



Art Education Victoria's 2016 Annual Report

2015-16 was defined by *Consolidating, Restructuring and Rebranding*. As a subject association we are facing the biggest challenges to date in funding, the changing nature of the profession, and in knowledge retention as we transition. We have had to take many things back to basics, back to the drawing board to consider the best strategy. This at times has felt like an overwhelming task, without the strength and enthusiasm of the board this would not have been possible.

I'll put in context later within the report but significant to mention on its own, I'd like to acknowledge our Vice President Kate Coleman for her drive and insight since rejoining at the beginning of the year, Kate has been an amazing advocate for AEV and we'd have been at a loss without her. Freya our Treasurer and has been an anchor in the storm, putting in a heroic effort giving up weekends to work on administrative aspects and sort years of documents to archive and shred documents, well above and beyond her council responsibilities. Jes and Magda for their enduring contributions, particularly with the rebranding along with Karen, who initially consulted for us in 2015, joining us without missing a beat. Marion taking on ARTicle as our Executive Editor with full gusto amongst being a helpful hand at any opportunity even roping in her husband Max. Amy for her contributions and encouragement including hosting us this evening. Stephanie helping by attending DET meetings and supporting with Conference. It has been a transforming and empowering year as we have grown as a council. We are excited to see the nominations for council that will grow our number, and to observe the calibre of nominees seeking to come on board as we move into a new phase.

Over the year we've looked over our vision, mission and values (Creativity and Innovation, Member Service, Community, Sustainability, Integrity, Empowerment) and hopefully these will be visible throughout the presentation.

At the last AGM we announced that areas that we were going to be strategically targeting, here are our achievements and future goals regarding focuses.

	Achievements this year	Our future direction
<p>Sustainable operations To have sustainable growth for the future of the association with a diverse and mitigated income portfolio of grants, memberships, resources sales and services operating at annual gain</p>	<p>Reducing our overheads</p> <ul style="list-style-type: none"> Shutting the Carlton office (significant reduction in operational expenses) Reducing salaries, with Marian Strong going part time before retiring and not replacing Victoria Giddens (Administration) and Tristan Strong (AV/Resource Development) 	<ul style="list-style-type: none"> Website rebuild to reduce administrative load and provide better member experience Utilise web 2.0 in communications for both council, committees and members Develop a sustainable staffing structure Utilise flexible accommodation options

<p>ensuring capital is accumulated for reinvestment.</p>	<ul style="list-style-type: none"> Using technology to streamline processes (Closing fax line, changing from phone line to Skype) <p>Diversifying income</p> <ul style="list-style-type: none"> Rebranding/developing the website to better present AEV to potential sponsors Establishing a council with a robust and diverse skillset to help develop a strategic approach Seeking out potential partners to consolidate resources and maximise effectiveness 	<ul style="list-style-type: none"> Develop portfolios within council and improve documentation to ensure knowledge retention
<p>Member Service</p> <p>To ensure excellence in member experience and engagement by providing a diverse range of services.</p> <p>To improve accessibility of services to our current and potential members through the use of technology.</p>	<p>Strategising</p> <ul style="list-style-type: none"> Running Think Tanks to explore the needs of art educators and consider effective approaches. We'd like to thank Laura Russell, Deb Johnston, Seth Seiderman, Shelley Menhennet, Bruce Norton, Deb Child, Penny McGonegal, and Chris Darmody for their contribution Conducting and analysing data from the member survey and feedback from 2015 Conference <p>Professional Development</p> <ul style="list-style-type: none"> Holding the 2015 Conference in partnership with NGV and Melbourne High School Celebrating UNESCO in partnership with Melbourne Graduate School of Education with the workshop Partnering with ATOM with the VCE Studio Arts Implementation workshops Exploring Del Kathryn Barton's The Nightingale and the Rose at a Teacher Preview in partnership with ACMI Running KickStart for VCE students in partnership with The Dax Centre Successfully delivering the first year of the SPP funded Primary Program in partnership with DET Conducting Watching Paint Dry Web PD now at 140+ members <p>Inspiring</p> <ul style="list-style-type: none"> Appointing Marion Marks as Executive Editor of ARTicle 	<ul style="list-style-type: none"> Hold the 2016 Unconference Develop the ARTicle blog as part of the website rebuild Develop 'AEV Community' online through protocols to encourage engagement Investigate ways to inspire the community to be makers, to carve out space for creativity and personal making. Establish committees to drive services and resources (Secondary/VCE, Primary/Early Years, Tertiary/Museum, Technician) Establish a communication strategy Increase the presence of art educators on council and establish committees to help drive member services and resources Develop and Launch 'The Artroom' PD to specifically address programming, assessment, differentiation Job seeking support to aide our growing number of student members Improve our support for art educators in the area of professional development plans Explore the concept of mentor experts to support newer educators in their roles Develop stronger connections and support for local networks

	<ul style="list-style-type: none"> ● Sharing inspirational work and research through our Facebook page and Twitter feed. ● Scoping out 'The Artroom' concept with DET 	
<p>Community Growth To increase our membership representation to encompass a broader scope of educators and members of the visual arts community.</p>	<ul style="list-style-type: none"> ● Facebook community <ul style="list-style-type: none"> ○ 48% growth in likes/follows on our main Facebook page (which has been embedded into the website to allow access to all members) ○ 33% increase in shared content ○ The closed community is now at 436 members ● The MeetUp community <ul style="list-style-type: none"> ○ an annual 54% growth in members ● Twitter <ul style="list-style-type: none"> ○ 243 followers 	<ul style="list-style-type: none"> ● Recognise our life members and capturing the history of the association ● Digitally archive and the share the narrative of art education in Victoria ● Increase the number of social meet ups ● Develop and implement a strategy for member growth ● Establish regular writers for ARTicle that represent/report for the different regions of Victoria
<p>Resources To provide the material needs to support members in excelling within the challenging context of visual arts education.</p>	<ul style="list-style-type: none"> ● Developing of FUSE Packages ● Sharing Head, Heart, Hands poster resource ● Supplying members with AEV Resource Guides ● Producing the VCE Studio Arts Practice Exam ● Making Symbols of Peace and Thinking Through the Visual Arts free resources to members for a limited time ● Dispersing the AEV library and old resources to members through the book sale and volunteers ● Making previous issues of ARTicle available to members online 	<ul style="list-style-type: none"> ● Provide new VCE materials ● Upload the ARTicle archive online for members ● Continue to develop FUSE package to support various aspects of art education ● Establish a YouTube Channel that curates relevant video content for members ● Spotlight online resources online and through ARTicle ● Provide resources to expand and support the curriculum ● Explore the development of online modules to support professional learning
<p>Advocacy To empower the shared voice of our members as an association. To improve the profile of visual art education in the community.</p>	<p>To improve the profile of art education in our community</p> <ul style="list-style-type: none"> ● Collating and sharing resources for advocating for the Visual Arts including a voice for STEAM learning ● Redesigning the website to communicate more clearly who we are and our vision for visual art education ● Capturing and presenting the AEV narrative 	<ul style="list-style-type: none"> ● Host an AEV Awards to recognise educators and students in the areas of dedication, excellence, influence, community, and innovation ● Distribute authority amongst councilors and members through a united voice and vision