

PG Public
Galleries
AV Association
Victoria

Raising Funds for Galleries

When: Tuesday 1 May 2018

Where: Deakin Downtown

Level 12, Tower 2

727 Collins Street

Melbourne VIC 3008

Professional Development

Program 2018

Semester 1, Session 4

BOOKINGS CLOSE MONDAY 23 APRIL 2018

BOOK NOW



Raising Funds for Galleries

Tuesday 1 May 2018

When: 10.30am - 4.30pm,
Tuesday 1 May 2018

Where: Deakin Downtown
Level 12, Tower 2
727 Collins Street
Melbourne VIC 3008

Diversification of income is quickly becoming essential in the arts. In this 1-day program you will explore different types of fund raising within a gallery context, how to set achievable targets for your size and resourcing, as well as a range of models to enable you to meet your fundraising goals.

Speakers will cover a range of topics, from working with Board and staff, to funding acquisitions, activating philanthropy programs, and managing major fundraising campaigns for capital projects.

Presenter

The Public Galleries Association of Victoria is the peak body for public galleries, and is proud to deliver an enhanced Professional Development Program in 2018 as part of its commitment to facilitating capacity building across the sector.



Presentation Partners

The PGAV wishes to thank the following *Raising Funds for Galleries* Presentation Partners.



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ARTS
PROJECT
AUSTRALIA

Geelong
Gallery

Organisation Supporters

The PGAV is supported by the Victorian Government through Creative Victoria and receives significant in-kind support from the National Gallery of Victoria.



Cover Image: Gosia Włodarczak
ARTIST NOT @ (at) WORK, 31 DOMESTIC JOBS FOR DECEMBER 2017
digital photograph archival print on paper
photo by Longin Sarnecki, image courtesy of the artist

Tuesday 1 May 2018

Deakin Downtown: Level 12, Tower 2, 727 Collins Street, Melbourne VIC 3008



Registrations:

10.30 am



Lunch:

12.20 pm



Afternoon Tea:

2.30 pm

TIME	SESSION	PRESENTERS
10.50 am	WELCOME	ERIC NASH, PGAV
11 am	PRESENTATION: Fundraising for galleries and collections	RON FAIRCHILD, Deakin University
11.25 am	PRESENTATION: Generating a retail revenue stream	ABIGAIL CROMPTON, Third Drawer Down
11.50 am	PRESENTATION: Fundraising in small to medium galleries	CHRISTINA APOSTOLIDIS, Centre for Contemporary Photography
1.15 pm	PRESENTATION: Raising funds for collection acquisitions: Milan Milojevic	BRYONY NAINBY, Benalla Art Gallery
1.40 pm	PRESENTATION: Geelong Gallery's evolving approach to fundraising	JASON SMITH, Geelong Gallery
2.05 pm	PRESENTATION: Philanthropy in the gallery sector: working with your Board and team	FRANKIE AIREY, Philanthropy Squared
2.55 pm	PANEL DISCUSSION: Panellists respond to questions provided in advance, and others that have been triggered throughout the day. <i>(Use the space provided overleaf to capture any pressing questions that arise during the presentations).</i>	SUE ROFF, Arts Project Australia JASON SMITH, Geelong Gallery FRANKIE AIREY, Philanthropy Squared BRYONY NAINBY, Benalla Art Gallery
3.30 pm to 4.30 pm	ARTIST TALK FOLLOWED BY AN OPPORTUNITY FOR INFORMAL CONVERSATIONS: Immediately following the <i>Raising Funds for Galleries</i> sessions, participants will attend an artist talk by Gosia Wlodarcza and take a private tour of her exhibition <i>ARTIST NOT @ (at) WORK, 31 DOMESTIC JOBS FOR DECEMBER</i> , currently showing at the Deakin University Downtown Gallery.	GOSIA WLODARCZAK, Artist

Notes and Questions

Use this space to record any notes from the session, or to write down questions you would like to raise during the panel discussion.



Presenters



Frankie Airey
Director and Founder,
Philanthropy Squared

Frankie began her career in development with the Campaign for Oxford in 1987. After establishing the campaign's prospect research function in both Oxford and New York, she led the individual giving division which contributed the lion's share of the philanthropic income to the £342 million raised. The Campaign for Oxford was the first major fundraising campaign for the University and the first major endowment campaign undertaken by any British institution.

Following the Campaign for Oxford, Frankie moved between the UK and Australia working for high profile institutions in executive development roles before identifying a need in the Australian market for an advisory

practice that could help inspire a new approach to development. In 2003, Philanthropy Squared was launched.

For over 30 years Frankie has provided support to the non-profit sector. She is a passionate advocate for cultivating a stronger culture of giving in Australia and is committed to re-defining the sector's approach to and understanding of fundraising as a professional discipline. Frankie is an associate member of Philanthropy Australia and has served on several boards including Sadler's Wells Theatre in London and the Malthouse Theatre in Melbourne. Currently, Frankie is the Chair of the Betty Amsden Foundation and is a trustee of the Victorian Arts Centre Trust.



Christina Apostolidis
General Manager - Development,
Centre for Contemporary
Photography

Christina is the General Manager - Development with the Centre for Contemporary Photography, with a particular focus on working with the organisation's Fundraising Committee and Management to design and implement strategies, and deliver fundraising events, including the annual fundraising exhibition.

Christina has practical experience raising funds for galleries specific to the small to medium sector, having also been highly successful at generating revenue for West Space, where she held the roles of Gallery Manager and General Manager from 2013 to 2016.

Key achievements included the delivery of the West Space Annual Fundraiser, which she successfully managed for over three years, improving systems of operation for delivery and streamlining payment processes; and re-launching the West Space Patrons Program including a series of exclusive events.

Presenters



Abigail Crompton
**Founder and CEO,
Third Drawer Down**

Abigail Crompton is “a visionary soul” who has proven herself in the global evolution of business by establishing long-term creative partnerships, which have enriched global communities in the cultural retail sector.

Abigail’s strengths include a professional and personal commitment and respect of the artist and this has provided her with the trusted ability to represent them and ultimately to extend the artist’s story in a sensitive yet commercial manner. Her collaborations exceed more than 150 of the world’s most celebrated and significant artists such as Louise Bourgeois, Yayoi Kusama, Ai Weiwei, Andy Warhol and Jeff Koons.

Combined with her Fine Art education and natural curiosity, consistent enthusiasm, resourcefulness and her astute sense of humour, Abigail has created a wealth of extensive, highly respected and innovative products for the local and international cultural market.



Ron Fairchild, CFRE
**Chief Advancement Officer,
Deakin University**

Ron Fairchild is the Chief Advancement Officer at Deakin University. His portfolio covers a broad range of activities including donor relations, alumni relations, media relations, art collection and galleries and community engagement. Prior to joining Deakin University, Ron served for seven years as the Vice-President, Advancement at Monash University where he helped to establish the Advancement portfolio.

Before coming to Australia in 2005 Ron was a founding partner of Navion, one of Canada’s leading fundraising consulting firms. He later became President of DVA Navion which was an international consulting firm with offices in Australia, Canada, South

Africa and the United States. As a managing consultant Ron worked with over 100 charitable organisations including universities, hospitals and civic entities. During his 30 year career Ron has assisted in fundraising programs which have collectively raised close to \$1 billion.

Ron has been a Board Member of the Heart Foundation, Victorian Division between 2006 and 2016 and is a Certified Fund Raising Executive.

Presenters



Bryony Nainby
Director,
Benalla Art Gallery

Bryony Nainby joined Benalla Art Gallery as the Director in 2014. Since that time she has initiated a successful audience development strategy which focuses on socially engaged exhibition projects such as the Free Art School and art-related social events. She was previously Senior Curator of Contemporary Art at the Tasmanian Museum and Art Gallery (TMAG) and TMAG's Coordinating Curator for the *Theatre of the World* collaboration with MONA.

Her experience includes curatorial roles with the Latrobe Regional Gallery and the Gippsland Art Gallery, management of the CBUS Superannuation Collection of

Australian Art, and extensive experience in the broader cultural and not for profit sectors. She has had extensive experience working in regional areas and formerly managed a series of international and remote area projects as part of IASKA's *Spaced* biennial of socially engaged art.



Eric Nash
Professional Development Officer,
Public Galleries Association of
Victoria

Eric joined the PGAV having served as Curator, Gallery Services at Perc Tucker Regional Gallery and Pinnacles Gallery in Townsville from 2013 to 2016. In this role Eric was responsible for the development and delivery of exhibitions, festivals, and programs, and significantly contributed to the creation and implementation of a visual arts strategy and business plan, as well as professional development programs. More recently Eric served as the Arts and Culture Officer at Melton City Council, and is currently the General Manager - Operations at the Centre for Contemporary Photography.

Presenters



Sue Roff
**Executive Director,
Arts Project Australia**

Sue Roff has had a broad career in arts management. For the past 8 years she has held the role of Executive Director at Arts Project Australia, a centre of excellence that supports artists with intellectual disabilities, promoting their work and advocating for their inclusion within contemporary art practice. During this time, Sue has driven a strong increase in profile for the organisation, its artists and unique studio practice.

Prior to this Sue was the National Manager, Cultural Development at the Australia Business Arts Foundation, where she oversaw the professional development program for arts organisations and individual artists, a skilled volunteering program and

partnering program for local councils. Sue was also a corporate Community Relations Manager and Executive Officer of the RACV Foundation, and Sponsorship Manager at Melbourne Theatre Company. Sue is experienced in project development, fundraising, sponsorship, and marketing and has chaired the boards of Strange Fruit and the Victorian Actor's Benevolent Trust.



Jason Smith
**Director
Geelong Gallery**

Jason Smith began as the Director of Geelong Gallery in 2016. He is a public art museum director and exhibitions and collections curator with over 25 years experience.

He was previously the Curatorial Manager of Australian Art at Queensland Art Gallery | Gallery of Modern Art; Director and CEO of Heide Museum of Modern Art from 2008 to 2014 during which time he led the critically acclaimed reinvigoration of the Museum's cultural programming and artistic direction; the Director of Monash Gallery of Art from 2007 to 2008; and Curator, Contemporary Art at the National Gallery of Victoria from 1997 to 2007 where he worked

closely with many leading Australian and international contemporary artists.

In the past two years, Geelong Gallery has undertaken significant change in the fundraising space with respect to approach and pitch, and has grown its support base considerably.

Venue



Deakin Downtown

Level 12, Tower 2, 727 Collins Street, Melbourne VIC 3008

By Car: Parking nearby is expensive unless you arrive before 10am and leave after 4pm, so it might be best to catch a taxi, tram or train.

Parking:	Secure Parking	<i>664 Collins Street, Melbourne, Mon - Fri 6 am - 8 pm</i>
	secureparking.com.au	<i>700 Collins Street, Docklands, Mon - Sun 24/7</i>
	Wilson Parking	<i>750 Collins Street, Docklands, Mon - Fri 6 am - 7 pm</i>
	wilsonparking.com.au	<i>Southern Cross Station, Spencer Street, Melbourne, Mon - Sun 4 am - 1 am</i>

By Train: Deakin Downtown is only five minutes walk from Southern Cross Station. To plan your trip, visit www.ptv.vic.gov.au/

By Tram: Nearest tram stop is Batman's Hill, which is on the 11 - West Preston-Victoria Harbour Docklands and 48 - North Balwyn-Victoria Harbour Docklands lines. To plan your trip, visit www.ptv.vic.gov.au/

Registration Details

Participants Bring

Notepad, pen, ideas and questions.

Price

- PGAV Member \$330 / Non-Member \$440
- PGAV Members can also access exclusive 2018 Professional Development Program **Four Session Packages**. Packages cost \$1122, delivering a 15% saving, and provide our Member galleries with flexibility – pick any four sessions throughout the year for one of your staff to attend! For info or to purchase a Professional Development Four Session Package, visit: <https://pgav.org.au/2018-PGAV-Four-Session-Package~1004>
- All costs are GST inclusive.

Bookings

Visit: <https://pgav.org.au/Raising-Funds-for-Galleries~1128>

Registrations close Monday 23 April 2018 at 12 noon.

Cancellation and Refund Policy

- Registered participants that are no longer able to attend may nominate a substitute up until the starting time. Where possible, please notify the PGAV of substitutions and cancellations by email, up until Monday 23 April 2018 at 12 noon.
- Cancellations received before Monday 23 April 2018 at 12 noon will be refunded, less an administration fee of \$55 including GST.
- Cancellations received after Monday 23 April 2018 at 12 noon are not refundable.
- Exceptions are at the discretion of the PGAV.

*The PGAV wishes to thank all of the Presentation Partners for Raising Funds for Galleries:
Deakin University, Benalla Art Gallery, Geelong Gallery, Arts Project Australia, Philanthropy Squared,
Centre for Contemporary Photography and Third Drawer Down.*

Artist Talk



**GOSIA WLODARCZAK:
ARTIST NOT @ (at) WORK,
31 DOMESTIC JOBS FOR DECEMBER**

9 APRIL – 18 MAY

Deakin University Downtown Gallery

Artist Gosia Wlodarczak's latest project is a series of 31 performances that took place each day throughout December 2017. While dressed up in designer garments selected from her extensive wardrobe collection, Wlodarczak completed various domestic chores around her home, which were in-turn documented by photographer Longin Sarnecki and uploaded onto social media for interaction. The entire set of 31 photographs will be exhibited as a series of high-resolution archival prints at Deakin University Downtown Gallery. Wlodarczak's project sets out to establish a dialogue between the two phrases: the artist is always working and women's work is never done.

Deakin University Downtown Gallery

Collins Square, 727 Collins Street, Docklands VIC 3008

03 9244 5344

Monday to Friday 9am to 5pm,

Closed Public Holidays, Open only during exhibitions

Free entry

Image: Gosia Wlodarczak
ARTIST NOT @ (at) WORK, 31 DOMESTIC JOBS FOR DECEMBER 2017
digital photograph archival print on paper
photo by Longin Sarnecki
image courtesy of the artist

