



# 2020 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 2020. As you will see COVID-19 greatly impacted our activities due to the lockdown & social distancing requirements.

### 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 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
- III. Secretary **(Jointly shared by the committee)**
- 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
- II. Newsletter Editor
- III. Friends on Show Coordinator
- IV. ARTZTALKS Coordinator
- V. Raffles Coordinator
- VI. Pavers Coordinator **(Duties performed by the Raffles Coordinator)**
- VII. Wall of Art Coordinator
- VIII. Mass Email Coordinator **(Duties shared by the Treasurer & President)**

## 3.0 2020 Activities

### 3.1 The President's Roles

The President does not 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 2020 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 2020 activities of the treasurer's role will be tabled separately & in detail in the 2020 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 2020, the Friends of Hazelhurst had 513 financial members. The cost of membership is \$30 for individuals, \$15 for students & \$50 for community & arts groups.

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

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

In 2020 memberships went from annual to rolling.

The membership database managed by apptastic was upgraded to manage the rolling memberships. With this upgrade members have been given access to the database to update their own details & download their E membership card.

### 3.5 Events

Due to COVID-19 with the ensuing lockdowns & strict social distancing laws The FOH held no events .

### 3.6 Website & Social Media

The website & social media arm of Friends of Hazelhurst was managed & further improved under the Strategic Marketing & Promotions Coordinator. The use of the social media platforms of Facebook & Instagram were expanded from the previous years to promote Friends of Hazelhurst news. The FOH have 410 Instagram followers & 154 likes for our Facebook posts.

### 3.7 The Newsletter

Under the administration of the Newsletter Editor quarterly Friends of Hazelhurst newsletters were published in 2020. The dates for the newsletters are:

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

The newsletter copy was sent to Civic Copying for printing.

### 3.8 Friends on Show

Friends on Show was cancelled due to COVID-19.

### 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.

In 2020 the Friends of Hazelhurst hosted 1 ARTZTALK in February 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 supply the speakers.

COVID-19 cut short the ARTZTALKS program for 2020. Due to the lockdown & the social distancing requirements the theatre was too small effectively run the program.

The ARTZTALKS program has been suspended until further notice.

The following ARTZTALKS were presented in 2020.

Month	Subject	Speaker
February	From Models to Artists, the Trials of Modern Women Artists	Elena Ortega

### 3.10 Morning Teas

The morning teas were cancelled due to COVID-19.

### 3.11 Bus Trips & Walks

The bus trips & walks were cancelled due to COVID-19.

### 3.12 Raffles

There were no raffles due to COVID-19. Raffles are held during exhibition opening, the exhibition openings were cancelled due to COVID-19.

### 3.13 Memorial Pavers 2020

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 2020

The Wall of Art was an art exhibition 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. Due to COVID-19 the library had to redesign its layout.

Unfortunately, what was the wall of art had to be repurposed as part of the children's section in the library. The wall of art program no longer runs in its current format.

The artists whose artworks were exhibited in 2020 included.

- I. Caroline McIntyre - February

### 3.15 Mailchimp

Mailchimp is a tool used by the Friends of Hazelhurst to send mass emails to promote our events & communicate news. Of all the email campaigns sent out in 2020 there was a 53.7% open rate.

## 4.0 Donations

As stated in our constitution; one objective is to raise funds 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 2020.

Donation Title	\$ Amount	Details	Artwork
ARTEXPRESS Award. 14 <sup>th</sup> February 2020	\$500.00	Awarded to Taya Corrigan formally of Kirrawee High for her work "Them the Others".	
Friends of Hazelhurst \$500 Art Rules Award. 19 <sup>th</sup> December 2020	\$500.00	Awarded to Zoe Ball formally of Bethany College Hurstville for her work "Australian Resilience: From the Ashes".	
On-going purchase of flower arrangements for the Hazelhurst front & volunteer's desks	\$600.00	Hazelhurst requested that the FOH pay for flower arrangements for the front & volunteer's desks to help brighten up the gallery after coming out of lockdown. The flower arrangements were provided by BonFluer.	

## 5.0 Special Events

There were no special events due to COVID-19.

## 6.0 Administrative Change

In 2020 memberships went from annual to rolling. The membership database managed by aptastic was upgraded to manage the rolling memberships. With this upgrade members have been given access to the database to update their own details & download their E membership card.

## 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 2020. Like many organisations The Friends of Hazelhurst was deeply impacted by COVID-19 which curtailed most of our activities & reduced our membership numbers from previous years. During 2020 The FOH committee concentrated on what they could achieve during the year. The committee focused on publishing the newsletter & keeping the membership updated on Hazelhurst news through social media & mass email outs.