

It is over 10 years since Museums & Galleries NSW (M&G NSW) was launched in late 1998 by the then Ministry for the Arts. The organisation was established to build on the work of two previously state-funded bodies, Museums Australia (NSW) and the Regional Galleries Association of NSW, while providing an integrated approach to service delivery across the whole sector and developing a stronger strategic direction.

The year 2009 has been one of both success and reflection, the latter in response to a Review undertaken by Arts NSW, Communities NSW.

The year commenced with the tour of the GREAT COLLECTIONS exhibition. This landmark exhibition was a critical and a popular success, attracting around 50,000 visitors through its 10 month tour. A second exhibition, *There's a War On! World War II at Home*, supported by the Department of Veterans' Affairs and the Heritage Branch of the Department of Planning, was also created this year, opening in Wagga Wagga.

M&G NSW built on its strategic development programs, completing stage two of the public gallery visitor surveys in the Sydney Metropolitan area and commencing an economic value study of cultural infrastructure in regional NSW.

Ongoing programs such as the Museum Advisors and Standards Program have strengthened participating museums and galleries and their links with local government, while developing a more strategic approach to their future. The grants and professional development programs run by M&G NSW have also increased the capacity of the sector to engage with its communities.

M&G NSW would like to thank the NSW Government through Arts NSW, Communities NSW for funding the organisation, the Federal Government



Rosalind Strong, Chair



Maisy Stapleton, CEO

through the Australia Council for the Arts for its key organisation funds and Visions of Australia for supporting major initiatives. Thank you to the M&G NSW Board for its ongoing support and commitment and particular thanks to the staff, who have carried out their responsibilities and duties with dedication, enthusiasm, hard work and great loyalty to the organisation and to the sector we serve.

Rosalind Strong | Chair  
Maisy Stapleton | CEO



## OUR PEOPLE

### > Board

Rosalind Strong | Chair  
Penny Amberg  
Sue Boaden  
Dan Brush  
Joanna Capon OAM  
Frank Howarth  
Peter Loxton  
Alison Page  
Colin Rhodes  
David Sherley  
Cr 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 2009 M&G NSW convened seven committees:

- Economic Value Steering Committee
- IMAGinE awards Committee
- Museum Reference Committee
- Standards Review Committee
- Strategic Audience Evaluation and Development Steering Committee
- Visual Arts Reference Committee
- Volunteer Reference Committee

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

### > Funding partners

Arts NSW, Communities NSW  
Australia Council for the Arts  
Visions of Australia  
Department of Veterans' Affairs  
Heritage Branch of the Department of Planning

## 10 YEARS ON

In 2009 Arts NSW, Communities NSW announced a review of M&G NSW in order to assess its contribution over the last decade. The terms of reference included assessing the organisation's current role, programs and operations and examining its cost effectiveness. M&G NSW undertook a parallel analysis of the organisation, *Ten Years On*.

This rigorous self-scrutiny has demonstrated M&G NSW's commitment to its sector, the effective leveraging of government funds and the immense range of programs and services provided for over a decade to museums and galleries in this state. We believe that the investment the government has made in the sector, through M&G NSW, has borne significant and demonstrable results.

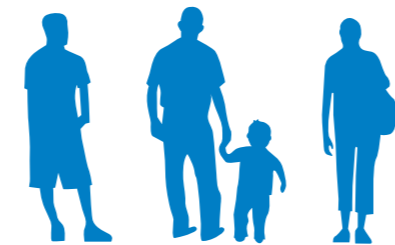
However, there is always room for future development and change. M&G NSW welcomes directional input into our operations from both the government and the sector, while taking responsibility for meeting the diverse needs of our sector in a way that achieves the greatest benefits for the whole.

## 10 YEARS ON: 1999-2008

### > Touring Exhibitions



M&G NSW has managed **44** touring exhibitions to an average of **25** venues per year across regional NSW and Australia



An audience of over **1 million** has visited exhibitions toured by M&G NSW

### > Professional Development



**160** professional development programs have been presented to NSW and interstate participants

**6,635** people have participated in M&G NSW events and professional development programs:  
**3,752** Sydney Metropolitan and Western Sydney participants  
**2,693** regional participants

**35** Mentorships and Fellowships for museum and gallery professionals in NSW have provided developmental work placements across NSW, interstate and overseas

### > Regional Focus



M&G NSW has presented **714** activities and individual programs:  
**83%** undertaken in regional NSW  
**17%** undertaken in the Sydney Metropolitan area

### > Sector Development



**73** museums and galleries have participated in M&G NSW's Standards Program which has involved **45** local government areas

**24** Museum Advisor Programs have supported over **55** museums and involved over **30** local government areas

### > Grants



**555** grants totalling **\$851,000** have been devolved through **4** key M&G NSW grant programs:

- Volunteer Initiated Museum grants (VIMs)
- Incoming Touring Exhibition grants (ITEGs)
- Gallery FocusED grants (2007-08)
- Mentorships and Fellowships

Cover image: Meg Sheaffe

As featured in M&G NSW's new touring exhibition *There's a War On!* Meg Sheaffe in Sydney, c. 1943. Image courtesy of Meg Sheaffe, Wagga Wagga



Communities arts nsw

M&G NSW is assisted by the NSW Government through Arts NSW



Australian Government



Australia Council for the Arts



Australian Government  
Visions of Australia

GREAT COLLECTIONS is supported by Visions of Australia, an Australian Government program supporting touring exhibitions by providing funding assistance for the development and touring of Australian cultural material across Australia.

### Museums & Galleries NSW

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# Museums & Galleries NSW



▼ HIGHLIGHTS

**THERE'S A WAR ON! WORLD WAR II AT HOME LAUNCH**

Developed by M&G NSW, *There's a War On! World War II at Home* is a touring exhibition that showcases the varied experiences of Australians who fought the war on the home front. Kicking off its regional tour at the Museum of the Riverina in Wagga Wagga on 28 August 2009, *There's a War On!* is made up of objects, memorabilia, photographs and video footage that present the memories and ongoing stories of everyday Australians living in extraordinary circumstances. The exhibition displays a diverse collection of World War II artefacts, including the delicate lace wedding dress and veil worn by more than 50 Brunswick Valley brides due to wartime rationing of fabric (pictured). *There's a War On!* will tour to the Albury LibraryMuseum, Hurstville City Museum, Redcliffe Museum (QLD), Chifley Home, Alfred Deakin Prime Ministerial Library (VIC) and Cowra Regional Art Gallery throughout 2010-11.

**PARTNERS**

Department of Veterans' Affairs, Sue Hodges Productions, Museum of the Riverina, Albury LibraryMuseum, Cowra Regional Art Gallery, Australian War Memorial, Heritage Branch of the Department of Planning



▼ HIGHLIGHTS

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

2009 marked the completion of the second stage of M&G NSW's Strategic Audience Evaluation and Development Study, *Guess Who's Going to the Gallery?* The second stage of the study partnered with 10 galleries in the Sydney Metropolitan region. Funded by the Australia Council for the Arts, the study develops and manages a consistent 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. Launched by The Hon. Virginia Judge, BEP MP at the Museum of Contemporary Art in August 2009, the *Guess Who's Going to the Gallery?* – *Sydney Metro Report*, presents findings from the 2,239 survey responses collected. In late 2009 the third stage of the study commenced with research being conducted in regional NSW galleries, with a state-wide snapshot of gallery audiences across the NSW to be released in 2011.

**PARTNERS**

Australia Council for the Arts, Jones Donald Strategy Partners

**2009 IMAGinE AWARDS**

Initiated by M&G NSW, the IMAGinE awards are an opportunity for the museum and gallery sector to celebrate its achievements and recognise organisations and individuals that have demonstrated excellence. The 2009 IMAGinE awards attracted 64 nominations over five categories. On Saturday, 17 October 2009 host Peter Berner joined around 100 guests from across the paid and volunteer sector in congratulating 14 winners at a glamorous cocktail event held at the Australian National Maritime Museum in Sydney.

**PARTNERS**

Regional & Public Galleries Association of NSW, Museums Australia (NSW), Museums Australia (ACT), macforbes wines, Mental Media, Australian National Maritime Museum



**1** Eunice Grey Mortimer wearing her wedding dress and veil at her wedding, Mullimbimby, 26 April 1941. Image courtesy Brunswick Valley Historical Society **2** Official Party at the *There's a War On!* launch at the Museum of the Riverina, Wagga Wagga **3** Margaret Weber and Noreen Dunn from Walgett District Historical Society join Richard Wesley in accepting an IMAGinE award from Sharni Lloyd, Director, Glasshouse Regional Gallery **4** The Hon. Virginia Judge, BEP MP, with Maisy Stapleton, CEO, M&G NSW launching the visitor survey report **5** Mary-Louise Williams, Director, Australian National Maritime Museum presents Lisa Havilah and Megan Davis from Campbelltown Arts Centre with an IMAGinE award

**"OUR [IMAGinE AWARDS] TROPHY AND CERTIFICATE HAVE PRIDE OF PLACE ON A SHELF AT THE SOCIETY'S ROOMS WHERE IT CAN BE READILY SEEN BY EVERYONE WHO ENTERS THE BUILDING."**

– Margaret Weber, Walgett District Historical Society

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**TOURING EXHIBITIONS**

In 2009 M&G NSW managed the tours of 9 exhibitions that toured to a total of 26 venues (21 of which were located in regional NSW). Over 130,000 people visited these exhibitions that displayed work from 213 living artists. These exhibitions included 421 objects and artworks in total, ranging through contemporary Indigenous art, portraiture, new media and textile artworks, to social history. After four years of research and development *There's a War On!*, an exhibition designed for regional museums, was launched in August.

**PARTNERS**

Australia Council for the Arts, Arts NSW, Communities NSW, Visions of Australia, ABC Local Radio, Art Gallery of NSW, Artspace, Australian Museum, Australian War Memorial, Botanic Gardens Trust, Campbelltown Arts Centre, COFA NSW, Department of Veterans' Affairs, Gordon Darling Foundation, Heritage Branch of the Department of Planning, Historic Houses Trust of NSW, International Art Services/DAS Art Services, Museum of Contemporary Art, Myer, Parliament of NSW, Powerhouse Museum, Tamworth Regional Council, Tamworth Regional Gallery, Regional & Public Galleries Association of NSW, State Library of NSW, State Records NSW, Sue Hodges Productions, TED Fine Art Australia, Visual Arts & Craft Strategy

**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. At the end of 2009 there were 17 programs working with 21 local government areas supporting close to 60 museums. In 2009 Museum Advisors worked in collaboration with museums and local government on a range of projects including 8 exhibitions, 6 building improvement/development projects and 9 collection management projects.

**PARTNERS**

21 councils

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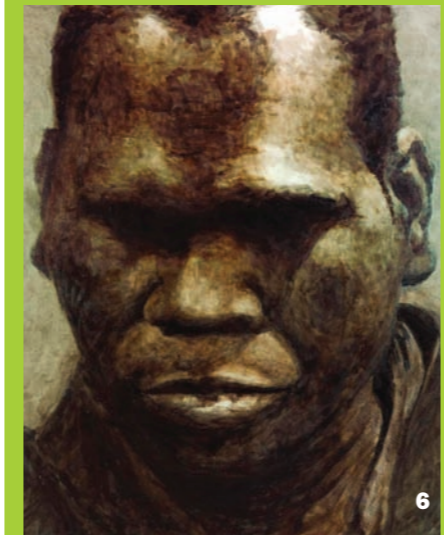
**> Standards Program**

The 2009 Standards Program, in partnership with Hurstville City Council and supported by 8 other Sydney councils, worked with 17 museums from the Sydney Metropolitan Region. The museums undertake a year-long challenge of self review and external feedback to raise their practices and policies against the minimum National Standards developed for Australian museums and galleries. Participants also worked closely with the Standards Review Committee, a team of museum professionals who represent the diversity of the NSW museum sector. A range of organisations participated, including house museums, historical society museums, local government museums and galleries, technology focused museums and representatives from National Parks and Wildlife Services.

**PARTNERS**

9 councils, Historic Houses Trust of NSW, Bathurst Regional Council, Australian Museum, NSW Rail Transport Museum, International Conservation Services, Parramatta Historical Society (Hambledon Cottage), Lady Denman Heritage Centre

**6** Guy Maestri, *Geoffrey Gurrumul Yunupingu*, 2009, oil on linen, 200 x 168 cm, Image courtesy Art Gallery NSW, Photographers: Carley Wright & Johan Palsson **7** VIM bursary recipient Marea Buist from the Port of Yamba Historical Society at the Museums Australia conference in Newcastle, along with members of the MA Far North Coast Chapter **8** Phoebe Arthur, Sector Development Coordinator, M&G NSW and delegate from the Access to Funding event in Tamworth



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**PROFESSIONAL DEVELOPMENT**

**> Seminars and Workshops**

In 2009 M&G NSW presented a program of 11 professional development seminars, workshops and events that attracted more than 600 delegates from regional and metropolitan NSW. We partnered with a range of organisations to deliver a program that was diverse in its scope and responsive to current issues relevant to the sector.

- *Artists interpreting history* (Partners: Historic Houses Trust of NSW, Museum of Sydney)
- *Build 'em up: tricks of the audience research trade* (Partner: Hazelhurst Regional Gallery & Arts Centre)
- *Defying extinction: keeping museums and galleries alive* (Partners: Historic Houses Trust of NSW, Museum of Sydney)
- *Going the distance: planning for sustainability* (Partners: Western Plains Cultural Centre, Orana Arts)
- *GREAT educators* workshop (Partner: Albury LibraryMuseum)
- *Show me the money! Access to funding* (Partner: Australian Country Music Foundation)
- *Spinning yarns* – oral history film festival at the MA National Conference (Partner: Museums Australia)
- *Spotlight on Manchester City Galleries with Sara Holdsworth* (Partner: Manchester City Galleries)

**> Mentorship and Fellowship Program**

The M&G NSW Mentorship and Fellowship Program offers regional and remote museum and gallery staff the opportunity to spend two weeks at a state, national or international institution to build their skills, knowledge and contacts within the sector.

2009 recipients:

- International Fellowship, Boston Children's Museum – Jane Cush, Director, Goulburn Regional Art Gallery
- Gallery Mentorships, Museum of Contemporary Art – Kristy Brown, Griffith Regional Art Gallery and Rachel Piercy, Manning Regional Gallery
- Museum Mentorship, Museum of



Australian Democracy – Sam Molloy, Chifley Home, Bathurst  
• Museum Mentorship, Immigration Museum, Melbourne – Helen Veilikans, Albury LibraryMuseum

**PARTNERS**

Boston Children's Museum, Museum of Contemporary Art, Museum of Australian Democracy at Old Parliament House, Immigration Museum, Melbourne

**"THE NETWORKING OPPORTUNITY WAS FABULOUS AND GETTING IDEAS FROM SIMILAR ORGANISATIONS WAS GOOD. GREAT SELECTION OF SPEAKERS."**

– GREAT educators delegate

**ADVOCACY**

M&G NSW's advocacy role is both responsive to emerging issues as well as proactive in assessing and analysing potential impacts on the sector.

In 2009 the Board visited Tweed and Lismore on its annual regional visit, and the Chair, CEO and senior staff have visited the Riverina, North Coast, Orana, Albury and Western Sydney regions, amongst others, for discussions and to address local issues. Meetings have also been held with the City of Sydney, NSW state government ministers and senior government staff in support of the sector, and the CEO participated in a round table on a federal advocacy approach organised by Museums Australia.

The CEO's visit to Washington offered an

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unprecedented opportunity to observe sophisticated and effective US advocacy programs and to learn from American organisations of their approach to engaging government, the community and their sector in dialogue on the value of the arts and culture.

M&G NSW has made submissions to government enquiries including the Productivity Commission's review of the not-for-profit sector, the review of CAN and the Review on the Protection of Movable Cultural Heritage Act [1986].

**GRANTS**

**> Volunteer Initiated Museum Grants**

The Volunteer Initiated Museum (VIM) Grants received 125 grant applications in 2009 with a total of \$75,000 in funding devolved from Arts NSW, Communities NSW to the sector. This is an increase of 31 applications from 2008. 9 Leg Up Skills Development Grants, one Leg Up Skills Initiative Grant, 12 Bursaries (four to attend the Museums Australia Conference, and 8 to attend Working Spaces 3), 33 Small Grants and 9 Development Project Grants were presented to successful applicants. Projects funded ranged from oral history recording equipment and computer cataloguing software to the services of consultants for Strategic Planning and Significance Assessments.

**PARTNER**

Arts NSW, Communities NSW

**> Incoming Touring Exhibition Grants**

The 2009 round of ITEGs distributed \$50,000 in devolved funds from Arts NSW, Communities NSW. The panel assessed 16 applications received from 14 organisations from regional NSW. It was a competitive round with 11 projects funded.

**PARTNER**

Arts NSW, Communities NSW

**RESEARCH**

In 2009 M&G NSW undertook the following research programs and projects:  
• 2009-10 Convergence Study – collecting

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data on issues surrounding the convergence and co-location of cultural infrastructure  
• Annual Sector Survey – ongoing collection of museum and gallery data from across NSW  
• Economic Value Study of Cultural Facilities & Activities – undertaken in Central West NSW (Partners: Western Research Institute, Dubbo City Council, Bathurst Regional Council and Orange City Council)  
• Strategic Audience Evaluation and Development Study – stage two Sydney Metropolitan

**RESOURCES**

**> Exhibitions Register**

Editions of the Exhibitions Register were published on the M&G NSW website in May and November 2009 and were directly promoted to galleries and museums across the state. Together they included profiles of 49 exhibitions available for tour from 28 arts organisations across Australia and featured information about 8 touring exhibitions managed by M&G NSW.

**> Consultants Register**

The Consultants Register continued to offer the sector free references to consultants with a variety of expertise relevant to museums and galleries. In 2009 online feature profiles were introduced that profiled a consultant on the M&G NSW website each fortnight.

**> Distance Advisory Service**

In 2009 M&G NSW continued to provide professional advice on best practice for museums and galleries with over 340 enquiries fielded including 61% from regional NSW and 52% from volunteers.

**> Information Resources & Communications**

In 2009 M&G NSW continued to produce its popular e-bulletin *Alert!* which together with the organisation's website www.mgnsw.org.au, provided sector resources, information and news to around 3,000 subscribers and visitors each week. In addition, M&G NSW produced a range of sector information resources, including fact sheets and the annual *Grants & Funding Booklet*.