



Annual General Meeting 39

5.15- 6:00pm

Thursday 30th August 2012

State Library of Queensland, Brisbane

Minutes

1. Attendance

Kay Söderlund (Skype), Robin Hodgson, Rachel Spano, Louise Bradley, Miranda Smith, Samantha Shellard, Kim Barrett, Lydia Egunnike, Stephanie Bailey, Lisa Hepburn, Tara Elder, Gayner Ashford, Roberta Cowan, Peter Mitchelson, Helen Halley, Katy Glen, Kate Woollett, Rose Peel, Sarah Bunn, Phebe Parisia, Mark Strange, Ulli Broeze-Hoernemann, Caroline O'Rorke, Sophie Brown, Jonathan Dennis, Doug Zihrul, Christina Albillos, Jennifer Walker, Kim Morris, Caroline Whitley, Dana Kahabka, Amelia Alpareanu, Heather Brown.

2. Apologies

Vicki Humphrey, Cobus van Breda, Cushla Hill, Susie Collis

3. Confirmation of minutes of previous meeting AGM 38

Moved: Rose Peel **Seconded:** Christina Albillos

4. President's report - Kay Söderlund – presented via Skype

Along with maintaining the business of AICCM, National Council has been putting most of its energy into focusing on the future. We continue to operate more broadly than with just standard council positions and work with various sub-committees and Standing committees – allowing members to contribute to AICCM in their areas of interest. This has led to more energy in AICCM that can be directed to 'bigger picture' projects that will allow both the membership and the profession to grow, and develop a higher profile within the community.

During our face-to-face meeting in February we engaged Kim McKay, a PR professional, to talk to us about opportunities for AICCM. While she agreed with many of our ideas, she provided focus and direction – along with sharp observations, insights and suggestions for how we could achieve much more. We were all very energised by Kim's presentation – and we then moved straight into reviewing our Strategic Plan. This has now been released and is on the website, as well as in this presentation. As with any plan, it is a work in progress and we welcome constructive comments and criticism – indeed, we have already had a few since we announced it was on the website.



In May, I attended (along with Alex Ellem and Mary Jo Lelyveld) the AIC meeting in Albuquerque. The reason for this was the theme – ‘Outreach and Advocacy’ – very much the focus of AICCM also. There were many interesting papers presented and a lot of parallel sessions so it was difficult to attend them all. A few standout presentations were...

- A session that consisted of 5 or 6 short papers outlining different projects that various organisations have instigated to promote and profile conservation. These included the ‘conservation window’ at the Walters Art Museum; the Lunder Conservation Centre and its ‘conservation tours’; the Washington Conservation Guild’s booth they man at various events; and a recurring Preservation Fair - very much along the lines of something being planned for AICCM in November in Canberra – more on that later.
- ‘Exhibiting Ourselves: Presenting Conservation’ was a session that focussed on the presentation of conservators’ work in exhibitions and how that can be used to raise the profile of conservation, along with fund-raising potential for their institution. Discussions that followed this session looked at questions posed by the organisers such as ‘Does outreach take too much time?’; ‘Is the conservation community aware that these exhibits are happening?’; ‘It is more valuable to weave conservation information into exhibits on a regular basis rather than having conservation as a stand alone topic?’; ‘Do we know what our audience knows about conservation?’; ‘Who should take the lead to make conservation more visible? Institutions, AIC, or individuals?’. All very interesting questions and all very relevant to what we have been discussing in Council meetings.

So what are the main things that Council is working on and wanting to bring on board in the next couple of years?

It is probably easiest if we run through the Strategic Plan and I can simply talk about the activities that support those strategies...

Establish and Maintain Networks –

- Trialling a number of methods to increase regular communication, such as a Facebook page; shorter and more frequent newsletters; and an email discussion list
- Have identified key organisations in the heritage sector to engage with
- Have had a meeting with AIC President, and IIC Vice President, to suggest that IIC assumes a co-ordinating role to allow conservation associations in various countries to work together on international issues, and issues that affect all of us (eg lack of profile)
- Re-established the Education Standing committee to pursue involvement in the tertiary education of conservators in Australia

Increase and Engage Membership –

- Membership already nearing 700!
- Drawing in more active members to engage in AICCM activities



Effective Voice –

- Providing workshops for conservators focusing on lobbying and engagement with government
- Preparing material to assist conservators to represent themselves within their own institution
- Developing profile-raising activities such as the Preservation Fair
- Submissions in 2011/2012 -
 1. Process to Refresh the National Research Priorities.
 2. National Cultural Policy; and
 3. National Heritage Strategy

And here our thanks must go to Mary Jo Lelyveld, Chair of the Blue Sky Group, who has worked tirelessly on pulling all of these submissions together, along with members who contributed thoughts and suggestions. She is the epitome of how AICCM can work more broadly – by engaging members outside of Council who are interested in using their skills on an occasional basis.

SIGs and Working Groups –

- Support activities of working groups such as Mould Remediation; and Environmental Guidelines. And a special mention should be made here of the fact that the work of the Environmental Guidelines Working Group won not only the Museums Australia Sustainability Award, but also the overall Museums and Galleries National Awards. Congratulations to Julian Bickersteth, Barbara Reeve, Trish Stokes and Catherine Early in particular – along with all the other members of the working group.
- Review/simplify budget template for SIG events

Improve Financial Base –

- Main focus here is HEART – essentially use it as a flagship project and include fundraising activities for other projects
- Successfully applied to GVESHO grant for administrative support (aim is to increase this support to allow engagement of paid Executive Officer)

The two main projects we have on our agenda for 2013 are HEART and the national Preservation Fair day.

HEART, as many of you know, is preparing a network of trained conservators around Australia, that can respond to community needs when disaster has struck. This network will provide a small team to assist museums and communities in establishing their recovery in order to minimise loss of cultural heritage. This project has the potential to really raise the profile of AICCM and attract serious corporate, government and private sponsorship. We have formed a small committee with representatives from most states that will drive this project forward. One of the first things to happen will be training workshops for conservators delivered around



Australia. I know we talked about this at the last AGM, but these things can take a long time with a volunteer association!

The national Preservation Fair day (putative title) intends to be a major profile raising event for AICCM and the conservation profession. At the moment, we are planning for a pilot day to be run in Canberra around November. In the long term, this will be a national event held on the same day around Australia. Its aim is to have the public bring their items for discussion and assessment by conservators who are manning the stands throughout the day (on a voluntary basis). We will also have various engaging displays, hands-on stations and the like to further educate people about why conservation is important. Susie Collis, Chair of the Special Events Standing Committee is organising this pilot project, with state representatives on the committee. If anyone else is interested in assisting or being involved, please contact Susie or Michelle Berry, our fabulous secretariat.

Thanks – to all the National Council, executive in particular.
Outgoing members – Fiona and Tegan
Mary Jo Lelyveld
Susie Collis
Elizabeth Hadlow
Julian Bickersteth

Thanks, Kay Söderlund

Moved: Robin Hodgson **Seconded:** Sam Shellard

5. Treasurer's report – Robin Hodgson

This year we see in the detailed Profit & Loss report from the auditor a decrease in profit for AICCM of around \$30,000. This is simply due to the standardizing of the renewal date to coincide with the financial year and to those who made a “large gesture” of paying membership twice for part of this period. We are currently in the mop up stages of membership renewal for this year and in a month or so will be in a position to finalize membership numbers and then make the payments to the state divisions for the capitation fees.

As of this new financial year we have moved banks to Bank MECU where, as a not for profit organization, we receive fee free banking on top of improved rates for our investments. This move will save us around \$1800 in bank fees. The move has also given us the facility to make our payments primarily by EFT using a dual signature system that is easy and efficient. We also have the facility of a debit card for payments that need to be made by card. Also have an investment account to park funds temporarily in that we may need during the year but want to earn near term deposit rates on without tying it up for the set period. There is currently \$70k in term deposit. I hope that when we reinvest that in the beginning of next financial year we will be able to increase this toward the +\$100K it has historically been.

We have been fortunate to receive a GVESH0 grant for \$5,000 - down from the ~\$9,500 we used to get before we were out of the selection process for 4 years. We are currently in the process of completing the application for next year's grant and will attempt to increase the amount of the grant to go toward the contracting of a part time executive officer.



AICCM is in a sound financial position and is now positioning itself to move forward to take on an exciting new phase for our professional institution, the body that collectively represents our profession and the interests of conservation.

Thanks, Robin HODGSON

Moved: Christina Albillos

Seconded: Rose Peel



**AUSTRALIAN INSTITUTE FOR THE
CONSERVATION OF CULTURAL
MATERIAL INCORPORATED**

Financial Statements
For the year ended 30 June 2012

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AUSTRALIAN INSTITUTE FOR THE CONSERVATION OF CULTURAL MATERIAL
INCORPORATED

Detailed Profit and Loss Statement
For the year ended 30 June 2012

	2012 \$	2011 \$
Income		
Book/Publication sales	186	918
Grant income	11,273	
Memberships subscriptions	86,155	124,290
Advertising income	5,578	3,585
Sponsorship income	17,366	2,373
Donations	230	
Registration - Events	42,462	64,714
Interest received	5,255	4,390
Other income		535
Total income	<u>168,505</u>	<u>200,805</u>
Expenses		
Advertising and promotion		1,320
AGM & Council Meeting Expense	5,892	3,506
Audit fees	3,973	609
Bad Debts		12,860
Bank Fees And Charges	1,838	1,432
Bookkeeping Fees	6,324	9,602
Capitation fees distributed	6,886	
Postage & Handling	5,074	14,214
Event Venue Hire	6,896	1,419
Event Catering	10,677	18,807
Event Speaker	872	5,061
Event expenses	19,487	19,039
Insurance	3,682	3,682
Interest - Australia	31	3
Legal/licence fees	3,688	
Newsletter Expenses	14,971	37,415
Printing & stationery	375	1,480
Secretarial expenses	27,480	26,152
Student sponsorships	1,185	
Telephone	1,117	1,729
Travel, accom & conference	1,450	4,437
Website Expenses	9,212	11,571

These financial statements are audited. They must be read in conjunction with the attached Auditors 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 2012

	2012 \$	2011 \$
Total expenses	131,110	174,338
Net Profit from Ordinary Activities	37,394	26,467

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AUSTRALIAN INSTITUTE FOR THE CONSERVATION OF CULTURAL MATERIAL
INCORPORATED

Detailed Balance Sheet As At 30 June 2012

	Note	2012 \$	2011 \$
Services' Funds			
Retained earnings at the beginning		169,248	142,781
Net profit		37,394	26,467
Total Services' Funds		<u>206,642</u>	<u>169,248</u>
Represented by:			
Current Assets			
Cash Assets			
Cash at bank - CBA		155,875	36,739
CBA Online Saver		209	12,836
CBA Term Deposit			70,000
PayPal Clearing account		6,170	3,498
CBA Eft account		1,838	
		<u>164,093</u>	<u>123,074</u>
Receivables			
Trade debtors		57,830	49,851
		<u>57,830</u>	<u>49,851</u>
Total Current Assets		<u>221,922</u>	<u>172,925</u>
Total Assets		<u>221,922</u>	<u>172,925</u>

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**AUSTRALIAN INSTITUTE FOR THE CONSERVATION OF CULTURAL MATERIAL
INCORPORATED**
Detailed Balance Sheet As At 30 June 2012

	Note	2012 \$	2011 \$
Current Liabilities			
Payables			
Unsecured:			
Trade creditors		11,378	2,339
		<u>11,378</u>	<u>2,339</u>
Financial Liabilities			
Unsecured:			
AICCM Inc. public fund - CBA		245	94
		<u>245</u>	<u>94</u>
Current Tax Liabilities			
GST clearing		3,657	1,245
		<u>3,657</u>	<u>1,245</u>
Total Current Liabilities		<u>15,280</u>	<u>3,677</u>
Total Liabilities		<u>15,280</u>	<u>3,677</u>
Net Assets		<u>206,642</u>	<u>169,248</u>

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



7. Secretary's report – Rachel Spano

Activities conducted by the AICCM National Council this year included 4x teleconference meetings and 1 x two day face to face meeting which was held in Sydney. During this two day meeting the basic structure of the Strategic Plan was put together, over the last 6 months the National Council have been building and finalising to present at this AGM. Thanks to Vicki Humphrey and Mary Jo Lelyveld for working hard on creating our presentable document.

Membership

Membership statistics as of 25 August 2012 are:

Membership status	
Current	492
Grace	147
Expired	180
Total	819

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 2011/2012 current members is:

Current membership type:	
Australian Individual Member	283
Overseas individual member	18
Individual Asia- Pacific	Got rid of this category this year
Organisation, Australia	23
Organisation- Overseas	26
Concessional- Australia	21
Honorary	8
Complimentary	50 these are the complimentary student memberships
Concessional- Overseas	1
Reciprocal	15
Student - Australia	26
Student- Overseas	1
Life Member - Australia	15
Life Member - Overseas	4
Voluntary-run Organisation - Australia	1
Total	492



AICCM Website Statistics

AICCM website visits	Number/Percentage
Number of visits in the last 12 months	43,842 (2011 - 42,323)
Percentage change in the last 12 months	Increased 3.46 %
Average time of website visit	2.37
Number of pages visited	3.90
New Visitors	56.68%
Returning Visitors	43.32

Origin of website visit	Percentage
Search engines	70.82%
Direct access	17.32%
Referring sites	11.76%

Google is still the top search engine used to access the AICCM website (67.32% of entries occur directly from Google). Here are the top non-search engine referring sites:

- Facebook
- Collections Council of Australia
- Google.co.uk
- National Archives of Australia
- National Library of Australia

The AICCM website has been visited by users in 154 countries in the last 12 months. The largest group of visitors is still from Australia. The top 10 are:

Top 10 country of website visitor origin	Number of visits
Australia	27,570
United States of America	2,588
United Kingdom	2346
India	1142
Canada	513
New Zealand	578
Italy	570
Brazil	344
Poland	327
Phillipines	302
France	288

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

- aiccm
- (not provided)
- Conservator Australia

The three most popular pages on our website are the home page, the jobs page and searching for conservators in private practice page

Moved: Robin Hodgson **Seconded:** Caroline Whitley



Discussion: Kim Barrett asked where the students are from? Rachel responded that across the two universities, Uni of Can and Melb Uni, there were 50 complimentary student memberships offered and accepted.

Sarah Bunn asked how many Professional Members? Kay responded that there were 35. Rachel encouraged membership to apply for professional membership.

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. Nominations were received to most positions except the Ordinary Member SIG Co-ordinator and Ordinary Member Membership Officer. A late nomination was received from Susanna Collis for Membership Officer. Both positions were opened to the floor. 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:	<i>Vacant</i>
Membership Services Officer:	Susanna Collis

The new 2012/2013 National Council then resumed.

9. Other business

Strategic Plan

- KS read through the strategic plan, and highlighted National Council and membership activities as mentioned previously in the Presidents Report.
- Comments or questions should be directed to the Kay Söerlund as National President, Secretariat, Michelle Berry or to National Secretary, Rachel Spano.
- The Strategic Plan is available on the website.
- Kay stressed to membership that 'we can only get out what effort we put in'.
- Sarah Bunn asked about information concerning the Preservation Fair. Rachel suggested contacting State presidents who are looking for a committee member to be involved or contact Susie Collis.
- Thank-you

Meeting closed – 6pm