



AUSTRALIAN INSTITUTE FOR THE CONSERVATION OF CULTURAL MATERIAL INC.
GPO Box 1638 CANBERRA ACT 2601

Annual General Meeting 38

4.15 pm – 5.15pm

Wednesday 19th October 2011
National Library of Australia, Canberra

Minutes

1. Attendance

Ian Batterham, Colin Macgregor, Julian Bickersteth, Vicki Humphrey, MaryJo Lelyveld, Sabine Cotte, Christabel Blackman, Jane Wild, Lilly Vermeesch, Sara Freeman, Colin Webb, Bindy Wilson, Wendy Richards, Tamara Gervasoni, Natalie Ison, Robert Cooke, Stephanie Smith, Claudia Motolese, Lorraine McCart, Suzi Shaw, Susie Collis, Vivian Yip, Sarah Babister, Megan Dean-Jones, Sheldon Teare, Elizabeth McCartney, Cathy Challenor, Jessica Blaxell, Shingo Ishikawa, Kerryn Wagg, Jessie Firth, Sarah Clayton, Elizabeth Hadlow, Fiona Tennant, Sarah Jane Rennie, Beate Yule, Tegan Anthes, Andrew Durham, Sarah Feijen, Alana Treasure, Belinda Hennessey, Nina Thornton, Amanda Wild, Laura Curtis, Claire Champion, Kasi Albert, Kristin Phillips, Louise Bradley, Cushla Hill, Alex Ellem, Edwina Jans, Deb Ward, Kathryn Ferguson, Sujeong Lee, Joann Shore, Cristina Albillos, Stephanie Baily, Karina Acton, Gajendra Rawal, Adam Godijn, Courtney Crane, Kerry Yates, Melissa Bolin, Victoria McCaffrey, Robert Liesegang, Debra Parry, George Bailey, Penny Nolton, Alison Wain, David Hallam, Rose Peel, Cheryl Jackson, Janet McDonald, Susanne Wullen, Sophie Lewincamp, Denyl Cloughley, Analiese Treacy, Caroline Milne, Quentin Webster, Bronwyn Tulloh, Michelle Berry, Kay Soderlund.

2. Apologies

Gill Gurney, Tamara Lavrencic, Robin Hodgson, Isa Loo, Robin Sloggett, Marcelle Scott

3. Confirmation of minutes of previous meeting AGM 37

Moved: Ian Batterham Seconded: Alex Ellem

4. President's report

I will keep this brief as we do not have much time for the AGM, and all our activities are covered in the President's report contained in the newsletter.

While the work of National Council has followed the standard procedures set over many years, we have also been working on finding a more efficient – and interesting – way of working, as has been discussed at the last AGM.



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With this in mind, we began 2011 with a two-day face-to-face meeting in Sydney to plan our work for the year, along with a longer-term view. The meeting replaces the two face-to-face that were normally scheduled through the year, as it was felt that there was never enough time during those one day meetings to get into the 'nitty gritty' of what we wanted to achieve. The two days yielded great results as we had time to really talk about some of our major issues and ideas.

Our main areas of focus are as follows:

Communication –

1. We are still keen on finding a simple way to have an email discussion list for the membership. This is not as simple as it sounds with various systems tried – NING, Facebook (current) to name a couple. The simplest approach – email list – has other issues attached such as moderation and archiving. We are actively pursuing this goal of having a simple and quick discussion forum for members.
2. We have re-introduced the Student representative on National Council, with the two university programs alternating each calendar year to nominate the representative.
3. We are working towards putting the strategic plan onto the website. Of course, this means reviewing the plan....
4. We have established a Facebook page (<http://www.facebook.com/pages/Australian-Institute-for-the-Conservation-of-Cultural-Materials/139298542806600?sk=wall>) but we are still trying to find ways to make that work in a useful fashion. So visit it and like us! Any development ideas most welcome...

Publications –

1. Following the membership discussion of The Bulletin and the need to retain it as peer reviewed journal, it was decided that The Bulletin would no longer publish AICCM conference proceedings, and focus on research papers submitted for peer review and publication. We have also re-established an Editorial Committee for the Bulletin
2. Our Publications Officer (Cobus Van Breda) is working solidly on a review of all our publications in order to determine if we need to look at different options. This review includes the Newsletter, The Bulletin, and the web site.
3. Following on from the successful transition of web site editors (from Alice Cannon to Sheldon Teare), we are looking at undertaking the same process (advertising to the membership) for engaging a new Newsletter Editor. We are coming up to the last edition undertaken by Fiona Tennant and Julian Bickersteth, and we will be advertising shortly – so keep an eye open! We had a fabulous response for the web site editor. An enormous vote of thanks is due to Alice, Fiona and Julian for all they have done for the publications and profile of AICCM.



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Advocacy and PR –

1. Following on from last year's AGM in Melbourne, Council members and others interested attended a workshop run by Ian Cook, specifically for AICCM, on advocacy and lobbying techniques. We all found this very useful and Council will be looking at ways we can get this information out to the broader membership – possibly with a series of workshops.
2. We have also been working towards securing a Patron for AICCM. We developed a set of criteria that we would like in a Patron, then put together a short list of possibilities. We then all rated them and the result was...We have yet to contact this person, but we are hopeful that they will agree. If anyone has any other suggestions for a patron that they would like to put forward we would be happy to hear from you.
3. We have also decided to establish an Advocacy Standing Committee, as we see this as an area requiring some immediate attention. Given our approach of engaging members outside of Council to help with our work, we will shortly be putting out a call for anyone interested to be part of that Standing Committee.
4. As you can see we have been busy putting together some advertising material for AICCM use during relevant events – like workshops, AICCM stands, talks etc. They are all here at the conference, and every state representative should take one home with them. Thanks must go to Ian Batterham and his crew for the design, and Susie Collis for organizing the banners.
5. We have re-engaged, on a case-by-case basis, a PR consultant Chris Hornsey. Chris undertook work for AICCM several years ago and was very supportive, informed and efficient. Chris is used when we need to draft a press release, simple statement etc.

Paid Executive Officer

A few years ago, we had a short period when we had funds to employ an executive officer. This period was enormously beneficial and productive – it was during this time we established the Public Fund. It is Council's belief that a paid executive is the next major step for AICCM, as there are many fabulous things that we want to do for the association, but simply do not have the time or energy to get to in any sustainable fashion. This will be our next task and focus with the new Council – how can quickly move to a position to employ a part time executive?

Ongoing Activities and Other Initiatives

Keeping in line with the Council model of working with our members who are not on Council, we have a few activities in place that should be mentioned –

1. Environmental Guidelines Task Force (Working Group), Chair Julian Bickersteth. Much progress has been made, and the draft Australian guidelines should be launched by the end of this year. If you have any enquiries please contact Julian Bickersteth.
2. Mould Remediation Working Group – Chair, Elizabeth Hadlow. Also working away, but a little way off having recommended guidelines for safe practice mould remediation. A full progress report will be on AICCM web site soon



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- after the conference, and I have it with me here if anyone has a particular interest.
3. Blue Sky Working Group – Chair Mary Jo Lelyveld. This is a random, and fun, small group devoted to lateral thinking and special projects. At the moment, Mary Jo is co-ordinating AICCM's submission for the development of the National Cultural Policy. You will have seen her requests for contributions coming through the all member emails.
 4. Code of Ethics Review – Chair, Robyn Sloggett. Very much a work in progress, but we will hear about progress during the conference at the 20:20 Summit discussion and presentations.
 5. Editorial Committee – Chair, Cobus Van Breda (also Publications Officer on Council). Other members include Marcelle Scott, Michelle Berry, Fiona Tennant, Amanda Pagliarino
 6. HEART – Chair, Kay Soderlund. Still moving along, and getting closer to a training day or two. I attended an AIC-CERT training week in San Diego earlier this year, which was most informative regarding a disaster network and training of participants. There will be a lunchtime meeting on Thursday for anyone interested in being part of the network.
 7. Conservation Week – we are hoping to establish a Conservation Week in 2012, but are struggling to find a good name. We will inviting other bodies interested in preservation (such as the Professional Picture Framers Association) to be involved in this week with us. Once established we are hoping collecting institutions will get onboard and really promote conservation and their conservators during this week. If anyone has any suggestions of a good name we would love to hear it!
 8. Cultural Heritage Preservation Foundation (CHP) – this is something that we have just become involved with and is in its early stages. Essentially, it is a group established to champion the preservation of cultural heritage held in private hands and was established by Quentin Webster. AICCM has agreed to be part of the organizing group and we will keep you posted on how it progresses.
 9. Special Events Standing Committee – earlier this year we called for expressions of interest for those interested in being part of this committee, which will be established to deal with Special Events – such as Conservation Week, or other initiatives that promote AICCM and conservation but are not part of the regular work of Council. We did not have much response, but perhaps there might be some more interest now? Please contact me during the conference or through email, if you are interested. This committee would be a fun one to be involved with!

Kay Söderlund
October 2011

Discussion: Suggestions from the floor to add Bailleu Myer, Kate Lundy to the possible patron list. Members can contact Kay directly to add further suggestions to the list.

Kim Morris brought up the omission of a working group on lighting from last years minutes. Kim Morris and Bruce Ford have agreed to manage this working group.

Andrew Durham asked for clarification about the Bulletin regarding the publication of peer reviewed articles only and not conference proceedings. Kay replied that if a conference paper was also considered a Bulletin level paper it could be submitted separately – but that the Bulletin was not going to publish entire conference proceedings any longer.

Alison Wain expressed an interest in being involved in the Code of Ethics review.



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Moved: Sarah-Jane Rennie Seconded: Andrew Durham

5. Treasurer's report – Robin Hodgson

This last year has seen a major turn around in the financial position of AICCM, and we are clearly no longer on a down hill road. Improvements to our operation can always be made and I am working to identify these areas. I intend this to be the last year I stand as Treasurer and it is my intention to hand over a system that runs like a "Swiss Watch", is easy to operate and fulfils our needs. I am confident I will achieve this in good time if re elected this year.

Our financial position is slightly inflated due to the generosity of our members when we changed our renewal date to the 1st July each year, as many took the option to simply renew. This came at a time when we desperately needed it and meant we did not have to dig into our reserves more than \$30,000. By the end of this financial year we should see that money returned to the term deposit.

AICCM has once again been able to apply for federal funding in the form of a GVESH0 grant. The application is in and we await the outcome. In the past this has been between \$9,000 and \$10,000 a year and is to assist with administration of the association. This funding has been sorely missed these last 4 years. If we are successful with our application, I believe it would put our current operation on an even keel. however as there are always developments and improvements to be made, we are always on the look out for further funding for the new and additional projects and out reach National Council identifies.

My thanks go to Michelle Berry, our Secretariat, and Hilary Milsome our book keeper - for their exemplary work and the way they work so well together - thank you.

While I will let the Auditors report speak for itself, I am proud to be able to table this report today.

Robin Hodgson
Treasurer

Discussion: Suzie Shaw queried the cost of the AGM from 2010. Query about the bad debt of \$12,000 - Robin was unavailable to respond to the query. Alex Elem queried the capitation fees, unclear if AICCM have suspended the capitation fees, and this needs to be addressed at the next teleconference.

Jane Wild: should have a description of the responsibilities of the states in relation to the capitation fee on the web site.

Alison Wain: suggests we move to a e publishing model. Kay replied that we have, but not all members want to receive an e-newsletter yet.

Moved: Colin Macgregor Seconded: Kim Morris



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7. AICCM National Secretary's report – Isa Loo

Activities conducted by the AICCM National Council this year included 3 x teleconference meetings and 1 x two day face to face meeting which was held in Sydney. As mentioned already in the President's Report, the two day format was especially useful in being able to sit and discuss AICCM business thoroughly and spiritedly.

Membership

Membership statistics as of 11 October 2011 are:

Membership status	
Current	493
Grace / Expired	246
Total	739

Compared to last year's figures of 502 (current and grace/expired members), this shows that membership has again increased by 237 members, mostly due to the fantastic work that Michelle Berry has been doing with the database and the members as AICCM Secretariat.

The breakdown of our 2010/2011 current members is:

Current membership type:	
Australian Individual Member	299
Overseas individual member	10
Individual Asia- Pacific	9
Organisation, Australia	24
Organisation- Overseas	32
Concessional- Australia	19
Honorary	8
Complimentary	5
Concessional- Overseas	1
Reciprocal	16
Student - Australia	48
Student- Overseas	2
Life Member - Australia	15
Life Member - Overseas	4
Voluntary-run Organisation - Australia	1
Total	493

AICCM Website

Many thanks to Davina Hacklin for providing the website statistics and the following report when sent an urgent last minute request.



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Website use is up! In the last year the AICCM website has increased traffic by 17%! This wonderful result is due to the direct efforts of the Website Editors, Secretariat and National Council. Well done.

Here are some statistics:

AICCM website visits	Number/Percentage
Number of visits in the last 12 months	42,323
Percentage change in the last 12 months	Increased 17.1%
Average time of website visit	2.45 minutes
Number of pages visited	4.0

Origin of website visit	Percentage
Search engines	65.82%
Direct access	18.93%
Referring sites	15.26%

Google is still the top search engine used to access the AICCM website (62.67% of entries occur directly from Google). The AICCM facebook page is also doing well and has made the list of top non-search engine sites which visitors use to access the AICCM website for the first time! Here are the top non-search engine referring sites:

- Facebook
- National Archives of Australia
- Collections Council of Australia
- State Library of NSW

The AICCM website has been visited by users in 166 countries in the last 12 months. The largest group of visitors is still from Australia but there is increased visitation from India, and China has made the list for the first time. The top 10 are:

Top 10 country of website visitor origin	Number of visits
Australia	27,048
United States of America	2,385
United Kingdom	2,086
India	973
Canada	750
New Zealand	622
France	589
China	520
Spain	420
Germany	398

The top keywords for finding the AICCM website through a search engine are:

- aiccm
- conservator



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- about conservation
- aiccm bulletin
- australian institute for the conservation of cultural material

In previous years terms like 'conservator' and 'conservation' did not help searchers find the AICCM website but that is all changing. The website is becoming more and more searchable which is a great result.

The two most popular pages on our website are still the home page and the jobs page.

I'd like to thank all of the National Council for their incredible support to my role as Secretary this year and I while I am not standing for re-election as National Secretary, I hope to still be actively involved with the AICCM for many years to come.

Isa Loo
Secretary

Moved: Penny Nolton Seconded: Sophie Lewincamp

8. Election of office bearers

The 2010/2011 National Council 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 except the Ordinary Member Professional Membership. This was called for from the floor and Cushla Hill nominated, and was accepted. No extra nominations were received and therefore no elections were held. The following will therefore be deemed elected:

President:	Kay Söderlund
Vice President:	Vickie Humphrey
Secretary:	Rachel Spano
Treasurer:	Robin Hodgson
Publications Officer:	Cobus Van Breda
Professional Membership Officer:	Cushla Hill
SIG Co-ordinator:	Tegan Anthes
Membership Services Officer:	Fiona Tennant

The new 2011/2012 National Council then resumed and Kay Söderlund chaired the remainder of the meeting.

9. Other business

No other business was raised and so the meeting was declared closed at 5.30pm