

## **COUNCIL MEETING C2021-1 REPORTS**

**Thursday 25<sup>th</sup> March 2021**

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### **NATIONAL CHAIRMAN'S REPORT**

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After an extraordinarily challenging year for everyone in ADFAS, most people gave themselves a break over the Christmas and New Year period. Since then, it has been full steam ahead for all Chairmen, the Lecturers Committee and the Executive Committee in preparation for the ADFAS year in 2021.

It is exciting to see so many Societies able to go back to face-to-face lectures, albeit differently from before. I hope that those still offering digital lectures at home or in recess can get together as soon as it is possible to do so. There are only two Societies now in recess till mid-year, and five currently offering digital lectures only. We realise that there has been much to navigate for Societies around spatial distancing, COVID safe plans and rules, QR Codes, venues changing restrictions, and occasional lockdowns, not to mention sourcing your own lecturers. I congratulate you all, as this has been a difficult and very time-consuming task. However, if one can judge by the stories and photos from first lectures, or first gatherings, your efforts have paid dividends. Members are happy to be able to get back together again and enjoy what ADFAS has to offer.

The Executive Committee met in early February in Brisbane. The meeting was our first face-to-face meeting since the Committee was formed in April last year. It was fantastic to discuss and share ideas in the group, rather than via a screen with occasional technical outages. We are working together as a united team to pursue our goals and work with you all to keep ADFAS strong.

The Executive Team have been busy, and we are proud to have achieved or to be working on the following:

- The new-look website has been launched with much praise, both internally and externally. The goal is to use the website to share Association and Society news with all our members and a wider audience as they explore more about ADFAS. We are very keen to encourage all members to go to the website to see what is happening, look at new videos, articles, links, and see what is happening amongst our Societies. The more people interact with the website, the more they become involved in ADFAS and spread the word.
- A workshop for new Chairmen was held in early February.
- The Association Strategic Planning workshop that was planned for March 2020 was finally held on 24<sup>th</sup> February 2021. Peter Farr, Treasurer ADFAS Perth, presented and explained the Association Strategic Plan to all Councillors, their representatives, Executive and Lecturers Committee. I look forward to the feedback and comments coming in, together with the discussion workshop on 17<sup>th</sup> March, a week before the Council Meeting and AGM. Once we are satisfied that the Strategic Plan is ready, we will be moving to ratify it properly with Council.

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## ASSOCIATION OF AUSTRALIAN DECORATIVE AND FINE ARTS SOCIETIES INC.

ABN: 91 683 036 082

Group Associate Member of The Arts Society

Meanwhile, the Executive Committee are fully committed to its implementation.

- Sean Moran's free Zoom lecture was fully subscribed after one day, and I was able to negotiate with him to do a second lecture which is also fully subscribed. In all, there are 980 registrants for his lecture. I am delighted that so many of our members were so keen to watch this lecture. We are incredibly grateful to Sean for his generosity in doing these lectures for us, as all have thoroughly enjoyed them.
- A survey of membership numbers has been done and considering the COVID situation and the fact that this survey is early in the year, the results are better than anticipated. While some societies have experienced significant membership decreases, ten have remained stable or had small reductions, and another ten Societies have increased their member numbers.
- ADFAS Insights third edition went to all members in January 2021
- The rebranding working party is working on "coathanger" questions to be sent to chairmen and eventually members. These questions will challenge us all about our perceptions of what ADFAS offers, what ADFAS is about, and investigate our name's relevance.
- There is now a draft outline of the Marketing and Communications Officer role kindly put together by Peter Farr and Leanne Casellas from ADFAS Perth using their extensive expertise. The Executive Committee will consider the position description and requirements and discuss this further to employ someone in the role later this year.
- Jane Smith, Lizzie Campbell and I will have attended all three Circuit meetings as observers by the 17<sup>th</sup> March, enabling us to have a greater understanding of the situation for all Societies and what support we can provide at Executive level.
- Plans for the Council Meeting and Workshops in Sydney in September are underway. Workshops will start at 2pm on Tuesday, with Wednesday being a full day of Workshops, and Thursday will be the Council Meeting with proceedings finishing at 1 pm. We have deliberately made the sessions longer to enable more discussion and workshops to occur, as we will not have met together for two years.

The next face to face Council Meeting and AGM will be in Sydney in 2022.

To keep the Association expenditure down in 2022 it will be recommended that the second Council Meeting in 2022 be a digital meeting.

ADFAS is very much about our people, in particular our volunteers. I am immensely proud of the way that all Society Committees, Executive Members and Lecturers Committee members have risen to the challenges that we faced last year and face going forward. All of us present have all given up much time to achieve a fantastic amount in the past year, we can be very proud of our achievements. We have all united as one large team working together towards common goals, creating this unified approach. We are all members of ADFAS, and by sharing, we can only grow and prosper.

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Thank you to you all for your support, hard work and dedication.

*Sue Drummond*  
National Chairman

## **NATIONAL VICE CHAIRMAN'S REPORT**

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This report is in three parts.

1. Church Recording Legal Deposits
2. Workshop Matters
3. Rebranding Working Party

### **1. Church Recording Legal Deposits.**

A great deal of correspondence and several phone calls have occurred since November E2020-4V, concerning Church Recording books and their safe (and required by NSW State legislation 2019), depositing at the NSW State Library. The matter is vexed and needed legal interpretation.

My involvement is purely because of my Church recording experience and knowledge of its history as far back as the early 2000s. With Executive approval, I wrote to Philip Jackson for his advice on this rather complex matter. I sent the information late on 28/01/2021.

Philip Jackson provided his advice in a thorough document which addressed this matter in a state-by-state way not just New South Wales. We owe Philip Jackson a debt of thanks for this extra mile.

His advice states that in his view there is no legal requirement for us to do other than what we currently do. i.e., provide a hard copy to the National Library of Australia and to the Royal Australian Historic Society (RAHS).

### **2. Workshop Matters**

- a. New Chairmen Teams Information meeting practice January 28
- b. New Chairmen Teams Information meeting February 3

New Chairmen Teams Information meeting: A letter was sent to the seven New Chairmen early in January and they responded quickly, and the first Teams Information Meeting was conducted on February 3 and a practice with Teams on Thursday 28 Jan where four attended plus one experienced chairman.

I circulated the Program to the New Chair and thanked all the people delivering the important content information – Sue Drummond, Nan Robertson, and Robyn Jackson. I wish also to thank the three experienced chairmen, Richard King, Lorraine Polglase and Denise Turkington, whose role was to answer any questions the new chairmen might have. I want to thank Lizzie Campbell the Chairmen Mentor for her understanding of the needs of Chairmen which helped inform the workshop content.

Information for New Chairmen Booklet is updated and is now online. ([New Chairmen Booklet](#) ).

In discussion with the National Chairman and the Chairman Mentor a letter will be prepared to all chairmen for any further workshop requests, which will be conducted after the March Council.

Circuit meetings have all been diarised and links sent to those meetings.

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## ASSOCIATION OF AUSTRALIAN DECORATIVE AND FINE ARTS SOCIETIES INC.

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- Hume: March 3 Wednesday at 11am EDST with Meg Larkin
- Cook: March 3 Wednesday at 2pm QLD 3pm EDST with Alison Bennett
- Flinders: March 17 Wednesday 11am EDST, 10:30am Adelaide, 8am Perth with Sally Louw

### 3. Rebranding Working Party

The Rebranding Working Party (RWP) produced the 'Rebranding Working Party Information Paper 1' which all Chairmen received on 13/01/2021. This paper outlined the 'scope and sequence' of the investigation. I have received positive and constructive feedback from seven Chairmen, and they raised a variety of other 'top of mind' side issues, especially about surviving in the COVID era.

Dr Florian Schweizer, CEO of The Arts Society has been very helpful about the process and progress since NADFAS rebranded as The Arts Society in 2017.

The RWP met via Zoom on Dec 15 & Jan 19 and the process is following the stages outlined in the Information Paper 1.

Opinion surveys: The RWP members composed a set of 'coat hanger' survey questions and trialled these via face to face or Zoom interviews with 8 individual members, plus a focus group of 3 members. Next, the pilot trial questions were converted into a SurveyMonkey format which was pilot tested on a further 10 stakeholders. The responses from the face to face interviews were entered manually into SurveyMonkey, making 19 responses in total from Qld, NSW, ACT and WA. This is not intended to be a statistically significant sample, but it is adequate for the purpose of ascertaining wording issues with questions and if the multi choice format on several topics works as intended. Executive Members have responded with input on the Pilot Test questions. All feedback has been collated, and the survey questions will be fine-tuned where needed.

The RWP's immediate steps are to discuss what surveys to proceed with and to whom they will be sent. The aspect of getting opinions from outside stakeholders is another consideration.

The RWP IS progressively compiling a list of possible names and suggested tag lines submitted by those who have replied to Information Paper 1.

Note: The Rebranding Working Party members do not have a personal, or group position, on rebranding and repositioning at this stage.

I ask that my report be accepted.

*Jane Smith*  
Vice Chairman

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### NATIONAL TREASURER'S REPORT

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This is my first Annual Report as ADFAS National Treasurer. It has been a year like no other, as we all know. It has also been a character-forming year for me in this capacity.

You have before you the 2020 audited Accounts and also the Budget for 2021.

It would be an understatement to say that the Executive Committee is conscious of every dollar of income and expenditure - as we all are.

For the Association you can see that things have worked out well and we have a surplus of \$47,116 for the year.

I do not intend to comment on every line of the accounts as many are self-explanatory but will comment on the larger items of income and expenditure as follows:

#### Income:

- Affiliation fees were levied at \$20 per member (including GST) in 2020, down from \$39.05 (including GST) per member for 2020, which was the amount ratified at the 2019 September Council Meeting.
- It was very pleasing to see such a high donation level to the Patricia Robertson fund in this challenging year.
- Term deposit interest rates are low, as everyone knows.
- COVID incentives were given to us by the New South Wales Government. These amounted to \$15,000 in 2020 and \$5,000 in 2021. This grant money has enabled the Association to have a larger surplus, thus enabling us to keep Affiliation fees low for 2021.

#### Expenses:

- Payroll covers the part-time employment of our able and productive assistants, Sarah Williams and Carolyn Larkin.
- We have new Insurance Brokers (TBIB) and have been able to reduce premiums.
- COVID contingency - The Executive Committee felt that the 2021 year should include a provision of \$10,000 carried forward from 2020 to cover unexpected expenditure.
- The Arts Society (UK) - this is our annual affiliation fee for the UK.

You will note that the income is higher than expenditure for the Arts Society magazine. Since the magazine fees were set in 2019, the Arts Society changed the style and number of editions, leaving us with a surplus for the Arts Society magazine in 2020.

Other items that require comment:

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### **Allowances for 2021:**

#### Travel Expenses for 2021:

Given cost-saving measures across the board for the Association – we ask that all those intending to fly to the September Council Meeting and Workshops, book the cheapest possible fare to enable them to arrive in time for the start and leave after the meeting has concluded. **Please book at least two months in advance.**

If you can travel by a cheaper means than flying, then please consider this option.

The rules for 2021 are:

1. Travel to September Council meeting for Society Chairmen, Society Observer, Association Executive, Lecturers Committee members and others required to attend and present workshops
  - a. travel expenses may include airfares (including insurance and one bag, but not seat selection or other additional charges), mileage (as below), taxis, trains, buses, airport parking
  - b. limit of \$440 including GST per person
2. Mileage reimbursement \$0.55 cents including GST per kilometre
  - a. for car travel to Council and Executive meetings
  - b. other road trips as approved by Elected Officers of the Association

#### Accommodation Expenses:

Accommodation at Council meetings for Association Executive, Lecturers Committee members and others required to attend and present workshops - two nights capped at the rate negotiated by the Association with the Conference hotel/venue

#### Executive Committee Meeting Expenses:

Travel and Accommodation for Executive meetings for Association Executive –limit of \$1570 including GST per person for 2021

Home hosting allowances: (Please note: The Lecturers Committee has advised that, due to COVID-19 implications, Home Hosting should be avoided if possible.)

These remain unchanged:

Bed and breakfast: \$60 single, \$75 Couple

Dinner bed and breakfast: \$80 single, \$100 couple

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### Qantas Business Rewards

The Association of ADFAS is registered for Qantas Frequent Flyer Points through the Qantas Business Rewards Program. Both the individual and the Association can earn Qantas Frequent Flyer Points if a member elects to quote the Association ABN No. 91 683 036 082 when making any bookings with Qantas. The Executive can use the Association Business Rewards for travel to Council and Executive Meetings a cost-saving measure for the Association.

### **Comments on the 2021 Budget**

The formulation of this Budget has been a process of balancing the Association's requirements for continuing basic business operations. The Executive Committee, while looking into the future are acutely aware of financial pressures on Societies.

After careful consideration, the Executive Committee has decided to set the Affiliation Fee for 2021 at \$25 (including GST) per member.

This fee level assumes 5,250 members and covers our necessary "door opening costs". It allows the Association to provide for communication and marketing (\$30,000), a face-to-face meeting in Sydney in September 2021 (\$17,500), Councillors Travel to Sydney (\$20,000), Covid contingency of \$10,000 and Society assistance of \$25,000. Any reduction of the fee level below \$25 will require a review and reduction of some or all of these activities.

The Executive Committee has agreed that the Association's recorded surplus in 2020 of \$47,116 be applied to 2021 expenses and will take the remaining shortfall, as predicted in the 2021 budget, from the Association reserves.

By following these actions, the Association can look at 2022 with some robust aims achieved in 2021 and an ability to (we hope) to resume "normal" operations in 2022.

We would also assume by then that most/all societies would be seeing a return to 2019 membership numbers, allowing the affiliation fee to return to a more normal level.

The accounting groupings (classifications) have changed a little this year to allow for easier recording and reporting. Consequently, some budget items express higher amounts than previously, while some are lower. (For example, Executive Committee travel and accommodation expenses are not included in Council costs but added to Executive Committee costs)

We are very aware that many Societies will face financial difficulties in 2021, so, as mentioned above, we have provided \$25,000 for Society assistance. The Association will offer assistance to those Societies that face financial difficulties due to the consequences of paying for travel and extra accommodation costs to enable them to host Australian lecturers in 2021.

Concerning communication and marketing, some may feel that this is not required this year; however, ADFAS needs good communication and marketing in place, prior to a launch back to a normal 2022.

Many businesses believe that the best time to strengthen the base is when things are slow or abnormal. The Association this year, as you all know, is investigating Re-Branding and defining

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and refining the Strategic Plan for the next five years. I might say that quite a few aims for the Strategic Plan have been or are close to being achieved this year.

The Executive team are committed to ensuring that these plans and activities are followed through to enable ADFAS to grow and prosper.

*John Griffiths*

National Treasurer

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<b>ASSOCIATION OF ADFAS</b>			
<b>Budget 2021</b>			
	<b>Actual 2019</b>	<b>Actual 2020</b>	<b>Budget 2021</b>
<b>INCOME</b>			
Affiliation Fees	223,638	115,564	119,332
Travel Commission	20,105	3,000	0
Council Events	14,046	0	0
Interest Received - Term deposits	10,737	4,330	5,000
Government grant		15,000	5,000
Reserve brought to account (Covid)			10,000
Other items	520		
Arts Society Magazine Sales	12,183	11,256	6,000
<b>TOTAL INCOME</b>	<b>281,229</b>	<b>149,150</b>	<b>145,332</b>
<b>EXPENSES</b>			
<b>Business overheads</b>			
Bookkeeping & MYOB	3,010	2,581	3,750
Administration Support	934		0
Archives	1,143	136	1,500
Audit Fees	1,200	1,481	1,500
Bank fees and charges	90	11	100
Employee Payroll	13,816	20,535	25,000
Gifts	1,386	180	400
Government Charges	220		250
Insurance	18,681	16,044	15,000
Legal Fees	500	0	0
Photocopying & office	523	778	1,000
P O Box/Postage	358	413	500
Promotion and marketing	0	200	30,000
Subscriptions	98	377	108
<b>Council and Society Expenses</b>			
Society Liaison	0	0	5,000
Council Events	16,264	0	0
Society Council Travel	31,359	6,678	20,000
Council Meeting Venue costs	56,824	14	17,500
Executive Meeting Expenses	25,076	13,432	21,000
Lecturers C'tee Meeting Expenses	8,447	3,114	4,500

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Overseas Lecturers Expenses	33,756	3,260	0
Covid contingency expenses	0	10,000	10,000
Society Assistance	1,951	182	25,000
<b>Other Association Expenses</b>			
The Arts Society fees	10,207	10,895	10,000
The Arts Society Magazine exp	11,253	5,999	6,000
ADFAS In The Community	1,559	176	1,500
Website and IT	11,512	5,384	9,500
Software	27	163	1,000
<b>TOTAL EXPENSES</b>	<b>250,166</b>	<b>102,154</b>	<b>209,108</b>
<b>PROFIT (LOSS)</b>	<b>31,063</b>	<b>47,820</b>	<b>-63,776</b>

<b>PATRICIA ROBERTSON FUND</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
<b>Income</b>			
Society Contributions	9,861	9,331	6,000
Interest received	3,188	1,371	1,000
<b>TOTAL INCOME</b>	<b>13,049</b>	<b>10,702</b>	<b>7,000</b>
<b>Expenditure</b>			
PRF Awards	6,000	6,000	4,000
PRF Sydney Opera House	5,000	0	0
<b>TOTAL EXPENSES</b>	<b>11,000</b>	<b>6,000</b>	<b>4,000</b>
<b>PROFIT (LOSS)</b>	<b>2,049</b>	<b>4,702</b>	<b>3,000</b>

## **LECTURERS COMMITTEE REPORT AND INFORMATION ON LECTURES FOR 2022**

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I received an email from a current society committee member and past society chairman recently. It is queries like this make the Lecturers Committee look at why we do things, the way we do them and if there are ways of doing things better. I have paraphrased the email:

*“I write to express my concerns regarding the plan for International Lecturers to return in full force in 2022. ADFAS in general has just experienced a tumultuous past twelve months. This of course a direct result of the impact of COVID 19. I believe we should be working towards better protecting ourselves from future adverse events. We are blessed with wonderful talent on our shores. Let us foster and nurture our own leaders in the world of Decorative and Fine Arts. As a National Society we need to focus on encouraging and developing a greater national pool of talent. We must recognise and identify these individuals and promote their strengths. It would be more appropriate to have a representation of 50% International Speakers and 50% National Speakers.”*

I have included part of my reply below so that all councillors are part of this conversation. Below is an extract from the Association of ADFAS Guidelines which we operate under: (this document is available on the ADFAS website under Governance / ADFAS Guidelines)

### *4.4 Background Information*

- ***The Lecturers Committee provides six The Arts Society/overseas lecturers that form the core program.***
- *In addition, Societies may engage as many Australian lecturers as they want or can afford. A Society budget may preclude engaging ANY Australian lecturers in any given year. It is not obligatory to engage Australian lecturers.*

The entire invitation process for the 2022 program was completed before COVID 19 was declared a pandemic and anyone realised how significant it would prove to be. Even if this was not the case the Guidelines that the Lecturers Committee operate under require us to provide to each society 6 overseas lecturers a year and until such time as the majority of the Association of ADFAS Council vote to change those Guidelines it is our obligation to provide those 6 overseas lecturers for each circuit.

This is not about the Lecturers Committee undervaluing our Australian Lecturers. We encourage societies to invite as many local lecturers as financially viable to compliment the program of overseas lecturers. We believe the majority of our lecturers are every bit as good as their overseas counterparts, but many have other employment and, in a post COVID world they will return to their normal busy lives. This means we would struggle to provide the required lecturers if as you suggest we had 50% Australian Lecturers. Societies have traditionally had very mixed attitudes to the Australian Lecturers, some believe they should only lecture on Australian topics, some believe they are a great way of balancing the program and a few do not believe they are of equal quality and use them as a filler so they have a lecture every month from March to October. Figures taken from the Australian Lecturer spreadsheet provides the following information regarding the number of local lecturers invited by the 38 societies:

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- 2018 - 2 societies had 1 Australian lecturer, 24 had 2, 8 had 3 and 1 society had 4.
- 2019 - 5 societies had 1 Australian lecturer, 25 had 2, 6 had 3 and again, 1 society had 4.

Most TAS lecturers consider the lecture tour as a holiday and unique opportunity to visit this continent. Most Australian lecturers would not be in a position to spend the 4 weeks away to complete a whole tour as the circuits are currently arranged. The list of TAS lecturers we have access to has well over 200 willing to tour Australia, while the current list of Australian lecturers has less than 50. As we would require 12 per year to complete the 3 circuits if we worked on 50 % Australian quota, we would exhaust the current pool quite quickly as most societies do not like a lecturer to return too soon.

Many societies that chose to provide digital lectures did so because it was the only alternative as government restrictions prevented societies from meeting. Societies like Perth and Fleurieu returned to face to face lectures as soon as they were able with Perth having 3 Perth based lectures late last year, all 3 of whom would not have been available due to normal work commitments except for COVID 19 restrictions.

The Lecturers Committee are documenting the procedures we applied so that future committees have access to the information. Yes, pandemics will happen in the future but what we have learnt from this one will help ensure that ADFAS is better prepared and will be able to react quickly when the next occurs. I would like to say for the record that the Association of ADFAS and the Lecturers Committee reacted much faster than the TAS organisation and they have access to a paid workforce.

What sets ADFAS apart from other institutions like art galleries, museums and community groups who have access to the best of Australia's lecturers and curators, is our ability to provide a program of overseas lecturers. If we change the balance, we will no longer have that advantage. COVID 19 has created a quite different ADFAS environment but not sufficiently so to change our whole philosophy and reason for being.

I hope this explains why it is our intention to continue to provide quality overseas lecturers, despite the challenges we have faced (and will no doubt continue to face) due to COVID-19. We will also continue to grow our pool of Australian lecturers and encourage societies to try out our local talent and provide the Australian Lecturers Coordinator the details of any lecturer you feel worthy of inclusion in the register.

Congratulations to you and your committee for your adaptability, leadership and continuing enthusiasm for ADFAS. 2020 proved to be an extraordinary year while 2021 has required you to take much more ownership of your program as each of you were working with different state and local restrictions.

We know that we are planning with optimism, but we understand we must be flexible. We may have to cancel some tours, particularly those at the start of 2022, if circumstances continue as in 2021. We had a recent cancellation in Flinders Circuit for February/March 2022 and have elected to invite Kathleen Olive, an Australian Lecturer, as a replacement. We felt it was inappropriate to invite an overseas lecturer to fill a spot when we were highly unlikely to be able to get them into

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the country given the travel information at the time. We will continue to monitor the situation and make changes as necessary.

In the event of a TAS lecturer being unable to tour in 2022 the lecturers committee will do their best to arrange face to face lectures with Australian lecturers, perhaps splitting the circuits in 2 if the length of the circuit is too great for the lecturers. Australian lecturers will be offered the Australian Lecturer rate as they have not had to pay for international airfares as the overseas lecturers do.

As with last year we will not be sending out contracts for 2022 until we have greater certainty about the ability of the lecture to tour Australia.

The Lecturers Committee remains unchanged for 2021.

*Nan Robertson*

Lecturers Committee Chairman

## REPORTS

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### a. Website

#### General.

COVID, despite its impact on ADFAS, provided the catalyst to upgrade our website, in conjunction with increased awareness by social media. The Login/Committee (private) section of the upgrade was completed in October 2020 and the Home Page (public) section at the end of January 2021.



#### ADFAS Web Site: 'Home Page' Planning

- We investigated ways to make the Home Page more attractive to website visitors.
- Requested & received two quotes.
- Found that Sarah Williams, our website manager, had the skillset to do a more cost-effective job in-house.
- Tasked the project to Sarah, along with myself and Sue Drummond (with some final tweaking by Webics).
- Incorporated ADFAS CONNECTIONS (with Art Talks, Insights, Great Reading & Useful Links) as a new 'public domain' communication tool.
- Sourced and utilized new images, colours, headings and hyperlinks.
- Highlighted our Corporate Associates.
- Published in late January 2021.

This was an amazing achievement by 3 people, with extra input by EC members, that took around 8-10 weeks over the 2020/21 Christmas holidays.

#### ADFAS Society Web Pages: Information and Updates.

- The primary purpose of a web page is to engage and inform.
- Every society web page is the **'public face' of your society**. This is where website searches send interested people, guests and prospective members.
- To keep members and visitors engaged yours should be cheerful, welcoming and informative. This means writing an interesting introduction and listing all your Newsletters, Membership Forms, Program PDF etc.
- Society Newsletters (one regular colourful and interesting page is sufficient), make excellent reading - do have a look as many include fascinating articles, membership ideas, quizzes, links and COVID strategies.
- Please send your society web page updates to Sarah Williams - [website@adfas.org.au](mailto:website@adfas.org.au).

#### 'ADFAS Website Handy Guide to Contents' and 'Who is Responsible for What'.

- In February this year I sent each chairmen a full inventory of both the Public and Login sections of the website, including who is responsible for what sections. Do keep a copy of the **ADFAS Website Handy Guide** by your computer and suggest likewise to your committee. (*Find it at Login/Committee/Sections 2.D and 6.A*).

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- Note: some Login/Committee documents will change or be updated from time to time, particularly after the March & Sep Meetings. Please refer to the web page for the most recent & up-to-date documents.
- I ask each society to share any of their society Tips and Hints, Society 'good' News items, Interesting Reading articles - anything that we can share, learn from and enjoy together.
- One of the best ways we can strengthen our organization, both separately and collectively, is to talk, share and engage - even by visiting each other's lectures. Your contributions matter!

### Data Analytics

Comparative data analytics for 2020/2021 will become more relevant and informative over the year, providing an indication of how we are progressing since COVID and the website update. They already show an increase over past months in ADFAS Facebook & Instagram visits.

**The website is our combined public face and an entrée for new members and visitors. By making small regular contributions all societies can help to keep it relevant, informative, attractive and engaging.**

*Helen Milne*

National Website Coordinator

### **b. Newsletter Editor Report**

The e-newsletter, ADFAS *Insights* is designed to provide a brief update about ADFAS to all members.

Initially three Society Chairmen said they did not wish to forward their member's email addresses on the grounds of privacy, and thus their members did not receive it. A 4<sup>th</sup> Society (unknown) also does not wish to receive it. Two of those three Societies have since had the newsletter emailed to members.

### Distribution Dates

20 July 2020.

18 October 2020

25 January 2021

18 April 2021

A link to the Newsletter was sent to those Chairs who wanted to insert it into their newsletter.

### Summary of 1<sup>st</sup> Newsletter after distribution

- 3,480 successful deliveries (85.3% success)
- 64% opened it with 2 weeks of receiving it.
- 3 members have unsubscribed

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## ASSOCIATION OF AUSTRALIAN DECORATIVE AND FINE ARTS SOCIETIES INC.

ABN: 91 683 036 082

Group Associate Member of The Arts Society

### Summary of 2<sup>nd</sup> Newsletter after distribution

- 4,250 successful deliveries (98.9% success)
- 2,564 opened within 1 week of delivery (60%)
- 248 visits to landing page interview with Nan Robertson
- 378 visits to landing page "What's On"

### Summary of 3<sup>rd</sup> Newsletter after distribution

- 4,400 successful deliveries (99% success)
- 3,072 opened (70%)
- 491 visits to the website
- 196 visits to landing page "What's On"

A selection of comments received via return email about the newsletters,

- Congratulations on ADFAS Insights Edition 1. So very good to hear from the Association Chairman and details of the Association and Lecturers Committees and all of the excellent volunteers that make up those committees.
- Thank you so much for all this information, fascinating reading, particularly on our new National Chairman.
- Good newsletter – well done.
- An interesting email. thankyou
- Well done Sue. Terrific. All the best
- One reader thought the Lecturer's story was actually an ad for a paid position.
- What a super newsletter. I enjoyed reading it and know my members would too. The explanations for the lecturers committee are excellent. Most useful for the bigger picture. Well done.
- I sent ADFAS Insights round to our committee and they all think it is great, congratulations to you and the editor. Of course, your first issue is especially good for Narrabri as it is our long-time committee member Annie Lampe and her sister in Perth and one other of our great committee being Lizzie who were part of the Perth start, but I know that the next issues will be just as good!
- I think it is such a good thing to give our members that broader understanding of what ADFAS is, besides just another association needing a yearly subscription! Well done you clever things!
- I hope every member does not take the opportunity to thank you for instigating ADFAS Insights but I did want to say how much I appreciated it.
- Congratulations! Can't wait for Insights Edition 2.
- I have just read your ADFAS insights. This is an inspirational piece of work, so congratulations on this great initiative. The selection of lecturers is a topic raised frequently - both within the committee and by our members, so this will be most beneficial.
- Thanks for Insights! Also for the many efforts being made to keep us engaged and connected.
- I have just received my copy of ADFAS Insights and at a quick glance it looks as if it offers a lot of very interesting reading, which I will look forward to settling down to when I have a second.

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- Thank you so much for sending me Edition 3 of your of 'ADFAS Insights'. Super new website - bright, colourful and grabs the attention. It is so interesting to read what your different societies are involved in. I'd love to go to the 'Sizzle'!
- I was particularly interested in your Awardees - everything from metal conservation to photographic materials and cultural materials.

### Critical feedback...

- We also welcome critical feedback and have responded to requests to make the newsletter more pdf friendly and printer friendly.
- We have been asked to date the newsletter to make for easier archival reference,
- Requests came in for identifying the authors of the articles and information in the newsletter.

### Summation

- Overall, the newsletter has been well received.
- Criticism has been constructive and acted upon.
- It has been found to be a useful vehicle for keeping the Societies front of mind particularly in January 2021 encouraging members to re-join as the newsletter was sent to both current and non-current members of all Societies.
- It is a useful format to distribute information about the National ADFAS organisation and its associated activities.
- The Young Arts Society news is very popular
- The news about the Patricia Robertson Fund recipients and their conservation work is also well received.
- Another popular topic is what other Societies do to spread the word about ADFAS and their Society and those Societies reach out to the broader community.

*Susie Craig*

National Newsletter Coordinator

### **c. Social Media Report**

- Instagram – 155 followers, a great result when it was only launched in April 2020.
- Facebook – 563 followers, steadily growing with constant interaction
- Our reach to an ever-growing wider demographic is reliant upon these platforms together with the newly revamped website – a massive improvement and without doubt the way of our future.
- It should be noted that connections through FB and Instagram extend to The Arts Society, numerous English towns and members of the Arts Society, and enjoys interaction with many different overseas and Australian lecturers. This connection has been vital during the past year.
- Thank you for continuing to send through news of your gatherings, events, and forays back into live lectures, particularly those of you who do not have Facebook or Instagram pages of your own. Email me at [nationalsocialmedia@adfasc.org.au](mailto:nationalsocialmedia@adfasc.org.au) for inclusion in these two platforms and the Events & Activities section on the ADFAS website.

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ABN: 91 683 036 082

Group Associate Member of The Arts Society

*Elizabeth Campbell*  
National Social Media Coordinator

### d. **Chairman Mentor Report**

Thank you to those of you who are tackling the start of 2021 with forward thinking and enthusiasm, and booking lectures, interest days and special events to the best of your ability with some COVID-19 restrictions still in place. For those of you not quite off the ground yet, we wish you every success in your plans ahead.

The majority of societies are embarking on face-to-face lectures, with some offering online video options in addition to live get togethers.

Memberships and guest tickets across the board appear to be selling better than first envisaged, with many in the community just wanting to be out and about again.

However, venue capacity restrictions do complicate matters, and whereas two back-to-back lectures on the same day are planned by a few societies to counteract this problem, this is not a financially viable option for some.

The TryBooking ticketing system has greatly helped societies with the control and management of planning their events, especially with the complication of seating restrictions. Any societies who have not yet investigated the advantages of using this system, I strongly recommend it. Answers to frequently asked questions here: <https://www.trybooking.com/faqs>

Similarly, the Mailchimp newsletter base has proved invaluable for societies during 2020, a difficult year where keeping in contact with members and friends was of vital importance. More info here: <https://business.tutsplus.com/articles/how-to-create-an-email-newsletter-with-mailchimp-for-free--fsw-39066>

*Elizabeth Campbell*  
Chairmen Mentor