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# MINUTES

## BUNDOORA HOMESTEAD ART CENTRE BOARD OF MANAGEMENT

Board meeting held at  
Bundoora Homestead Art Centre,  
7-27 Snake Gully Drive, Bundoora  
on Tuesday, 22 November 2016  
at 6.00pm.

# MINUTES

## 1. ACKNOWLEDGMENT OF LAND

The Board acknowledged that we are meeting on the land of the Wurundjeri People the traditional custodians of the land and paid respect to their elders past and present.

## 2. WELCOME (PRESENT, QUORUM = 5 MEMBERS)

MEMBERS: Lyndel Wischer, Michael Brennan, Kade McDonald, Alice Park, Valentina Maxwell-Tansley, Kirsten Matthews

Cr. Gaetano Greco (arrived 18:00), Cr. Tim Laurence (arrived 18:09), Cr. Susanne Newton (arrived 18:12)

GUESTS: Vicky Guglielmo (Manager, Creative Culture)

## 3. APOLOGIES

APOLOGIES: Ella Hinkley (Gallery Manager), Katrina Knox (Director, Community Development), JD Mittman, Christina Lew, Giacomina Pradolin, Angela Bailey, Janette Lewis

## 4. DECLARATIONS OF INTERESTS AND CONFLICTS OF INTEREST

Nil.

## 5. CONFIRMATION OF MINUTES OF PREVIOUS BOARD MEETING

### RECOMMENDATION

**THAT** the Board confirms the minutes of the Bundoora Homestead Board of Management meeting of 20 July 2016.

Moved: Lyndal Wischer

Seconded: Valentina Maxwell-Tansley

## 6. MATTERS ARISING FROM PREVIOUS MINUTES

Gift Fund – document to be distributed, discussion item at next meeting.

Collections Policy – document to be distributed, discussion item at next meeting.

All members to provide feedback on the Collection Policy – Drop Box to be set up, Valentina Maxwell-Tansley deferred to next meeting.

## 7. ANNUAL REPORT

Section 6.1 of the Bundoora Homestead Board of Management Charter states that:  
*The Committee will provide an annual report to Council on its activities for the year. Specific proposals for consideration will be separately reported to Council.*

An Annual Report has been drafted and feedback has been sought from Valentina Maxwell-Tansley, Chair of the Board; Vicky Guglielmo, Manager Creative Culture and Alan Cochrane, CFO.

### RECOMMENDATION

**THAT** the Board confirm the draft of the Annual Report and that the Gallery Manager prepares a final draft of the Annual Report with new inclusions, as per Discussion Notes below, to be emailed to Board for endorsement. Following this endorsement the Gallery Manager will prepare a briefing paper for the Annual Report to be presented to Council.

Moved: Michael Brennan

Seconded: Alice Park

### **Discussion Notes:**

#### EXECUTIVE SUMMARY

Executive Summary should include reference to:

- New Activities undertaken
- Testing out ideas
- Strategic Review – realities of current operating conditions
- Funding – limitations imposed by current resource allocation
- Return on investment
- Success in attracting & leveraging funds
- External Chair needs to be mentioned.
- Bottom paragraph of first section of Report to be summarised into Executive Summary.

Body of report should highlight:

- High level of currency in external support – ability to attract external funding
- Currency of programming
- Effective use of staffing resources
- Levels of staff is low for output achieved
- Would a visual metric strengthen the report?
- Visitation against population of Darebin 144,000.

**ACTION:** AP to connect with VG on benchmarking metrics to place BHAC in context of other like organisations

- Visitors want more marketing of the Homestead – what is behind this? Can this be explained more clearly?

Lead with strengths. Agenda for growth.

Images in report are an effective way of demonstrating strengths and value. Blow up a hero image that shows participation and engagement.

Report could include quotes from:

- Funders
- Artists
- Audiences
- good testimonials to include in the executive summary

Report should reference:

- Community Consultation.
- Overall community feedback
- Achievements
- Business development and efforts to ensure a sustainable future for the Homestead.
- BHAC is a hub for the North.
- Workshop that feeds into the development of 2017 has taken place – more will be released soon.
- List Board Members

## 8. FUTURE OPTIONS REPORT TO COUNCIL

A future Options document has been drafted and feedback has been sought from Valentina Maxwell-Tansley, Chair of the Board; Vicky Guglielmo, Manager Creative Culture; and Alan Cochrane, CFO.

### RECOMMENDATION

**THAT** the Board confirm the Future Options Report with agreed changes to be made and that the Gallery Manager prepares a briefing paper for the Future Options Report to be presented to Council. Changes to be made are referenced in the Discussion Notes below.

Moved: Valentina Maxwell-Tansley

Seconded: Alice Park

### **Discussion Notes:**

- Ensure emailed feedback from members is considered.
- Should the report benchmark against other like galleries?
  - Benchmark LGA of a similar size i.e. Town Hall Gallery (Hawthorn), Port Philip
- The option of 'Renewal' is the option the Board are recommending to Council in the first instance.
- Question: Is the business plan to move from 'Renewal' to 'Expansion' (options listed in the Report)?
- Current status and need for action not highlighted enough. Need to be stronger. Outline a four-year plan.
- Small table is needed on the front page with number of outputs and outcomes.
- Each scenario needs numbers with impact and outcomes.
- Quantify the increased investment
- Summary of business plan and attendances.

Benefits need to be convincingly articulated. Less points – more pragmatic and specific to the Homestead.

Highlight:

- BHAC is a citywide cultural asset. This point needs to be amplified.
  - Argument for investment in a cultural offer for the whole of the city but based in the North (not a cultural offer just for the North).
  - This will be:
    - Destination.
    - Carrying out an activity that adds value to the whole of the city.
    - Whole of city participation – a unique art gallery – only one of its kind.
    - Openings and Exhibitions that service the whole of the community.
- The Art Collection needs to be referenced.
  - 2 collections managed from one site (indoor and outdoor)
- City investment in assets – cultural contribution. % directed towards cultural investment in the overall budget.

## 9. GENERAL BUSINESS

Programming Calendar – A brief overview of upcoming exhibitions and projects at the Homestead.

Emerging Issue – There are a range of staffing issues that have become apparent at the Homestead over the last 18 months: individual staff working alone, no lunch breaks, casual staff in what are permanent roles, staff unable to attend training or meetings. Options are being prepared for further consideration.

### **Discussion Notes:**

For future discussion:

- Visitation 11,000 – what is the financial cost per visitor?
- Valued by people that come here – can this be leveraged for income?
  - gold coin donation
  - engaging an artist to create a donation box of artistic value
  - Gift fund & Donations
- Memberships. Friends of the gallery.

## 10. DATE OF NEXT MEETING

Board Meeting: 15 February 2017.

**Meeting Closed at 19:34.**

## APPROVAL OF MINUTES

Once confirmed at the next meeting, minutes must be signed by the Chair:

Signature \_\_\_\_\_

Date \_\_\_\_\_

Valentina Maxwell-Tansley, Chair