



**2020/2021  
ANNUAL REPORT**

## Contents

1. Chairpersons Report .....	3
2. Mission Statement .....	5
3. Objectives & Goals.....	5
a) Corporate Responsibility and Governance .....	5
b) Program Delivery .....	6
c) Marketing .....	7
d) Funding & Revenue.....	7
e) Stakeholder Engagement .....	9
f) Human Resources/People .....	9
4. Financial Report .....	9
5. Overview .....	11
6. Acknowledgments .....	12

---

## 1. Chairpersons Report



The last 12 months have been interesting, challenging and rewarding to say the least.

To see the building from commencement to completion has been a highlight. Disruptions throughout were minimal with Smith Construction accommodating our needs.

Our Memory Brick fundraiser was launched and promoted through the local media with a number of member's stories featured. This has brought a lot of past students back to the Centre and created a lot of interest in the community.

As Chairperson I have tried to visit all groups throughout the year and familiarise myself with what everyone is doing. It never ceases to amaze me at just what a talented community we are. The Raku firing I attended, conducted by the Bunbury Studio Potters, was a truly enlightening experience. Thank you for including me.

Summer School was once again a great success and I look forward to the 2021 event.

Transitioning to the new building and handovers were started in January with completion in February. After much sweet talking and discussions with COB extra landscaping was provided. A very pleasing result. With the building completed we went about organising meetings with COB, organising the official opening and general run arounds for fitting out the new building.

I was extremely pleased to see air conditioning finally installed in the pottery room. I hope this makes for a more pleasant environment.

I attended the Knitting groups' very successful Charity Knit Day. Great to see our membership groups encouraging community involvement at the Centre.

In March the world as we know it changed drastically as the COVID-19 virus arrived and forced the closure of the Centre. All our plans, programs and events were thrown into disarray. Along with the bad came some good as it allowed the staff to move from the old office to the new without interruptions.

Reopening occurred in stages recommended by the Government and Health Authorities. Strict guidelines were put in place and continue to the present.

How fitting that the Felting Group were the first to hold a session in the new building. Once again thank you for the &20.000 donations.

I would like to take this opportunity to thank all those who have donated to SSAC this year. Your generosity is greatly appreciated.

The indoor Flea markets have continued throughout the year and have proved to be very popular and a great fundraiser for us.

The fascia on the new building was erected in June. It looks amazing and Bee's design of the hands in circles certainly lets the community know what we are about.

New fences were erected and the old removed giving us a wonderful space to the North side of the complex.

A digital screen has put the final touch to letting everyone know who we are and what is happening.

The new carpark has provided much needed organised parking, and a bike rack has been installed for our very fit and health conscious members and visitors.

Rebecca and I hosted an afternoon tea for our treasured 90+ and Life members.

July saw the Centre return to some normalcy with workshops organised, a school holiday programme completed and lots of enquires being made re: the hiring of the studios.

The new build has started to come alive with exhibitions being held in the entry, community groups holding forums, workshops being conducted over weekends and the entire complex hosting the Japanese Festival.

It is indeed a Centre we can all be proud to be part of.

In closing I would like to extend a very big thank you to the staff who have supported me through all the ups and downs and for all the work they have done to keep us safe from COVID and in making the transition to the new building go so smoothly.

I would also like to thank the Board members for all that they have in 2020 and to you the members, for always making me feel so welcome when I visit your group.

Due to the changing nature of our business, and as we move forward into 2021, the Board will be focussing on Governance which will involve continuing to update our Constitution, Strategic/Business Plan, and Policies and Procedures. With this in mind, it will be necessary to call a 'Special Meeting' of members sometime next year when all is completed, for ratification.

Let's hope the way forward will be productive, rewarding and brimming with creativity.

Carlene Williams  
Chairperson

## 2. Mission Statement

Stirling Street Arts Centre creates the environment for participation in arts and cultural activities by co-ordinating facilities, providing administrative support and marketing for its members.

## 3. Objectives & Goals

### a) Corporate Responsibility and Governance

#### Governance

#### Management Board

- The Board oversees the establishment and protects the organisations reputation by managing risk that might preclude it from achieving its goals;
- All Board members are non-executive directors and receive no remuneration for their services;
- SSAC has appropriate directors indemnity insurance;
- Board members are made aware of ethical standards and are expected to comply with relevant laws and Code of Conduct;
- The Board keeps an up to date Policy and Procedure Manual.

In 2019/2020 the Management Board consisted of the following Members:

Carlene Williams – Chairperson	Appointed March 2019
Rosa Sallis – Vice Chairperson	Resigned Oct 2019
Bethwyn Ivanac – Vice Chairperson	Appointed Oct 2019
Graeme Lush – Treasurer	Appointed Jul 2019
Cr Karen Steele	2 <sup>nd</sup> Term completed Oct 2019
Apikara McQuillan – Member	Appointed Oct 2018
June Hicks – Member	Appointed Oct 2018
Robyn Weidenbruch - Member	Appointed Jan 2019
Maria Tinoco - Member	Appointed Nov 2019
Helena Sahn - Member	Appointed Nov 2019
Rakshita Vishwakarma – Member	Appointed Nov 2019
Julian Bowron – Member	Appointed Nov 2019

Board meetings were held during the financial year with monthly financial and operational reports presented by administration staff to assist the Board in making sound and efficient financial decisions.

The Board met with Group Leaders four times during the year to record member's activities and achievements and to deal with any issues that arose.

The Board continued to improve strategies to ensure future development and expansion of the organisation in keeping with organisational goals.

The Board worked closely with the SSAC redevelopment community project leaders and stakeholders throughout the year to remain informed of changes and variables in the concept, planning and commencement of the new building.

## b) Program Delivery

### Programs and Activities

#### Workshops & Classes

The annual programming included the regular Start Arts and Tuesday Club courses and one-off workshops, throughout the school terms. Youth Arts was also a regular fixture through the year, with the popular Arts & Crafts Mix-ups in the school holidays. This year we have introduced private workshops. These are workshops that are not part of our regular programming but additional to. The benefit of these type of workshops is there is no cost for advertising as it is customer driven.

#### Tuesday Classes

Tuesday Club has had a rebranding to try to encourage more participation. Art all mediums is now Pastels & Paints with more of a focus on Pam Teaching the medium of pastels in 5 week workshops.

#### Start Arts

Painting Play with Jenni Doherty has been a regular feature of our program and has consistently sold out. Our regular programs such as Blooming Arts and Sarah McBride's oil painting classes have seen steady bookings each term also. The Pottery workshops in both hand building and throwing have continued to be in high demand throughout the year, and have encouraged more memberships to the Pottery group.

#### Youth Arts

Our Art explorers' programs have been well attended, with home school/ after school program for younger children, and a teens' class for older kids. Demand for the kids after school program has continued to be high with classes selling out each term. Primary Home school attendance has continued to be strong during the year, and Secondary Home school numbers have been steadily increasing.

#### Events

October	New building opening Open Day, Members Exhibition
November	
January	Bunbury Summer School 2021
March	Charity Knit and Crochet Day
April	No event this year due to COVID-19
May	Cuppa for Cancer – no major event this year due to COVID-19
June	WA Day, Life Members & 90+ Afternoon Tea

### Christmas Craft Fair and Members Showcase 2019

No event this year due to COVID-19

### Bunbury Summer School 2021

#### Cuppa for Cancer

Due to COVID-19 we did not have a major event this year. Once again we asked the groups to host individual fund raising days with all donations going to Cuppa for Cancer.

#### WA Day

## c) Marketing

Areas of improvement for marketing in 2020/2021 included:

- Installation of a digital screen outside of the new building which promotes our workshops and events.
- Continual updating of the SSAC website, ensuring ease of booking for workshops, as well as advertising upcoming events. **An expressions of interest form has been added for the community to put forward suggestions for workshops, and to be notified when their interest is the subject of a workshop.**
- Newsletters continue to be put out regularly, these are emailed to widen coverage **and can be directed to certain groups (kids art for example) to engage more closely with our target audience.**
- Advertising has been undertaken in local newspapers, radio, street banners, onsite signage, website, Facebook and email.
- More focus has been on social media promotion as it is the most cost effective in reaching our target audience.
- Funding bodies are acknowledged on all promotional material.
- We have developed some “how to” videos which are available free of charge on our website to further engage with the community.

## d) Funding & Revenue

### Operational Grants

City of Bunbury provided the major Operational Grant of \$66,625 in 2019/20, unchanged from 2018/19 \$66,625.

In the 2018/2019 year Healthway (WA Dept of Health) provided Operational and Program Grants of \$31,790, however in 2019/2020 the amount was reduced to \$18,200. Unlike 2019 there was no funding in 2020 for our general Members programmes, with funding being restricted to certain specific community events only.

---

City of Bunbury also provided SSAC with funding for Bunbury Summer School 2020 - \$15,273, compared to \$17,000 in 2019. BSS 2020 also received a grant of \$1,818 from Perkins Builders (2019 \$2,273). No grant for BSS 2020 was received from the WA Department of Local Government in 2020, after having received \$7,000 in 2019.

Grant funding is becoming more difficult to source and access as there are many more organisation and charities competing with us for a slice of the reducing pool of State Government funding. Our staff and board are continually on the lookout for any available grant funding suitable for our needs.

### Donations, Sponsorship & Philanthropy

For the 2019 year revenue from Sponsorships and Donation amounted to \$2,351, which was less than 1% of our total income.

As was referred to in last year's report, plans are in place to achieve a significant increase in corporate and philanthropic giving and sponsorship. For the 2020 year income from gifts, donations and sponsorships amounted to \$15,089, which is just over 5% of total income. Our goal is to increase this to 10%.

This is vital in view of the decline in State Government funding.

With the new building now complete and operational, and with new board members and office management we will be using all resources to seek out sponsors, donors and philanthropists to increase income for the Centre. A sponsorship brochure has been produced after considerable research, discussions and assistance from experienced practitioners in this area. With the new building prominently situated in the Bunbury CBD and the resultant increased awareness in SSAC and its activities, we are planning to attract corporate or private benefactors to sponsor and obtain naming rights to certain of our activities, or particular features of the new building. We have already received some encouraging responses, however more needs to be done in 2020/2021 and beyond.

### Membership

Our current membership continues to hover around 250. This is consistent with previous years, despite upheavals due to the new building development, and the increase in membership fees for 2020.

### Events, Workshops and Courses

Income from our regular Term length courses (Tuesday Club, Start Arts and Youth Arts and holiday programmes) amounted to \$71,227 (2019 \$79,307).

Bunbury Summer School income from classes was \$32,370 in 2020 (2019 \$34,706).

### Venue & Facilities Hire

Income in this area was saw a major increase with the new building open and regular hirers increased.



## e) Stakeholder Engagement

Group leader meetings were held once a term to ensure communication between board and the groups was open and regular. The office is continuing to improve systems of communication to the members and develop and maintain mechanisms for input from group leaders also. Regular communication has been delivered via mail boxes, email, phone and newsletters. Communication strategies for other stakeholders including funding bodies and sponsors are continuously being improved through electronic systems.

## f) Human Resources/People

With new programs and activities the centre is ensuring the levels of staffing match the developments as they arise.

The administration staff are:

Rebecca Corps – Centre Manager/Bunbury Summer School Co-ordinator

Di Mader - Accounts Manager

Bee Denham – Marketing

**Dionne Hooyberg – Administration / Programs Co-ordinator**

The Administration staff undergo yearly performance reviews and are supported with professional development and training.

## 4. Financial Report

Independent Auditor's Review Report by:

Graham M Sherriff  
PO Box A391  
Australind WA 6233  
Mob 0400 572 449

The independent auditor's review report was signed on 28th August 2020. Based in his review he certified that the financial reports give a true and fair view of our financial position as at 30 June 2020, and of its operating performance for the year ended on that date. This report and the financial statements for year ended 30 June 20 have been tabled and discussed by Board members at a recent board meeting, and it was resolved that the chairperson and deputy chairperson be approved to sign the Statement by Management Committee attached to the financial reports, for and on behalf of the Management committee.

Copies of the annual financial statements and auditors review report are available to be viewed upon request.

For the year ended 30 June 2020 SSAC recorded a surplus of income over expenditure of \$24,864. This result included some one-off items on income – Covid-19 Cash Flow Boost \$10,000; Capital Grant from city of Bunbury, in respect of equipment and fittings in the new building \$21,429; and Covid-19 JobKeeper subsidies \$36,000.

Following is a summary of the Income and Expenditure of SSAC for the year ended 30 June 2020, with comparatives for the previous year. This summary is extracted from the detailed Profit and Loss Statement –

SSAC Year Ended	<u>30/06/2020</u>		<u>30/06/2019</u>	
TOTAL INCOME	346026	%	332815	%
Members	49921	17.3	42749	12.8
Operational Grants	84825	29.4	98415	29.6
Venue Hire & facilities	8135	2.8	15769	4.7
Sponsorship & Donations	15089	5.2	2351	0.7
Bunbury Summer School	49469	17.1	60065	18.0
Workshops & Classes	71227	24.7	79307	23.8
Craft Fairs & Exhibitions	5001	1.7	6284	1.9
WA Day Funding (2019 only)	2000	0.7	22000	6.6
Markets & Fundraising	1175	0.4	4096	1.2
Other income	1755	0.6	1779	0.5
	<u>288597</u>	100	<u>332815</u>	100
Capital Grant – CoB	21429			
JobKeeper Subsidies	<u>36000</u>			
	<u>346026</u>			
TOTAL EXPENSES	331162	%	326502	%
Occupancy	15545	4.7	16728	5.1
Staff costs	213014	64.3	178327	54.6
General admin	33622	10.2	24351	7.5
Marketing & promotion	4465	1.3	8305	2.5
Depreciation	7459	2.3	8572	2.6
Provision for leave	6991	2.1	5614	1.7
Bunbury Summer School	20576	6.2	32467	9.9
Workshops & Classes	27210	8.2	33526	10.3
Craft Fairs & Exhibitions	2177	0.7	3757	1.2
WA Day Expenses (2019)	27	0	14125	4.3
Markets & Fundraising	76	0	730	0.2
	<u>331162</u>	100	<u>326502</u>	100
Covid-19 Cash flow boost	10000			
<u>Net surplus for year</u>	<u>24864</u>		<u>6313</u>	

## 5. Overview

Annual membership - recorded 245 registered members in the 2020 calendar year (Last year 255).

SSAC Life Membership – 12 life members.

90s plus Membership - 8 members.

### Member Groups

Art Allsorts Club	Fabric & Thread	Australind Art
Nippy Mosaics	Hand Embroidery	Bunbury Felters
Patchwork & Quilting	Studio Potters	Webster Spinning
Webster / Tapestry Weaving	Creative Textiles	
Dalyellup Art Group	Bunbury Hand & Machine Knitting	

### Final Word

The 14<sup>th</sup> of February 2020 was the official hand over of the new building on site but by March 23<sup>rd</sup> 2020 the Centre closed under a cloud of COVID 19. Staff and Board members continued to work throughout the closure to ensure the readiness of the new building for re-opening in May. This dedication and commitment to community, alongside support from the government has carried SSAC through these difficult times.

It is now with great pride and appreciation from our stakeholders that the expanded Stirling Street Arts Centre is open for members and community alike.

## 6. Acknowledgments

Stirling Street Arts Centre would like to thank our Stakeholders, Corporate Sponsors and all members and community that have contributed to the Centre during the year:



Department of  
**Local Government, Sport  
and Cultural Industries**

**Corporate Sponsors**  
**2019/2020 Board Members**  
**SSAC Volunteers**