

# 2018-19 Annual Report



	What our goals were	What we accomplished	Possible future directions/goals
<b>General Governance - Steve Marks</b>	Strengthen governance <ul style="list-style-type: none"> <li>• Succession planning</li> <li>• Better project management/communication</li> <li>• Improve collection of ongoing data</li> </ul>	<b>Continued connections</b> <ul style="list-style-type: none"> <li>• CPTAV</li> <li>• With other state and national bodies</li> <li>• SPP Visual Art Network Community of Practice</li> </ul> <p>Made good use of the <b>Associations Forum</b> (AF) membership (General advice, review of the constitution, workshops).</p> <p>Continued with Basecamp as a platform for shared communication and project management.</p> <p>Regularly updating the Ongoing Data document for more informed decisions, also improving the member database.</p> <p>Continuing to build the brand (design work with Principle Design).</p>	<p>Move towards a sustainable staffing model</p> <p>Put forward special resolutions for the constitution at the next AGM based on AF suggestions</p> <p>Strengthen interstate relationships and build shared resources</p> <p>Associations Forum to run sessions for the newly elected board</p> <p>Allocated PD funding to support council in improving governing skills</p> <p>Continue to enhance and streamline reporting</p> <p>Continue to build the community through committees</p> <p>Explore other income generating opportunities</p>
<b>Organisational -</b>	Improve member experience through	Staffing the association with an Administrative	Further improvements to the website

<p><b>Steve Marks</b></p>	<p>changes to the website</p> <p>Continue to build the membership</p> <p>Continue to improve the website experience for members</p> <p>Successfully win/implement a 2018-21 SPP grant project</p>	<p>Coordinator and a Program Coordinator</p> <ul style="list-style-type: none"> <li>● Clean up the member database</li> <li>● Better/quicker response rate to emails/processing memberships</li> <li>● Regular eNews updates and emails about upcoming PDs</li> </ul> <p><b>Membership numbers at the end of the previous member year</b></p> <ul style="list-style-type: none"> <li>● 118 Individual</li> <li>● 54 Individual (regional)</li> <li>● 45 Concession</li> <li>● 97 Tertiary/First year</li> <li>● 81 Schools (2-3)</li> <li>● 58 Schools (4+)</li> <li>● 5 Gallery/Museum</li> <li>● 18 Business/Organisation</li> </ul> <p><b>Site Management Solutions/Google Ads</b></p> <p>63.8K clicks contribution towards our 111,388 Unique pageviews, maintaining a click through rate of 3.89%.</p> <p><b>Website improvements</b></p> <ul style="list-style-type: none"> <li>● Member (self-management)</li> <li>● Improvements to member data</li> <li>● RECAPTCHA Spam filters</li> <li>● Better management of events/calendar pages</li> </ul> <p><b>SPP</b></p> <ul style="list-style-type: none"> <li>● Carly Grace has been supporting us in the implementation of the SWARM SPP project. Successful in securing another three years of funding with a slight increase in offering this time</li> <li>● Successful in the acquittal process for</li> </ul>	<ul style="list-style-type: none"> <li>● Community board</li> <li>● Expression of Interest form</li> </ul> <p>Strategies for engaging with uni students</p> <p>Improved membership campaigns</p>
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		<p>the last triennial</p> <p><b>National Art Educators Conference (NGA)</b>  Steve Marks attended as a representative  A scholarship was granted to Elizabeth Knight</p>	
<p><b>Social Media - Steve Marks</b></p>		<p><b>Facebook</b>  Reacted 2000 followers this year.</p> <p><b>Mailchimp</b>  eNews - 3549 recipients</p> <p><b>Instagram</b>  569 Followers at present</p>	<p>Streamlined/optimised communications</p>
<p><b>Programming - (Steve Marks)  Carly Grace,  Adrian Montana,  Mark Threadgold</b></p>		<p><b>SWARM update</b>  <b>OWVATN</b> has held their annual PL day - Shelley to update</p> <p><b>BaMP</b> are kicking goals with workshops and regular catch ups. Paul Morrison ran a session: a landscape painting workshop.</p> <p><b>SEAT</b> have been given some additional support to help rejuvenate it.</p> <p>And the yet to be officially named, <b>Wimmera network</b> are being supported by HRAG through teacher previews and the opportunity to further scope out what teachers would like to see happen with their region's network. Debbie Moar has confidently taken the helm!</p> <p><b>Other workshops, PD, and events included</b></p> <ul style="list-style-type: none"> <li>● Wild City/SHoM PD at the Incinerator</li> <li>● Nendo/Echer Teacher Preview with NGV</li> </ul>	<p>To complete the final year of the SPP Triennial project.</p> <p>To maintain and build on events/PD into 2020</p>

- Creative Sunday Mornings (with S&S)
- VTS weekend meetups with Caryl Grace
- 2018 EOY Celebration at Testing Grounds

**KickstArt 2019**

288 Students and Teachers in attendance.

Consolidating a solid approach to working with students to presenting on folio work.