



# Art Gallery Society of New South Wales

## President and Executive Director's Report 2024

For the year ended 31 December 2024

# Table of Contents

President's Report 2024.....	3
Executive Director's Report 2024 .....	5
Position Holders.....	7
Patrons .....	7
Councillors 2024.....	7
Honorary Life Governors .....	7
Honorary Lawyers .....	7
Sponsors, Partners and In-Kind Supporters.....	8
Art Gallery Society Staff 2024 .....	9
Executive .....	9
Finance .....	9
<i>Look</i> magazine.....	9
Marketing .....	9
Sales .....	9
Membership Services .....	9
Membership Engagement .....	9
International Study Tours .....	9
Casual staff.....	9
Acquisitions.....	10

# President's Report 2024

## The Art Gallery Society of New South Wales

Dear Members

It's with pleasure that I present the Art Gallery Society of New South Wales' (the Society) 2024 Annual Report and highlight our tremendous achievements during the calendar year.

### ***The joy of membership***

Before quoting figures, I'd first like to reflect on the phrase "the transformative power of art" and its relationship with membership.

If you've heard or read of our newly appointed Art Gallery of New South Wales Director, Maud Page, you'll have come across this phrase. Maud speaks with passion about the power of art to challenge, unite and transform; and the social forum a gallery provides for that transformation.

In my observation, if you bring together art and a community of open-minded people, you can witness discovery and joy.

Even if you're vaguely interested in art, when art is observed in the company of other curious minds, stimulating conversations can be shared and light bulb moments can reveal the common thread of humanity. This is a powerful benefit of membership to the Society.

### ***Back to the numbers***

Many realise this. The Society reported record membership of 38,031 members (CY2023: 32,758) at the end of 2024. Notably, 15% have been members for more than 20 years.

Through our membership categories, launched two years ago, we offer a journey of membership reflecting a member's capacity, in terms of time and finances, to benefit from our offerings.

Pleasingly, in 2024 we saw a 29% increase in Champion members, our highest level of membership, and a 4% increase in members under 44 years of age.

### ***Enjoying the benefits of membership***

In addition to the 15,605 complimentary Art Gallery of New South Wales (the Art Gallery) exhibition tickets redeemed by members, a further 42,735 discounted tickets to exhibitions were purchased.

Enjoyment of membership is further evidenced in:

- The record number of visitors to the Members Lounge, totalling 93,335, an increase of 23% on the prior year
- The number of members attending our lecture programs and events, totalling 31,094, with an 8% increase in participation of families and children on the prior year, and
- The substantial readership of our bi-monthly *Look* magazine of 102,458 readers.

In 2024, we took the bold move of introducing a new international art travel opportunity for members.

Our new International Study Tours, run in conjunction with the Art Gallery, cover specific art topics and include curated tours for organisations and secondary schools. These tours complement our existing World Art Tours program run in partnership with Renaissance Tours. While it remained in start-up mode in 2024, a full-scale offering is scheduled for 2025/2026.

As of 2024, members travelling within Australia can now enjoy reciprocal benefits with all State, Territory and National art institutions and enjoy discounts with a record number of arts companies and cultural organisations through our Gallery Plus program.

Member loyalty and generosity saw the Society deliver a record \$2.17 million (2023: \$1 million) in total assistance to the Art Gallery. This figure includes funding to acquire four artworks and the Society's sponsorship of the *Alphonse Mucha: Spirit of Art Nouveau* and *Magritte* exhibitions, the Hive Festival for families in January and the year-long Art After Hours program held on Wednesday evenings.

#### ***Appreciation and acknowledgement***

There is a new energy about the Society. It's generated by the enthusiasm of its Executive Director, Yvette Pratt, and her team, the conscientiousness of the Society's Councillors, and the collaborative approach of Art Gallery executives, with special mention to John Richardson, Director of Audiences and Development and Karl Robideau, Head of Visitor Experience.

At our AGM in June, we sincerely thanked retiring Council member, Paula Latos-Valier AM, for her enormous contribution as Vice President during her full nine-year term. We also welcomed two new Councillors, Irene Yeung and Maclaren Wall.

The year was marked by sadness with the sudden death of our Membership Services Manager and loyal employee of 29 years, Fiona McIntosh, in September. Fiona will be remembered through the artwork, *Sunday* by Ken Done, acquired for the Art Gallery through member donations.

In closing, thank you for your loyalty, stimulating conversations, warmth and financial support in strengthening the Art Gallery's collection, public programs and exhibitions. You further discovery and joy for others.

My sincere thanks also to Yvette and her team, my fellow Councillors, and Art Gallery executives who enable all this to happen.

Yours faithfully



Susan Jackson  
President  
Art Gallery Society of New South Wales

# Executive Director's Report 2024

## The Art Gallery Society of New South Wales

It is with immense pride and gratitude that we reflect on 2024, a truly historic year for the Art Gallery Society of New South Wales. This year has been defined by extraordinary achievements, deeper community engagement, and a renewed commitment to making art accessible and inspiring for all.

We are thrilled to share that 2024 marked three record-breaking milestones: an unprecedented \$2.4 million in financial support, the highest ever raised in a single year, over 93,000 welcomed into the Members Lounge and a membership community that grew to over 38,000, both the largest in our history. These achievements are a testament to the dedication of our members, the strength of our partnerships, and the enduring power of art to connect and uplift.

Thanks to this generous support, we delivered an ambitious and inclusive program throughout 2024. Major sponsorships from Renaissance Tours, Regent Seven Seas Cruises, Bank of China, Kimpton Margot Sydney and Mount Pleasant Wines, along with philanthropic and in-kind contributions, played a vital role in this success.

Notably, our Travel and Luxury Draw campaign raised \$137,000—our second-largest campaign to date—and the Society contributed over \$400,000 toward the acquisition of significant artworks for the Art Gallery's collection, including:

- Samuel Palmer *Going to Evening Church* 1874
- Natasha Bienek *Portrait of Wendy Whiteley* 2023
- Francisco de Zurbarán *Still Life with Apples on a Pewter Plate and a Pear* c1641
- Mike Hewson *Tiny Wide Slide Stack* 2024
- Margaret Preston *A View of the Irish Coast* 1914, generously supported through the Elizabeth Fyffe bequest.

Our membership community has flourished like never before. Through targeted campaigns such as the Winter Savings offer, student focused Explore memberships and seasonal gift promotions, we welcomed more members than ever before. This growth reflects the value our members place on cultural connection and the unique experiences the Art Gallery offers.

Members enjoyed exclusive access to some of the most compelling exhibitions in recent memory, including *Kandinsky*, *Louise Bourgeois*, *Alphonse Mucha* and *Magritte*. These were complemented by a rich calendar of events, from curator talks and concerts to studio visits and workshops. Highlights included the Archibald Preview Party, which welcomed 550 guests, and the elegant Magritte Dinner, which brought together over 200 members and partners for a night of celebration.

Our digital transformation efforts enhanced communication and personalisation, while new reciprocal rights agreements with national institutions expanded member benefits across Australia. We also introduced new gifting options, including the gift membership tote bag and enhanced gift certificates, making it easier than ever to share the joy of art.

At the heart of the Art Gallery Society is a team whose passion and dedication shine through in all they do. This year, more than ever, I want to celebrate these incredible individuals who help make the Art Gallery a place of inspiration, connection and belonging.

The Society team is not only committed to creating exceptional experiences, they are also the welcoming faces and thoughtful voices who care deeply for our most valued supporters, our members. Whether through personalised service, engaging programs or a simple warm greeting, our staff consistently go above and beyond to ensure every member feels appreciated and part of something truly special.

It is with both sadness and a smile that I remember our dear colleague and friend who passed away in September, Fiona McIntosh. For over 29 years, Fiona was a bright and joyous presence, warmly welcoming members and colleagues alike to her beloved Members Lounge. She had a remarkable gift for making everyone feel seen and valued, and her absence is deeply felt by all who knew her.

To our team: thank you for your unwavering commitment, care and heartfelt service.

To our Council: thank you for your support, guidance and vision throughout 2024. Your leadership has been instrumental in shaping a year of remarkable growth and achievement.

To our members: thank you for being our greatest advocates. Your enthusiasm and support inspire everything we do.

As I look ahead, I am filled with optimism and excitement. The momentum of 2024 has laid a strong foundation for continued growth and innovation. With your ongoing support, we will continue to push boundaries, foster creativity and ensure the Art Gallery of New South Wales remains a place of inspiration, learning and connection for all.



Yvette Pratt  
Executive Director  
Art Gallery Society of New South Wales

# Position Holders

## Patrons

Her Excellency, the Honourable Margaret Beazley AO KC, Governor of New South Wales and Mr Dennis Wilson

## Councillors 2024

Sue Jackson *President*

Paula Latos-Valier AM *Vice President*  
(retired June 2024)

Andrea Brown *Treasurer* (until June 2024, *Vice President* from June 2024)

Irene Yeung *Treasurer* (from June 2024)

Brian Greenacre

Anastasia Economou

Jenny Green

Tristan Sharp

Liz Gibson

Jo-Ann Smith

*Ex-Officio*

Dr Michael Brand

Lachlan Edwards

## Honorary Life Governors

The Hon Bronwyn Bishop

Peter Flick

Raymond Kidd

Joan Levy

Carolyn Ward

## Distinguished Service to Council

Robyn Flick

Brian Ladd OAM

Christine Liddy AO

Les Moseley

John Pearson

Ross Steele AM

David Stewart-Hunter

Caroline Storch

Paula Latos-Valier AM

Sue Dadswell

Brian Ladd

## Honorary Lawyers

A & O Shearman

# Sponsors, Partners and In-Kind Supporters

January – December 2024

## Major sponsors

Renaissance Tours

Regent Seven Seas Cruises

Bank of China

The Sir William Dobell Art Foundation

## In-kind support

- Kimpton Margot Sydney
- Mount Pleasant
- A & O Shearman
- LARK Distillery
- Chandon
- Allen & Unwin
- Opal Minded
- Oroton
- Hästens
- Dioptics
- Sydney Symphony Orchestra
- Faber Castell Australia
- Belvoir St Theatre
- Opera Australia
- Herbert Smith Freehills
- Esca Group
- Bed Threads
- In The Roundhouse
- Crumpler
- Cafe Sydney
- Gallery Shop
- Dinosaur Designs
- The Fresh Collective
- Haigh's Chocolates
- Mr Cook
- Sydney Beer Company



# Art Gallery Society Staff 2024

## Executive

**Executive Director** Robert Heather (until March 2024), Yvette Pratt (from May 2024)

**Chief Operating Officer** Yvette Pratt (until May 2024)

**Executive Assistant and Team Administrator** Cassandra Bayley (until May 2024)

## Finance

**Finance Manager** Clare Vu (until August 2024)

**Finance Manager** Laila Bazzi (from July 2024)

**Finance and HR Advisor** Roanne Papas

## Look magazine

**Acting Editor** Stephen Romei (until March 2024), Emma McLean (until October 2024)

**Editor** Susannah Smith (from October 2024)

**Acting Deputy Editor** Thomas Sargeant (from April – October 2024)

**Deputy Editor** Emma McLean (from October 2024)

## Marketing

**Marketing Manager** Natalie Maroon (from November 2024)

**Acting Marketing Manager** Chad MacKenzie (until May 2024), Mikaela Fitzgerald (from May 2024)

**Acting Digital Marketing Officer** Isabella Fleek (from June 2024 – November 2024)

**Senior Marketing Producer** Mikaela Fitzgerald (from November 2024)

## Sales

**Sales Manager** Chad MacKenzie (from May 2024)

**Data Analyst** Evgenia Fedoseeva

## Membership Services

**Membership Services Manager** Jennifer Dowd

**Membership Services Lead** Rachel Rodd

**Members Lounge Lead** Fiona McIntosh (until September 2024), Rhiannah Venetsanos, Valentina Tulino (from November 2024)

**Membership Assistants** Cathy Shen, Tracy Bourke, Nisa Tolzu (from December 2024)

## Membership Engagement

**Membership Programs and Partnerships Manager** Sarah Maxwell

**Senior Events Producer** Katherine Kingsle

**Ticketing Coordinator** Jamie Mackenzie

**Events Producer** Veronica Habib

**Workshop Coordinator** Dot Kolentsis

## International Study Tours

**Membership Project Administrator** Cassandra Bayley (from May 2024)

## Casual staff

**Events Assistants** Kristy Stewart, Lisa Tarbuck

**Members Lounge Assistants** Sophie Jefferies (until May 2024), Danielle Salvemini

# Acquisitions



Margaret Preston *A View of the Irish Coast* 1914, purchased with support of the Art Gallery Society of New South Wales through the Elizabeth Fyffe Bequest 2023



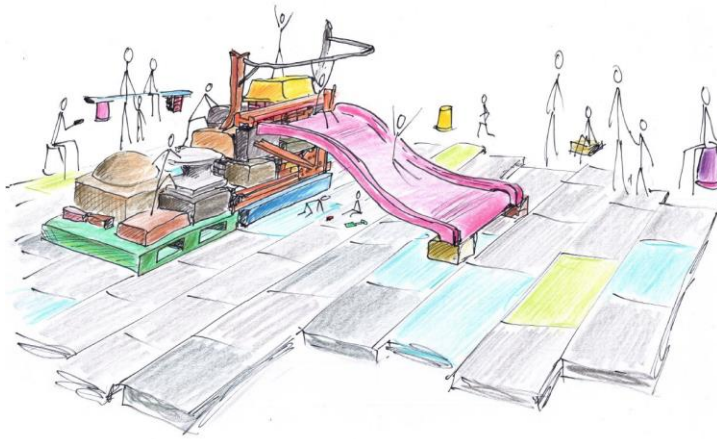
Samuel Palmer *Going to Evening Church* 1874, purchased with support of the Art Gallery Society of New South Wales



Natasha Bienek *Portrait of Wendy Whitely* 2023, purchased with support of the Art Gallery Society of New South Wales



Francisco de Zubaran *Still Life with Apples on a Pewter Plate and a Pear* c1641, purchased with support of the Art Gallery Society of New South Wales



Mike Hewson *Tiny Wide Slide Stack* 2024, purchased with support of the Art Gallery Society of New South Wales