



# **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.

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### ***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*.

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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.

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### **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

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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

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**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



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## **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

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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

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## **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

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## **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

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## **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

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## ACQUISITIONS



Charles Conder *Rainy day* 1888

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