



ART GALLERY SOCIETY OF NEW SOUTH WALES

AN OVERVIEW 2017

For the year ended 31 December 2017

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PRESIDENT'S REPORT 2017

The Art Gallery Society of New South Wales

The Art Gallery Society of NSW is proud of its significant history of support for the Art Gallery of New South Wales, dating back to the Society's formation in 1953. It remains an independent organisation, partnering with the Gallery to deliver vibrant programs and events that enliven member engagement with art and the Gallery. Our goal is to attract new members while raising funds in support of the State's foremost art institution.

The Art Gallery Society is unique amongst museum membership organisations in Australia in that it is a company limited by guarantee and therefore an independent body. We are committed to building upon this legacy.

The Year in Review

2017 was a big year for the Society with many important achievements. This was the first full year of operation of the *Memorandum of Understanding* between the Gallery and the Society. This led to significant improvements in the Society's relationship with the Gallery principally with cooperation and communications.

The solid membership base includes 18,796 memberships which represents 27,147 individual members. The Society generated its best financial results in many years, lifted in part by better than expected income from its popular *World Art Tours* program.

It was discovered mid-year that the Society had been incorrectly assessed some years ago as eligible for the Fringe Benefit Tax (FBT) employer exemption. The Society however is only eligible for status as an FBT rebateable employer. The Society therefore had been incorrectly providing Fringe Benefits to Society staff and has therefore inherited a major taxation impost.

The Art Gallery Society Council immediately set about correcting this anomaly, and sought expert and independent advice. As a result, a substantial and un-budgeted back payment to the Australian Taxation Office is required, which comes at considerable cost to the organisation. This payment is pending and the amount will be drawn from AGS reserves.

Strategic Plan

The Society began developing a new Society Strategic Plan in mid-2017, which was presented to the Gallery later in the year. The vision of the Society is to be a leader in art museum membership in Australia, with the purpose of bringing art to life by educating, inspiring and linking members and the wider community with the Art Gallery of New South Wales.

Members Programs and Events

The Society's lectures, courses, workshops and performance programs significantly helped to develop members' engagement, appreciation and understanding of art and the Gallery. The strong 2017 member participation figures highlight the importance that members place on the learning programs, which also generate a significant revenue stream for the Society.

Over the past year a grand total of 49,448 participants engaged in members' programs and events. This figure includes a total of 43,397 people attending 423 fee-paying members' events. The flagship *Art Appreciation Lecture Series*, as well as *Learning Curve* lectures and the *Resonate* concert series, were program highlights. There were also 217 practical art-making workshops for adults and children, or 50% of all members' events in 2017.

The overall member participation total also includes an additional 6,051 attendees at free members' events, including exhibition viewings, new members' welcome events, *Collection Circle* and *Travel Draw* fund-raising events. The relevance and popularity of members' events was reflected in a high 87% average capacity at members' booked events in 2017, consistent with 2016. A strong 54% of all scheduled events were sold out.

World Art Tours

The World Art Tours (WAT) program is stronger than ever, with 291 members travelling during 2017 on 14 tours to a wide range of destinations including Russia, Mexico, Hong Kong, Cuba, Norway, the Caucasus, Germany, Uzbekistan, Spain, Japan, Bhutan, Israel and Jordan.

The great success of the program is due to the bi-monthly, full-page advertisements in *Look* magazine, the production of WAT brochures (2 per year plus a 'Sneak Peek' brochure), regular Saturday travel talks and events, pre-tour meetings and post tour reunions. Our professional relationship with the travel operator, Renaissance Tours - a company with many years' experience specializing in cultural tours - has also greatly contributed to the success of the WAT program.

Corporate Sponsorship

During the year the Society restructured its *Corporate Members Program*, aligning it with the Gallery's overall development activities. This has improved communications with the corporate community and opened up opportunities for a more natural transition to higher level giving. This coincided with the implementation of a staff re-structure recommended in the *2016 Deloitte Review of the Society's Operations*.

The re-structure improved efficiency and resulted in net savings in operating costs. It saw the appointment of Peter Lin as Assistant Director and Katrina Jones as the Membership and Events Manager, both new positions following the Deloitte Review. These staffing changes resulted in a marked improvement in staff morale, greater collegiality and cooperation, and also strengthened the resilience of the team. The new appointments have also broadened the skills base of Society staff and injected a new sense of team spirit. This has resulted in improved communication and cooperation with the Gallery.

Communications

After its relaunch as an 84-page, bi-monthly publication in late 2016, *Look* enjoyed a very successful 2017. The Society now publishes the magazine in collaboration with production partner Hardie Grant Media, and each issue is accompanied by *At the Gallery*, a standalone, eight-page events calendar, produced in-house and exclusively for members. The new publishing schedule has translated into a more substantial publication designed to foster members' connections to the Gallery and to enhance their encounters with the art on display and in the collection.

The magazine's new format and frequency were met with a very positive response from members, as well as Gallery and Society staff. Advertisers also showed renewed interest in the magazine, with many existing advertisers renewing their commitment and new advertisers coming on board, including several luxury brands. The Gallery Shop also began to stock *Look* magazine with a cover price of \$9.95.

The Society had a growing online presence in 2017 with its two regular email distribution marketing (EDM) channels to Gallery members: *Peek* and *Fuse*.

The *Peek* EDM is distributed on a fortnightly basis to all members who supply an email address, provides information on Gallery exhibitions and members' events, benefits and fundraising efforts as well as special offers and competitions. Total subscriber numbers are approximately 23,000.

The *Fuse* EDM is distributed on fortnight monthly basis to Young Members, with a range of content directed to a younger age demographic of 18–40s. Total subscriber numbers are approximately 9,800.

The Art Gallery of NSW distributes the *Artmail* EDM monthly to approximately 168,000 subscribers. The members are represented in the Gallery's e-newsletter with a dedicated module to promote joining the Gallery, the benefits of membership, members' events and key fundraising campaigns such as the Collection Circle Acquisition Program and the members' Travel Draw.

Volunteers

The Art Gallery Society is extremely appreciative of the loyal and generous support provided by the dedicated *Task Force* volunteers. The Society benefitted directly from *Task Force* members who staffed the Society's Membership Desk, assisted with behind the scenes program support, assisted at members' parties; and provided a range of support in the Members Lounge, including the Wine Bar and the Society Library. Their work on the Members Desk facilitated the recruitment of 12% of all new members. We are particularly grateful to the Task Force Committee, led by Councillor Sue Dadswell, for their commitment to both the Society and the Gallery.

Sydney Modern Project

In December 2017 Council lodged a submission to State government unanimously supporting the *Sydney Modern Project* - State Significant Development Application. The Society Council unanimously supported the *Sydney Modern Project* because this major Gallery expansion will enable the people of NSW to enjoy viewing more of the institution's outstanding art collections; increase the Gallery's ability to attract and present major international art exhibitions; offer new opportunities for the Society to grow the membership base; and ensure the Gallery remains accessible and relevant for generations to come.

One of the most valued benefits of membership is having access to the Members Lounge. There were necessary Members Lounge improvements made in 2017, including upgrading of the Lounge's Membership Desk, which has improved customer service and access. A curated display of art within the lounge has also been introduced. A future focus for the Society is the modernisation of the Members Lounge and related facilities, as part of the upgrades flowing from the Sydney Modern Expansion.

Support for the Gallery

The Art Gallery Society continued to directly support the Gallery in a variety of ways. In 2016 the Society contributed funds towards the significant touring exhibition *Making Modernism: Georgia O'Keeffe, Margaret Preston and Grace Cossington Smith*, exhibited at the Gallery from 1 July to 2 October 2017.

The Society continued the sponsorship of the Gallery's *Art After Hours* late night program on Wednesday evenings and raised the level of support to \$250,000 p.a. The weekly program is an excellent fit for the membership program and has broad recruitment potential.

Two Collection Circle fundraising campaigns were initiated which allowed the Society to contribute two important art acquisitions to the Gallery. The paintings acquired with the support of the Society were: John Peter Russell's painting *In the afternoon* 1891, (acquired in 2016 but payment finalized in the first half of 2017), and Charles Conder's *Rainy day* 1888. The Society is

particularly pleased to have been able to support the purchase of these works for the Gallery's Australian collection.

Brian Ladd
President, Art Gallery Society of New South Wales

PATRON

His Excellency General The Honourable David Hurley AC DSC (Ret'd)
Governor of New South Wales.

HONORARY LIFE GOVERNORS

The Hon Bronwyn Bishop
Peter Flick
Dorothy Holt
Raymond Kidd
Joan Levy
Max Sandow AM
Carolyn Ward
Leslie Walford
Diana Walder OAM

DISTINGUISHED SERVICE TO COUNCIL

Prue Allen
Nancy Cash
Robyn Flick
Inge Grant
Annette Jameson
Adam Johnson
Christine Liddy
Les Moseley
John Pearson
Natasha Serventy
Ross Steele AM
David Stewart-Hunter
Caroline Storch

COUNCILLORS from April 2017

Brian Ladd PRESIDENT
Paula Latos-Valier VICE PRESIDENT
Brian Greenacre TREASURER
Anastasia Economou
Sue Dadswell
Jenny Green
Jill Keyte
Edward Palmisano
Jo-Ann Smith
Ex-Officio
Dr Michael Brand
The Hon Ashley Dawson-Damer

HONORARY LAWYERS

Allens Linklater

VOLUNTEER TASK FORCE COMMITTEE 2017

COORDINATOR

Sue Dadswell

NEW MEMBERS ASSISTANT

Ruth Osen

ASSISTANT COORDINATOR

Judy Embrey

ROSTER OFFICERS ASSISTANT

Stephanie Chinneck

SECRETARY/TREASURER

Ruth Attwood

CONCIERGE

Rex Seycombe

REGISTRAR

Lea Clark

CONCIERGE ASSISTANT

Lynda Vaculik

MEMBERS DESK ROSTER OFFICER

Georgina Gye

FUNCTIONS ROSTER OFFICER

Ine Harrison-Latour

NEW MEMBERS

Margaret Symes

FAMILY PROGRAMS

Jenny Parker

VOLUNTEER TASK FORCE MEMBERS January to December 2017

Amm AM, Robin

Anderson, Jan

Anderson, elanie

Apps, Julie

Archbold, Greta

Ashmore, Mara

Attwood, Ruth

Austin, Bridget

Aveling, Meredith

Baines, Chris

Baldo, Julia

Barrett, Kaye

Bartholomaeus, John

Beesley, Sandra

Berlyn, Diana

Blomfield, Anne

Blythe, Georgie

Boyer, Lorraine

Buchanan, John

Bull, Geraldine

Carey, Jennifer

Carrel, Nelli

Casey, Mary

Charlton, Susan

Cherkasov, Lucy

Chinneck, Stephanie

Clarke, Annie

Clarke, Lea

Cody, Susanne

Cox, Linda

Curtis, Patricia

Dadswell, Susan

Darby, Beverley

De Valence, Francine

Dendle, Gail

Denenberg, Susan

Devine, Diane

Doherty, John

Donsworth, June

Douglas, Rosemary

Dubiel, Jutta

Duggan, Catherine

Elliott, Gordon

Embrey, Judy

Fairfax, Jean

Feher, Eva

Fergus, Coralie

Forsyth, Phillip

Gingell, Christopher

Gingell, Monique

Good, Phillip

Gough, Linda

Governor, Patricia

Greene, Maria

Grice, Mary
Gye, Georgina
Habel, Janette
Hagiwara, Aiko
Hancock, Sue
Harrison-Latour, Ine
Hartigan, Susan
Hayes, Jennifer
Hellier, Frances
Henderson, Ann
Hillier, Mary
Hunter, Madeline
Jakubowski, Teresa
James, Patricia
Jennings, Felicita
Jirsch, Teresa
John, Krystyna
Johnson, Maria
Jones, Nita
Kenny, Vere
Khouri, Juliette
Knight, Ursula
Lademann, Triny
Lee, Brenda

Madanayake, Kesini
Malanos, Grace
Marshall, Margaret
Matkovich, Jane
McLellan, Glen
McPherson, Marlene
Mendelsohn, Emma
Moxon, Hilary
Mulvey, Colleen
Myatt, Eloise
Nugent, Sandy
Osen, Ruth
Oong, Deborah
Parker, Jenny
Preshaw, Judy
Pretty, Cynthia
Proudfoot, Judy
Puntigam, Marie
Rapaich, Zorica
Richardson, Deanna
Searle, Annette
Secombe, Rex
Shastri, Neerja

Sheehan, Cassie
Sommerville, Lesley
Stefanek, Judith
Steilberg, May
Swane, Bonita
Swenson, Marsha
Symes, Margaret
Taylor, Anne
Thomas, Menna
Tompkins, Susan
Tong, Crystal
Tribe, Judith
Ure, Ursula
Vaculik, Lynda
Vellar, Adriana
von Lucken, Beverly
Wai-Yee, Jeffrey
Wangmann, June
Warman, Norma
Watt, Jennifer
Wood, Jennifer
Zampatti, Sergio

RESIGNED IN 2017

Diane Adams
Margot Bain
Valda Brook
Maria Chiofalo
Ann Dodd
Karen Hannon
Rhonnie Joyce
Sue Kemp
Laura Lyubomirsky

John Menzies
Brian Nugent
Di Pellizer
Luisa Scutts
Merrilyn Sowell
Liz Tebb
Irene Thom
Roxanne Thompson
Margaret Vickers

Resigned before finishing Probation

Kerry Charalambous

Mayuri Sodani

SADLY DECEASED

Joy Huxley

YOUNG MEMBERS COMMITTEE 2017

PRESIDENT

Peter Plustwick and Frederick McDonald

VOLUNTEER COORDINATOR

Joey Hespe

VICE PRESIDENT

Sarah Close

MEMBERSHIP

All Committee Members

TREASURER

Brian Greenacre

EVENTS

Peter Plustwick, Frederick McDonald,
Brian Greenacre, Sarah Close,
Joey Hespe, Sally Bevan, Elizabeth
Robertson, Marcel Julliard

SOCIAL MEDIA/COMMUNICATIONS

Joey Hespe

YOUNG MEMBERS VOLUNTEERS January to December 2017

Louise Adamson

Christine Luo

Joel Gratiaen

Sarah O'Sullivan

Liz Robertson

Rachel Bryant

Karen Zheng

Nell O'Grady

Jenna Schroder

Ursula Jones

Emily Rundle

Taimika-Lee Lewis

Gina Francis

Jannelle Cruz

Phoebe Boyle

Madeleine Gracie

Mariana Arroyo

Mille Elsmore

Naomi Yi Qu

ART GALLERY SOCIETY SPONSORS January to December 2017

AxiCorp
Brian Abel
Arab Bank Australia
Clifford Chance
Faber-Castell Australia Pty Ltd
K.W. Doggett Fine Paper
Lindsay Yates Group
Philip Bacon Galleries
RESIMAC Limited
Taylors Wines

ART GALLERY SOCIETY PARTNERS January to December 2017

Bluestar Print
Hutchings Pianos
IncNet
Lindt & Sprungli Australia
Snap Printing North Sydney

ART GALLERY SOCIETY STAFF 2017

EXECUTIVE

EXECUTIVE DIRECTOR Ron Ramsey
ASSISTANT DIRECTOR Peter Lin (from July 2017)
EXECUTIVE ASSISTANT Batsheva Abrahams

FINANCE

FINANCIAL CONTROLLER John Kamleitner (until February 2017)
SENIOR FINANCE MANAGER Roanne Papas
ACCOUNTANT Clare Vu

LOOK MAGAZINE

LOOK EDITOR John Saxby
DEPUTY EDITOR Sarah Couper

MARKETING

MARKETING MANAGER Natalie Matar

GENERAL MEMBERSHIP

MEMBERSHIP AND EVENTS MANAGER Katrina Jones (from November 2017)
MEMBERSHIP MANAGER Richard Baesjou (until July 2017)
MEMBERSHIP ASSISTANT Cathy Shen

EVENTS

EVENTS MANAGER Michelle Therese (until July 2017)
TICKETING MANAGER Jamie Mackenzie
EVENTS COORDINATOR Sarah Maxwell
EDUCATIONAL PROGRAMS COORDINATOR Dot Kolentsis
EVENTS ASSISTANT Kristy Stewart

MEMBERS LOUNGE

MEMBERS LOUNGE MANAGER Fiona McIntosh
RECEPTION ASSISTANTS Rita Ibrahim, Melinda Braun, Maria Kerstev, Michael Beckley, Neta Mariakis, Brooke Schofield, Lisa Tarbuck

CORPORATE MEMBERSHIP

CORPORATE DEVELOPMENT DIRECTOR Mark Manton (until February 2017)
CORPORATE PARTNERSHIPS COORDINATOR Katie Tholo

ADDITIONAL SUPPORT

WORLD ART TOURS DIRECTOR Liz Gibson

ACQUISITIONS



Charles Conder *Rainy day* 1888

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