



# Museums & Galleries NSW

ANNUAL REVIEW 2011

**MESSAGE FROM MICHAEL ROLFE  
CEO M&G NSW**

**FOR ME, THE OPPORTUNITY TO VISIT  
MANY REMARKABLE VOLUNTEER  
RUN MUSEUMS STANDS OUT AS A  
HIGHLIGHT OF 2011.**

Throughout the State, the commitment volunteers have to researching and telling stories, and to developing and maintaining collections is remarkable. Similarly, there are many NSW Aboriginal organisations, communities and individuals that show a determination to reclaim their culture, language and stories – and the 2011 summit, *Keeping Places and Beyond*, presented a defining moment in regard to M&G NSW's focus on supporting their claims and aspirations. I wish to acknowledge the ongoing support provided by the State Government through Arts NSW, the Australian Government through the Australia Council for the Arts and the effective working relationships M&G has developed with major cultural institutions in support of museum, gallery and Aboriginal cultural centre activity statewide.

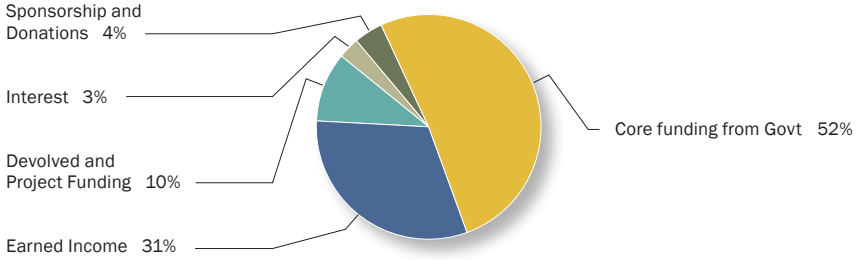
**MESSAGE FROM COLIN RHODES  
CHAIRMAN M&G NSW BOARD**

**THE LAST YEAR HAS SEEN SOME  
CHALLENGES FOR THE SECTOR, BUT  
ALSO SOME GREAT WINS.**

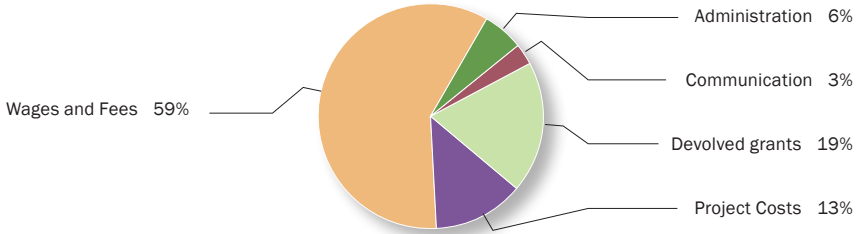
New South Wales remains a highly vibrant location of culture, with strong commitment across the professional and volunteer communities. I continue to be heartened by the fantastic work that takes place right across the state, and by the pride and involvement in our heritage and cultural futures of all stakeholders. The Board and I are immensely pleased to have witnessed the continued growth and importance of M&G NSW's part in supporting this success story, under the forward-looking stewardship of our CEO, Michael Rolfe and his team. A new Strategic Plan set us on a clear path for a future based in service to, and advocacy for, our rich and varied sector. Undoubtedly, one of the key achievements in 2011 was the public flowering of our commitment to Aboriginal culture in NSW through the highly successful summit *Keeping Places and Beyond*, and work in several quarters has now begun in earnest.

# FINANCIALS

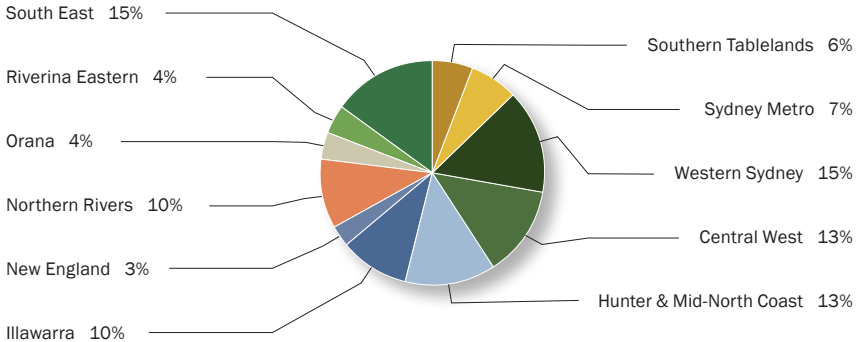
## Income by Category



## Expenditure by Category



## VIM Grant Program Distribution of Funds by Region



## TOURING EXHIBITIONS

M&G NSW continues to tour exhibitions of contemporary visual art, craft and design to communities across Australia. In 2011 we managed 7 exhibitions which toured to 22 galleries, museums, visual arts and craft centres, keeping places or cultural venues in NSW, Queensland, South Australia and Victoria. These exhibitions were seen by over 120,000 people and included 229 artworks and objects.

### ARCHIBALD PRIZE 2010 & 2011

The Art Gallery of NSW Archibald Prize is one of Australia's oldest and most prestigious art awards. Since its inception in 1921 the prize has been awarded to some of Australia's most important artists. In keeping with the success of previous years, the Archibald Prize in 2011 continued to attract high visitation and positive feedback from tour venues and visitors alike.

“... THESE EXHIBITIONS WERE SEEN BY OVER 120,000 PEOPLE

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### PARLIAMENT OF NSW ABORIGINAL ART PRIZE 2010

The *Parliament of NSW Aboriginal Art Prize* is an annual acquisitive prize awarded to an Aboriginal visual artist born in New South Wales. Since its inception in 2005, the exhibition has been dedicated to showcasing the wealth of talent and artistic merit of the Aboriginal people to the wider community of New South Wales.

### THERE'S A WAR ON! WORLD WAR II AT HOME (Full and small scale)

Showcasing the varied experiences of the men, women and children who fought the war on the home front, the exhibition draws attention to the important role regional towns played in supporting the war effort and the permanent imprint left by World War II on many country towns.



Vernon Bowden  
*Suck, Poked, Whipped*  
rings from the *Barbette* series, 2009  
vacuum cleaner 1920's, knitting needles, Sunbeam  
Mixmaster 1950's  
29 x 27 x 30 mm (each)  
Image courtesy of the artist

### EXCESSORY

*Excessory* brings together the work of six contemporary Australian jewellery artists who explore the transformation of commonplace, low-value and found materials into precious objects.

### STUDIO: Australian Painters Photographed by R. Ian Lloyd

*STUDIO* showcases R. Ian Lloyd's photographic portraits of Australian artists working in a variety of studio environments – whether it be an inner city loft or the sandy earth of the outback. The exhibition provides a unique insight into the minds, moods and creative processes of some of the nation's most acclaimed painters.

## SECTOR DEVELOPMENT

### STANDARDS PROGRAM

In 2011, the *Standards Program: for sustainable community museums* was implemented in the South East region of NSW. Working in partnership with South East Arts, and with the support of 4 local government areas, the program engaged with 11 museums and over 50 volunteers. The 2011 program continued the partnership with Museum and Gallery Services Queensland (MAGSQ) whose 2011 program was located in the Far North Queensland regions of Cooktown and Atherton.

### MUSEUM ADVISORS

Established in 2000, this program provides funds for a Museum Advisor to work with museums within a local government area for 20 days per year. In 2011, M&G NSW worked in partnership with 18 local government areas supporting around 72 museums on a range of programs.

## PROFESSIONAL DEVELOPMENT

In 2011, M&G NSW provided professional development opportunities to more than 1000 delegates from across regional and metropolitan NSW through 25 seminars, workshops and events covering audience development, digital strategies, and heritage building accessibility.

### INTERNATIONAL SPEAKERS

Vanessa Kredler from UNESCO, John Haworth director of the National Museum of the American Indian in New York, Nancy Proctor, Head of Mobile Strategy & Initiatives for the Smithsonian Institution, Richard Gagnier, Head of Conservation at the Montreal Museum of Fine Arts since 2007, and Gail Davitt, Chair of Learning Initiatives and Director of Education at the Dallas Museum of Art.

### SEMINARS, WORKSHOPS AND CONFERENCES

#### ACCESS TO FUNDING

Partners: Western Plains Cultural Centre

#### NEW WAYS WITH ORAL HISTORY

Partners: Oral History Association of Australia and the Institute for Professional Practice in Heritage and the Arts, Australian National University

#### VIEWING THE VIEWER

Partners: University of Wollongong, University of Western Sydney, Sherman Contemporary Art Foundation

#### BRICKS & MORTAR

Partners: Newcastle Museum

#### PLANNING FOR SUSTAINABILITY

Partners: Museum of the Riverina and Eastern Riverina Arts

#### TALK THE TALK: TOURISM AND MARKETING TIPS AND TRICKS

Partners: Australian Museum

#### REGIONAL & PUBLIC GALLERIES NSW 2011 CONFERENCE

Partners: Regional & Public Galleries NSW

#### PLATFORM TO HERITAGE

Partners: Accessible Arts

“... M&G NSW PROVIDED PROFESSIONAL DEVELOPMENT OPPORTUNITIES TO MORE THAN 1000 DELEGATES FROM ACROSS REGIONAL AND METROPOLITAN NSW

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## GRANTS

### MENTORSHIPS AND FELLOWSHIPS

The Mentorship and Fellowship Program continued to provide public museum and gallery staff access to professional development opportunities in leading international, state, and regional cultural institutions.

### VOLUNTEER INITIATED MUSEUM GRANTS

112 applications were received for VIM grant funding (including *Leg Ups – Skill Development*, *Leg Ups Bursaries*, *VIM Small Grant*, *VIM Development Projects* and *VIM Skills Initiatives Grants*) in 2011, with 5 of these being first time applicants. Total funds requested amounted to \$134,719.00 and 70 applications were granted.

“... **THE ABORIGINAL SUMMIT WAS A MAJOR PILLAR OF M&G NSW'S WORK WITH...THE ABORIGINAL SECTOR AND PEOPLES OF NSW.**

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### INCOMING TOURING EXHIBITION GRANTS

In 2011, \$50,000 in devolved funding from Arts NSW was awarded to 11 regional galleries and cultural centres in NSW, providing financial support to host touring exhibitions, related educational activities and public programs.

### ARTIST OR CURATOR IN RESIDENCE PROGRAM

With generous support from the Copyright Agency Limited (CAL), M&G NSW offered financial assistance (totaling \$45,000) to two regional galleries in NSW to engage established artists or curators to undertake a residency within their community.

Image: Anne McCallum and Marea Buist, Yamba Museum; Bob McKillop, Willoughby Museum; Alan Fredricks, Thredbo Ski Museum and Phoebe Arthur, Museums & Galleries NSW at the 2011 IMAGinE awards. Image courtesy of Mimi Kelly.

## ABORIGINAL SECTOR

M&G NSW continues to strengthen engagement with the Aboriginal sector and peoples of NSW.

The planning and delivery of the Aboriginal summit *Keeping Places & Beyond: Building cultural futures in NSW* was a major pillar of M&G NSW's work in this area. With core project funding from Arts NSW, the summit was held at CarriageWorks, Redfern on 19 and 20 September 2011. A final report and recommendations have been prepared for the State Government, representing the views of the 122 delegates attending from across the state including from the three tiers of Government, NGO stakeholders, land councils, artists, heritage workers, educators, cultural practitioners, academics, archivists, researchers and M&G NSW staff. These recommendations form the basis for future work by M&G NSW and others in strengthening the sector.

The summit built upon inter-departmental knowledge and developed an awareness of the different models, both physical and virtual, that communities can use as a keeping place/cultural centre concept. Delegates expressed a clear desire for a network of keeping places/cultural centres to be established.

M&G NSW's first Reconciliation Action Plan (RAP) is on the website. By undertaking the RAP process the organization not only increased its understanding of NSW Aboriginal culture but also provided leadership to the sector for those museums and galleries looking to engage in the process.



## RESEARCH

In 2011 Museums & Galleries NSW undertook the following research projects:

### SECTOR REVIEW BACKGROUND RESEARCH

Support and background research material provided to Amanda Lawson and the team of consultants working on the sector strategy for Arts NSW.

### GUESS WHO'S GOING TO THE GALLERY?

#### A STRATEGIC AUDIENCE EVALUATION STUDY

2011 saw the launch of the State report for M&G NSW's Strategic Audience Evaluation and Development Study. M&G NSW partnered with 41 galleries across regional NSW with over 7,500 gallery audience members being surveyed.

Partners: The Australia Council, Jones Donald Strategy partners, Ekas Market Research Services

### *KEEPING PLACES & BEYOND: BUILDING CULTURAL FUTURES IN NSW READER*

As part of the preparation of the Aboriginal *Keeping Places* summit a publication was made available for delegates documenting the current activities and practices of keeping places, knowledge centres and cultural centres across NSW.

Partners: Arts NSW

### OUTHOUSE STORYCATCHER

Using the video question booth developed by TraxArts and Shopfront, UTS as part of the CAMERA Project, M&G NSW interviewed 17 delegates from the *Keeping Places* summit.

Partners: Shopfront, UTS and Trax Arts

## 2011 IMAGInE AWARDS

In association with MA NSW, RPG NSW and MA ACT, M&G NSW presented the 4th annual IMAGInE Awards to highlight excellence and innovation within the NSW & ACT sectors. In 2011 14 winners were selected from over 50 nominations from volunteer-run and professionally-staffed museums and galleries.

## “... IN 2011, 14 IMAGInE AWARDS WINNERS WERE SELECTED FROM OVER 50 NOMINATIONS

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## RESOURCES

### EXHIBITIONS REGISTER

Two editions of the Exhibitions Register were published on the M&G NSW website in February and July 2011 and were directly promoted to galleries and museums across the state and nationwide.

The July Register included 60 Exhibitions from 33 arts organisations including galleries, museums and our National Exhibitions Touring Support (NETS) partners, as well as independent curators and artists.

### CONSULTANTS REGISTER

Continued to offer the sector free references to consultants with a variety of expertise relevant to museums and galleries.

### THERE'S A WAR ON WIKI

Launched in March, the *There's a War On!* website is a community-based wiki managed by M&G NSW through funding from the NSW Heritage Branch, Department of Planning. The website showcases the sites and material held in collections across regional New South Wales that tell us stories about life on the home front during World War I and World War II. [www.mgnsw.org.au](http://www.mgnsw.org.au)

### INFORMATION RESOURCES AND COMMUNICATIONS

In 2011 M&G NSW continued to produce its popular e-bulletin *Alert!* and developed their blog giving staff and guests an opportunity to tell personal stories about state-wide sector events.

In addition, M&G NSW produced a range of sector information resources, including the *Grants and Funding Booklet 2011*, *Guess who's going to the Gallery?* The NSW Report, and the 88-page *Keeping Places & Beyond: Building cultural futures in NSW Reader*.

## **M&G NSW BOARD**

Chair: Professor Colin Rhodes

Penny Amberg  
(Resigned 21 July 2011)

Dan Brush

Mary Darwell  
(Resigned 21 July 2011)

Oliver Frankel  
(Appointed 9 December 2011)

Elizabeth Gillroy  
(Appointed 29 July 2011)

Belinda Hanrahan  
(Appointed 2 May 2011)

Frank Howarth

Peter Loxton  
(Resigned 8 March 2011)

Alison Page

David Sherley

Cr. Allan Smith

## **M&G NSW CEO**

Michael Rolfe

## **2011 STAFF BY PROJECT AREA**

Management and administration  
Suzanne Bravery, Michael Huxley,  
Mimi Leith, Elizabeth Swinburn

Touring Exhibition Services  
Rachel Arndt, Natasha Frisch, Lillian Lim  
and Jasmin Dessmann

Sector Development  
Sarah-Jane Rennie and Phoebe Arthur

Aboriginal Sector and Professional  
Development  
Melissa Abraham, Steve Miller and  
Alison McLeod

Communications and Marketing  
Andrew Brettell and Kate Finn

Professional Development  
Kirsty Brown and Cassie Charlton

## **CONTACT US**

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Woolloomooloo NSW 2011

## **Museums & Galleries NSW**



Museums & Galleries NSW is supported by the NSW Government through Arts NSW



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

Front cover: Doonooch Dancers perform at the opening ceremony of the *Keeping Places & Beyond: building cultural futures in NSW* Aboriginal summit presented by Museums & Galleries NSW at CarriageWorks, Everleigh 19 and 20 September 2011. Photography by Mervyn Bishop.