

Throughout 2008, Museums & Galleries NSW (M&G NSW) consulted the museum and gallery sector to plan future directions for 2009 - 2011.

Despite its diversity, the sector was united in the need for M&G NSW to provide services such as touring exhibitions, research projects and information about community and stakeholder issues, to continue sector development through devolved grants and programs such as museum advisors, standards and professional development. The sector was enthusiastic for M&G NSW to lead advocacy to government and the community about the value of museums and galleries and to promote and celebrate their achievements. We have set our new strategic direction along these lines and will continue to monitor the value of our work to the sector.

During 2008, numerous ongoing programs were successfully managed and our work grew. The community of volunteers joining the Standards Program enlarged. Additional Museum Advisors increased support for regional volunteer museums. New funds were found for devolved grants and exciting initiatives, such as the audience research program, GREAT COLLECTIONS and the inaugural IMAGinE awards, came to fruition.

To achieve this work, we would like to acknowledge the support of our key funding partner, the NSW State Government through Arts NSW and our major funding partner the Federal Government through the Australia Council and Visions of Australia. We acknowledge our corporate partners BlueScope Steel, International Art Services, Mental Media and Yellowtail Wines whose support directly strengthens our sector. Thank you also to all who have provided support and resources, who have shared their valuable time and advice or have worked collaboratively with us.

Thanks to a supportive board for its guidance, advice and care for the organisation and to a creative, energetic and hardworking staff for their contribution to its success.

**Rosalind Strong, Chair**  
**Maisy Stapleton, CEO**



Rosalind Strong, Chair



Maisy Stapleton, CEO

# M&G NSW

## OUR PEOPLE

### > Board

**Rosalind Strong**, Chair  
**Sue Boaden**, Deputy Chair  
**Penny Amberg**  
**Dan Brush**  
**Joanna Capon** OAM MA  
**Andrew Crebbin**  
**Frank Howarth**  
**Alison Page**  
**David Sherley**  
**Councillor Allan Smith**

### > Staff

To view the profile of current staff please visit [http://mgnsw.org.au/about\\_us/staff/](http://mgnsw.org.au/about_us/staff/)

### > Committees

In 2008 M&G NSW managed five committees:

- Museum Reference Committee
- Regional Audience Development Steering Committee
- Standards Review Committee
- Visual Arts Reference Committee
- Volunteer Reference Committee

To view current committee members go to [http://mgnsw.org.au/about\\_us/committees/](http://mgnsw.org.au/about_us/committees/)

### > Funding partners

Arts NSW  
Australia Council for the Arts  
Visions of Australia

## GRANTS

### > Volunteer Initiated Museum Grants

The Volunteer Initiated Museum (VIM) Grant program received 94 grant applications in 2008 with a total of \$75,000 in funding devolved to the sector. Eight Leg Ups Skills Development Grants, three Leg Ups Skills Initiative Grants, 11 Bursaries (to attend the Museums Australia Lachlan Chapter Conference Working Spaces 2), 35 Small Grants and seven Development Project Grants were presented to successful applicants.

Projects funded included collection management software training, a disaster preparedness and risk assessment workshop, museum signage, store room refurbishment, promotional brochures and also the purchase of mannequins, archive boxes and display cases. Successful Development Project grants awarded in 2008 included an exhibition display of Aboriginal stone objects, the services of consultants to conduct significance assessments and a combined museums website.

### > Incoming Touring Exhibition Grants

The 2008 round of ITEGs distributed \$50,000 in devolved funds from Arts NSW. The panel assessed 23 applications received from 17 organisations from regional NSW and funded 10 of these projects.

### > Gallery FocusED Grants

The funds distributed in the 2008 grant round included \$25,000 devolved to M&G NSW from Arts NSW's Gallery ConnectED program. M&G NSW was also able to attract additional partnership funding of \$25,000 from BlueScope Steel, doubling the funding pool for 2008. The most significant aspect of this funding boost was that it enabled the 2008 grants to extend to metropolitan galleries. The committee assessed 16 applications received from galleries across NSW, both regional and metropolitan and eight projects were funded.

## RESOURCES

### > Exhibitions Register

Two editions of the Exhibitions Register were published on the M&G NSW website in May and December 2008 and were directly promoted to galleries and museums across the state. Together they included profiles of 32 exhibitions available for tour from a variety of arts organisations across Australia and also featured information about four touring exhibitions managed by M&G NSW.

### > Consultants Register

The Consultants Register continued to offer the sector free references to skilled consultants with a variety of expertise. In 2008, ten new consultants were added to the register.

### > Distance Advisory Service

In 2008 M&G NSW professionals continued to provide telephone, e-mail and written advice on best practice for museums and galleries across a wide variety of issues.

### > Information Resources

M&G NSW produced a variety of sector resources, from fact sheets about Disaster Planning and Collection Management, to conference podcasts and the annual *Grants and Funding Booklet*, which details funding sources available to museums and galleries in NSW. Two editions of The MAG were published in 2008 with issue 1 focussing on *Going Green sustainability demystified* and issue 2 titled *Brave New World Social Media and Cultural Organisations*.

### > Website & Alert!

The highlights of the M&G NSW communications suite are the organisation's website [www.mgnsw.org.au](http://www.mgnsw.org.au) and its weekly e-bulletin *Alert!* Together they continued to provide sector resources, information and news to over 1,600 subscribers and visitors each week.

## PARTNERING

M&G NSW values the strong and vibrant collaborative partnerships that it has established with organisations throughout the sector. These relationships play a pivotal role in enabling M&G NSW to contribute to the development of the museum and gallery sector in NSW. M&G NSW thanks all the sector organisations, cultural institutions, local government bodies and sponsors that have partnered with us in 2008. In particular significant support in 2008 was received from International Art Services, TED Fine Art Australia, Mental Media, Yellowtail Wines, BlueScope Steel, Regional & Public Galleries NSW and Museums Australia (NSW & ACT).

Cover image:  
**Gabriel SMITH**, engraver, London  
England 1724-1783  
**Sydney PARKINSON**, artist  
born Scotland about 1745,  
died Indonesian waters 1771  
**John Frederick MILLER**, artist  
England 1759-1796  
**Banksia serrata**,  
engraved before 1784, printed 1974  
engraving, printed in black on paper,  
46x29.7cm plate, National Herbarium of  
New South Wales, Botanic Gardens Trust  
From the exhibition GREAT COLLECTIONS

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Australian Government  
Visions of Australia

# Museums & Galleries NSW

# M&G NSW

▼ HIGHLIGHTS

**GREAT COLLECTIONS LAUNCH**

An exhibition of national significance, GREAT COLLECTIONS was a key project for M&G NSW in 2008. Offering an unprecedented display of over 115 of the rarest and best items from some of the oldest and most significant collecting institutions in the country, the exhibition was curated by the Australian art specialist, John McPhee. GREAT COLLECTIONS brings together artworks, objects and documents from the Art Gallery of NSW, Australian Museum, Botanic Gardens Trust, Historic Houses Trust of NSW, Museum of Contemporary Art, Powerhouse Museum, State Library of NSW and State Records NSW for the first time. GREAT COLLECTIONS was launched on 11 December 2008 at Campbelltown Arts Centre by NSW Premier and Minister for the Arts, the Hon Mr Nathan Rees and will tour throughout 2009 to Tweed River Art Gallery, Western Plains Cultural Centre, Albury Library/Museum and Albury Regional Gallery and the Art Gallery of Ballarat. The exhibition is accompanied by a 124 page full colour catalogue. The development and touring of GREAT COLLECTIONS has been supported by the Federal Government through Visions of Australia.



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1 Jisuk Han, Exhibition Designer  
2 Allan Baptist, Shoalhaven City Council  
3 From left to right: Roger Garland, Museums Australia ACT, Patricia Sabine, Frank Howarth, Director, Australian Museum, Mary-Louise Williams, Director, Australian National Maritime Museum 4 Winter Season Opening Night MCA  
5 Jude McBean, 2008 President, Regional & Public Galleries NSW 6 Centenary Cottage Museum, 2008 Standards Participant

**IMAGINE AWARDS**

On 25 October 2008 the inaugural IMAGInE awards were presented at the Art Gallery of NSW. The now annual awards are an initiative of M&G NSW, Regional & Public Galleries NSW and Museums Australia (NSW and ACT Chapters), and provide an invaluable opportunity to recognise excellence, innovation and leadership in the collecting sector.

2008 IMAGInE awards winners included galleries and museums, big and small, from right across NSW and the ACT. Eleven awards were presented, with the contribution of volunteers and individuals also celebrated through the presentation of three Individual Achievement Awards. Celebrity host, Libbi Gorr, added an element of humour to the cocktail event which saw over 100 arts professionals and volunteers come together to acknowledge their peers.



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▼ HIGHLIGHTS

**GUESS WHO'S GOING TO THE GALLERY REPORT**

M&G NSW has committed to a dynamic and responsive research and audience development program as one of its key strategic priorities. The Research and Audience Development program, funded by the Australia Council, undertakes strategic visitor research and develops and manages a centralised collection of comprehensive, reliable and current arts audience data which can be accessed by galleries and museums — and the sector at large — to identify their visitors and their needs.

The report for the first year of *Cultural Intelligence — the Strategic Audience Development Study* was launched in July 2008. The report presents findings from 2,259 survey responses collected across two regions of NSW — Western Sydney and the Hunter/Central Coast. The study is now in its second year with research being conducted in 12 galleries in the Sydney Metropolitan area during 2008/2009.

M&G NSW will continue the Strategic Audience Development Study with an additional 20 to 30 galleries during 2008 -2010, for a comprehensive overview of visitors across NSW, with continued funding from the Australia Council for the Arts.

The M&G NSW research and audience development projects for 2008 also included a comprehensive visitor research study for the 2008 Biennale of Sydney.

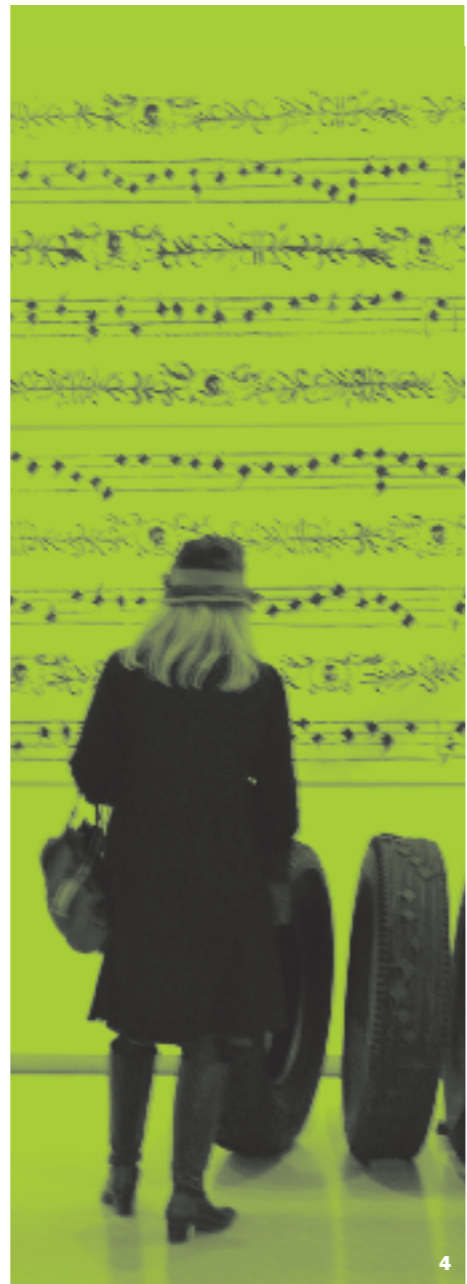
**“TO ME, ONE OF THE MOST IMPORTANT FINDINGS OF THE STUDY WAS THAT VISITING A MUSEUM OR GALLERY WAS NOT SOMETHING DONE ONLY BY THE WEALTHY OR WELL EDUCATED; IT DEBUNKS THE MYTH THAT MUSEUMS AND GALLERIES ARE ONLY FOR ELITES; CLEARLY THEY ARE FOR THE WHOLE COMMUNITY.”**

– Frank Howarth, Director, Australian Museum

▼ HIGHLIGHTS

**PUSHING BOUNDARIES**

Staged in conjunction with Regional & Public Galleries NSW, Pushing Boundaries was a two-day conference examining issues and areas of interest within the visual arts sector. Local and interstate speakers debated the pros and cons of convergence, discussed the challenges of censorship and presented inspirational models of programming and audience development. Included in the program were visits to Object gallery, Roslyn Oxley Gallery and the newly established Sherman Contemporary Art Foundation. The event attracted over 80 delegates from around the state. They left the conference inspired, motivated, and determined to continue pushing boundaries.



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**STANDARDS PROGRAM**

In partnership with the Armidale Dumaresq Council, the Tamworth Regional Council and Arts North West, the 2008 Standards Program targeted the New England and North West region of NSW, where nine museums and one Keeping Place signed up for the year-long program of self review and external feedback. The celebration event held at the Armidale Folk Museum in November marked the successful completion of the program's five activities, including the challenging Self Review Survey, as well as attendance at the mid-year practical workshop and onsite review sessions. Feedback from the participants about the program was extremely positive; in particular they highlighted the fantastic support and advice from the Standards Review Committee.

**“M&G NSW'S STRONG FINANCIAL SUPPORT IN 2007 WAS ENHANCED IN 2008 AND THEY INITIATED A NUMBER OF TARGETED BURSARIES TO ENABLE THE PARTICIPATION OF MANY MUSEUMS IN THE NORTHERN HALF OF NSW.”**

– Museums Australia Lachlan Chapter



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▼ SUPPORTING THE SECTOR

**TOURING EXHIBITIONS**

In 2008 M&G NSW managed the tours of 10 exhibitions that toured to a total of 29 venues (25 of which were located in regional NSW). Over 130,000 people visited these exhibitions that displayed a total of 394 works from 218 artists, ranging from contemporary Indigenous art, portraiture and new media, to fibre and textile artworks. The launch of the GREAT COLLECTIONS tour in December was the major event of 2008 that marked the culmination of several years of research and preparation.



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7 Beth Hatton Scissors (Settlement Series), 2008 Serrated tussock grass, Yorkshire fog, blackberry, philodendron, sedge, linen thread Image courtesy of the artist and Craft ACT



▼ SUPPORTING THE SECTOR

**SECTOR DEVELOPMENT**

**> Museum Advisors Program**  
Established in 2000, this program provides funds for a Museum Advisor to work with museums within a local government area for 20 days per year. Advisors work collaboratively with museums and local government towards the shared goal of ensuring the long term sustainability of museums.

**> Standards Program**  
The Standards Program continues to offer community based museums the unique opportunity to conduct self-examination, to acknowledge their achievements and to develop plans for future directions and operations. An increase in the number of museums registered for the 2009 program is testament to the growing recognition of the program and its benefits.

**PROFESSIONAL DEVELOPMENT**

**> Seminars And Workshops**  
M&G NSW presented a dynamic series of professional development seminars and workshops in 2008. More than 800 delegates attended 13 events held in Sydney, Wollongong and regional NSW.  
• Access to Funding (Partner: Wollongong City Council)  
• Adding It Up — a free budgeting workshop for Artist Run Initiatives (ARIs)  
• IMAGInE awards cocktail presentation event (Partners: Museums Australia NSW, Museums Australia ACT, Regional & Public Galleries NSW. Sponsorship: Mental Media, International Art Services, Yellowtail Wines)  
• Import/Export: Asian — Australian creative exchanges (Partner: Museum of Sydney, HHT)  
– Sites of creativity: projects bridging Asia and Australia  
– Programming across cultural boundaries  
• Making the most of the media — Arts PR Masterclass  
• Powerful places: models of convergence in the museum, gallery and library sector (Partner: Public Libraries NSW, Tamworth Regional Council)

▼ SUPPORTING THE SECTOR

• Pushing boundaries: galleries initiating and responding to change (in conjunction with the Regional & Public Galleries AGM)  
• Social Media and Cultural Communication conference and masterclasses (Partner: ARC Centre of Excellence for Creative Industries and Innovation)  
• Standards Program (Partners: Armidale Dumaresq Council, Tamworth Regional Council, Arts North West)  
– Introduction to standards briefing  
– Practical workshop  
– Celebration event  
• There's a War On! Collections, sites and stories related to WWI and WWII 'at home'

**> Mentorships and Fellowships Program**

The M&G NSW Mentorship and Fellowship Program provides opportunities for professionals to gain new knowledge and skills, in return promoting a broadening of knowledge throughout the sector. In 2008 M&G NSW was pleased to offer the first international fellowship, along with four state based mentorships. The Fellowship and Mentorships cover costs associated with travel, accommodation and a daily living allowance for a two week period. 2008 recipients:  
• \$10,000 Manchester Galleries Fellowship in the UK—Debbie Abrahams, Director, Lake Macquarie City Art Gallery  
• Gallery Curatorial Practice Mentorship, Hazelhurst Regional Gallery — Ray Wholohan, Assistant Curator, Wagga Wagga Art Gallery  
• Gallery Education Mentorship, Art Gallery NSW — Monica Armanini, Public Programs Coordinator, Griffith Regional Gallery  
• Museum Marketing Mentorship at Historic Houses Trust — Sandra Earle, Homestead Coordinator, Tocal Homestead, Alexander Foundation  
• Open Museum Mentorship, undertaken at HHT Police and Justice Museum — Jessica Moore, Collections Officer, Western Plains Cultural Centre

▼ SUPPORTING THE SECTOR

**ADVOCACY**

M&G NSW advocacy spotlights the sector's work, its community contribution, challenges and development through submissions, responses to government and communications. In 2008, submissions were made to the 2020 Summit and to the NSW Parliament's Inquiry into the Development of Arts and Cultural Infrastructure Outside the CBD. Ongoing sector input into development issues is achieved through five sector reference committees and we consult widely with the sector on strategic directions. The M&G NSW Board travels to a regional area each year to connect with local concerns, visiting the Shoalhaven in 2008, and the CEO and staff respond to issues as they emerge.

