

Cooktown School of Art Society Inc



E lizabeth Guzsely Gallery

125 Charlotte Street, Cooktown, QLD 4895

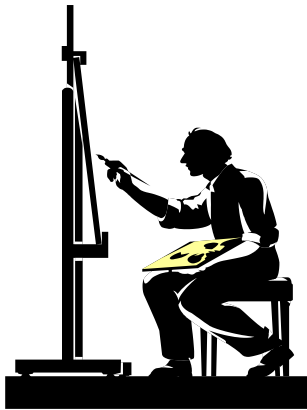
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Incorporated Association Number IA14011 ABN 38635084864

Treasurer Faye Pini

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Planning Session

Wednesday 3rd October 2007

WHY HAVE A PLANNING SESSION?

"Fail to plan, plan to fail!"

So that 2008 will be even better than 2007 we need to plan for major events and management of the gallery.

2008 marks 20 years since the Elizabeth Guzsely Gallery was built and will be an exciting year for all!

Party!



WHAT ARE WE PLANNING FOR?

To Fulfill the Objects of the Cooktown School of Art Society Inc

“The objects of the Society shall be the association of artists and those interested in fine art, and the appreciation of fine art by holding lectures, field days, workshops and exhibitions.” *Constitution 8 August 1994*

Aim to meet the highest standards of excellence in all areas of the gallery and art society operations.

Develop a clear Vision of what we want our organisation to represent.

To Create Successful Art Events for the Year

- The 30th Annual Art Exhibition 2008
- The Cooktown Art Festival 2008
- Other Exhibitions

To Improve Public Awareness of the Gallery via Publicity and Development

During the year there has been more local media coverage and certainly more community awareness of our gallery, our artists, the artworks and the exhibitions. With the introduction of new categories in the Annual Exhibition and the Art festival and School Exhibition many people who had no curiosity about the gallery in the past have now expressed an interest in the various happenings and new artworks.

The possibilities are infinite. By planning for future growth, cultivating new membership and increasing public awareness we will be in a good position to take advantage of developments in the region. Through hard work and member involvement we can develop a name for quality within the art world and wider community.

To Increase Membership & Member Satisfaction

We have steadily increased membership through the year and now have 30 members. To better meet members needs we need to know what members want? Planning allows for feedback and ideas and gives a voice to all.

To Increase Opportunities for Art Education / Improved Public Profile / Increased Art Sales for Artists

During this year there has been improvement in the number of artworks rotating through the gallery. Sales are good. We can do better.

Increased art session. Either evening sessions in the gallery or plein air painting to be inspired by the beauty of the local area.

Art Education through workshops and meeting other artists by taking advantage of grant funding.

Better communication and joint art events with other cultural groups and individuals in the area.

To Provide Better Management and Day to Day Operation

- As an Incorporated Association we have all the powers of an individual and are legally able to do things in the name of the CSAS, such as own land, sign a lease, apply for grants or appear in court. This can give some protection to the management committee from personal liability for actions of the association carried out in good faith and due diligence. With these benefits come obligations and responsibilities. We must comply with the provisions of the Associations Incorporation Act 1991 and Regulation. This means we must meet a number of reporting obligations.
- We operate under rules called our Constitution in which the Objects of the Association are: to associate with other artists and those interested in fine art or the appreciation of fine art through lectures, field days, workshops and exhibitions.
- As artists most members are probably not interested in all the bureaucracy that goes with running our organisation BUT someone has to be. Planning ahead in order to meet all the obligations of the act and regulations is essential.
- The Management Committee positions of President, Secretary and Treasurer are roles that need to be filled and the duties that go with the positions are often thankless and time consuming.
- The day to day running of the gallery as a “business” that sells artworks needs to be done in as skilled a manner as possible. As volunteer workers staffing the gallery we need clear guidelines on how to carry out the duties of receptionist, telephonist, office administration, sales, account keeping, housekeeping and with our new computer soon members will need lessons in computer skills.
- Policies and procedures need to be developed to cover all areas of our operation so that all members are aware of how we wish to operate or “conduct business”

To Have Better Financial Planning with Short and Long Term Goals

- Bookkeeping / Banking / Accounting / Insurance / Office of Fair Trading Requirements / Fundraising and improved sponsorship funding and donations.
- Banking. To remove \$20,000.00 savings from fixed term deposit and improve access to funds by opening a new account with high interest and immediate access. Done – now have an online account at 6.4% interest and full access.
- Accounting. To confirm a new accountant for the financial year 1st April 2007 – 31st March 2008. Done – to pass at Special AGM.
 - Computer Accounting Software that is easy to use and streamlines our bookkeeping system. Have free software EBook from ATO but accountant suggests MYOB (about \$200.00).
- Insurance. To fund Volunteer Worker Accident Insurance and Professional Indemnity Coverage for Management Committee.
 - To review Gallery Insurance coverage when next due and possibly seek to cover artworks damage or loss more specifically.
- Office of Fair Trading. To obtain a sanction to become a DGR (deductible gift recipient)
 - Once sanctioned as a DGR to join the Department of Communications, Information Technology and the Arts (DCITA) Register of Cultural Organisations (ROCO) so we may allow donors to claim donations as tax deductions. This may encourage more donations.
- Fundraising. Extend efforts to state, national and even international sponsors, governments, business and individual benefactors such as trusts and private art funds. To do this in a proper manner we need to create all the appropriate “paperwork” highlighting our organisation and our plans so the potential sponsors will readily agree to donate.

To Maintain, Renovate and Build onto the Gallery

- Funds are needed to do maintenance for the existing gallery. It is looking worn and tired.
- Plans to extend the gallery to give additional exhibition space and a reception / office area are on the drawing board. Quotes have been done. Need to progress this. If funding allows an extension out the back to provide a protected art workshop area
- There is a **aspiration** to have enough funding for an architect designed extension to include gallery space, kitchen, artists space for work in progress and maybe a residential space for visiting artists – this could be rented to artists who want to visit the area and in turn for a low rental they could provide art education.

HOW DO WE PLAN?

People. People. People. If we have enough volunteer workers we can achieve anything!

- Holding regular meetings
 - That are well attended
 - Well managed so everyone can be heard
 - Opinions are respected and contributions valued
 - Time is well used if the structure of the meeting is understood by all and kept to
- Forming small work groups or sub-committees
 - To progress the bureaucratic side of things – write letters, fill out applications, design posters, newsletters, catalogues etc. etc.
 - Reporting back to meetings on progress or barriers to progress
- Having a definite timeframe
 - Planning. Always keeping track of who and by when
 - Keep documentation so ideas are recorded and followed up
- Record Keeping
 - Easy to use file classification system so any information needed is easily found
 - Access to information – storage – file cabinets – for members
- Documentation for members to refer to. Eg. Members Manual / New Members Pamphlet / Procedural guidelines – such as gallery duties list / selling a painting procedures / how to use the Art Register etc.
- Develop “Policy and Procedures” OR How we want to operate. Developing ideas and putting them into a permanent form can be time consuming. As artists we are often visual learners so this type of “paperwork” is often avoided. *But it need not be boring.* Who says a policy or procedure has to look or sound dull. We as artists can be innovative and evolve our own methods (wall hangings, scrolls, paintings) as long as the message is clear to all.
 - Our Vision / Our Mission / Our belief System / How we do Conflict resolution / Our Budget Planning / What art we accept for display / Conditions of entry for our exhibitions
 - We need clear, easy to understand guidelines i.e., “policies and procedures”

WHO IS INVOLVED?

FOUNDING MEMBERS – PEOPLE ARE OUR HISTORY – RESPECT AND ACKNOWLEDGMENT – HONORING

In 1988 a purpose-built Art Gallery was officially opened in Cooktown. In 1998 it was named the Elizabeth Guzsely Gallery.

History of the Naming of the Elizabeth Guzsely Gallery

Born Erzsebet Fehen in 1934 in Budapest, Hungary, Elizabeth grew up in the midst of a large extended family, which included painters, musicians, singers, actors, writers and an uncle who was an art dealer with an antique shop. Within this personal environment, art became a way of life for Elizabeth from an early age. Elizabeth obtained employment as a Graphic Artist with the main Hungarian Military Academy. In December 1956, Elizabeth and her husband Tibor escaped into Austria. They arrived as refugees in Melbourne in May 1957. The Guzsely family found a permanent home in late 1977 when Tibor accepted a position as Overseer with the Cook Shire Council. Elizabeth was invited to join a group of ladies experimenting with art. Elizabeth's generously imparted her knowledge to this group of fledgling artists. The Cooktown Art Society was formed in 1978 and Elizabeth agreed to hold art classes for all those interested. Various venues were utilised for the classes and exhibitions. Elizabeth had a dream of a gallery space for Cooktown. The small group of artists worked hard to raise sufficient funds to achieve this seemingly impossible goal.

When it was discovered, in old cadastral maps dating back to 1874, that there was a piece of land that once housed a School of Arts a plan was formed. The land was officially reserved for this purpose so once the artist's group became the Cooktown School of Art Society negotiations with the Lands Department cleared the way for the group to use this land. With a Government Grant on the basis of one dollar for each dollar raised by sufficient funds saw a gallery built on the site and opened in 1988.

Elizabeth Guzsely passed away on 18 December 1997. An exhibition of her work held in 1998 was a tribute to her considerable artistic skill. Just as she so ably filled a space in the community over the years, Elizabeth's name now fills the space on the front wall of the Cooktown School of Art as a fitting recognition of her legacy.

The file archives show that over the years many dedicated people have kept the Cooktown School of Art Society Inc functioning. Obviously this has not always been an easy task and as is so often the case a few key individuals have been the backbone of the organisation. The 20th anniversary in 2008 may provide an opportunity to recognise these prior members contributions.

Members deserve:

- Recognition of original members service to the gallery and contribution as an artist
- Honorary Membership or Honorary Life Membership to deserving members
- Historical records that highlight previous members achievements

CURRENT MEMBERS

Members deserve:

- Respect of diversity and lifestyles so all members feel welcome to contribute.
- Respect of member's artwork even if different to our own likes and dislikes.
- Encouragement and being kept informed.
- Social and celebratory events as thanks for their contributions.

THE COOKTOWN SCHOOL OF ART SOCIETY INCORPORATED

We became an Incorporated Association 8 August 1994 and from that date operate under a set of rules defined in our Constitution

- As an art society we are able to act to collect donations and put on cultural visual art events. It is worth maintaining this organisation for the benefit of members and the wider community
- As an incorporated association we can make use of government funding opportunities and policies as they apply to non-profit organisations

THE WIDER COMMUNITY

We have ongoing contact and involvement with many individuals, groups and organisations. How we present our organisation effects our success.

- General Public. Art Buyers and Collectors
- Other Art Organisations and individual artists
- Local Business and community groups
- Local, State, National Government Departments

WHEN? WHAT IS OUR TIMEFRAME?

PLANNING develops a timeframe and determines progress

- Short term
- Medium Term
- Long Term

WHERE DO WE LIVE?

Location! Location! Location! In the Centre of Town!

We have a gallery. We are located right in the centre of town in the main street. The potential for the future is amazing! Yet what we may be capable of achieving can be lost or fail to be realised. There have been times in the past when we were about to “close the doors” and loose the gallery. The Lands Department could have had possession of the land taken from us. This should not happen. Strong membership numbers, co-operation towards a common goal will ensure it never does.

Achievements for 2007

Increased Exhibitions and Community Participation

<p><i>Chrysalis Unveiling the cocoon</i> Cooktown P-12 State School Art Exhibition May 2007</p>	<ul style="list-style-type: none"> ○ Positive feedback from community and parents ○ Opportunity provided for potential future artists ○ So successful it was extended for a week.
<p>Improved 29th Annual Art Exhibition</p>	<ul style="list-style-type: none"> ○ Major changes to the award categories resulted in improved participation in the annual exhibition. The number of entries received exceeded expectations. 110 artworks were exhibited from 123 entered ○ The inclusion of the Hopevale Art & Cultural Centre Award category has been well received and support from indigenous artists has been excellent. The quality of the artwork was evident and proven when the “Best of Show” category was won by local artist Helen Gordon. ○ Opening night fund raising was increased. A gourmet hamper raffled on opening night and an altered approach to seeking donations was effective. ○ First indigenous art award section ○ Sponsorship - mainly local business owners and individuals was excellent ○ Painting sales were brilliant ○ Numbers through the gallery and donations very good
<p>Inaugural Cooktown Art Festival</p>	<ul style="list-style-type: none"> ○ Evaluation forms show overall positive comments and the wish to reproduce the event next year
<h3>Increased Membership</h3>	
<p>Membership of 30</p>	<ul style="list-style-type: none"> ○ Encouraging rise in membership number possibly due to attempt to “respect diversity and try to be inclusive so everybody feels eager to share our creative journey” ○ Artist members with huge talent as evidenced by the varied and high standard of artworks hanging in the gallery in 2007. These members have been active in the gallery and supportive of the changes taking place. They have brought many interesting ideas and a positive vibe and have helped with rejuvenation ○ A New Member Brochure now available ○ New Member Manual – draft stage – being finalised ○ Members Register updated
<h3>Art Sessions and Art Workshops</h3>	
<p>Weekly Art Sessions in Gallery</p>	<ul style="list-style-type: none"> ○ Thursday and later Wednesday evening art sessions in the gallery from 7 – 9pm were successful but have been overtaken by having to put energy into major art events. Need to decide if to resume in 2008

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Black Cockatoo Art Gallery	<ul style="list-style-type: none"> ○ Art Workshops with Ross Franzi – some members took advantage of this opportunity and found it very enlightening for techniques in painting
Better Gallery Opening Hours	
The gallery has remained open all week	<ul style="list-style-type: none"> ○ Jobfind funding provided a worker, Cindy Prior, from 26/3/07 – 23/9/07 ○ A new worker can also be made available from Jobfind ○ Member's coverage the gallery roster has improved but still need more involved.
Gallery	
Improved Gallery Layout <i>Roomier and more pleasing</i>	<ul style="list-style-type: none"> ○ Excess frames and pedestals have been stacked in the storeroom. ○ Frames moved to disguise kitchen area. ○ A cupboard has been built in the storeroom to house unused paintings and drawing boards. ○ The centre line of stands in the gallery was zig zagged to give a better appearance and hold more paintings. ○ Pot plants have also been introduced as a permanent display. ○ The large table has been replaced by two small tables with cloths and visitors book
Gallery Building and Maintenance	<ul style="list-style-type: none"> ○ Roof and guttering repairs and replacement of inadequate down pipes were carried out. ○ Damaged and broken front wooden verandah rails were replaced and sealed ○ Signs have been done on computer to explain hours
Increase in visitor numbers	<ul style="list-style-type: none"> ○ Evidence from day diary shows increased visitor numbers this year especially when major events were on. ○ Money collected is through gold coin donations at the door and has increased this year ○ Visitor Book has many positive comments on the gallery artworks on display
New Office Equipment	
A new Acer computer, office desk and swivel chair for reception	<ul style="list-style-type: none"> ○ Purchased using Jobfind funding
Newsletter	
Inaugural Newsletter	<ul style="list-style-type: none"> ○ First Newsletter produced for Christmas - December 2006 in colour ○ Three newsletters have been produced in total ○ Quarterly seems to be working as feedback has been good ○ These have been distributed to art organisations, the community and interested persons to keep them informed of happenings with CSAS. Some e-mailed – saving paper and printing costs.
Regularity of General Meeting	
Increased to monthly meetings	<ul style="list-style-type: none"> ○ With new events held in 2007 meetings increased to monthly to allow discussion with members. Improved attendance at meetings assisted in managing the many changes. ○ A new format for minutes was initiated to provide information to members.

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<u>Management and Operational Improvements</u>	
o New Management Committee	
President Betty Clarke	“When I came into office on 21 st October 2006 I came in with a wish list, changes that I felt needed to be implemented in order for the Gallery to become a viable, vibrant place for people to want to not only display their art works but would feel happy to visit, to work, encouraging both locals and tourists and hopefully increase sales.” Is achieving this!
Secretary Irene Taylor	Accepted position at AGM 16 th June 2007
Treasurer Faye Pini	Accepted position Scheduled General Meeting 25 th July 2007
Treasurer Jean Haack	Resigned and Retired after THIRTEEN years service on 25 th July 2007. Thank-you Jean. Well done!
Established Useful Contacts	o Caxton Legal centre – publications re management of non profits and Incorporated Associations
Improved Office and Administration	<ul style="list-style-type: none"> o New Business Cards – professional looking o New Letterhead – business like design o New office equipment – desk, chair, computer, printer, and software for formatting and printing all manner of paperwork from posters to begging letters with a much improved presentation o CSAS files being sorted to ensure all important information is kept and easy to locate o Annual Exhibition and Art Festival Catalogues are a good example o Message book to aid communication o Address book on the computer being developed to keep record of important contacts. Sponsors, art buyers, members, art organisations, finding bodies, government departments etc. o E-mailing those members with e-mail copies of minutes and Newsletter to save paper and improve speed of delivery
<u>Other Art Organisations – Liaison and Communication</u>	
<ul style="list-style-type: none"> o We are associate members of the Visual Arts Association of North Queensland Inc. This is a nonvoting membership enabling us to receive their magazine newsletter with current information on the art world of North Queensland. o Exchange information with the Cairns Art Society o Collections Australia Network – CSAS web site presence o Volunteering North Queensland Inc provide assistance on running a non-profit organisation and management issues such as providing a free Excel account / budget template o Art Search – CSAS has a listing (basic is free – can pay for more detailed listing) o Management Support Online (mso) – we have a free active account o Visual Arts Association of Far North Queensland / Cairns – receive newsletters o Regional Arts Australia – newsletters via e-mail o Cairns Galleries – communication as needed. Cairns Regional Gallery. Landmark Gallery. Reef Gallery. 	

Things We Need To Do in 2008

<u>Gallery</u>	
Gallery Appearance at Street Frontage	<ul style="list-style-type: none"> ○ The Elizabeth Guzely Sign is broken and partly missing. ○ The outside wall and rails need painting ○ Looking a bit like a public toilet block
Inside Gallery	<ul style="list-style-type: none"> ○ Lighting needs improving as fluorescent lights seem yellowish and this effects paintings ○ Windows and screens need repairing ○ Toilet doors – signs ○ Walls need painting ○ There are still shelves to be erected the materials are there and will go up when time allows.
Gallery Building and Maintenance	<ul style="list-style-type: none"> ○ Have quotes for extensions to both the back and front of the building. No funding. ○ We also have quotes for maintenance and painting and will have to consider if we do this soon or wait until extensions are done.
Gallery Security	<ul style="list-style-type: none"> ○ Locks on doors easily broken into ○ No security alarms ○ Doors left open in past
<u>Art Sessions and Art Workshops</u>	
No Plein Air Painting Outings	<ul style="list-style-type: none"> ○ Planned but never happened as too busy with other art events ○ Offer to visit
No Art Workshops	<ul style="list-style-type: none"> ○ Discussed having workshops in mixed media, graphite, and oil with member or local artists conducting them. Offers from Ross Franzi (gouache or acrylic), Vikki Cook (acrylic, mixed media), Trevor Maudsley (graphite, oil), Wendy Snape (fibre) not taken up as too much going on.
<u>Members</u>	
Member Communication	<ul style="list-style-type: none"> ○ Issues of respecting other members and their artwork ○ Issues of handling conflict situations
Member's Artists Portfolios	<ul style="list-style-type: none"> ○ Need to complete an Artists Profile for each member to put in gallery
Membership Fees	<ul style="list-style-type: none"> ○ Some membership fees overdue! <i>1st April 2007 to 31st March 2008</i> is CSAS financial year. Please check with Faye if you are unsure about your fees.
<u>Naidoc</u>	
Nothing Happened	<p>The Art Society was invited to have an information booth at the festivities to be held at the Botanical Gardens on the 30th and 31st of August. It was agreed volunteers would man the site on the day.</p>

SPECIFIC ISSUES TO DISCUSS AT PLANNING MEETING – FEEDBACK FROM MEMBERS PRIOR TO MEETING ON WHAT TOPICS ARE MOST IMPORTANT TO DISCUSS – HELP US DO AN AGENDA

Annual Exhibition

Entries

- Entry Forms – conditions of entry and categories – re do this – at planning meeting
- Adequate contact details on the entry form – include all ways persons can be contacted – e-mail / mobile / family or friends / work and home - it WAS a problem – not being able to contact the artist directly as needed
- Do we have to have paintings framed? What about just ask for “gallery” or “exhibition” quality so unframed canvas is accepted as long as presentable.
- Accepting of entries – decision made over week-end by hanging committee and artist notified ASAP if art entry not accepted and the reason why – therefore need to ensure all works of art are carefully checked on arrival to be sure they meet the conditions of entry
- Too many entries? If we end up with more entries than we can hang?
- Catalogues – design – smaller? Book like

Annual Exhibition Committee

- Vote in a committee who will consult on decisions and not leave it all up to the president
- Working party and rosters to prepare gallery and hang paintings

Publicity and Public Support

- Publicity officer for exhibitions – co-ordinates
- Letters out early
- Brochure design early
- Thanks to sponsors now a letter. What about a party for sponsors 2008 (20th Year) as many have sponsored us over years

Organisational Issues

- Art Works arrivals – a clear checklist and issuing of numbers and entering in Art Register Folder as they arrive – workers needed to be assigned roles to make this run smoothly!
- Art Works Dimensions measured, framing and presentation acceptable? Correct hooks etc checked at arrival and if NOT CORRECT artist to fix.
- Time to get gallery organised – workers roster to cover the removal of works of art by date specified – if not picked up stored out back.

- Chairs and tables / seating arrangements for the night / lighting if outside
- Microphone and who to do presentations – invite and confirm early in week
- Catering – in house or paid?
- Maybe issue pre paid vouchers for wine and food
- Manage Rubbish – bins and bags and disposal – who?
- Cleaning Roster – paid cleaner pre hanging and quick clean afternoon of opening night
- Hanging Roster – confirm who at meeting
- Removal roster?

Conditions of Entry

- Any controversial works – eg. Possibly not original unassisted works – standards for gallery – public perception - fairness
- Contact artist who is to have signed declaration
- Committee to decide on conditions of entry for 2008

School Exhibition Problems Identified

- Organisational and communication issues – lack of good communication – not sticking to originally agreed plan of a High School Judged Exhibition

- Adding the rest of the school to the exhibition without consulting.
- Late setting up the exhibition that delayed judging – poor organisation – students not informed of what the timetable was.
- Students not assisting with set up and especially removal of art works.
- Only one winning artist student attended for presentation of award certificates.
- Re-issuing of Award Certificates at the school after a long delay and then High School Artists not receiving the proper high quality “attendance in exhibition certificates” but a poor quality “blue” photocopy while the catering students were given award certificates! These certificates had CSAS logo and are therefore from us.
- The gallery floor was left with difficult to remove black marks from tape used to fix artworks to floor.

Art Festival 2008

- When are we going to have this?
- Should we combine it with Annual Art Exhibition?
- Are two major events so close together too much to organise

Feedback from Evaluation Forms

- Overall very positive and artists want to have it again
- A few ideas from feedback include

- Better map on booklet
- Flags or banners to highlight venues
- Earlier planning so more aware – many locals weren't aware

Some Issues from Opening Night Auction

- Size of gallery – very crowded
- Ice water available
- Outdoors

Other Ideas - mixed

- Visitors asking if we sell postcards or greeting cards with artists work features
- Cards with history of gallery
- Visitors wanting to know the “story” behind a work of art
- Visitors wanting more information on the artist – having an artists profile in the gallery to let visitors look at?
- Why don't we combine with other art organisations in town for our Annual Exhibition as we did for the Art Festival – maybe then have space to hang different categories in other venues?
- Amalgamate with CCAA????

Things We May Need – members to add to list and think about it

- Colour Printer?
- Internet Access
- Air conditioning – reverse cycle – good in workshops

As you'll see by the page numbers I have many more "thoughts" about CSAS and where we are heading. If anyone has the interest or time to read I will be happy to e-mail or print out the complete "ideas" document.

Use back of pages to add your ideas or comments.

Thanks, Faye