

Museums & Galleries of NSW



Annual Review 2021

ACKNOWLEDGEMENT OF COUNTRY

Museums & Galleries of NSW acknowledges the Gadigal people of the Eora Nation and all the other Traditional Custodians of the lands on which we live and work.

We pay respect to them as First Nations people with continuing connection to land, place, waters and community.

Cover Image: Digitisation in action at Tamworth Regional Gallery. Photo courtesy of Steve Gonsalves for M&G NSW Collections and Stories Project.

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CEO & CHAIR'S REPORT

2021 continued to be a year of great uncertainty, and as we transition into 2022, differing ways of working and living are becoming our new reality. While the cultural sector has undergone some major upheavals over the past two years, there have also been some remarkable opportunities presented. The rise in intra-state tourism has seen some significant attendance increases for some organisations, which has also seen an enhanced understanding of the wealth of regional culture. Improved digital access has also allowed for the shrinking of geographic distance, with organisations now better able to participate in sector discussions and connect with colleagues more broadly.

Crucially, our sector continues to demonstrate the vital role small to medium galleries, museums and Aboriginal Cultural Centres play within their respective communities, increasing cohesiveness and wellbeing, and providing platforms for the community to share their stories.

As we reflect on the past year, we would like to acknowledge the enormous

legacy of former CEO Michael Rolfe and thank him for assisting in the transition to the new CEO. We would also like to acknowledge the enormous contribution of our former Gallery Programs and Touring Exhibitions Manager, Rachel Arndt, who left the organisation after 11 years to lead The Condensery | Somerset Regional Art Gallery in Queensland.

We would also like to thank the Board and staff of M&G NSW for their ongoing support and commitment to the organisation.

For a year of such dramatic change and challenges, the team at Museums & Galleries of NSW continued to deliver an exceptional program of activity to support our diverse sector, as outlined in this annual review.

Ray Christison
Chair, M&G NSW

Brett Adlington
CEO, M&G NSW



Emily Cullen and Rebecca Turnbull
at a site visit to Hawkesbury
Regional Museum, February 2021.
Photo by Vanessa Low.

STAFF & BOARD

MUSEUMS & GALLERIES OF NSW BOARD 2021

Ray Christison (Chair)
 Jenny Bisset (to June 2021)
 Michael P Braybrooks OAM
 Phil Gordon
 Tamara Hynd
 Judy Jaeger (from August 2021)
 Susi Muddiman OAM
 Kevin Sumption
 Kylie Tung
 Frank Zaknich

MUSEUMS & GALLERIES OF NSW STAFF 2021

Chief Executive Officer
 Brett Adlington (from March 2021)

Finance and Administration Manager
 John Thompson

Exhibitions Manager
 Rachel Arndt (to April 2021)
 Olivia Welch (from April 2021)

Exhibitions Coordinator
 Marian Simpson (to September 2021)
 Ashleigh Reardon (from September 2021)

Funding & Programs Manager
 Susan Wachter

Sector Development Manager
 Emily Cullen

Museums Coordinator
 Alice Norwood (from September 2021)

Aboriginal Programs Manager
 Steve Miller

Aboriginal Programs Coordinator
 Melissa Abraham

Communications Manager
 Jason Gee

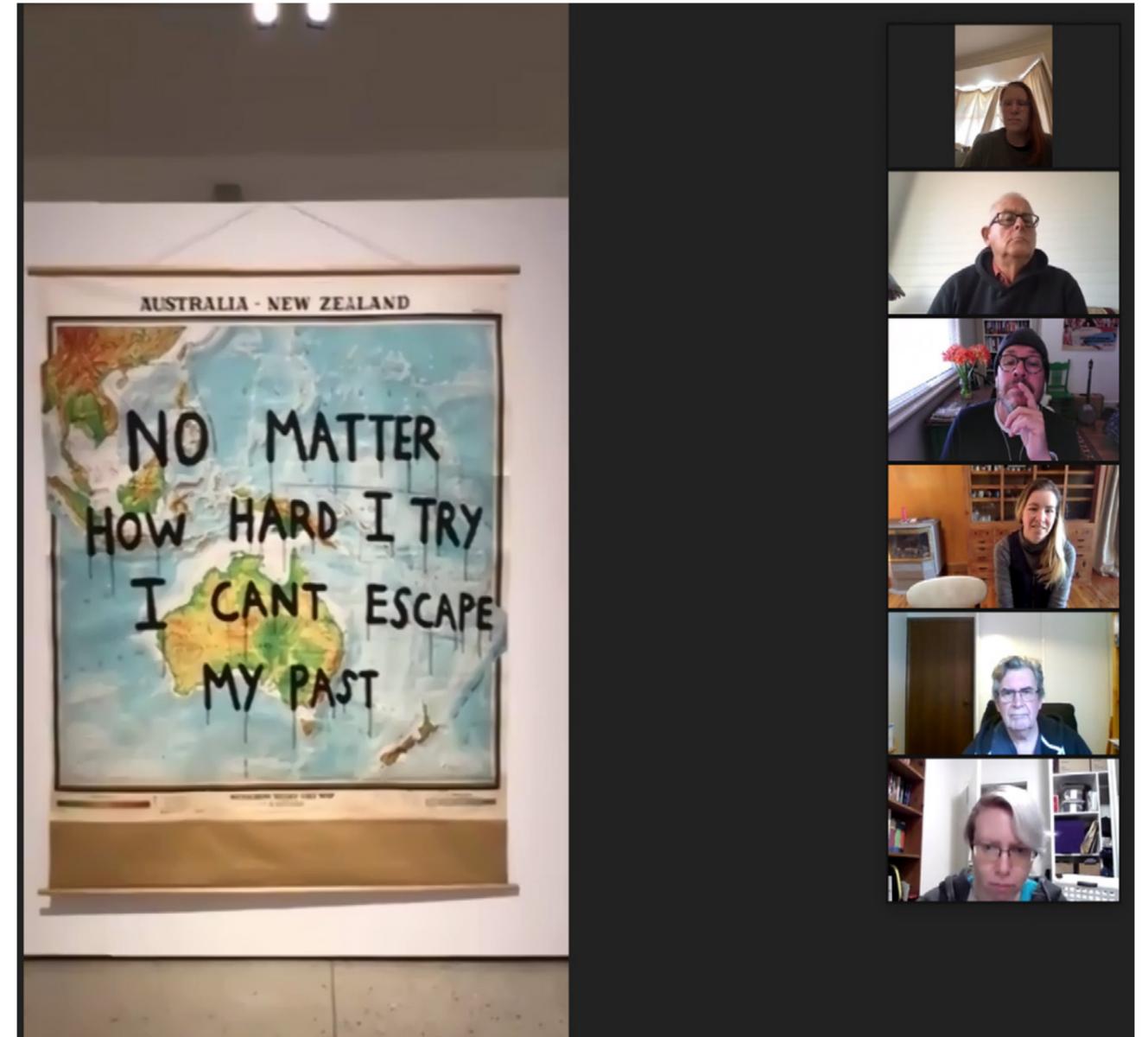
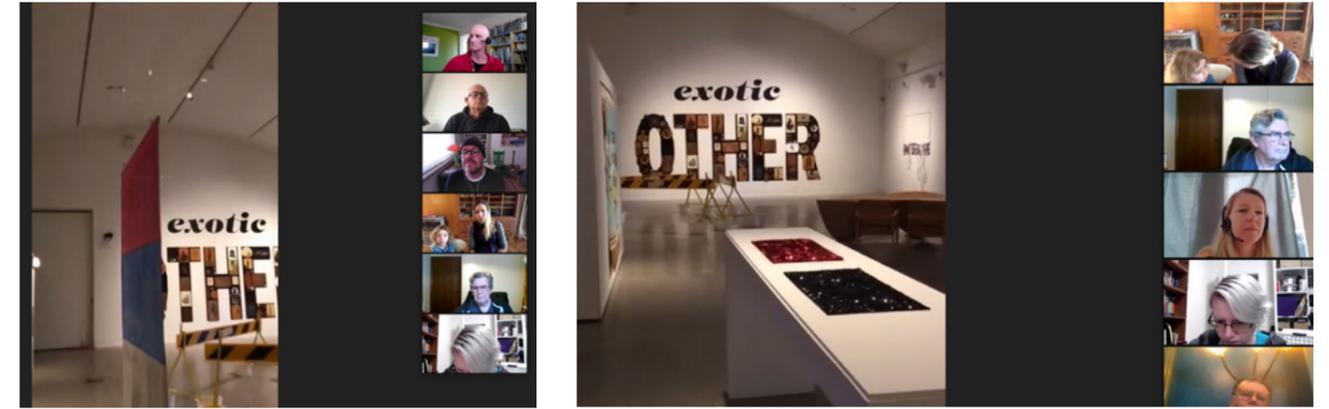
Communications Coordinator
 Vanessa Low (to June 2021)
 Victoria Cleland (from August 2021)

Training & Engagement Manager
 Dale Maxwell-Smith

Digital Project Creative - Let's Get Digital
 Zanny Begg

Project Manager - Collections and Stories
 Kate Gahan

Project Officer - Collections and Stories
 Gary Crockett



M&G NSW staff and board members during a 'virtual excursion' of *Just Not Australian* at the Blue Mountains Cultural Centre, September, 2021. Curated by Artspace and developed in partnership with Sydney Festival. Touring nationally with M&G NSW.

WHAT WE DO

Museums & Galleries of NSW advocates for and supports small to medium public museums, galleries and Aboriginal Cultural Centres and Keeping Places in NSW.

Our Purpose

To support small to medium galleries, museums and Aboriginal Cultural Centres in NSW to maximise their impact and help create strong and thriving local communities.

Our Values

- **Respect** for Aboriginal people and their right to cultural ownership and more generally for their diversity of opinion and knowledge
- **Relevance** to contemporary cultures, government policy, industry, community and sector needs
- **Collaboration** to develop and deliver services
- **Inclusivity** of diversity of practices, range of knowledge, access, disability and special needs
- **Integrity** be trustworthy, accountable and transparent

Our Methods and Outputs

M&G NSW uses four key methods to assist museums, galleries and Aboriginal Cultural Centres and Keeping Places to maximise their cultural impact within communities and across the State.

The four methods used are:

1. Services – providing programs and support

These include the promotion of sector organisations and activities, touring exhibitions, capacity building programs, formal and informal learning opportunities, skill development workshops, seminars and events.

2. Resources – advice, fact sheets and devolved grant funding

These include a range of alternative and targeted funding opportunities, for small and large projects, and widely used ‘on demand’ text and media-rich practical guides, discussion papers, case studies and research reports are undertaken for and about the sector

3. Connections – enhancing direct and social media communication

Our programs create and provide opportunities for people to connect face to face and remotely using technology and social media and we provide contacts and facilitate connections across the state

4. Governance – promoting transparency, accountability and integrity

We observe strong governance to ensure stability, sustainability, transparency and accountability. This keeps the organisation connected to its agreed KPIs, with purposeful Board engagement, managed risk and financial health.



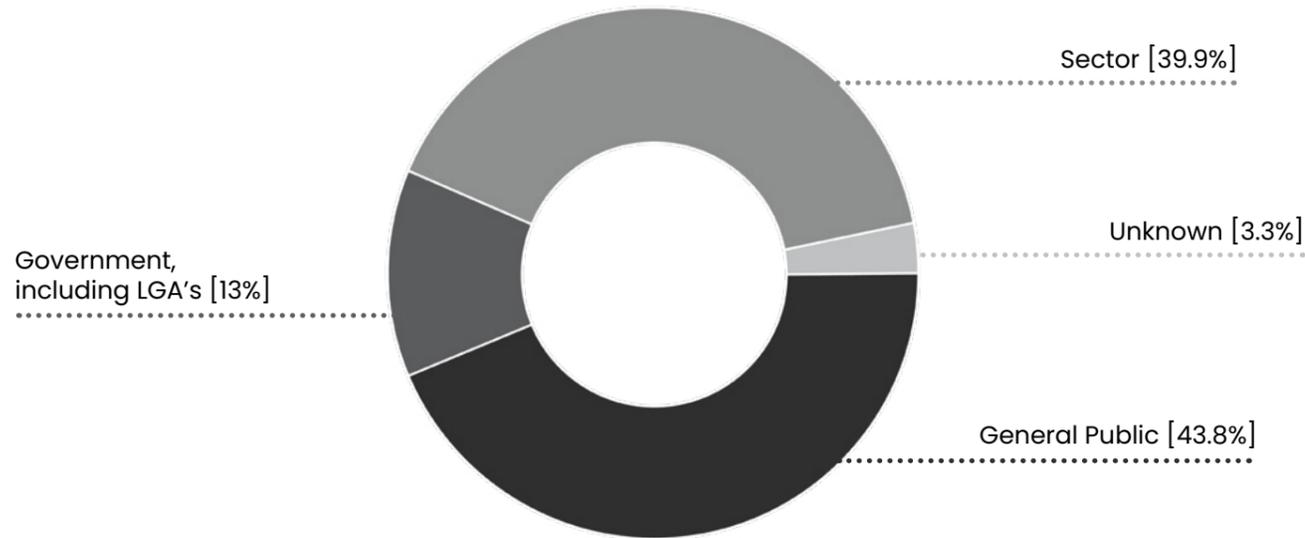
Communications Manager Jason Gee and Training & Engagement Manager Dale Maxwell-Smith filming Deborah Ely AM for the 2021 Imagine Awards at Chau Chak Wing Museum, the University of Sydney.

DISTANCE ADVISORY SERVICE

Outside of core business delivery and services, M&G NSW provides advisory services and technical information to a vast number of enquiries, from both the sector and the general public.

In 2021, the Distance Advisory Service handled 340 enquiries.

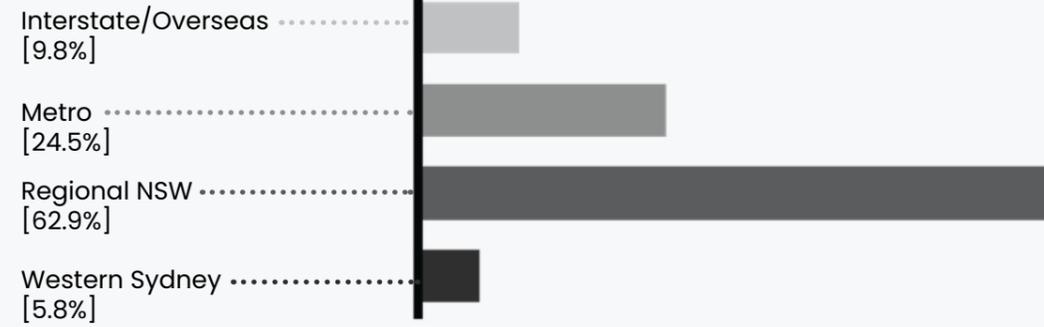
PUBLIC OR SECTOR



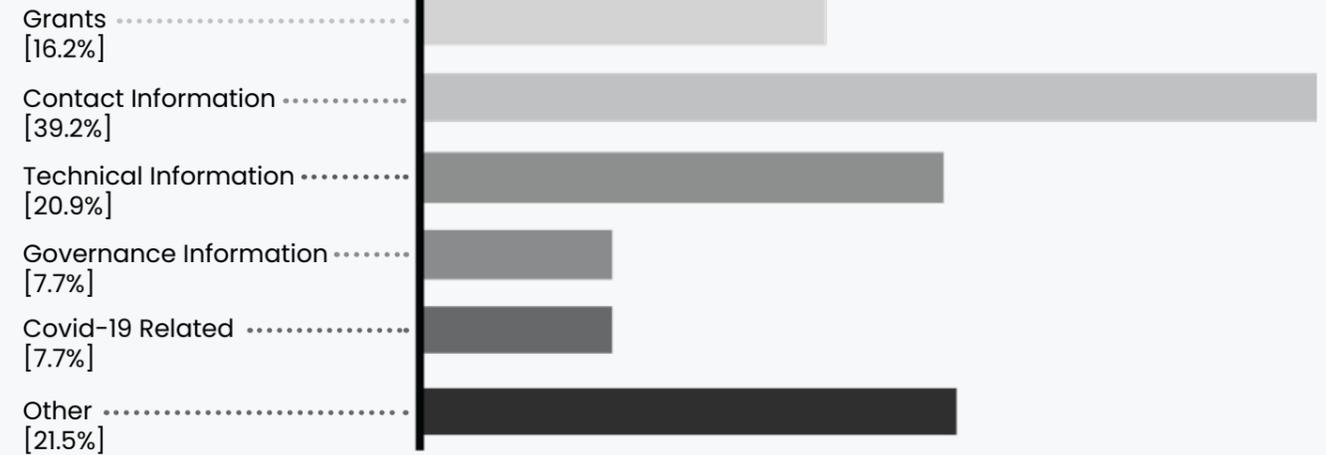
TYPE OF ORGANISATION



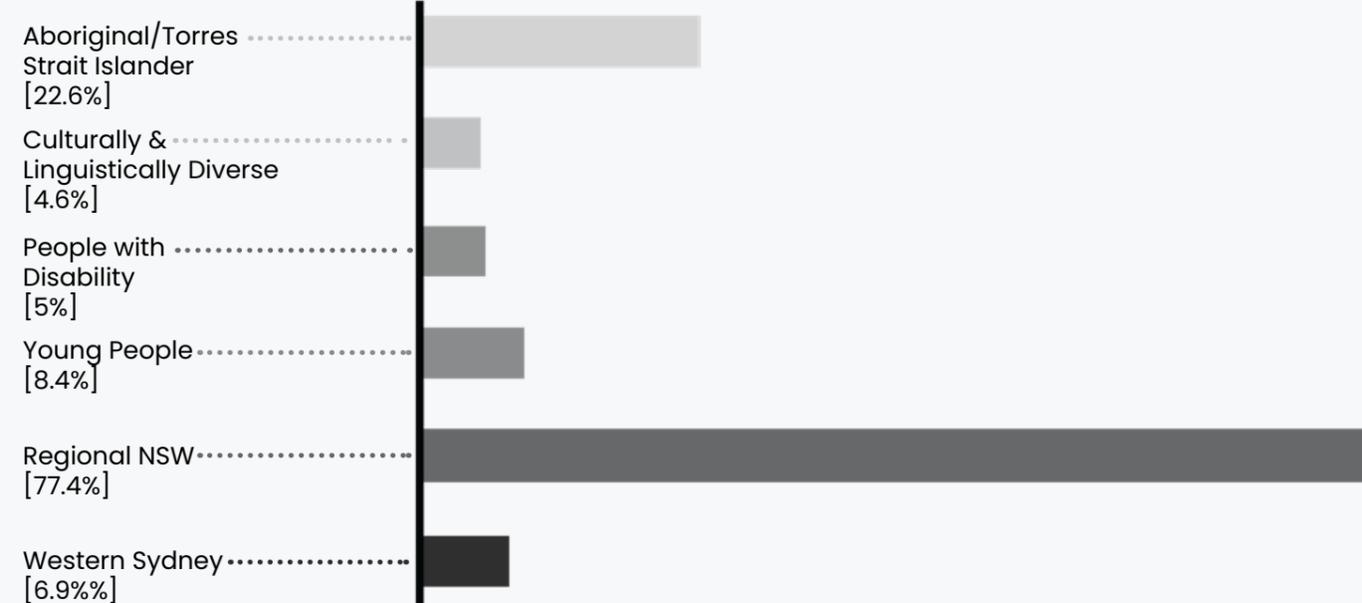
LOCATION



TYPE OF ENQUIRY



CREATE NSW PRIORITY AREA



HIGHLIGHTS 2021

- A follow up [COVID-19 survey](#) was conducted, with a report released in September. The majority of surveyed organisations indicated an ongoing negative impact on their operations, with a loss of income (70%) the main issue.
- Presentation to Hon. Paul Fletcher, Federal Minister for the Arts by the **Creative Economy Taskforce**, with subsequent submission in collaboration with Museums & Galleries Queensland (M&G QLD), Public Galleries Association of Victoria (PGAV) and the National Association for the Visual Arts (NAVA) on impacts of lockdowns on museums, galleries and artists.
- [Touring of eight exhibitions to 21 venues, across five states](#), and seen by audiences numbering 137,768. We also launched two new projects, *Thinking Business*, a survey of the Australian art collective Barbara Cleveland and *Mel O'Callaghan I Centre of the Centre*. With restricted travel in place for much of the year, our team oversaw the installation of exhibitions digitally, including in non-gallery spaces.
- Successfully applied to **Restart Investment to Sustain and Expand (RISE)** Fund from the Federal Government. Funding of \$125,490 will support regional galleries to re-engage with audiences through community outreach programs aligned with the nationally touring exhibition *Thinking Business* by the artist collective, Barbara Cleveland.
- Implementation of our new initiative, [Let's Get Digital](#), supported by Create NSW and their Rescue and Restart package. This project assisted 15 small to medium galleries, museums and Aboriginal Cultural Centres across NSW in adapting to the digital environment by developing skills and resources to integrate digital experiences into their future programming. The program also enabled a series of eight online workshops, attended by 274 people to enhance their digital capacity.
- Commenced work on the next phase of the **Collections and Stories** online platform. Renamed [Storyplace](#), the project team started working with 6 regional hubs funded through the NSW Government's Regional Cultural Fund to digitise regional collections. These new digitisation hubs will be established in **Tamworth, Albury, Maitland, Shoalhaven, Lake Macquarie** and **Warrumbungle** councils, where they will digitise key objects from smaller volunteer run museums.
- Provided feedback and support to **Create NSW** on the development of a Museum Strategy for the NSW museum sector.
- Launch of a rebranded **M&G NSW website design** offering an enhanced user experience and expanded our service delivery. The new design has seen our traffic increase by 27%.
- Our **Distance Advisory Service** handled 340 enquires from the sector and the public. The majority of enquiries (77%) were related to regional NSW.
- Provided a submission to the **inquiry into the Heritage Act 1977 (NSW)**.
- Launched [a podcast series](#) providing sector insights and behind-the-scenes discussions directly with artists, creatives and sector professionals. Currently 3 completed episodes that received **more than 200 downloads**. More episodes are in production.
- In partnership with AMaGA (NSW), RPG NSW and Chau Chak Wing Museum, hosted the [14th Annual IMAGinE Awards](#). Given the uncertainty with audience numbers and the ability to travel, the awards were again held online to an audience of 292.
- Continued secretariat, communications and advocacy support for the **NSW Aboriginal Culture, Heritage & Arts Association (ACHAA)** which represents 17 Aboriginal community owned cultural spaces around the state and their supporters.
- **Mukurtu Train the Trainers** online workshops continued in 2021 in partnership with the Australian Mukurtu Hub at the Jumbunna Centre for Education and Research at the University of Technology, Sydney. Mukurtu is a First Nations Collection Management System with customised protocols for sharing knowledge and information.
- Supporting 85 museums/collecting organisations in 21 local government areas, the **Museum Advisor Program** continued to assist the work of over 1,000 volunteers through the provision of advice and specialist skills.
- Managed three devolved grant programs on behalf of Create NSW - the **Audience Development Fund (ADF), Mentorships, Fellowships and Volunteer Placements and the Volunteer Museum grants**:
 - In its 6th year the ADF grant program devolved \$45,000 across five galleries in NSW, three of which were regional and two from Greater Western Sydney. This program provides assistance to galleries to trial new models for engaging audiences, creating innovative public programs that engage artists and the community, increasing access and participation.
 - The Fellowships, Mentorships, and Volunteer Placement program received 12 high quality applications. Due to COVID-19 health orders and organisational uncertainty, the \$20,000 devolved funding was not able to be awarded and a variance has been approved by Create NSW to roll over the funds and applications into the 2021 round.
 - The Volunteer Museum Grant Program received 66 applications and awarded \$72,876 to 40 museums in 31 local government areas.
 - Through the successful partnership with the Sir William Dobell Art Foundation, the \$40,000 2022 **Dobell Exhibition Grant** was awarded to Coffs Harbour Regional Gallery for their exhibition *Halfway*, which explores the theme of being a 'halfway' town on the highway between Sydney and Brisbane, allowing the community to reflect and engage in reimagining Coffs Harbour's identity once the planned bypass of the city is complete.

PARTNERSHIPS 2021

Partnerships continue to be a key strategy for M&G NSW to diversify support for the sector and leverage skills and expertise to support sector work, grow connections and opportunities.

- Partnered with **Create NSW** to deliver a number of online workshops for the sector including reopening under new COVID-19 requirements and assisting small museums in applying for Create NSW funding.
- Financial support for **TAFE NSW** to develop a collection management training resource for small museums to be rolled out from 2022 onwards. Industry support and knowledge were provided to TAFE NSW staff and a tour of small to medium museums was held on 18 June.
- Established a new project partnership with **Artspace**, Sydney on the **52 ACTIONS national touring exhibition**. This will serve as a trial model to build a different structure for M&G NSW supported exhibition tours. Our skills will be utilised to build the itinerary, develop the tour at the outset and deliver joint professional development opportunities for participating venues. Artspace, Sydney has secured funding to tour the exhibition nationally.

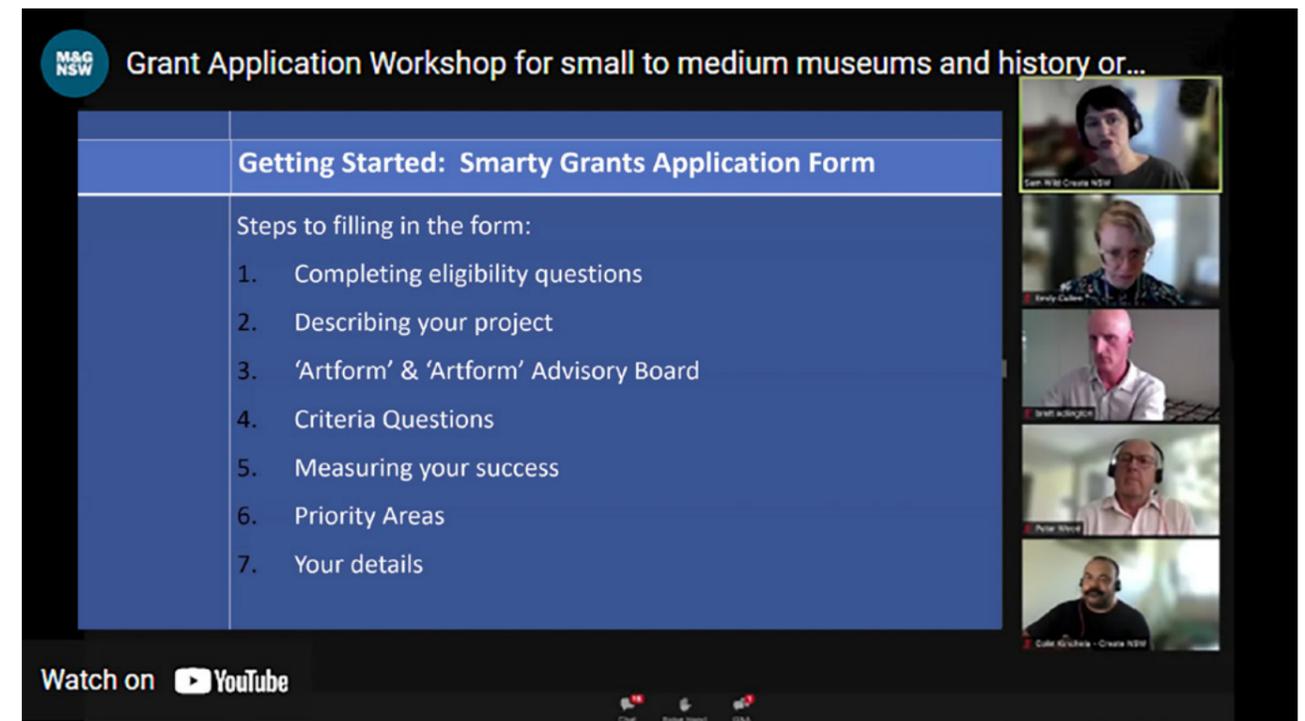
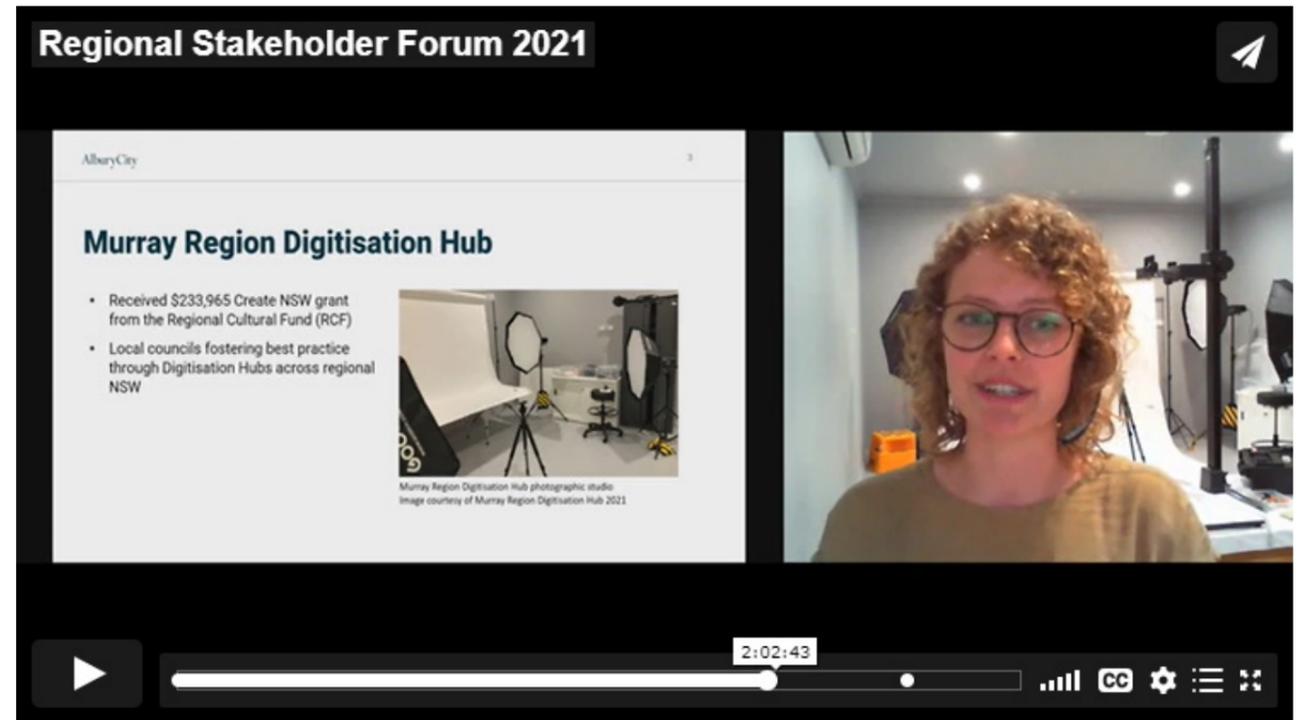
- In partnership with the Museum of Applied Arts and Sciences, hosted the annual **Stakeholders Forum**, fully online, with 247 views.
- Sector Development Manager, Emily Cullen, represented the organisation in the national working party to update **The National Standards for Australian Museums and Galleries**.
- A new partnership was established with **Accessible Arts** to work together to enhance access across the sector. Activities included promotional support of the Arts Activated conference, joint grant applications and the development of museum and gallery specific training modules.
- Continued a research partnership with **The University of Sydney Museum and Heritage Studies** program delivering collaborative resources, presentations and papers exploring the engagement model of cultural mediation and its application to the small to medium museum and gallery sector.
- Continued partnership with the **University of Queensland Art Museum** for trained **cultural mediators** to accompany the tour of Mel O'Callaghan's *Centre of the Centre* exhibition. UQ Art Museum is providing

training, interpretation material and learning resources for the support host venue staff as well as a trained cultural mediator on site and digitally at each host venue.

- Partnered with the **Local Government NSW (LGNSW)** for three roundtable meetings with museum staff employed by local government. The number of attendees across the three meetings was 75.
- Continued to grow partnerships with **local government** with financial support provided for the **Standards Program** and the **Museum Advisor Program** enabling over 25 local government areas to be involved.
- Continued working with the six other state and territory-based **NETS agencies**, sharing resources and knowledge around touring exhibitions, supporting Australian public galleries and advocating collectively to government and peak bodies to ensure high quality cultural programs are available to communities across the breadth of the nation.
- Partnered with regionally based and Western Sydney cultural institutions, such as **Bathurst Regional Art Gallery, Goulburn Regional Art Gallery, Glasshouse Regional Gallery Port Macquarie, Western Plains**

Cultural Centre Dubbo, Murray Art Museum Albury and Umbrella Studio Contemporary Arts Townsville for the delivery of touring exhibitions, associated engagement activities and training events for sector staff and volunteers.

- Continued working partnerships with presenting organisations such as **4A Centre for Contemporary Asian Art, Carriageworks, Artspace Sydney, UTS Art and UNSW Galleries** on exhibitions and related engagement programs.
- In addition, **Sydney Living Museums, Australian Museum, Art Gallery of NSW, Museum of Applied Arts and Sciences and NSW State Archives and Records** continue to support and work with M&G NSW in the delivery of professional development programs, provision of expertise and venues that in turn support the small to medium sector.



Opposite: Hannah Gee from Goulburn Regional Art Gallery during cultural mediation training, held in partnership with the University of Queensland Art Museum for the launch of *Mel O'Callaghan's Centre of the Centre* **Top:** Hailey Lander, Digitisation Project Officer at the Murray Region Digitisation Hub at Albury LibraryMuseum presenting online at the Regional Stakeholders Forum **Bottom:** Online grant application workshop, hosted in partnership with Create NSW to assist small-medium museums in applying for Create NSW funding.

ABORIGINAL PROGRAMS

In 2021, the Aboriginal Programs team continued its secretariat, communications and advocacy support for the NSW **Aboriginal Culture, Heritage & Arts Association (ACHAA)** which represents Aboriginal cultural venues around the state.

Mukurtu Train the Trainers online workshops continued in 2021 in partnership with the Australian Mukurtu Hub at the Jumbunna Centre for Education and Research at the University of Technology, Sydney. Mukurtu is a First Nations Collection Management System with customised protocols for sharing knowledge and information. Three more online workshops were held in 2021.

All sessions were recorded as resources for members and the **Australian Mukurtu Hub** also produced a Training Handbook for ACHAA members. This is important because not all members and centres who began the training were able to complete it.

The training began with 14 registrations representing 9 ACHAA member organisations. Ultimately only four organisations were able to complete the training. However, those four have been strategically supported by Create NSW to digitise their collections.

In support of this, ACHAA ran a Collections Management and Policy online workshop in November. ACHAA members with well established Collection Management practices and documentation in place were able to share their knowledge and experience with members with less

experience. Ten staff from ACHAA member organisations attended this workshop. Again, the session was recorded as a resource to share with other members.

ACHAA also received funding from the Federal Government's Indigenous Visual Arts Industry Support program to build a website. ACHAA engaged First Nations web developers and hosting service NGNY of Redfern to design and build the website which will include cultural centre profiles, a gallery/shop for selling Aboriginal artists' work online, and a Mukurtu portal for ACHAA members to securely share their cultural objects and knowledge. It is expected to be launched in the first half of 2022.

ACHAA also received funding during 2021 from Create NSW, the Australia Council for the Arts and the NSW Aboriginal Land Council for its annual conferences and cultural excursions. Due to Covid related postponements, this funding has been rolled over and retained with gatherings in Sydney, Eden and Condobolin intended to happen during 2022.

The Aboriginal Programs Manager also took part in numerous consultations during the year including Create NSW, the Aboriginal Languages Trust, the Productivity Commission and the Australian Museums and Galleries Association.

The Aboriginal Programs team also continued the Reconciliation Action Plan by engaging staff and Board with relevant news and issues fortnightly.



Raymond Kelly Jr, Awabakal community representative and practising artist installing Hayley Millar-Baker, *Meeyn Meerreeng (Country at Night)*, 2017, 71 volcanic and granitic rocks, acrylic, variable dimensions, in *Void* at Newcastle Art Gallery, 2021. Courtesy the artist and Vivian Anderson Gallery, VIC. Photo by James Collis. An exhibition curated by Emily McDaniel, in conjunction with UTS Gallery and Bathurst Regional Art Gallery, presented nationally by M&G NSW.

TOURING EXHIBITION PROGRAM

EXHIBITIONS TOURING NATIONALLY IN 2021

EXHIBITIONS
TOURED 8

VENUES
ENGAGED 21

TOTAL
VISITATION 137,768

Our comprehensive **touring exhibition program** and their associated programs have an impressive reach across the country and present a varying view of contemporary arts practices. The program is diverse in its offerings, making tech-heavy exhibitions accessible, using live performance and dance to activate audiences and spaces, presenting projects that are driven by women, First Nations peoples and those from culturally and linguistically diverse backgrounds, and ensuring that the content of our exhibitions reflects contemporary interests and concerns. In 2021 M&G NSW toured eight exhibitions to 11 NSW venues, and 10 further venues across five states, as well as one digital tour launch, with audiences numbering 137,768.

Arlo Mountford | Deep Revolt

Working across video, sculpture and drawing, Arlo Mountford's practice questions our individual and collective memories of the artistic canon. Curated by Gina Mobayed, former Director of Goulburn Regional Art Gallery, the exhibition features selected video works tracing a gradual distillation of the artist's ideas and offers an amusing and thought-provoking journey through the annals of art history.

Void

This exhibition explores the multiple ways in which artists visually articulate the unknown as space, time and landscape and brings together contemporary Aboriginal artistic practice from across the country. Curated by Emily McDaniel in conjunction with UTS Gallery and Bathurst Regional Art Gallery, the exhibition features existing works across the mediums of drawing, painting, sculpture, ceramics, textiles, video and photography.

Eugenia Lim | The Ambassador

This 4A Centre for Contemporary Asian Art and M&G NSW touring project presents Eugenia Lim's most recent body of work, *The Ambassador* series. In this three-part project, Lim takes on a Mao-like persona who sits halfway between truth and fantasy – dressed in a gold lamé suit and matching bowl haircut. Throughout each of her works, *The Ambassador* takes on new roles in uncovering the Australian-Asian narrative – drilling down into racial politics, the social costs of manufacturing and the role of architecture in shaping society.

Tracey Moffatt & Gary Hillberg | Montages: The Full Cut, 1999–2015

This exhibition presents the full suite of eight montage films by artist Tracey Moffatt and collaborator Gary Hillberg. Presented together for the first time, the exhibition spans 16 years of the artist and editor's collaborative practice and includes their most recent work, *The Art* (2015). The exhibition is an ode to cinema and to the

cinematic form, offering unprecedented insight into the stereotypes that populate our collective cultural imagination. Curated and developed by Artspace, Sydney.

Material Sound

This exhibition brings together six contemporary artists who each create an experience of sound within installations and apparatus constructed from everyday materials. Curated by Dr Caleb Kelly and developed by the Murray Art Museum Albury, *Material Sound* features newly commissioned work by artists Vicky Browne, Pia van Gelder, Caitlin Franzmann, Peter Blamey, Ross Manning, and Vincent and Vaughan Wozniak-O'Connor, whose work and practice investigates sound and materials within art and performance.

Just Not Australian

This exhibition brings together a group of 20 living Australian artists across generations and mediums to deal broadly with the origins and implications of contemporary Australian nationhood. This timely thematic show showcases the common sensibilities of satire, larrikinism and resistance, examining what constitutes Australian identity today. Curated and developed by Artspace, Sydney, the Sydney Festival and M&G NSW.

Mel O'Callaghan | Centre of the Centre

Centre of the Centre is a major new commission by Australian-born, Paris-based contemporary artist Mel O'Callaghan that traces the origins of life and its regenerative forces, iterated through video, performance and sculpture. In partnership with the University of Queensland Art Museum, M&G NSW has implemented Mediation as an engagement model alongside the tour aimed at staff and volunteers. Performers are sent to each venue to activate the glass sculptures through exaggerated breathing techniques. Curated and developed by Artspace and co-commissioned by Le Confort Moderne, Poitiers; Artspace, Sydney; and The University of Queensland Art Museum, Brisbane.

Barbara Cleveland

Thinking Business is a survey exhibition of the Australian art collective Barbara Cleveland. Working together for over 15 years, Barbara Cleveland's practice draws on the historical lineages of both the visual and performing arts. *Thinking Business* presents a suite of videos, photographs and prints from Barbara Cleveland's archive. Curated and developed by Goulburn Regional Art Gallery.

Mel O'Callaghan, *Centre of the Centre*, 2019, three-channel video, 20 minutes, installation view Glasshouse Regional Gallery, 2021. Photo by Jeremy Rogers. Mel O'Callaghan's *Centre of the Centre* was curated and developed by Artspace and is touring nationally with Museums & Galleries of NSW. *Centre of the Centre* is co-commissioned by Le Confort Moderne, Poitiers; Artspace, Sydney; and The University of Queensland Art Museum, Brisbane.



TOURING EXHIBITION PROGRAM EXHIBITIONS IN DEVELOPMENT IN 2021

Aiming to push the boundaries with new ideas, unconventional mediums, critical concepts, and captivating installations, M&G NSW **develop new exhibitions** for tour with both NSW based and national partners.

Suspended Moment

Suspended Moment brings together new works by artists Frances Barrett, Giselle Stanborough and Sally Rees – the three recipients of Suspended Moment: The Katthy Cavaliere Fellowship. Established in the name of Italian-born, Australian artist Katthy Cavaliere (1972–2012), the fellowship was a one-off opportunity that provided support to Australian women artists working at the nexus of performance and installation. Curated by Daniel Mudie Cunningham, *Suspended Moment* contextualises key works by Cavaliere alongside the fellowship artists who benefited from her enduring legacy. A Carriageworks and M&G NSW touring exhibition developed in partnership with the Australian Centre for Contemporary Art, Melbourne and the Museum of Old and New Art, Hobart.

Zanny Begg | These Stories Will be Different

Once described as an advocate for women and marginalised communities, Zanny Begg's work incorporates film, drawing and installation and is highly collaborative. Begg explores themes of gender, activism and migration and the ways in which we can live and be in the world differently. This exhibition, curated by UNSW Galleries and designed for tour, brings together

the artist's most significant works to date including *The Beehive* (2018), *City of Ladies* (2017) and a new work *Stories of Kannagi*, (2019).

52 ACTIONS

This exhibition brings together 52 leading Australian artists from across the country to present the diversity, complexity and dynamism of contemporary Australian art now. This exhibition has evolved from Artspace's online commissioning platform of the same name. The *52 ACTIONS* tour will transform these works across physical and digital spaces through a nationally touring exhibition and public program series. *52 ACTIONS* was curated by Artspace, Sydney who are touring this exhibition nationally with development support from M&G NSW.

OCCURRENT AFFAIR

This is a major exhibition featuring new and recent works by Brisbane-established Aboriginal artist collective proppaNOW, who have had a five-year hiatus to focus on their individual careers. Conceived as a collaborative activist gesture, *OCCURRENT AFFAIR* addresses current socio-political, economic and environmental issues, while celebrating the strength, resilience and continuity of Aboriginal culture. A UQ Art Museum exhibition touring with M&G NSW.

Richard Bell, *Embassy*, 2013 – 2020. Installation view, *OCCURRENT AFFAIR*, UQ Art Museum, 2021. Reproduced courtesy of the artist and Milani Gallery, Brisbane. Photo: Carl Warner.



PROFESSIONAL DEVELOPMENT

NUMBER OF
EVENTS **16**

NUMBER OF
PARTICIPANTS **650+**

ONLINE
RESOURCES
PAGE VIEWS **240,000**

Digital webinar & workshop series:

In response to COVID related restrictions affecting both the regular PD programming and the **Let's Get Digital** program, a series of online webinars and workshops were delivered focusing on digital skills and knowledge. With over 300 participants across the program so far, feedback on all of the offerings has been overwhelmingly positive and to date M&G NSW is aware of 4 successful projects that have come out of the training.

Webinars:

- **Social Media 101: Introduction to social media for cultural organisations**
1.5 hour webinar, 110 participants
- **Web Presence 101: Google My Business & Google Analytics**
1 hour webinar, 23 participants

Both webinars have been developed into on demand webinars, participants 36.

Workshops:

- **Hybrid Exhibitions: Techniques for Digitally Restaging Exhibitions using AR, VR & 360 Photo Tours**
4 hour workshop x 3 dates, total participants 48

- **Podcasts & Audio Recording: Create Professional Audio Content for Exhibitions and Websites**
4 hour workshop, total participants 9
- **Storytelling through social media: Instagram and TikTok**
2 hour workshop, participants 21
- **Storytelling through social media: Facebook and LinkedIn**
2 hour workshop, participants 19

Curating Lively Objects:

On Friday 5th November **Let's Get Digital** presented the launch of *Curating Lively Objects*, a new book of essays by Australian and Canadian artists and curators, published by Routledge.

The online event featured a talk with co-editor Lizzie Muller with a Q+A chaired by Zanny Begg with 50 participants.

Afterwards, 38 participants joined an experimental virtual experience in a bespoke environment built in Mozilla Hubs where they networked in a virtual bar listening to the ambient sounds of the award-winning sound artist, Rainbow Chan.

Roadmap to Reopening webinar:

On 14 October M&G NSW partnered with Create NSW to deliver the Roadmap to Reopening webinar to assist small to medium sized organisations to negotiate the challenges and requirements of reopening post lockdown.

Dr Bec Dean, Acting Senior Manager, Policy & Partnerships and Project Awake, from Create NSW, shared current information available to help museums, galleries and Aboriginal Keeping Places prepare for reopening.

The webinar had 59 participants and numerous requests for a recording and is available as an ongoing [video resource](#) via the M&G NSW website.

Cultural Mediation:

A mediation training workshop was delivered to coincide with the launch of Mel O'Callaghan's *Centre of the Centre* at Goulburn Regional Art Gallery on 4 May. Speakers included UQ Art Museum's Training and Engagement team as well as cultural mediators, curator and assistant to Mel O'Callaghan, Alex Pedley and arts educator and psychology PHD candidate, Eliza Wells.

Further training and meetings were held with UQ, USYD and gallery staff on the 5th of May. A walk-in mediation experience led by UQ mediators was offered to visitors between 10am and 3pm on the 5th of May.

Message received from Goulburn Regional Art Gallery after the event:

'Sending you both a line to let you know how much we have appreciated the long-lasting effects of Cultural Mediation and a visitor-lead conversation based approach to our contemporary exhibitions... the freedom in taking the visitor's own background and associations as the first point of departure has been extremely effective – not only in the space and moment of interaction, but in the lasting perspectives of our audiences... our young visitors are gaining understanding and personal ownership of the (their) Gallery, and finding flexible footholds in shows they would otherwise not see in their region. A big thanks to M&G and UQ for your contribution to the way we interact with audiences, and enjoy this great privilege to share contemporary art.'



Bec Dindry, Vanessa Bartlett, Ben Gope, Warren

Dr Ken Thaiday
 Beizam dance mask with Bat Fish
 Plywood, wire, metal, shark's teeth, feathers, synthetic polymer paint
 1995
 Museum of Applied Arts and Sciences

This highly detailed and dramatically lit mask appears to be the shape of a shark's head and is covered in intricate detail. It is a ceremonial dance mask featuring the Beizam, a "spirit" in the Meriam Mir language of the Eastern Torres Strait Islands. The mask is made of bat fish, a species of shark, and is used in traditional dances. Such masks are used by dancers to transform into human-bat fish totem.

This object appeared in the exhibition I know you know at the Queensland Museum alongside a large blue 1950s-style jukebox. The jukebox is described as a "dance machine" that represents of historical and contemporary technologies for augmenting or stimulating the body. It is a testament to the continuity of ancient notions of cyber business.

In Curating Lively Objects Dyer and Muller write "There's a sense in which the further forward you go, the closer you find yourself to an ancient way of knowing the world, which does not differentiate so sharply between humans and non-humans as we have become used to doing. There's a sense that our moving forwards is bringing us back to an older way of knowing."

PROFESSIONAL DEVELOPMENT THE IMAGINE AWARDS

The announcement of the [2021 IMAGInE awards](#) were streamed via Youtube and on the M&G NSW website at 4pm, Thursday the 25th of November. Although the live event at Chau Chak Wing Museum, University of Sydney was unable to proceed due to COVID safety concerns, the museum hosted the filming of the awards.

The awards received 84 strong nominations from a wide range of museums and galleries. The assessment panel chose to award 12 awards and 1 \$3000 cash grant. The awards also recognized 3 exceptional individuals for their contributions to the sector; Liz Ann Macgregor OBE, Deborah Ely AM and Norman Seligman.

The ACHAA Award for Excellence by an Aboriginal Curator was assessed by the ACHAA committee who also chose to recognize the lifetime achievements of Aunty Euphemia Bostock. The live awards stream included a short video from each of the individuals.

A PDF booklet of all nominations was designed and published on the website ahead of the awards announcement.

2021 Assessment Panel

- Brett Adlington
M&G NSW Representative
- Luke Létourneau
Acting Head of Curatorial,
Casula Powerhouse
- Donna Biles Fernando
Freelance curator and First
Nations consultant for National
Standards 2.0
- Jane Thogersen
AMAGA Representative,
Academic Engagement Curator,
The University of Sydney
- Diana Robson
RPG Representative,
Gallery Curator,
Hawkesbury City Council



Laura McBride and Australian Museum staff react to McBride winning The ACHAA Award for Excellence by an Aboriginal Curator for *Unsettled* at the Australian Museum. Photo courtesy of the Australian Museum.

IMAGine

awards 2021

M&G
NSW



Imagine Awards 2021 PDF booklet, featuring an image of Fairfield City Museum & Gallery's *Travelling Sounds: Behind The Lens* public program. Photo by Joanna Gallo.

GRANTS AND FUNDING

GALLERY GRANTS

Audience Development Fund (ADF)

In its sixth year, the ADF grant program devolved \$45,000 across five public galleries in NSW supporting projects that focus on people living in regional NSW, people living in Western Sydney, culturally and linguistically diverse people, First Nations people and young people.

Many of the successful programs employed digital strategies to increase engagement and access and engaged artists and creatives in delivering their projects. There was a focus in applications this year on creating programming to introduce new audiences to gallery collections and present them through a new lens in collaboration with the audience, as well as on projects led by young people encouraging involvement in the programming of the gallery and developing future audiences.

In 2021 grants were awarded to:

- Bankstown Arts Centre
- Campbelltown Arts Centre
- Maitland Regional Art Gallery
- Newcastle Art Gallery
- Ngununggula – Southern Highlands Regional Gallery

Dobell Exhibition Grant

The Dobell Exhibition Grant of \$40,000, funded generously by the Sir William Dobell Art Foundation, was awarded to Coffs Harbour Regional Gallery for their proposed exhibition *Halfway*, a contemporary exhibition about Coffs Harbour as a highway town about to be by-passed. Opening in 2023, it will be a signature exhibition in the opening year of Coffs Harbour's Cultural & Civic Space (CCS), including a new gallery, museum and library.

Curated by Jo Besley and Chloe Waters, *Halfway* will encompass commissions, loans and items from the gallery and museum's collection to create an exhibition that engages local communities but also resonates with broader audiences. The commissioned work will include a large-scale installation created from trucking straps by Jane Skeer sourced from local trucking companies that have a significant presence in the town; an investigation of car culture in Coffs Harbour by Yannick Blattner; and a commission for three local artists (Alyson Pearson, Alanna Shorter aka YOWA, and Peter Wade) to reimagine souvenirs for Coffs Harbour. These commissions will be exhibited alongside existing works by Blak Douglas, Margaret Dodd, Alana Hunt, Ronnie Grammatica and Robert Moore, among others.

Halfway explores the duality of Coffs Harbour as a place and non-place, where the built environment is dominated by motels, service stations, 'Big Things' and tourism objects like windmills and model villages. It poses the question of how do time, space, speed and distance shape our perceptions of a place; and how does an identity derived from being the 'halfway point on the highway' change when the highway is no longer there?

The gallery, library and museum will collaborate to present a wide variety of public programs involving locals, artists and groups whose lives and livelihoods rely on and are impacted by the highway and transport.

Ronnie Grammatica, *Roadside Memorial #1*, 2017, pigment print. Collection of Coffs Harbour Regional Gallery, Donated through the Australian Government's Cultural Gifts Program in memory of Ben Bignell



GRANTS AND FUNDING

MUSEUM GRANTS

In 2021, the Volunteer Grants Program received 68 applications and awarded \$92,775 to 35 museums from 28 local government areas.

Small Grants

The small grants program in 2021 funded a wide range of projects. These projects included exhibition development, archival and storage materials, display cases, collection management software, conservation and a virtual tour. Twenty-one applications for Small Grants were successful.

Project Development Grants

In 2021, the Project Development Grants program funded a range of long-term strategic projects. These projects included an audio tour, interpretive signage, strategic plans, significance assessments and disaster preparedness. Seven applications for the Project Development Grants were successful.

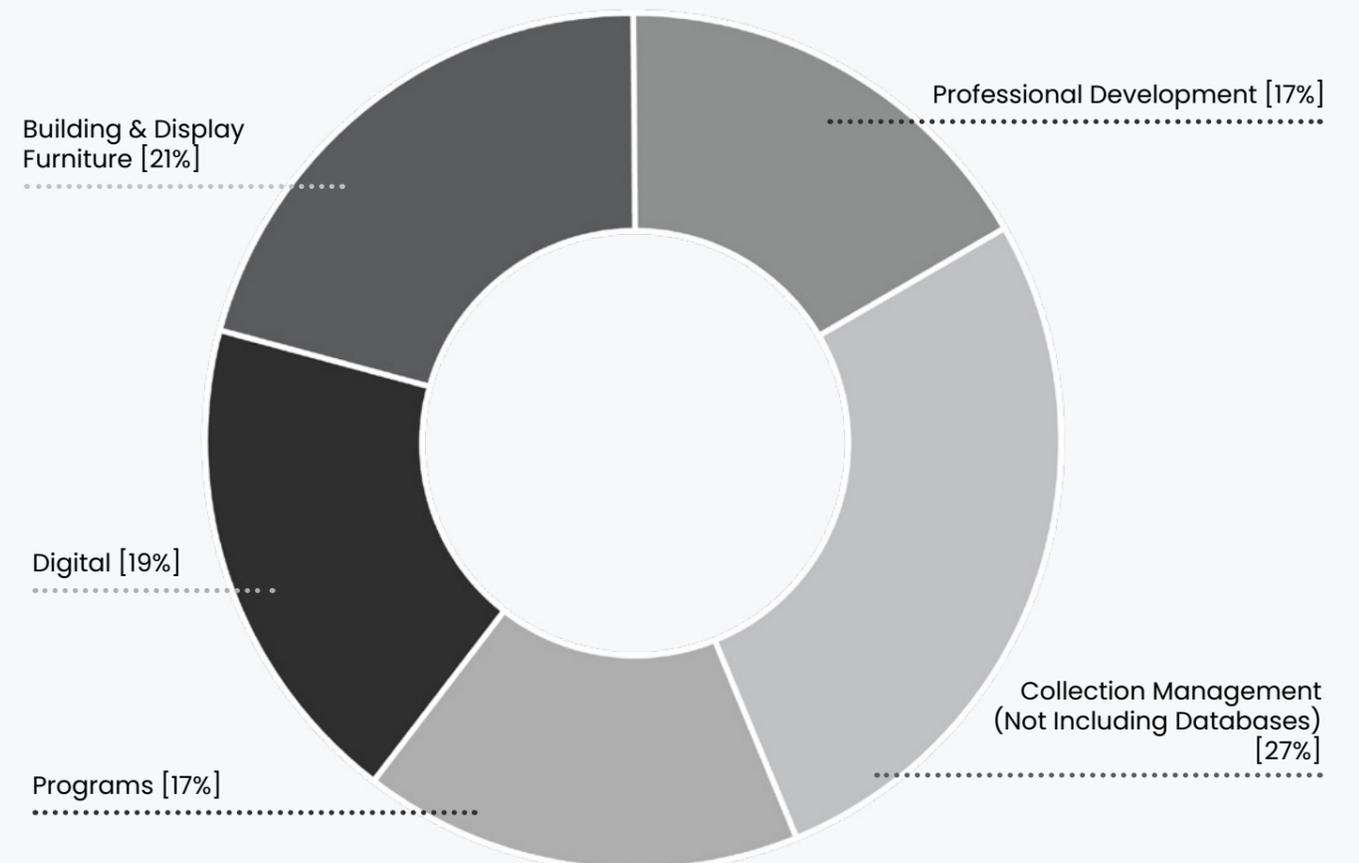
Leg Up Grants

In 2021, the Leg Up Grants program allowed museum volunteers and staff to attend training and networking events. There were two applications received and funded, with matched funding by the applying museum.

Skills Development Grants

In 2021, the Skills Development Grants program allowed volunteer museums and museum networks to run a wide range of skills development training workshops. These workshops covered skills development in areas such as e-hive training, oral history recording and collections management and preservation. There were five applications received.

SUCCESSFUL MUSEUM GRANTS BY CATEGORY



During the Sydney lockdown, Eryldene will be closed. Help keep us going, make a donation today.



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Discover a much loved historic house and gardens in the heart of Sydney

Eryldene is for everyone

KEEP ERYLDENE BLOOMING

Discover rare camellias and other special plants at Eryldene.
An Australian treasure hidden in a leafy Sydney street.



ACKNOWLEDGEMENT OF COUNTRY

The Eryldene Trust acknowledges the rights and interests of Australia's first peoples in land, culture, and heritage. We pay our respects to Aboriginal peoples and elders of the Ku-ring-gai area, past and present, and emerging.



News

Read the latest news from the Eryldene Trust.



Volunteer

Find out how you can help us at Eryldene.



Events

Check out our upcoming events and activities.

Above: Eryldene Historic House and Garden received funding from the 2021 Small Grants Program to design a new website. **Opposite:** Wollondilly Heritage Centre received funding from the 2021 Small Grants Program to purchase a new display cabinet.



REGIONAL MUSEUM ADVISORS PROGRAM

Supporting 85 museums/collecting organisations in 21 local government areas, the **Museum Advisor program** continued to support and assist the work of around 1000 volunteers through the provision of advice and specialist skills.

Significant outcomes from the 2021 program included collection relocation projects, building repairs/improvements, object conservation, exhibition development and interpretation projects, development of disaster plans, development and review of strategic plans, cataloguing and deaccessioning projects, collection rehousing projects, skills development in collections management, documentation, significance assessment, disaster preparedness and response, reorganisation of displays and storage areas.

In 2021, the program ran in the following local government areas:

- Albury City Council & Greater Hume Shire
- Bega Valley Council
- Bland Shire Council
- Blue Mountains City Council
- Broken Hill City Council
- Clarence Valley Council
- Cobar Shire Council
- Dubbo Regional Council
- Eurobodalla Shire Council
- Gilgandra Shire Council
- Goulburn Mulwaree Council
- Hay Shire Council
- Lithgow City Council
- Lockhart Shire Council
- Nambucca Shire Council
- Narrandera Shire Council
- Shoalhaven City Council
- Snowy Valleys Council
- Sutherland Shire Council
- Tamworth Regional Council
- Tenterfield Shire Council

Historical furniture from site visit to Hawkesbury Regional Museum, 2021. Photo by Van Low.



THE STANDARDS REVIEW PROGRAM

The **Standards Review Program** is a nine month program M&G NSW runs each year that helps museums, galleries and Aboriginal Cultural Centres benchmark themselves against the National Standards for Australian Museums and Galleries.

Participants are given access to expert advice and mentorship from our specially appointed Standards Reviewers.

The following museums participated in the 2021 Standards Review Program:

- Kandos Museum
- Newington Armory
- Yarrowonga - Mulwala Pioneer Museum
- Henry Parkes Museum



Standards reviewer Tamara Lavrencic with staff from the Newington Armory during a Standards Review Visit.

LET'S GET DIGITAL

Let's Get Digital was made possible through funding from the NSW Government through Create NSW as part of Arts Restart. Fifteen projects were selected from small to medium galleries, museums and Aboriginal Cultural Centres across NSW. These grants were designed to build digital literacy and develop new strategies of digital engagement across the sector. They also helped support institutions adapt to the COVID-19 pandemic by facilitating social distancing and maintaining engagement through digital forms of programming.

Each project has dedicated \$10,000 to employ regional artists and creatives to produce and deliver enhanced digital and artistic content for their communities and to collaborate with staff and volunteers to enhance their digital knowledge, with \$3000 allocated to support project costs. Digital Creative Zanny Begg was employed to manage the program and help initiate a range of digital training workshops.

Projects by the following Museums, Galleries and Aboriginal Cultural Centres were selected:

- Bathurst Regional Art Gallery
- Cumberland City Council - Granville Centre Art Gallery
- Maitland Regional Art Gallery
- Mudgee Arts Precinct
- The Lock Up, Newcastle
- Crawford House Museum

- Greater Hume Council (The Culcairn Station Masters House; the Holbrook Woolpack Inn; the Headlie Taylor Header, Holbrook Submarine, Jindera Pioneer and Wymah Schoolhouse Museums.)
- Wingham Museum
- Montreal Goldfield and Heritage Centre
- Port Macquarie Museum
- Dharriwaa Elders Group
- Hawkesbury Regional Museum
- Wiradjuri Keeping Place - Parkes Cultural Centre:
- Yarkuwa Indigenous Knowledge Centre
- Hawkesbury Regional Gallery

In addition to these projects, a suite of online digital training workshops were held on diverse topics including hosting exhibition content in augmented and virtual realities, podcasts and audio recordings and making the most of social media. Two in person workshops were scheduled to be rolled out in early 2022 on Projection Mapping (Bathurst) and Oral Histories (Broken Hill).

A virtual book launch with Dr Lizzie Muller was hosted in a bespoke virtual environment to both explore how her book engages with "lively" and complex objects within the museum context, and demonstrate the possibilities for virtual events.

"This project ... helped equip our volunteers with the skills and the knowledge they will need to deliver digital programs into the future... The challenges of isolating over the past two years have highlighted the importance of digital content and online adaptability for the museum. Virtual exhibitions, social media interactives and online tours are all potential projects the museum will explore in the future."

**Wingham Museum,
Manning Valley Historical Society**

Banha Belong, Artwork by Sven and students from Denison College - Kelso High Campus, in the Bathurst Regional Art Gallery and Bathurst Library forecourt. Photo by David Roma.



COLLECTIONS & STORIES

STORYPLACE

With funding from Create NSW, the Collections and Stories project recommenced in 2021 and was redesigned and rebranded as **Storyplace**. It builds on the initial prototype phase undertaken in 2018/19, and promotes regional museum, gallery and cultural centres collections from NSW through the digitisation of collections and associated storytelling of these objects.

The Collections and Stories Project Manager, Project Officer and five contract Storytellers commenced working with 6 regional Council facilities who in turn partnered with various community collections in their region to co-ordinate the development of content to bring to the redesigned website.

Each of these 'Hubs' – Albury Library Museum, Shoalhaven Regional Gallery, Tamworth Regional Gallery, Maitland Libraries, Lake Macquarie City Council and Warrumbungle Shire Council – have worked with an additional 28 small museums and/or historical societies in their respective regions to share equipment and expertise to digitise significant objects within their collections.

Hubs have also assisted the project staff to gather relevant documentation of objects or collections from the community museums to support the Storytellers in their work. At the end of 2021 Bathurst Regional Council also came on as a new partner as they commence their own digitisation project.

By the end of 2022, Storyplace will contain over 500 digitised items from regional collections, with associated object stories. A strategic Action Plan for the future development of Storyplace will determine how the site is sustained from 2023 and beyond.

Digitisation in action at Tamworth Regional Gallery. Photo courtesy of Steve Gonsalves for M&G NSW Collections and Stories Project.





Curds and Whey

An Ulladulla Butter Company Cheddar Cheese Crate



Made to Move

A Replacement Yoke by Bullocky Athol Drury



Broad Shoulders

Lieutenant Jonathan Warner at Lake Macquarie



Out of the Woods

Hayes' Cedar Desk by Morpeth Craftsman J.G. White



Litres of Lacquer

A Shellac Jar from White's Factory, Morpeth



The Bunkhouse Orchestra

The Strutt Sisters and Tamworth's Peel Street Buskers



Smoke Without Fire

Morpeth Furniture Craftsman White's Smoking Cap



Star Powered

Zeta Burn's Sewing Machine



Fast Furniture

Steam-powered Manufacturing at J G White's, Morpeth

COMMUNICATIONS

Website

The M&G NSW website plays an indispensable role in providing information, opportunities and resources to the sector.

In 2021, there were 450,928 visits to the website; from 320,759 unique users. The overall website visits increased by 94,930 (26%) from the previous year. The website had 1,530,153 pages viewed, a 27% increase from the previous year.

The website maintained a listing of 488 museums, galleries and Aboriginal Cultural Centres across NSW. These pages continue to be the only web presence and contact point for many smaller organisations. The listings received 358,803 page views, a 22% increase from the previous year.

The website delivered 70,664 outbound links to external websites and 4,183 clickthroughs linked to an email address.

Publishing

Through 2021 M&G NSW published our fortnightly e-newsletter Alert. It featured sector news articles, jobs, resources, grant information and professional development opportunities. The sector news articles received 86,550 page views, a 5% increase from the previous year.

Online Resources

In 2021 M&G NSW developed a variety of online resources including 19 video stories and interviews, 92 articles and 18 new and revised sector resources.

Our sector resources pages received 240,144 page views, an increase of 54,418 from the previous year.

Highlights

New Website design

In April 2021 a new and improved design of the website was launched. This project aimed to enhance the usability of the site and expand our digital service delivery. The improved design and functionality have seen us grow our audience significantly and received very positive feedback from the sector.

Covid-19 Sector Survey & Resources

M&G NSW conducted a survey of the sector to obtain information on the short- and long-term effects of COVID-19 and related restrictions on the sector. The survey was timed for one year after our 2020 survey. It was conducted from 25 June to 31 July and received 122 responses. The final report received 776 page views.

As New South Wales moved toward reopening, we provided resources and links to information to assist organisations in managing the process. This resource received 1,584 page views.

MUSEUM & GALLERY LISTINGS **488**

WEBSITE VISITORS **450,928**

ALERT E-NEWSLETTER	2021	2020
Number of subscribers	4,538	4,137
Number published	26	25

Facebook	Twitter	Instagram
3,634 fans	4,540 followers	2,870 followers
267 new fans	32 new followers	555 new followers

ONLINE RESOURCES

Practical help and advice for almost anything you might need to do in managing a museum or gallery. Includes strategic planning, branding, collection care, exhibition development, exhibition installation and industry research.

MORE

We support museums, galleries and Aboriginal cultural centres across NSW by developing skills, connections, funding and touring exhibitions

ABOUT US

Find practical help and advice for almost anything you might need to do in managing a museum or gallery. We have many printable factsheets as well as recommended external resources that demonstrate best practice.

RESOURCES

We offer many unique programs, including the IMAGinE Awards, Museum Advisors and Standards Program.

PROGRAMS

We offer devolved grants for Volunteer Museums and Gallery grants, which are awarded to regional public galleries, art spaces and Aboriginal cultural centres.

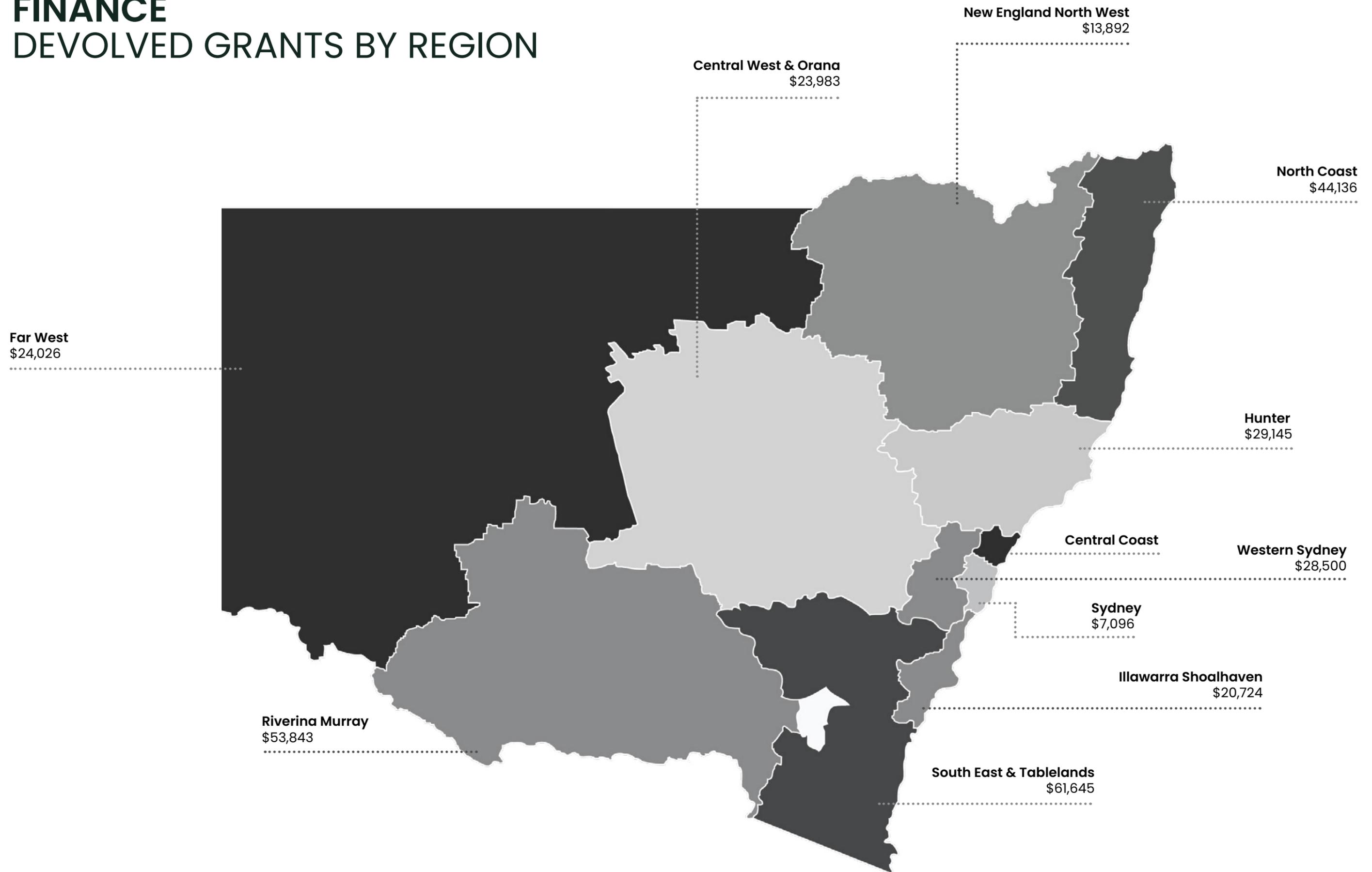
GRANTS

Currently advertised jobs in the museum and gallery sector in New South Wales.

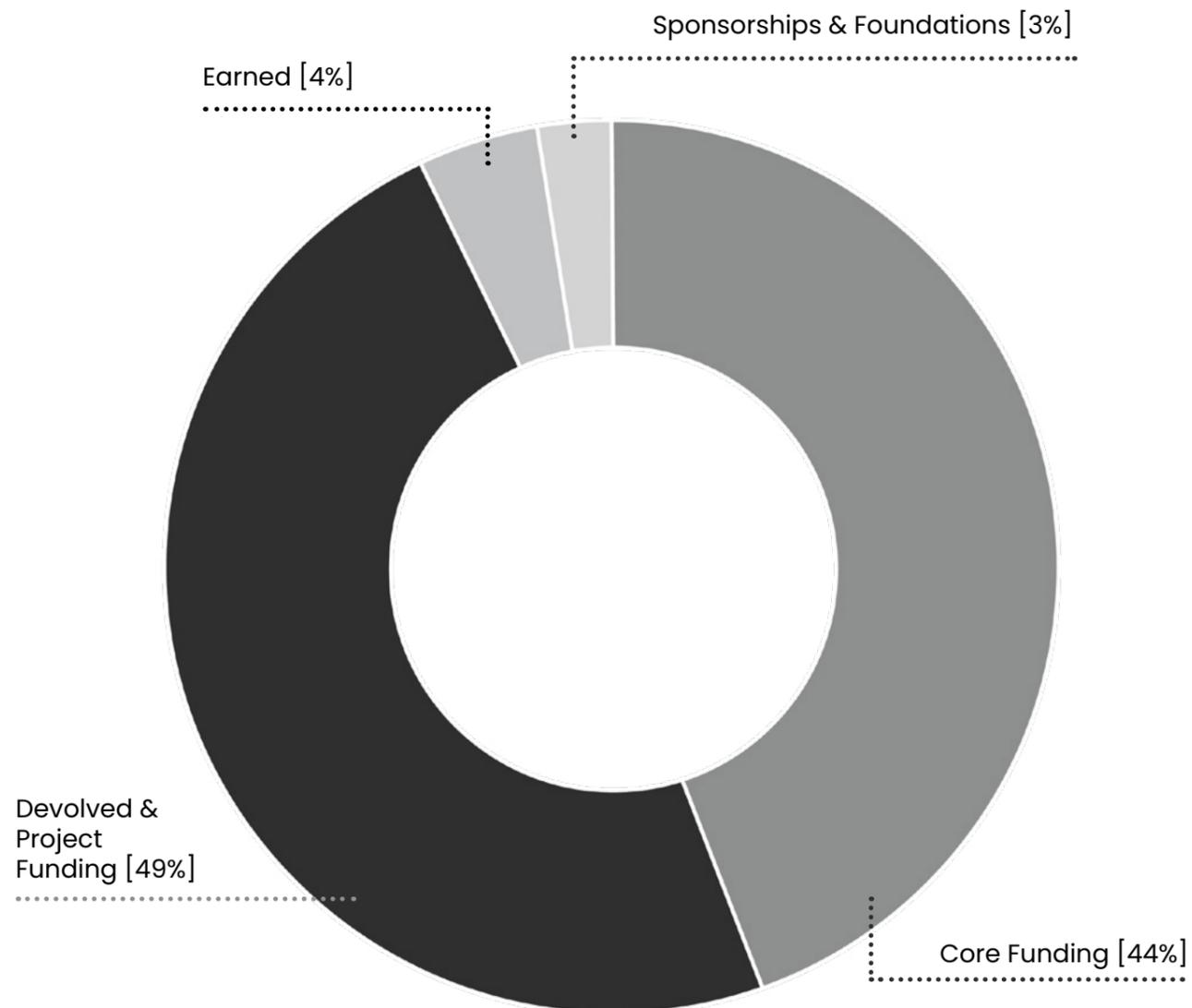
JOBS

FINANCE

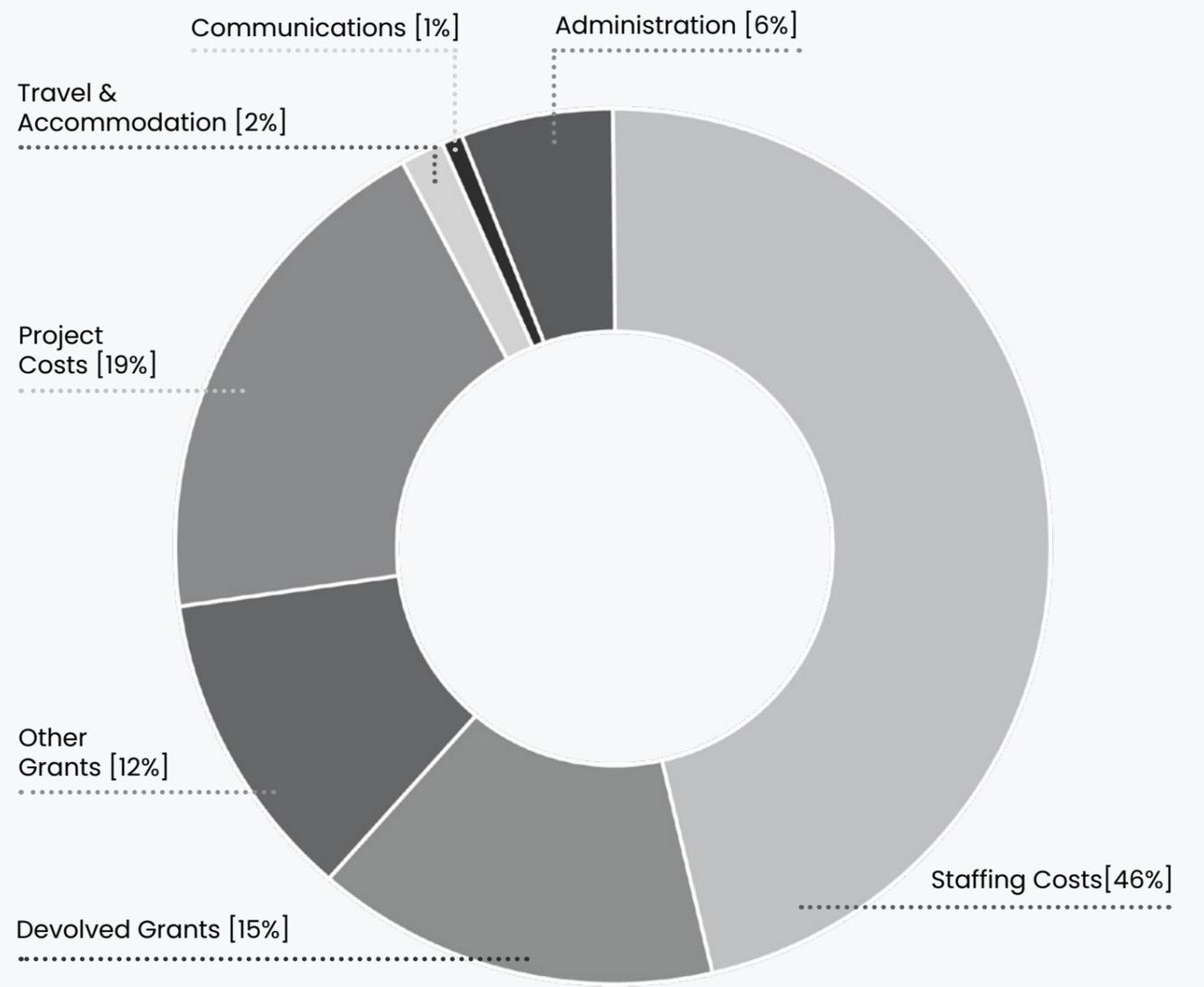
DEVOLVED GRANTS BY REGION



FINANCE INCOME



FINANCE EXPENSES



Museums & Galleries of NSW

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Australian Government



Museums & Galleries of NSW is supported by the NSW Government through Create NSW and is assisted by the Australian Government through the Australia Council, its arts funding and advisory body.