'S REPORT

IMPACT OF MRAG MEMBERS SUPPORT: QUICK STATS

\$7,560 FREE ART JANUARY 2017

\$9,855 FREE ART SUNDAY 2016-17

\$17,415 TOTAL MRAGM INVESTMENT

20 50

\$3.59pp



\$242,000
(approx.)

additional support obtained by leveraging MRAGM support (2014 - 2017)



4,844

active participants engaged in Free Art Sunday and Free Art January programs

FREE ART SUNDAY & FREE ART JANUARY



MRAG's flagship education and engagement programs.



1,678

people were informed at official openings that MRAGM was a keen supporter of MRAG

71%

participation increase in education and workshop programs (2014 - 2017)

Events made possible only due to this sponsorship with support by MRAG Members & CleverPatch.

336 of ART hours of TUTORs

Triennial comparison of MRAGM support

