

Annual General Meeting 41

Tuesday 16th September 2014 5.15pm Room 103 Melbourne Convention and Exhibition Centre

Minutes

- 1. Attendance
- 2. Apologies
- 3. Confirmation of minutes of previous meeting AGM 40
- 4. President's report
- 5. Treasurer's report
- 6. Secretary's report
- 7. Special resolution minor amendments to the AICCM Constitution proposed for vote
- 8. Election of office bearers
- 9. Other business
- 10. AICCM Student Awards



1. Attendance

Erica Burgess, Carolyn McLennan, Gillian Osmond, Lisa Jeong-Ruess, Sandi Mitchell, Charlotte Walker, Tess Evans, Suzi Shaw, Petronella Nel, Sarah-Jane Rennie, Jacinta Brown, Denyl Cloughley, Cushla Hill, Jackie Spence, Tessa Bell, Robyn Victory, James Ley, Lucilla Ronai, Abdul Hakim Abdul Rakim, Di Knight, Lauren Keating, Mahmund Mohammed, Anne Carter, Sarah Hillary, Peter Whitehead, Vicki Humphries, Kasi Albert, Malgorzata Sawicki, Nick Flood, Ian Batterham, Susanna Collis, debra Parry, Julie O'Connor, Sophie Lewincamp, Vanessa Kowalski, Kim Morris, Mary-Anne Gooden, Helen Gill, Alison Wain, Trish Stokes, Amanda Pagliarino, Colin Macgregor, Fiona Tennant, Sabine Cotte, Alex Ellem, Anna Souveres, Bronwen Griffin, Natalie Ison, Sheldon Teare, Celia Cramer, Megan Dean-Jones, Adam Godijn, Mary Jo Lelyveld, Michelle Berry, Diana Tay, Caterina Agostinetto, Michael Marendy, Shingo Ishikowa, Kay Soderlund, Jeff Fox, Danica Auld, Louise Bradley, Prue Castles, Ian MacLeod, Satu Makela, Cathy ter Bogt, Elizabeth McCartney, Carmela Mollica, sherry Vardy, Barbara Reeve, Beate Yule, Colin Pearson, Jude Fraser, Carmen Smitz, Nicole Tse, Robin Hodgson,

- 2. Apologies: Amy Bartlett, Margaret Birtley, Tegan Anthes, Detlev Leuth,
- 3. Confirmation of minutes of previous AGM 40

Moved: Ian Batterham, Seconded: Kay Soderlund

4. President's report

2014 has been a period of transition and change, as well as ongoing transformation for the AICCM as it seeks to realise it relevance for its members and the cultural materials collections for which they care, generally. This has been characterised by a major changeover in key National Council positions, namely those at the Executive level, and the realisation of several key projects that National Council have been working on over the last few years to deliver. These projects relate to the Strategic Priorities set by the AICCM National Council in 2012:

- Providing a greater breadth of information to members
- Achieving greater engagement of members and between AICCM and other cultural heritage organisations - national and international
- Improving AICCM's profile nationally and internationally



Providing a greater breadth of information to members

National Council's focus of this last year has been to address communications both internally (within the organisation and between the organisation and its members) and externally by engaging a broader audience of allied professionals and international peers. To this end, the AICCM has modified all of its publication and digital and social media communication platforms accordingly.

- The Newsletter The Newsletter Editorial Team (Ian Batterham, Prue Mackay and Celia Cramer) revised the structure of the Newsletter separating out the Institutional News into Projects and Social news whilst making space under the Projects section for longer, image rich articles. To secure some savings against the cost of publishing the Newsletter, we have reduced the number of these to three per year and augmented the delivery of news to our membership via a National Executive e-mail bi-monthly e-mail.
- AICCM website Following the launch of the redeveloped AICCM website at the 2013 National Conference, 2014 has been the testing ground for our new site. One of the key reasons for this redevelopment was website security and a more logical layout of content. Michelle Berry (Secretariat) and Carole Best (Website Editor) with the support of many of our members continue to keep the site active by sourcing informative and engaging content. More details about website statistics are available in the Secretary's report.
- Social media Social media, namely Facebook, has been a key area
 of growth in engaging both our members, allied professional and an
 interested public. This is largely maintained by Anne Carter (Vice
 President) and Carole Best and supported by a very active
 membership!
- Internal communications This has included the revision of the AICCM Procedures Manual (by Anne Carter and Rachel Spano) and the transition to an on-line project management tool to support AICCM's internal communications and administration.

Achieving greater engagement of members and between AICCM and other cultural heritage organisations - national and international In addition to the great support and feedback from our membership with regards to the activities above, National Council and its membership have been involved with the following:

 ICOM-CC 17th Triennial Conference - AICCM was a partner organisation in delivering the ICOM-CC Triennial Conference. This partnership was largely delivered via Victorian Division (including coordinating the Technical Visits session), advertising via the Newsletter, website and e-mails and access to the AICCM's on-line project management tool.



- Engaging allied organisations In May of this year, I attended the Museums Australia National Conference in Launceston representing the AICCM. This afforded me the opportunity to meet with several key individuals within Museums Australia. I will continue to meet with senior members of allied organisations over the coming year to discuss how the AICCM may work more effectively with them. Other joint activities include:
 - 1. In conjunction with the Council of Australasian Museum Directors (CAMD) and the CCMC, University of Melbourne, the AICCM (through Julian Bickersteth) helped organise the 'Sustainability and environmental standards for cultural collections' on Sunday past.
 - 2. ACT Division (namely Celia Cramer and the black ninjas') support of the ICOMOS 2013 National Conference 'Imagined pasts, imagined futures'
 - 3. AICCM membership (represented by Kay Soderlund and Alex Ellem) of Blue Shield Australia

Improving AICCM's profile nationally and internationally

- The Bulletin In 2015, publication of The Bulletin will be handled by Maney Publishing and will increase regularity to a biannual publication. I would like to say a huge thank you to Cobus (AICCM Publications Officer) and Nicole Tse (The Bulletin Editor) for all their work over the last few years in researching, evaluating and organising the transition of The Bulletin across to Maney. Thank you too Gaynor (of Maney) who has been an absolute delight to work with.
- Advocacy A submission was made to National Heritage Strategy Response
- **@HeritageRescue** In April this year, the AICCM set-up a Twitter account in preparation of Cyclone Ita in the NE Queensland.

On-going day-today business of SIG and State Divisions:

- Special Interest Group (SIG) activities As outlined in July Newsletter, 2 workshops (Objects), 2 Symposia (Exhibitions SIG and Book and Paper SIG), Seminar (Preventive SIG) and supporting the Mediaeval Palette workshop. Helen Privett (SIG and Events Convenor) has been working hard to align SIG activities and ensure that SIG elections are up-to-date.
- State Divisions Many State Divisions have been particularly active in holding AICCM activities almost on a monthly basis for their members (notably Queensland, NSW and ACT) whilst VicDiv have had their hands full with ICOM-CC planning and support.



These projects are just a highlight of our many successes over the last year and indicate that we're moving in the right direction. However, not everything has been rosy.

Professional Membership

Several members have contacted the AICCM to confirm they will not be renewing their membership due to changes to the Professional Membership listing ie. that only those members with Professional Membership will be listed on the 'Find a Conservator' directory of conservators in private practice. I am currently in the process of responding to these members individually to review the reasoning for this move as well as outline on-going opportunities for engagement whether as partners, ordinary members or advertisers. National Council will continue to investigate its responsibility to support and partner with allied professionals.

Thank you for your continued support of the AICCM

Many AICCM members volunteer several hours a week to continue the work of National Council (including the one P/T paid staff member!) and in the lead up to particular events such as this ICOM-CC Triennial Conference or the AICCM SIG events or National Conferences (which incidentally will be held next year in Hobart) many, many more. My own personal hope is that whilst many members do this work out of a sense of responsibility and duty to the profession, they also find the challenge of supporting their peers and the profession an engaging, personally satisfying pursuit and an opportunity to develop and channel their own skills and interests. In this way, the we can sustain the AICCM as it currently stands and hope to build its capacity slowly (but surely) into the future.

When meeting international colleagues who hear of the work that the AICCM achieves due to the commitment of its membership, they are in awe. So lastly, I thank those volunteers, from SIG Convenors to State Council members, those on National Council (in particular outgoing Secretary Rachel Spano) and the members who produce, and submit content for our publications and social media for all their support in continuing the work of our national professional body - and all our members who continue to support the AICCM just by being a (paid up) member!

MaryJo Lelyveld AICCM President

A motion was proposed to accept the Presidents report

Accepted: Moved: Ian Mcleod Seconded: Ian Batterham



5. Treasurer's report

I am pleased to announce that past year was a great financial success with the AICCM realizing a significant profit. Income was increased substantially over last years to \$224, 827 against total expenses of \$157, 078 giving us a profit of \$67, 749. This brings our cash assets to \$203, 582.

The profit was achieved through a combination of cost savings on the Bulletin, and substantial conference and workshop activity. Well done to all of the committee for their hard work. The gains this year represent a significant turn around from the losses of the past 2 years primarily caused by the need to re—develop the website.

With additional funds in the bank, we are making the money work for us. We are currently in the process of increasing our term deposit from \$70 000 to \$100 000, and have transferred money internally to take advantage of higher interest rates within our savings account. I hope that we can approximately make an additional \$3000 over the next year in interest alone. Some savings have been found as well, the move from a printed newsletter to a digital format saves is expected to save around \$3000 per issue.

Looking to the future we are facing many financial challenges that I hope we can turn into opportunities. The transition to Maney will initially cost money, but will expand our exposure and accessibility to the conservation world. Eventually it may even make us money. It is hoped that we will reduce the significant work required of AICCM volunteers to produce the Bulletin. The value of this cannot be underestimated. Additionally we need to plan for the regular website upgrades in the future. These represent a significant cost that we will have to accommodate if the AICCM wishes to maintain a web presence.

At present membership fees only cover a portion of the cost to maintain the AICCM. The remaining money is made up from investments, sponsorship/advertising and events. In the short term we are looking towards grants, sponsorship and advertising to help us meet our annual expenses. However it is likely that membership fees will need to increase in the future, as a minimum to keep pace with inflation.

I would like to thank everyone on council for their patience with me whilst I have been learning the ropes over the past year. I have put my hand up for another year as treasurer to continue my work with such a good team of people, and to continue to work towards solving some of our financial issues.

Adam Godijn 12/09/14 Financial statements below

Moved: Barbara Reeve Seconded: Alice Cannon



AUSTRALIAN INSTITUTE FOR THE CONSERVATION OF CULTURAL MATERIAL INCORPORATED

Financial Statements
For the year ended 30 June 2014

GRAEME F DELANY PTY LTD 3 SCONE CLOSE ELTHAM NORTH 3095

Phone: 03 94391810 Fax: 03 94310149 Email: gdelany@connexus.net.au



AUSTRALIAN INSTITUTE FOR THE CONSERVATION OF CULTURAL MATERIAL INCORPORATED

Detailed Profit and Loss Statement For the year ended 30 June 2014

	2014 \$	2013 \$
Income		
Book/Publication sales	_	372
Grant income	-	6,545
Memberships subscriptions	80,369	69,485
Advertising income	6,253	3,010
Sponsorship income	8,204	1,677
Donations	65	199
Copyright income	1,383	-
Fundraising income	4,125	-
Registration - events	118,495	48,793
Interest received	5,934	2,658
Total income	224,827	132,740
Expenses		
AGM & council meeting expense	4,506	3,116
Audit fees	3,630	4,190
Bank fees and charges	2,431	1,512
Bookkeeping fees	7,155	6,669
Capitation fees distributed	-	4,307
Computer expenses	-	17
Postage & handling	931	3,067
Event venue hire	4,750	3,468
Event catering	24,368	12,814
Event speaker	10,526	16,791
Event expenses	23,549	14,070
Fundraising	2,345	-
Insurance	4,045	3,861
Interest - Australia		4
Legal/licence fees	250	-
Newsletter expenses	13,502	26,484
Printing & stationery	389	1,685
Secretarial expenses	31,945	30,420
Telephone	1,127	318
Travel, accom & conference	-	1,464

These financial statements are audited. They must be read in conjunction with the attached Audit Report and Notes which form part of these financial statements.



AUSTRALIAN INSTITUTE FOR THE CONSERVATION OF CULTURAL MATERIAL INCORPORATED

Detailed Profit and Loss Statement For the year ended 30 June 2014

	2014	2013	
	S	\$	
Website expenses	21,630	21,886	
Total expenses	157,078	156,143	
Net Profit from Ordinary Activities	67,749	(23,403)	



AUSTRALIAN INSTITUTE FOR THE CONSERVATION OF CULTURAL MATERIAL INCORPORATED

Detailed Balance Sheet as at 30 June 2014

	Note	2014 \$	2013 \$
Services' Funds			
Retained earnings at the beginning		183,239	206,642
Net profit / (loss)		67,749	(23,403)
Total Services' Funds	-	250,988	183,239
Represented by:			
Current Assets			
Cash Assets			
Cash at bank - CBA		-	4,920
PayPal clearing account		8,505	9,654
Cash at bank-MECU transaction account		75,198	40,013
Cash at bank-MECU term deposit		70,000	70,000
Cash at bank-MECU cyber saver		49,630	20,689
Cash at bank-MECU visa access	_	249	942
		203,582	146,218
Receivables			
Trade debtors	_	56,768	45,402
		56,768	45,402
Total Current Assets	-	260,350	191,620
Total Assets	-	260,350	191,620



AUSTRALIAN INSTITUTE FOR THE CONSERVATION OF CULTURAL MATERIAL INCORPORATED

Detailed Balance Sheet as at 30 June 2014

	Note	2014	2013
		\$	S
Current Liabilities			
Payables			
Unsecured:			
Trade creditors	_	4,884	4,774
	_	4,884	4,774
Current Tax Liabilities			
GST clearing	_	4,478	3,607
	_	4,478	3,607
Total Current Liabilities	-	9,362	8,381
Total Liabilities	-	9,362	8,381
Net Assets	-	250,988	183,239



6. Secretary's Report

This year has been a very busy year for the AICCM council and most of the details have been covered in the President's report. As Secretary I have supported and assisted with logistics and communication for the National Council. Our face to face meetings at the beginning of every year are always a productive starting point to plan and look towards the year ahead. We have tried our hardest this year to keep on top of serving our membership, advocating conservation to government and feeding our social media and website.

Mary Jo has been working on our Business Plan and Anne Carter has assisted me by putting together a National Council Handbook which will be available on the website soon.

Due to changes to the website platform we unfortunately lost our google tracking code and were unable to capture detailed website statistics this year. This has now been rectified for the coming 2014/15 year. Fortunately, Carole Best, our web editor has been able to pull these statistics together for the AGM. Thanks Carole.

Website

Since 4 August 2014 we have had 2,294 visitors who collectively viewed 13,747 pages. Each visitor viewed 4.07 pages each taking an average of 3.04 minutes. We had a bounce rate (visitors leaving for another website) of 45.41% (excellent) which means they mostly found what they wanted. A high bounce rate suggests they didn't find what they were looking for. Interesting though is that of those thousand nearly 350 used a mobile device: approx 70% used an Apple device and 30% an Android device.

Social Media

Oct 2013: 489 Likes Aug 2014: 928 Likes

Facebook page continues to grow strongly and is of some surprise given that AICCM content is less than 10% with news items sourced from our own newsfeed and other bulletin services making up the majority of our material. We are clearly providing a rich source of conservation news for users.

This week we gained 35 Likes which far exceeds any other week.

Our average Reach (people who see our posts in their newsfeeds) has risen from 129 in Oct 2013 to 243 in August 2014.

Post with best reach (11 Apr 2014: Jocelyn Evans cleaning Heron's Home painting timelapse) reached 1,279 people with 120 of those clicking it and 30 Liking it.

That was followed by (27 May 14: Australian Museum moving their zoo) reached 1,125 people with 47 clicking it and 46 Liking it.



Post with best engagement (14 July 14: Buddha item) reached 651 people with 136 people clicking it.

Most posts now generate some activity. It is rare for a post not to be liked by at least 3 people.

We are currently posting twice daily - a morning post before 10am and an evening one around 6pm to capture peak periods. Since June, Carole Best has been doing morning posts and Anne Carter the evening posts.

Most of our posts are scheduled using Facebook for up to 4 days ahead.

Twitter: @Heritage Rescue was activated during Cyclone Ita in April. So far we have sent 48 Tweets mainly of significant AICCM news items and events etc, have followed 98 organisations/individuals and have 53 organisations/individuals following us. The Visual Glossary recently generated significant activity when it was picked up from a tweet Carole sent from MGNSW promoting it. Due to time constraints we do not currently monitor the feed on this account on a regular basis and do not actively seek more followers. We are starting to promote events using Twitter esp those for ICOM-CC etc. Twitter remains an area to concentrate on especially if we want to be a voice in any disaster management.

Membership Statistics

Membership statistics for 2013/14 (as of 2 September 2014) are:

Membership status	
Current	546
Grace	136
Expired	215
Total	897

The breakdown of our 2013/2014 current members is:

Current membership type:	
Australian Individual Member	329
Overseas individual member	13
Organisation, Australia	24
Organisation- Overseas	24
Concessional- Australia	23
Honorary	8
Complimentary	56 complimentary student memberships
Concessional- Overseas	3
Reciprocal	14
Student - Australia	31
Student- Overseas	2
Life Member - Australia	15
Life Member - Overseas	4
Voluntary-run Organisation - Australia	0



Professional Member 77

Due to growing work commitments and a very busy family life I will not be renominating for National Secretary this year.

I would like to thank all the membership, council members and executive for their support and encouragement. I will definitely be back in an active AICCM role again in the future as I have found it a very rewarding experience. A huge thank-you to Michelle Berry, Kay Söderlund, Robin Hodgson, Vicki Humphrey, Mary Jo Lelyveld, Adam Godjin and Anne Carter for all your support, guidance and encouragement.

Rachel Spano 12/09/14

A motion was proposed to accept the Secretary's report

Accepted: Moved: Robin Hodgson Seconded: Celia Cramer



7. Special resolution - minor amendments to the AICCM Constitution proposed for vote

Proposed changes are highlighted below, with strikethrough as deletion, and shaded text as addition.

Changes to the AICCM constitution must be voted in by a three quarter majority of voting members at the AGM.

The full AICCM constitution can be viewed at http://www.aiccm.org.au/sites/default/files/docs/AICCMBusinessDocs/Constitution.pdf

1. Proposed amendment:

5 MEMBERSHIP QUALIFICATIONS

- (14) A Professional Membership Committee of Council shall be elected to examine the credentials of applicants for professional membership and any other membership category approved by National Council, and to forward recommendations to Council.
- (d) The committee shall hold office for a maximum period of three five years, with one member and shall not be eligible for re-election for a maximum of two consecutive terms.

Comments: This change is proposed to bring the Professional membership committee membership in line with the 5 year renewal of professional membership that is now operational so that one committee can oversee the processes. It would also be useful to have at least one member of the committee remain for more than one term to give continuity to the committee.

Vote: Accepted by majority

2. Proposed amendment:

27 NOTICE OF GENERAL MEETINGS

(1) Except where the nature of the business proposed to be dealt with at a general meeting requires a special resolution of the Institute, the secretary shall, at least 42 days before the date fixed for the holding of the general meeting, cause to be sent by prepaid post email to each member at the member's address appearing in the register of members, a notice specifying the place, date and time of the meeting and the nature of the business proposed to be transacted at the meeting. If a member has no email address appearing in the register of members, a notice will be sent by prepaid post.

Comments: This change is proposed to save time, money and trees.

VOTE: In the affirmative



8. Election of Office Bearers

The 2013/2014 National Council then stood down. Nominations had been called for all positions on National Council 42 days before the AGM as required by the constitution. Sufficient nominations were received to fill all positions. No extra nominations were received and therefor no elections were needed. The following were deemed elected:

President: MaryJo Lelveld Vice President: Anne Carter Secretary: Jennifer O'Connell Treasurer: Adam Godijn

Publications Officer: Cobus Van Breda

Professional Membership Officer: Cushla Hill SIG and Event Co-ordinator: Helen Privett Membership Services Officer: Celia Cramer

The New 2014/2015 National Council then resumed and MaryJo Lelyveld chaired the remainder of the meeting

9. Other Business

Colin Pearson, past (and Inaugural President spoke to the meeting saying how impressed he was by the current organisation but as a point of order we need to be able to ask questions after each report in future AGMs.

Kay Soderlund expressed her thanks to all the AICCM volunteers who assisted in the organisation of the ICOM-CC.

lan Batterham (representing Detlev Leuth) asked what the organisation planned on doing with the 60K profit. Adam Godijn treasurer replied by pointing out that firstly the organisation is making up for lost ground for the past two years and is now back in the same position as three years previously although he noted that there were many worthy suggestions on how to spend the money. MaryJo Lelyveld responded by discussing the AICCM public fund and the work currently underway with Detlev Lueth to set up a external public fund which can run training courses, scholarships and other programs. Adam Godijn stated that the extra funds generated this year are going into a term deposit in the short term.

Celia Cramer announced that AIC students are inviting the AICCM students to become part of a network of young emerging professionals.



Sheldon Teare asked the National Council if there were plans to fund other positions such as website editor. MaryJo Lelyveld responded by saying that the Council that recognises Carole Bests puts in extensive volunteer hours to the website. The website is the face to our public and needs to be supported and that as a resource we need to pay for that position.

Colin Pearson announced that he would like to provide funds for a prize for the best research paper each year, with the stipulation that its not named after him.

10. Student awards;

The following people were awarded the annual student awards:

University of Canberra: Hakim Abdul Hakim

Center for the Conservation of Cultural Materials: Diana Tay

No other business was raised and the meeting was declared closed at 6.10pm