



# 2019 Friends of Hazelhurst ARTS CENTRE President's Report

## 1.0 Introduction

### 1.1 Preamble

Each year the serving president of the Friends of Hazelhurst is required to write a report of the past year's activities. This report is then tabled for acceptance at the yearly AGM. The committee members for the Friends of Hazelhurst are individually responsible for functions or activities. It is through these activities that support the objectives of our constitution. As you can see in my introduction, I have outlined a brief history of the Friends of Hazelhurst & outlined our objectives in the constitution. In this report I will go into greater detail on each of the committee members activities in 2019.

### 1.2 A Brief History

- I. Ben and Hazel Broadhurst bequeathed their Gynea property, Hazelhurst, to Sutherland Shire Council, on the proviso that it should either be "a place of culture or a community facility." Following their deaths, discussion and planning by the Council and local community began in earnest to determine what should be established on the property.
- II. Since the early 1970's, a number of different art groups and individuals voiced the need for an arts centre in the Sutherland Shire. In 1995 these interested groups and individuals were encouraged to join as a community group to lobby for an arts centre to be established on the Gynea site, and so the Friends of Hazelhurst was formed in 1995
- III. After much hard work, the Friends of Hazelhurst members, along with high profile local artists and other supporters of the concept, were successful in working with the Council to get the Hazelhurst Regional Gallery and Arts Centre built and opened in 2000.

(Extracts from the Friends of Hazelhurst Website)

### 1.3 Friends of Hazelhurst Objectives

- I. To support, stimulate and sustain public interest in the Hazelhurst Regional Gallery and Arts Centre, cottage and gardens.
- II. To promote the arts in the Sutherland Shire and Southern Sydney region.
- III. To raise funds in order to assist projects for the Hazelhurst Regional Gallery and Arts Centre, cottage and gardens.
- IV. To ensure the cottage and gardens of Hazelhurst Regional Gallery and Arts Centre are preserved for community use and appreciation.

#### **(Extracts from the 2017 Friends of Hazelhurst Constitution)**

### 2.0 The Friends of Hazelhurst Committee

The Friends of Hazelhurst have two committees the Executive & the General. It is through the activities of these committee members that the objectives of the Friends of Hazelhurst Constitution are achieved. These achievements will be outlined in greater detail below.

#### 2.1 The Executive Committee

The Executive Committee consists of six officers or roles, these roles were during 2019:

- I. President
- II. Vice President **(Vacant)**
- III. Secretary
- IV. Treasurer
- V. Membership & Marketing Coordinator
- VI. Events Coordinator **(Jointly shared by the committee)**

#### 2.2 The General Committee

The General Committee consists of 10 officers or roles, these roles are:

- I. Website/Social Media Coordinator **(Duties performed by the Membership & Marketing Coordinator)**
- II. Newsletter Editor
- III. Friends on Show Coordinator
- IV. ARTZTALKS Coordinator
- V. Morning Teas Coordinator
- VI. Bus Trips & Walks Coordinator **(Duties performed by the artztalk coordinator)**
- VII. Raffles Coordinator
- VIII. Pavers Coordinator **(Duties performed by the Raffles Coordinator)**
- IX. Wall of Art Coordinator
- X. Mass Email Coordinator **(Duties shared by the Treasurer & President)**

### 3.0 2019 Activities

#### 3.1 The President's Roles

The President doesn't have a functional role rather they have overarching responsibilities to ensure those roles that are functional have the support to achieve their objectives.

### 3.2 The Secretary

The secretary's role in 2019 chaired the Executive & General committee meetings. Copies of the minutes from the Executive & General Committee meetings are forwarded to the Hazelhurst Art Centre's Director & Team Leader Visitor Services for their information.

### 3.3 The Treasurer

The 2019 activities of the treasurer's role will be tabled separately & in detail in the 2019 Financial Auditor's Report.

What should be mentioned though is that the Treasurer changed the FOH bank account from a standard account to a business account. By introducing a business account there are more checks & balances applied to banking transactions.

### 3.4 Memberships

At the end of 2019 the Friends of Hazelhurst had 966 financial members. The cost of membership is \$30 for individuals, \$55 for families, \$15 for students & \$50 for community & arts groups.

Membership brings advantages including 10% discount on art classes at Hazelhurst Art Centre, 10% discount at Eckersley's Art & Craft stores, invitations to exhibition openings & Friends of Hazelhurst events & the opportunity to exhibit artwork in the Broadhurst Gallery.

In 2019 the FOH began issuing an E membership card which is emailed out & stored in the member's digital wallet on their mobile phone or tablet.

The Friends of Hazelhurst membership database is managed remotely by the company aptastic.

### 3.5 Events

The activities of the Events Coordinator centred around the Hazelhurst Gallery Exhibitions. Admission to the event was \$5 for members & \$10 for non-members. The evenings began at 6:00 pm with attendees first being served wine & food in the foyer after which they adjourned to the gallery where an invited speaker would participate in a Q&A session about the exhibition. The evening normally would conclude at 8:00 pm. There was one exception with an event being held on a Saturday afternoon.

#### **Wine & Cheese evenings were organised for the following 2019 Exhibitions**

Date	Exhibition	Guest Speaker
21 <sup>st</sup> March 2019	ARTEXPRESS 2019	Christine Druitt-Preston - Presenter
6 <sup>th</sup> June 2019	RococoColonial	Gary Carsley (Dorian Gary Recital)
3 <sup>rd</sup> August 2019	David Hockney Prints	David Hockney at The Royal Academy. (Documentary screened in the theatrette )
17 <sup>th</sup> October 2019	Art on Paper Award 2019	Exhibiting Artists: Christine Druitt-Preston, Kerry Toomey, Leah Bullen & Louisa Chircop

### 3.6 Website & Social Media

The website & social media arm of Friends of Hazelhurst was managed & further improved under the Marketing & Membership Coordinator. The use of the social media platforms of Facebook & Instagram were expanded from the previous year to promote Friends of Hazelhurst activities. The FOH have 300 Instagram followers & increased the number of likes for our Facebook posts from 73 to 139 .

An overarching marketing plan was devised by the Marketing & Memberships Coordinator to strategically manage the marketing & promotion of FOH events during 2019.

### 3.7 The Newsletter

Under the administration of the Newsletter Editor quarterly Friends of Hazelhurst newsletters were published in 2019. The dates for the newsletters are:

- I. January – March
- II. April – June
- III. July – September
- IV. October - December

The newsletter copy was sent to Cliff Lewis Printing for layout design & printing in the 1<sup>st</sup> part of the year, we have since changed to Civic Copying. 480 hard copy newsletters were mailed out to members & 776 PDF copies emailed to members via Mailchimp each quarter. A new design & layout was adopted for the newsletter in 2019.

### 3.8 Friends on Show

Each year the Friends of Hazelhurst are allocated an exhibition window in the Broadhurst Gallery for their exhibition “Friends on Show”. This opportunity allows members to exhibit their artwork during the exhibition period. In 2019 the exhibition opened on Saturday the 27<sup>th</sup> July, the exhibition was well subscribed to with the event being opened by Kon Gouriotis OAM, editor of Artist Profile. The cost for members to enter their artworks in the exhibition is \$30. There were 104 Exhibiting artists with 22 artworks sold through the exhibition.

### 3.9 ARTZTALKS

ARTZTALKS is a Friends of Hazelhurst program where an arts-based lecture is held in the Hazelhurst theatre. The speakers are academics who back up their lecture with images projected onto the front wall of the theatre. Six of the ten lectures were sponsored by Academy Travel who supplied the speaker for the lecture. The other four speakers were sourced from other institutions.

In 2019 the Friends of Hazelhurst hosted 10 ARTZTALKS between February & November on the 3<sup>rd</sup> Saturday of the month starting at 2:30 pm & concluding at 4:00 pm. Each ARTZTALK consisted of an introduction, the lecture, a Q&A session concluding with the serving of light refreshments. Tickets for the ARTZTALKS are booked through the Hazelhurst front desk costing \$8.00 for members & \$14.00 for non-members. Many of these talks are sponsored by Academy Travel who supplied the speakers. Academy Travel has been a committed supporter of the artztalks throughout 2019.

The following ARTZTALKS were presented in 2019.

Month	Subject	Speaker
February	The art of the Japanese Garden	Dr Kathleen Olive
March	From Venice to Ballarat: art fairs, biennales & the economies of art	Dr Nick Gordon
April	Not Just Pretty: The Krystyna Campbell-Pretty fashion donation – National Gallery of Victoria	Dr Anna Lebovic
May	The Innovation Journey: From Baghdad to Osseointegration	Professor, Munjed Al Muderis
June	Santiago Rusiñol and the magic of gardens	Elena Ortega
July	The Aesthetic of the Basque Identity	Dr Jeni Ryde
August	The Art of Ken Done with a Nod to David Hockney	Ken Done
September	Historical highlights of the Japanese Kimono	Ann Macarthur
October	Beethoven, Bonn & the Road to Vienna	Dr Tom Ford
November	The Art of the Russian Revolution	Dr Michael Adcock

### 3.10 Morning Teas

Morning Teas are held in conjunction with the Hazelhurst exhibitions on a Wednesday morning in the Hazelhurst Cottage; beginning at 11:00 am & concluding at Midday with a guided tour of the current exhibition. During the morning tea there is a guest speaker. The guest speaker will talk about facets of their art making or profession within the arts. The cost of attending the morning tea is \$5.00 for members & \$10.00 for non-members. Tickets are booked at the Hazelhurst front desk.

The following morning teas were held in 2019

Date	Exhibition	Speaker
20 <sup>th</sup> February	ARTEXPRESS	Stephanie Bray (Education & Public Events)
15 <sup>th</sup> May	RocoColonial	Geraldine Taylor (Wall of Art Artist)
14 <sup>th</sup> August	David Hockney Prints	Deanna Schreiber (Wall of Art Artist)
9 <sup>th</sup> October	Art on Paper	Dior Mahnken (Artist/Printmaker)

### 3.11 Bus Trips & Walks

The bus trips & walks coordinator organised & lead the following arts-based excursions in 2019.

Date	Tour	Tour Leader	Cost per head
7 <sup>th</sup> March	National Gallery Canberra Bus Trip Love & Desire. Pre-Raphaelite Masterpieces from the Tate.	Beth Macauley	\$99 Members/\$110 non-members
22 <sup>nd</sup> May	Juniper Hall & the National Art School Walking Tour	John Bartholomaeus	\$15 FOH Members Only

20 <sup>th</sup> August	National Gallery Canberra Bus Trip Monet Impression Sunrise from The Musee Marmottan.	Neta Mariakis	\$100 Members/\$110 non-members
13 <sup>th</sup> November	Walking tour with John Bartholomaeus HYDE PARK: From the Anzac Memorial to St. James Church	John Bartholomaeus	\$15 FOH Members Only

### 3.12 Raffles

The raffles coordinator organised the following raffles in 2019. Typically, the raffle tickets were sold & the winner drawn on the night at Hazelhurst exhibition openings. Money raised by raffles can be seen in the auditor's report

### 3.13 Memorial Pavers 2019

A memorial paver is where a name or special event is stamped onto a brick paving stone that will be laid at the entrance to Hazelhurst. The cost is \$150 per paver or a discounted price of \$120 for Friends of Hazelhurst members. Money raised by selling pavers can be seen in the financial auditor's report.

### 3.14 Wall of Art 2019

The Wall of Art is an art exhibition currently displayed in the Sutherland Library on the Southern Wall in the events and study room. The philosophy behind such an exhibition is to encourage an appreciation and inspire art in the community. Sutherland Council in conjunction with Sutherland Library has supported Friends of Hazelhurst to this end and made available the art display wall throughout the months of April, June, August and October in 2019. (Wall of Arts Coordinator Juliette Khouri)

The artists whose artworks were exhibited in 2019 all purchased memberships specifically in order to be part of the Wall of Art exhibitions. The 2019 Wall of Art artists included

- I. Angela Iliadis - April,
- II. Geraldine Taylor - June,
- III. Deanna Schrieber – August,
- IV. Kylie George – October.

### 3.15 Mailchimp

Mailchimp is a tool used by the Friends of Hazelhurst to send mass emails to promote our events. In 2019 our use of Mailchimp increased which precipitated a shift from a free subscription to paid. Of all the email campaigns sent out in 2019 there was a 42.2% open rate. The open rate of our emails is most probably indicative of our membership breakdown & the reason for joining FOH. Many people join FOH purely for the discount on the art classes followed by a lesser percentage who participate in FOH activities & exhibition openings.

#### 4.0 Donations

As stated in our constitution; one objective is to raise funds in order to assist projects for the Hazelhurst Regional Gallery and Arts Centre, cottage and gardens. Keeping in the spirit of this objective the Friends of Hazelhurst made the following Donations in 2019.

Please note that we donated \$6000 in awards in 2019. In the Auditors Report we have an amount for \$6500. The reason for this is due to the 2018 Art Rules winner not presenting their bank cheque until 2019 which naturally carried over to our 2019 accounts.

Donation Title	\$ Amount	Details	Artwork
ARTEXPRESS Award. 14 <sup>th</sup> February 2019	\$500.00	Awarded to Jamie Wong formally of Beverly Hills Girls High for her work "Unnatural Selection".	
Hazelhurst Cottage	\$5106.78	Friends of Hazelhurst purchased for the cottage an Art Deco dining table, sideboard, two Dyson oscillating fan heaters & bedroom linen.	
Friends of Hazelhurst Art On Paper award 2019 Local Artist Award \$5000. 20 <sup>th</sup> September 2019.	\$2500.00	Awarded to joint winner Paul Williams for his work. Painting Ongoing	

<p>Friends of Hazelhurst Art On Paper award 2019 Local Artist Award \$5000. 20<sup>th</sup> September 2019</p>	<p>\$2500.00</p>	<p>Awarded Kerry Toomey for her work Mundhuii.</p>	
<p>Friends of Hazelhurst \$500 Art Rules Award. 14<sup>th</sup> December 2019</p>	<p>\$500.00</p>	<p>Awarded to Heath Cauchi formally of St George Christian School for his work "Macro &amp; Micro Landscape".</p>	

## 5.0 Special Events

### 5.1 Eco Fest Day 24<sup>th</sup> March 2019.

The Cottage was opened for Eco Fest Day between 10 am – 4 pm. Three committee members welcomed the public to the cottage.

### 5.2 Sutherland Shire Citizens Heritage Festival 13<sup>th</sup> April 2019.

Hazelhurst Cottage was opened to the public on Heritage Day. Friends of Hazelhurst volunteers welcomed visitors to the cottage informally chatting about the history of the cottage & the grounds. There were 92 visitors to the cottage that day

## 6.0 Administrative Change

In 2019 the committee implemented the following changes to our administrative processes.

- I. The company aptastic who remotely manage the Friends of Hazelhurst membership database have created our digital membership cards. The digital card is linked to the membership entry in the database. The cards are emailed to the membership who store the card in their digital wallet on the smart phone or tablet.
- II. The quarterly newsletter is now printed & posted out by Civic Copying at Sutherland previously this was carried out by Cliff Lewis Printing.
- III. The FOH bank account is now a business bank account.
- IV. The FOH adopted new & improved bookkeeping / accounting software.
- V. The FOH art awards are now paid directly into the recipient's bank account rather than presenting a bank cheque.

- VI. The FOH have gone from a free Mailchimp subscription to paid. This occurred due to the increase in email campaigns sent out in 2019.
- VII. The FOH now have a chip reader for a mobile phone so we can scan credit cards during our raffles.
- VIII. Paid a subscription to Facebook to increase the reach of our posts when promoting events.

#### 7.0 Conclusion

In Concluding, this report has been a brief snapshot of who the Friends of Hazelhurst are, our objectives & what we have done in 2019.