



Annual Review 2014

Museums & Galleries of NSW

NUTS

For thousands of years, Aboriginal people have eaten the highly nutritious seeds of the Australian native species *Macadamia integrifolia* and *M. tetraphylla* (pictured). These species and their hybrids are now grown around the world, yielding a large global crop of nearly 100,000 tonnes each year.

Macadamias are considered one of the finest eating nuts. They are also full of 'good fats' — monounsaturated oils and omega 3 and omega 6 essential fatty acids.



ALGAE

Algae grow almost everywhere and are found in both ocean and on land, even inside other plants, fungi and soil. There are thought to be more than 72,000 species, ranging from 65-metre-long giant kelp to microscopic cyanobacteria. These microscopic life forms are the base of life on earth, marine algae, including seaweeds, produce up to 70 per cent of the oxygen in the atmosphere and store a quarter of the world's carbon.

MEDICINE



EXTINCTION

Trees





MESSAGE FROM MICHAEL ROLFE CEO M&G NSW

2014 came and went in another flurry of activity. Touring exhibitions, professional and skill development opportunities, devolved funding programs and a continued ramp up of website news, resources and social media connection ensured that meaningful support was delivered to our museum and gallery community, statewide.

Somewhat significantly, with the adoption of a new, modern constitution and corporate governance framework, we also changed our name to Museums & Galleries of NSW. A small change admittedly, but one that reaffirms our commitment as a service organisation in support of NSW gallery and museum programs.

M&G NSW continued its Aboriginal Reconciliation Action Plan initiatives and work nurturing the launch of the NSW Aboriginal Culture, Heritage and Arts Association Inc (ACHAA). Our website allowed the creation of some 4000 visitor trails, with unique visitation exceeding 63,000, realising more than 280,000 page views. Our work generally was characterised by partnerships created. In particular our association with local government, the State's major cultural institutions and small to medium museums and galleries themselves, ensured continued relevance.

I wish to acknowledge ongoing support provided by the NSW State Government through Arts NSW and the Federal Government through the Australia Council for the Arts. On behalf of all staff I also acknowledge the work of our Board, for their commitment, support and advice, provided throughout another busy and successful year.



MESSAGE FROM JENNIFER BARRETT (M&G NSW Chair appointed March 2015)

It has been another exciting and productive year for M&G NSW.

At the 2015 AGM Oliver Frankel stood down as Chair, having been first appointed in March 2013. Throughout his term Oliver focused on leading a review of M&G's governance whilst ensuring the organisation maintained its service orientated profile and activity. Among several achievements, a new constitution and associated Corporate Governance and Board Charters were adopted. It is in no small part due to Oliver's efforts as Chair that I have inherited a focussed, accountable and capable organisation.

The research M&G undertook in partnership with the NSW Evocities, producing the *Adding Value* report, was particularly impressive. Published mid-year, it outlined the direct economic benefit to communities of council owned cultural facilities in the seven major inland cities of Albury, Wagga, Dubbo, Bathurst, Orange, Tamworth and Armidale. Research collaborations of this kind are important and we will continue to explore such opportunities.

The organisation's new website was a significant achievement. Its impact, measured since launch, highlights increased usage and continued growth which allows greater connection with and support for the sector. Its capacity to engage the public provides a strong advocacy tool and it has already greatly assisted in increasing awareness of the wonderful work being done in support of culture and heritage.

Finally, I pay tribute to the many professionals in the sector and volunteers throughout New South Wales. The future is bright for the work you do, although not free of challenges and a need to consistently advocate for the sector. I look forward to working with you and M&G staff to develop and support the sector in the months and years ahead.

GALLERY PROGRAMS AND TOURING EXHIBITIONS

M&G NSW continues to tour exhibitions of contemporary visual art, craft and design to communities across Australia. In 2014, seven exhibitions toured to 17 venues across 5 states and territories and were seen by over 137,000 people. These showcased the works of 135 living artists and included more than 217 works of art and objects across various mediums.

ARCHIBALD PRIZE 2013 & 2014

CONTEMPORARY AUSTRALIAN DRAWING: 20 YEARS OF THE DOBELL PRIZE FOR DRAWING

IN-HABIT: PROJECT ANOTHER COUNTRY

STUDIO: AUSTRALIAN PAINTERS PHOTOGRAPHED BY R. IAN LLOYD

STRIKING CONTRASTS

RICHARD BELL: IMAGINING VICTORY

In partnership with the National Exhibitions Touring Support (NETS) Australia network, M&G continued development and delivery of the multi-year Australia Council funded National Touring Initiative (NTI). In 2014, M&G engaged UNSW Galleries to curate the national touring exhibition, *People Like Us*, and partnered with Ortelia Interactive Services on the development of Ortelia Curator, a digital exhibition design tool.

7 exhibitions

toured to



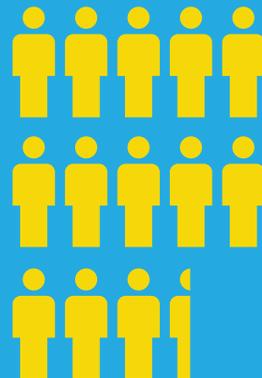
17 venues
across



5 states and territories

and were seen by

137,000 people



Clockwise from top: Alfredo and Isabel Aquilizan *In-Habit: Project Another Country*, 2012, used transport cardboard boxes, packing tape, handcrafted cardboard houses, makeshift drums and sound, single channel video projection plus 5 LCD screen installation. Commissioned by Sherman Contemporary Art Foundation 2012. Installation view, Pinnacles Gallery, Townsville, 2014.

Deborah Kelly, *Beastliness*, 2011, digital animation, stereo, 3:17 min, image courtesy the artist & Gallery Barry Keldoulis

Richard Bell: *Imagining Victory*, installation at Casula Powerhouse Arts Centre, 2014.

MUSEUMS PROGRAMS AND COLLECTIONS

The Standards Review Program ran in the Mid North Coast region in four different council areas, strengthening the museum practices and sustainability of six local museums and one gallery, engaging approximately 150 volunteers. The 2015 Program continued the partnership with Museums & Galleries Queensland (M&G QLD). Four museums in Northern Queensland and one 'out of region' museum participated in the Queensland Standards Program.

The Regional Museum Advisor Program, established in 2000, provides funds for a Museum Advisor to work with museums within a local government area for 20 days per year. Supporting 74 museums in 18 local government areas, the Museum Advisor program continued to support the work of over 310 volunteers through the provision of advice and specialist skills.

Clockwise from top: Display of lingerie from the Coffs Harbour Regional Museum's historic costume collection.

Volunteers at the Bunker Cartoon Gallery, Coffs Harbour, installing an exhibition from the collection.

Standards Reviewer visiting Kempsey Museum



**Regional
Museum
Advisor
Program**

18 local government areas

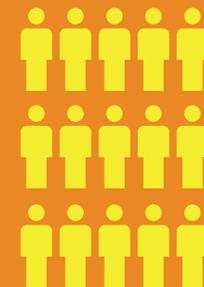


74 museums



310 volunteers

**Standards
Review
Program**



150 volunteers



1 gallery

6 museums



7TH ANNUAL IMAGInE AWARDS

Our partners in the 2014 IMAGInE Awards were Regional Public Galleries NSW, Museums Australia (NSW), and 107 Projects, an artist-run initiative in Redfern. Tickets to the event were sold out the week prior representing an increase in attendance, enthusiasm and event recognition within the sector.

Sixty-seven nominations were received and 11 awards granted. The IMAGInE awards celebrate and acknowledge excellence and innovation in four categories; Projects, Sustainability, Engagement and Individual Achievement.

Pastor Uncle Ossie Cruse AM MBE was recognised for his lifetime commitment to the Aboriginal people of South East NSW. Uncle Ossie has been involved in Aboriginal affairs at local, state, national and international level since 1968. He established the Monaroo Bobberrer Gudu Cultural Heritage Keeping Place in 1994 and continues to be an inspiration to Indigenous and non-Indigenous people alike.



PROFESSIONAL DEVELOPMENT

In 2014 M&G NSW delivered professional development events at no or low cost to nearly 500 participants from regional and metropolitan NSW. Topic areas included: 3D technologies, applying for grants and measuring impact in museums and galleries. The program included:

OUR GALLERIES, OUR SPACES – REGIONAL PUBLIC GALLERIES NSW 2013 CONFERENCE

Partners: Regional and Public Galleries NSW, Blue Mountains Cultural Centre

ACCESS TO FUNDING

Partners: Albury LibraryMuseum

3D: EXPLORING 3D TECHNOLOGIES IN MUSEUMS / GALLERIES / LEARNING / TEACHING

Partners: The Learning Studio, Macquarie University, Arts Law Centre og Australia

ARTCHAT

Partners: Regional Public Galleries NSW, Freda's Bar and Canteen

IMPACT

Partner: Sydney Living Museums

BUILDING TOGETHER: TOOLS FOR CULTURAL PLACES

Partner: ACHAA, Australian Museum, Sydney Living Museums

Left to right: Pastor Uncle Ossie Cruse AM MBE and Oliver Frankel, Chair of M&G NSW Board. Image: Mimi Kelly.

Michael Rolfe announces the winners of the 2014 IMAGInE awards.

The 2014 IMAGInE award trophies.

INFORMATION AND RESOURCES

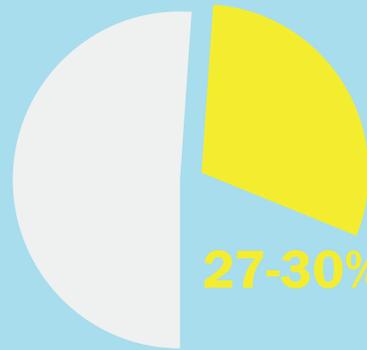
The new website started to pay dividends with increased traffic and content generated across both the sector and public interfaces.

Over 2014 our sector e-newsletters clocked 46-51.2% unique opens (twice the sector average) and a 27-30% click rate (around 6 times the sector average). Alert garners about 2000 website page views each time it goes out.

To build and better communicate with its public audience, M&G NSW launched a public e-newsletter called M&Gazine in early 2014, concentrating on state-wide activity, news and trails. Over the year M&Gazine clocked 43-51% open rate and a 16.8 - 22.7% click rate.

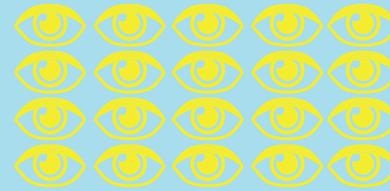
Our Twitter account grew strongly generating 474 new Followers and ending the year with a total of 3524 Followers. This reflects the number of GLAM sector organisations we follow and share content with. Facebook grows more slowly with our desired public audience harder to capture. Total Likes for the year increased from 532 to 842 and our average reach remains relatively low at 60-80 per post.

Alert



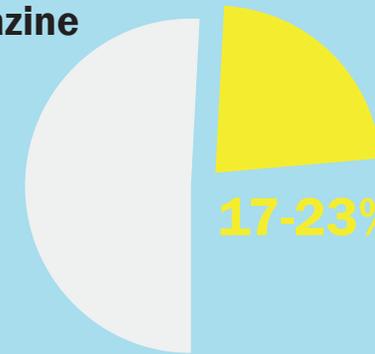
46-51% unique opens

27-30% click rate



2400 website referrals

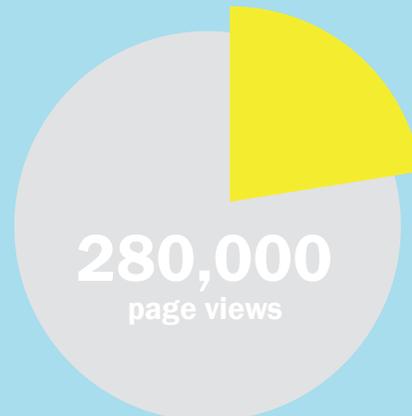
M&Gazine



43-51% open rate

17-23% click rate

Website

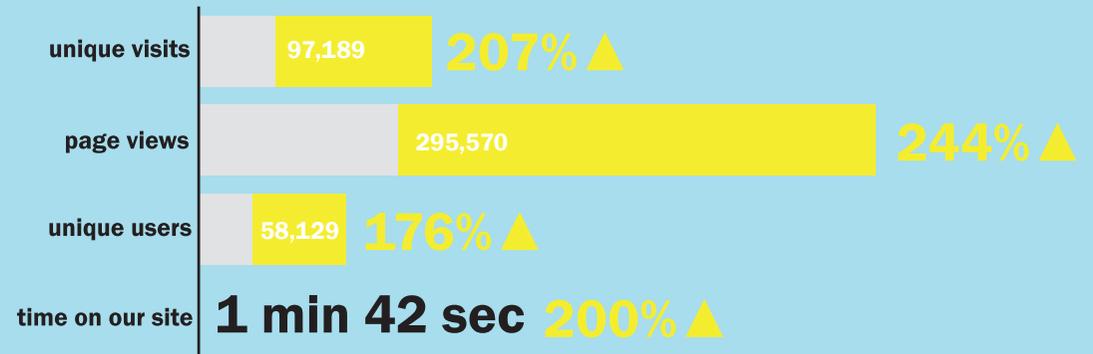


280,000
page views

63,000 unique visits

4000 visitor trails

The following data is from two groups.
The first represents the old website and
the second is the first year of recorded
traffic for the new website



GRANTS

With funding from the NSW Government through Arts NSW, M&G NSW managed various devolved grant programs.

Over \$22,000 was devolved through the Fellowship and Mentorship Program to six museum and gallery professionals. An additional \$10,000 was devolved to museum volunteers through the small-to-medium museum grant program.

\$85,000 was devolved through the VIM Grant program to support the work of over 2500 museum volunteers across 36 local government areas in 15 regions in NSW. \$165,537 was devolved through the new Small to Medium Museum Grant program supporting 11 Collection Documentation projects and two regional networking projects.

The Curatorial Support Initiative program awarded \$50,000 in devolved funding to 4 public galleries across NSW to engage external professional curators in the development of new exhibitions of contemporary art, craft and design.

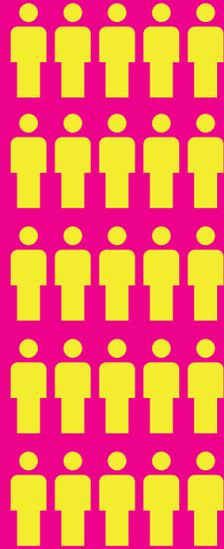
The Artist or Curator Residency program of devolved funding from the Copyright Agency Limited's Cultural Fund, provided for two regional galleries to engage an artist or curator to undertake a residency activity within the gallery's community. Through this support, the program aims to further encourage audience access to, and engagement with, innovative and adventurous contemporary art.

VIM Grant Program

\$85,000

to support the work of

2,500

 volunteers

2

 regional networking projects

11

 Collection Documentation project

across **36** local government areas
15 regions of NSW



Curatorial Support Initiative

\$50,000



to **5** public galleries

Fellowship & Mentorship Program

\$22,000



6 museum and gallery professionals



M&G NSW BOARD

Chair: Oliver Frankel
 Jennifer Barratt
 Michael Braybrooks OAM
 Elizabeth Gillroy
 Belinda Hanrahan
 Larissa Lavarch
 Louise Silburn
 Kevin Sumption
 Frank Zaknich

Left to Right: Cr Gary Rush, Mayor of Bathurst; Michael Huxley, GM M&G NSW; Minister for Local Government, Paul Toole; Cr Rod Kendell, Mayor of Wagga Wagga, Oliver Frankel, Chair M&G NSW.

2014 STAFF

M&G NSW CEO

Michael Rolfe

Finance and Administration

Michael Huxley
 Elizabeth Swinburn

Gallery Programs and Touring Exhibitions

Rachel Arndt
 Lillian Lim
 Katinka Bracker (from September)
 Jasmin Dessmann

Museum Programs and Collections

Tamara Lavrencic
 Margot Stuart Smith
 Catherine Timbrell (until May)

Professional Development

Jane Gillespie

Aboriginal Sector Programs

Steve Miller
 Melissa Abrahams

Information and Resources

Andrew Brettell
 Carole Best
 Katie Duncan (until August)
 Madeleine Brady

RESEARCH

The *Adding Value!* study examines the economic impact of cultural facilities operated by the *Evocities* of NSW. The *Evocities* are a partnership between Albury City Council, Armidale Dumaresq Council, Bathurst Regional Council, Dubbo City Council, Orange City Council, Tamworth Regional Council and Wagga Wagga City Council.

The research highlights the significant economic benefit that museums, galleries and other cultural attractions can bring to regional cities. The findings indicate that cultural facilities:

- contribute \$61.8 million in goods and services to their combined economies
- contribute \$15.4 million to household incomes
- add \$32.35 million in value to the regional domestic product
- create an additional 8.5 full-time-equivalent positions in the broader economies for every 10 positions within the facilities
- are supported by almost 25,000 hours of donated volunteer labour worth over \$500,000.

The study was launched during Local Government Week at the Australian Mineral and Fossil Museum in Bathurst.