8.11. Primrose Park Art & Craft Centre - Joint Strategic Plan Review 2019/20

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ATTACHMENTS:

- 1. Annual Report 2019/20 [**8.11.1** 14 pages]
- 2. Profit & Loss Statement [8.11.2 1 page]
- 3. Balance Sheet [**8.11.3** 1 page]
- 4. Joint Strategic Plan Review [8.11.4 4 pages]

PURPOSE:

To report on the annual review of Primrose Park Art and Craft Centre's Joint Strategic Plan with Council.

EXECUTIVE SUMMARY:

The Primrose Park Art and Craft Centre Joint Strategic Plan is a joint planning statement by Council and Primrose Park Art & Craft Centre Inc (PPACCI). The PPACCI is run through a voluntary Management Committee.

All the objectives in the Joint Strategic Plan were completed despite the Centre having to close from March to June 2020 due to COVID-19.

Currently, the active groups at Primrose Park Art and Craft Centre are: Basketry, Calligraphy, Paper Arts, Photography, Textiles and the 'Artists in the Park' painting group.

Many of the groups maintained their membership during the closure and between them, the six groups have a total of 371 members.

FINANCIAL IMPLICATIONS:

The building which houses the Primrose Park Art and Craft Centre is owned and maintained by Council. While Council's policy with its community centres is to allow for peppercorn rent, in this case as the Centre is on Crown Land, the minimum statutory rent is charged: \$548.08.

PPACCI finished 2019/20 with a deficit of \$3,190.

RECOMMENDATION:

1. THAT the report on the Primrose Park Art and Craft Centre Joint Strategic Plan 2019/20 be received.

LINK TO COMMUNITY STRATEGIC PLAN

The relationship with the Community Strategic Plan is as follows:

- 4. Our Social Vitality
- 4.1 North Sydney is connected, inclusive, healthy and safe
- 4.2 North Sydney is creative and home to popular events
- 4.3 North Sydney supports lifelong learning

BACKGROUND

Primrose Park Art and Craft Centre is in the heritage listed former Folly Point sewage treatment works pump house. The building underwent a major renovation in 2018/19. Natural light was increased, and the kitchen and bathroom facilities were improved. Secure storage was added as well as disabled access for the whole building, including a lift which provides access to all three floors of the facility.

CONSULTATION REQUIREMENTS

Community engagement is not required.

DETAIL

Primrose Park Art and Craft Centre is an independent, incorporated organisation supported by Council and managed and operated by a committee of volunteers.

The Centre includes a traditional photographic darkroom as well as a studio with highdefinition AV projector, screen and sound system. There is also a gallery space for exhibitions.

PPACCI is responsible for providing public liability insurance, annual rent to Council, electricity and supplies. PPACCI fund this from the quarterly levies collected from all the member groups.

The art and craft clubs worked on many projects and organised activities during the year. Some of these are listed below.

The Artists in the Park painting group held a group exhibition in which 100 attendees came to the opening night and over \$880 was raised for the Bushfire Appeal.

Member for North Sydney, Trent Zimmerman, visited the Centre recently and produced a short promotional video inviting people to find out more about the photography club.

This year, the Photography Club is introducing the Gordon Undy Mono Award, an annual award to encourage black & white (mono) photography.

The Paper Arts Club displayed some of their work this year in the in-Transit area at Council Chambers. They also opened the studio during the North Sydney Council Children's Day Festival where approximately 50 people joined in the many activities involving paper.

The Calligraphers Club held talks with overseas calligraphers in conjunction with the State Library of New South Wales to open the event to the general public. On average 150 to 200 people attended the talks.

Members of Textiles Sydney are working on an embroidery project – a communal tablecloth. There is also a spinner's group that is experimenting with the art and practice of spinning fibres for embroidery, knitting or weaving.

The attached Annual Report for the Centre provides a more comprehensive list of activities.

PRIMROSE PARK ART AND CRAFT CENTRE Inc. Annual Report 2019 – 20





Promoting Arts & Crafts in Our Community

Primrose Park Art & Craft Centre is one of North Sydney Council's Community Centres, managed and operated by a committee of volunteers. We provide educational and recreational resources to the community through the structure of art and craft based member groups. Activities include member days, workshops, demonstrations, exhibitions and other activities associated with the art and craft specialities. The Centre houses equipment and materials for each of the group's activities, including a traditional photographic darkroom, and has a well equipped gallery space for exhibitions.

On behalf or the Committee, I am pleased to provide the 2019-20 Annual Report of the Primrose Park Art and Craft Centre Inc (PPACCI). Our active groups are Basketry, Calligraphy, Paper Arts, Photography, Textiles and Painting 'Artists in the Park'. Each group's report of their activities are presented in this report.

The significant renovations undertaken by North Sydney Council have provided disabled access with the installation of a lift and resulted in a modern fully functional facility for the community. The building has a significant increase in natural light, improved kitchen and bathroom facilities, secure storage areas for each group and a well prepared gallery area. During the year the centre was closed for three months in compliance with the Government's COVID-19 guidelines. Unfortunately this has meant a reduction on access for members of the community but it is hoped that this restriction will ease in the near future.

The ongoing very strong support by North Sydney Council is acknowledged and very much appreciated in making the Centre a vital and vibrant resource for our local arts community.

Financial Statements for the year ended 30 June 2020 have been separately provided to Council.

Dinah Beeston, President 2020













ARTISTS IN THE PARK



The painter's group, **Artists in the Park**, was formed at Primrose Park Art Centre in February 2016. The group was set up for emerging artists to meet and come together one day a week to paint and inspire each other. Artists meet of a Tuesday. It currently has 15 members.

Our aim is to provide a warm encouraging environment for emerging artists to come together to paint, share ideas and develop their skills with oils and acrylics, pencil sketching and mixed media. A group exhibition is held each year to showcase and sell artworks.

We continued our program of inviting a recognised artist to give a demonstration of how an artist begins a work and works through to completion while explaining different painting techniques. One demonstration was by Garry Donnellan, a street artist who shared his vast art knowledge while he painted the view of the playing fields outside.

Last year we had a group exhibition entitled 'Connections'. We had a most successful night with over 100 attendees from the local community. At the event we raised over \$880 for the Bushfire Appeal.

The Artists in the Park despite the pandemic were able to continue advancing their skills. Michael Herron, a well-recognised artist was invited to give a demonstration to showcase his skills. The group found this most valuable and have planned to more in-house workshops with Michael.

The group has increased in numbers this year to where an afternoon group has commenced, and plans are for an evening one in the future. The group is looking forward to the Van Gogh Alive exhibition and the Archibald in the coming weeks. Post COVID we hope to have an exciting exhibition which involves the local community as it has done in the past.

The artist group is very appreciative of this inspiring art-space facility provided by North Sydney Council and are delighted to promote the facility.

BASKETRY



Membership: 2019/2020

37 full memberships and 34 Remote memberships. Total 71 members. This represents strong growth as membership was 48 at the end of the previous financial year. Contributors to growth - the number of outreach events in which members participated; and the organising and promoting of our first State Muster (which was only open to Basketry NSW members).

Activities Basketry NSW members were very active in the first half of the year before the impact of Covid 19.

Inaugural State Muster/National Basketry Gathering

A small sub-committee worked very hard to prepare for our very first state Muster – to be held in Robertson, NSW. This committee were also the driving force behind our preparation to host the National Basketry Gathering to be held in March 2021.Unfortunately, as a result of Covid 19 the Muster, which was fully booked to be attended by 40 members, needed to be cancelled.

Similarly, it was decided to postpone the Gathering until March 2022.

There were a number of other activities in addition to our monthly meetings: **Celebrating Bangalow Exhibition July 2019** This exhibition was held in the mezzanine level at Primrose Park Art & Craft Centre during the month of July. Nine members contributed 26 baskets, plus one photo book. **Outreach events:** Basketry NSW participated in stands at the following events to promote basketry and drive membership and awareness of our association: Winterfest Medieval Fair, St Ives Medieval Fair, Lost Trades Fair. **Sydney Craft Week activities:** At a "drop in workshop" at the North Sydney Markets on 19 October 2019 members of the public were invited to make small pendants from natural and recycled materials.

North Sydney Children's Festival: At the North Sydney Children's Festival, Basketry NSW offered a communal activity making a number of large bird's

nests. Basketry NSW members had made four structural nests and then, on the day, children came and helped to weave the nests with natural and recycled materials.

Impact of Covid 19 on Activities

- Meetings: Our April and May meetings were cancelled.
- **'Woven Connections' Exhibition:** The Muster committee mounted an exhibition in Robertson, at The Shac, which had to be converted to being online. Twenty-one artists had submitted works, and eight of them sold work.
- **Exhibition at Primrose Park:** In June we held our annual Primrose Park exhibition with the theme of 'Re-emerging'. Fifteen members offered twenty-three works. The event was highly publicised on our social media platforms.

• Communication with Members

Newsletter: The new newsletter format was launched in March. After the quarterly newsletter ceased, and prior to the new newsletter format being launched, the President began an improvised communication called 'Not Quite a Newsletter' to attempt to breach the communication vacuum during the beginning of the pandemic.

PHOTOGRAPHY



I am pleased to report that despite the very real difficulties we have experienced with Covid-19 Virus restrictions, we have maintained a healthy membership of 63 members. And as a result of our current marketing efforts, we have 30 potential members, some of whom have visited our meetings and have reached out to PPP following our activities on Instagram, our new website and other promotional efforts. Recently Trent Zimmerman the Federal Member for North Sydney visited our premises and produced a short promotional video inviting people to get in touch with our photographic club. We normally meet every first and third Wednesday of the month but since the Virus restrictions, we have maintained our Regular first Wednesday meetings and have postponed our Second Wednesday evening meetings until restrictions have eased. As a substitute, we have instituted photographic challenges that our members can do at home. We have increased our communication with members via email and web, to keep them engaged and positive. One of our members Christopher de Doby has put hundreds of hours into designing a completely new Primrose Park Photographers website and this has allowed our members to showcase their own galleries of photographs. There are many other innovative parts to the new website and our members have reacted very positively to the new look. www.ppp.photography Our fabulous new darkroom has continued to attract new members, some of whom are doing experimental work using alternative developing media like tea to produce unique images. One of our new darkroom users runs our Primrose Park Photography Darkroom Instagram page and she is attracting many people who are drawn to the traditional way of creating images. Our darkroom manager Patrick Macalister, a very experienced photographer, makes sure that the darkroom is run safely, cleanly and in an orderly fashion. Our monthly newsletter Flash has been revamped and expanded to include a wider variety of topics and member profiles, particularly since Covid-19 restricted some of our usual activities.

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Current and past Flash newsletters are available to view as a pdf file on our website. We supplement Flash with regular email communications to members and the feedback we've received, is that all members feel fully engaged, even though our outings and workshops have been put on hold. Our usual social occasions of 'Hot August Soup Night', our Christmas Party and even our annual Pinhole Camera Day have been postponed or considerably scaled back during this Virus time. Social Distancing has meant quite a few changes to our social activities so we have stepped up other activities that we can still do safely. We held a very successful Black & White night last year, where we invited everyone to dress in black & white and bring along black & white images to be critiqued by our patron Gordon Undy, a renowned mono photography exponent. This year in November we will hold this Black & White night but with all the social distancing rules in place, so it won't be quite as successful but indications are that it will still be a highlight in our calendar of events. This year we're introducing the Gordon Undy Mono Award to this night, with a custom made award to be presented to the photographer that Gordon Undy chooses deserves it. This will be an annual award to encourage black & white or mono photography and we will generate publicity of this showcase event via every means available to us. At our monthly meetings we either exhibit framed images in the mezzanine gallery or on our custom made display boards in the main hall, with the members choosing one image to feature in our yearly printed calendar. Our Tech Team of 4 to 6 highly skilled technicians maintain our AV equipment and continue to make improvements to keep up with the latest technology and to enhance the visual and aural experience for our members. We look forward to bigger and better things once the Virus is behind us but with all our efforts, we're probably doing better than some community clubs.

PAPER ARTS



62 members; Meets every Monday and Thursday (& monthly weekend workshops); President Dinah Beeston.

The closure of the building from 23 March to 15 June 2020 because of the COVID-19 restrictions was unfortunate and encouraged our members to find another way to keep in touch and involved. We used our website constantly to have on-line workshops, challenges and reports of individual members' activities. We have been delighted by the number of overseas people who have taken an interest in our group.

Prior to the closure we held a number of workshops for members covering various techniques of using paper. We also held "Taster" days when members of the public can visit the studio and make some paper to understand how it is done and consider whether they want to join the group.

For Waverley Council we held a school holiday paper making workshop for 10 children at Bondi Pavilion. Cameragal Montessori School brought 9 children to the studio for a workshop in making paper, and they made so many wonderful sheets.

We hold our well supported Social Days on the third Monday of each month. They are an important opportunity for our members to keep in contact, and for us to showcase the studio and welcome new members. We continue to hold our Tips and Tricks days when members share ideas, techniques and experiences. All our workshops and special days are advertised on our website and are usually open to the public, but most have been limited to members due to the COVID-19 guidelines. Our members' work was displayed in the Mezzanine area of the Primrose studio, and in the inTransit area at the Council Chambers.

We also opened the studio during the NSC Children's Day festivities. It was a happy and hectic time with about 50 people joining in the activities such as paper making, masks, animal eyes, paper planes, paper dyeing and other forms of paper use.

Despite the building being closed for three months of the year we have maintained our membership and continued to have activities that members and non-members have taken an interest in. We're looking forward to being able to involve more of the community in the near future as restrictions ease.

CALLIGRAPHY



Australian Society of Calligraphers 150 total, with just over 39 local members: Meets every Wednesday (& monthly weekend workshops); President Susan Tyler <u>suespense@gmail</u>.

Our Aim: To promote and practice the unique and traditional art of scripting and calligraphy in our digital environment.

RAS Exhibition – Participating since 1983, the annual calligraphy exhibits included: Traditional (Open & Novice sections); Contemporary (Open & Novice) and Off-the-Wall (non-hanging works). Many of these entries were workshopped at Primrose Park. A number of members also demonstrated calligraphy at the ASC stand in the Exhibition Hall. Unfortunately, due to the Covid-19 pandemic, the RAS exhibition was not held in 2020, as the Sydney Easter Show did not take place.

Sydney Craft and Quilt Show - This annual Darling Harbour exhibition attracts many thousands of visitors. Our calligraphy stand demonstrated, promoted calligraphy and wrote bookmarks that were happily received by the general public. The 2020 Show was postponed until October, then cancelled completely due to Covid-19.

St Ives Medieval Faire - The ASC was again invited to take part in this annual event with medieval societies not only from all over Australia but also Europe and England taking part. The ASC had its own turreted medieval-style tent in which to demonstrate calligraphy and otherwise show off our wares. **ASC Workshops** – Workshops this year have been held by internationally acclaimed calligraphers, Gemma Black, Massimo Polello. A range of monthly one or two day weekend workshops are held on specialist topics for all skill levels, for example our October workshop we did modern Capital letters using varied types of materials. In the second half of the 2019/2020 year, one international and one local face-to-face workshop had to be cancelled due to the virus. Both workshops were conducted online instead, while another local workshop was cancelled completely.

Resources – the Society's Library has an extensive range of books and periodicals from traditional and contemporary calligraphy and hand lettering available.

Public Talks, **Visual Presentations and Demonstrations** - As in prior years we hold talks in conjunction with the State Library of New South Wales in the Metcalfe Auditorium, this we try to do when we get an overseas calligrapher, so this can be attended by not just the society but members of the public as well. On average we usually get around 150 to 200 people attending. In the first half of the 2019/2020 year we held a visual presentation by a leading international calligrapher at Primrose Park.

TEXTILES

Textiles Sydney is a collective formed to foster the development of art made with textiles. It provides a forum for textile practitioners to share knowledge and also facilitates community art projects. The organisation has grown out of a group of textile lovers that originally met in the artists' studios at Primrose Park to embroider a communal tablecloth while discussing the world, as sewing circles in many cultures have done for millennia. This community art embroidery project, now in its fifth year, meets on the first Wednesday afternoon of each month. We also have a spinners' group that meets on the second Wednesday of the month in the evening to experiment with the art, materials and practice of spinning fibres for embroidery, knitting or weaving. We welcome complete beginners as well as skilled craftspeople. The aim of the groups is to share skills, knowledge and conversation and enjoy each other's company. Once a year we prepare a feast spread on the communal tablecloth in the beautiful environment of Primrose Park.

Textiles Sydney was incorporated in 2020 and currently has ten members. New members are welcomed monthly as word spreads of this new organisation despite the impediments presented by Covd19. For general enquiries please see our webpage http://www.primrosepark.com.au or email <u>committee@primrose-park.com.au</u>

Primrose Park Art & Craft Centre Inc ABN: 65 065 606 100 (Incorporation Number NSW 0706827) Matora Lane, Cremorne NSW 2090 PO Box 152 Cremorne, NSW 2090 Created: 9/08/2020 5:48 PM

Primrose Park Art & Craft Centre Inc

Profit & Loss [Budget Analysis]

July 2019 To June 2020

9A Murdoch Street Cremorne NSW 2090 ABN: 65 065 606 100

	Selected Period	Budgeted	\$ Difference	% Difference
Income				
Interest CBA Deposit	\$49.59	\$50.00	-\$0.41	(0.8)%
Papermakers Fees	\$3,713.00	\$4,500.00	-\$787.00	(17.5)%
Photographers Fees	\$2,250.50	\$2,700.00	-\$449.50	(16.6)%
Calligraphers Fees	\$1,837.50	\$1,900.00	-\$62.50	(3.3)%
PP Artists	\$737.50	\$1,000.00	-\$262.50	(26.3)%
Basketry NSW	\$487.50	\$800.00	-\$312.50	(39.1)%
Textiles	\$250.00	\$0.00	\$250.00	NA
Total Income	\$9,325.59	\$10,950.00	-\$1,624.41	(14.8)%
Cost of Sales				
Gross Profit	\$9,325.59	\$10,950.00	-\$1,624.41	(14.8)%
Expenses				
Consumables	\$200.11	\$620.00	-\$419.89	(67.7)%
Cleaning	\$810.00	\$1,200.00	-\$390.00	(32.5)%
Diary Member Attendance	\$0.00	\$30.00	-\$30.00	(100.0)%
AGM	\$140.08	\$150.00	-\$9.92	(6.6)%
Bank Charges	\$18.16	\$0.00	\$18.16	NA
IT & domain name	\$119.46	\$400.00	-\$280.54	(70.1)%
Insurance PL	\$3,385.80	\$3,000.00	\$385.80	12.9%
Maintenance	\$0.00	\$500.00	-\$500.00	(100.0)%
Open Day PPACCI	\$0.00	\$500.00	-\$500.00	(100.0)%
NSW Fair Trading fees	\$47.00	\$50.00	-\$3.00	(6.0)%
Post Box Rental	\$139.00	\$150.00	-\$11.00	(7.3)%
Post Renovation Improvements	\$4,000.00	\$3,000.00	\$1,000.00	33.3%
Printing	\$0.00	\$600.00	-\$600.00	(100.0)%
Rent	\$548.08	\$600.00	-\$51.92	(8.7)%
Services				
Electricity	\$3,107.90	\$2,500.00	\$607.90	24.3%
Total Expenses	\$12,515.59	\$13,300.00	-\$784.41	(5.9)%
Operating Profit	-\$3,190.00	-\$2,350.00	-\$840.00	(35.7)%
Other Income				
Other Expenses				
Art Awards	\$0.00	\$500.00	-\$500.00	(100.0)%
Total Other Expenses	\$0.00	\$500.00	-\$500.00	(100.0)%
Net Profit/(Loss)	-\$3,190.00	-\$2,850.00	-\$340.00	(11.9)%

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Primrose Park Art & Craft Centre Inc

Balance Sheet

As of June 2020

9A Murdoch Street Cremorne NSW 2090 ABN: 65 065 606 100

Assets					
Current Assets					
Cash On Hand					
Cheque Account	\$3,494.26				
Total Cash On Hand		\$3,494.26			
Investments					
Fixed Interest Investments	\$10,000.00				
Total Investments		\$10,000.00			
Total Current Assets			\$13,494.26		
Total Assets				\$13,494.26	
Liabilities					
Net Assets				\$13,494.26	
Equity					
Retained Earnings			-\$1,554.49		
Current Year Surplus/Deficit			-\$3,190.00		
Historical Balancing			\$18,238.75		
Total Equity				\$13,494.26	

This report includes Year-End Adjustments.

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Primrose Park Art and Craft Centre

Review of the Joint Strategic Plan 2019-20

MANAGEMENT OBJECTIVES	Complies
• to manage the centre for community use in accordance with the overall objectives of the Community Strategic Plan	Y
• to manage the centre in accordance with the Primrose Park Art and Craft Centre Strategic Plan 2017-2019	Y
• to manage the centre in accordance with the aims and objectives of Council's Community Centres Policy	Y
• to provide and maintain a high quality community centre which meets the needs of the local and wider community	Y
• to cater for people with disabilities within the physical constraints of the centre	Y
to provide for public safety	Y
• to ensure the Plan of Management is flexible and able to evolve with changing community attitudes	Y
• to be prepared to look beyond the Centre's immediate locality, through maximising existing resources, to enable delivery of outreach services where appropriate and needed	Y

Primrose Park Art and Craft Centre Inc (PPACCI)

Review of the Joint Strategic Plan 2019-20

Specific Goals	Complies
Strategy 1 Finance	Ŷ
Objective 1 Maintain prudential reserves	
Objective 2 Maintain Public Liability Insurance	
Objective 3 Review the basis of charging Groups for PPACCI membership	
Objective 4 Move to electronic Banking	
Strategy 2 Centre Management and Governance	Ongoing
Objective 1 Support Council's Artists Studios	
Objective 2 Seek additional committee members and rotate Chair every 3 years	
Objective 3 Update PPACCI Rules every 3 years	
Objective 4 Introduce Risk Management	
Objective 5 Assess signage	
Objective 6 Create accessible database for governance documents	
Objective 7 Review and update website	
Strategy 3 Build and Maintain Stronger Intergroup Relationships	Ongoing
Objective 1 Hold regular joint exhibitions of works open to the public	
Objective 2 Hold exhibition of members' work every 2 years in Hutley Hall	
Objective 3 Encourage interaction of groups including Management Committee member	s attending different groups on a
rotational basis	
Strategy 4 Facilitate Publicly accessible courses	Y
Objective 1 Bring together teachers and subject specialists to run courses, booked throu	
Objective 2 Ensure courses are consistent with the Joint Plan of Management with Cou	and with the lease

Primrose Park Art and Craft Centre Inc (PPACCI)

Review of the Joint Strategic Plan 2019-20

Strategy 5 Improve storage capacity and reduce floor clutter Objective 1 Develop clear guidelines and protocol for all groups	Y
Objective 2 Upgrade tagging of equipment	
Strategy 6 Work Health and Safety	Y
Objective 1 Implement Code of Conduct	
Objective 2 Annual clean up	
Objective 3 Annual site Inspection	
Objective 4 Storage of chemicals	
Objective 5 Liaise with Council's works team n preventative maintenance	
Strategy 7 Community Engagement, Planning and Activities	Ongoing
Objective 1 Create post-renovations marketing Plan	
Objective 2 Develop relations with community centres in North Sydney	
Objective 3 Explore opportunity of part time administrator	

NOTES ON FINANCES					
Grants	NSC	Other			
	Nil	Nil			
Turnover	Year	Income	e Expenditure		
	2019/20	\$9,326	\$12,516		
Sustainability	Year	Result	Reserves (Equity) Funded liabiliti		
	2016/17	\$2,887	\$21,891	Not applicable	
	2017/18	\$1,239	\$23,131	Not applicable	
	2018/19	(\$6,447)	\$16,684	Not applicable	
	2019/20	(\$3,190)	\$13,494	Not applicable	

Note: PPACCI accounts on a cash basis. Results for 2019 and 2020 were impacted by additional expenditure on post-renovation items including shelving, cupboards and restocking. The 2020 results were also impacted by closure of the building and group levy reductions due to Covid-19.