



AUSTRALIAN INSTITUTE FOR THE CONSERVATION OF CULTURAL MATERIAL INC.
PO Box 239 MOONAH TAS 7009

AICCM National Annual General Meeting 49

8.00 pm, Tuesday 4th October 2022

Online video conference

via Zoom Meeting ID: 849 2339 5516 Passcode: 707595

MINUTES

1. Attendance Alice Cannon, Grace Barrand, Libby Melzer, Michelle Berry, Kasi Albert, Ian Batterham, Julian Bickersteth, Anne Carter, Lydia Egunnike, Nick Flood, Jessica Grey, Emily Kelleher, Julie McCarthy, Kate McKay, Sandi Mitchell, Jennifer O'Connell, Frances Patterson, Hakim Abdul Rahim, Lucilla Roni, Rehan Scharenguivel, Julia Sharp, Kay Söderland, Sherryn Vardy, Kristel Smits, Amanda Wild

2. Apologies Ruby Awburn, Stephanie Bailey, Amy Bartlett, Ren Gregorcic, Ian Macleod, Lisa Mansfield, Alison Wain, Nicole Tse, Charlotte Walker

3. Welcome and acknowledgements

President Alice Cannon opened the meeting with an Acknowledgement of Country and welcomed all participants.

4. Acceptance of minutes from AGM 48

Motion: that the minutes from the 2021 Annual General Meeting (AGM 48) are accepted as a true and correct record.

Moved: Alice Cannon

Seconded: Ian Batterham

Motion carried.

5. President's report

Motion: that the 2022 President's report be accepted (*see Appendix A*).

Moved: Libby Melzer

Seconded: Michelle Berry

Motion carried.

6. Treasurer's report

Motion: that the 2021-2022 audited reports and 2022 Treasurer's report be accepted (*see Appendix B and C*).



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Moved: Alice Cannon
Seconded: Julie McCarthy

Motion carried.

7. Secretary's report

Motion: that the 2022 Secretary's report be accepted (*see Appendix D*).

Moved: Alice Cannon
Seconded: Lucilla Roni

Motion carried.

8. Election of office bearers

A call for nominations for AICCM National Council positions as required by the Constitution was made by Ian Batterham, AICCM Public Officer.

One nomination was received for each position, and all were accepted without opposition.

The approved position holders are:

President – Alice Cannon
Vice President – Grace Barrand
Secretary – Amanda Wild
Treasurer – Elizabeth (Libby) Melzer
Publications Officer – Hakim Abdul Rahim
Professional Membership Officer – Sherryn Vardy
Special Interest Group Coordinator – Kasi Albert
Membership Services Officer – Lucilla Ronai

The following position holders are authorised signatories for the AICCM bank accounts:

President – Alice Cannon
Vice President – Grace Barrand
Secretary – Amanda Wild
Treasurer – Elizabeth (Libby) Melzer

9. Other business

No other business was noted and the meeting closed.



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Appendix A – AGM 49 President's report

The coronavirus pandemic continued to dominate professional activities in 2021-22, with ongoing restrictions affecting work and travel well into 2022. With most of us now vaccinated, the illness is far less likely to be life-threatening but it is still playing havoc with both personal and professional plans.

AICCM activities were therefore still largely online throughout the 2021-22 financial year. The AGM, National Council meetings, Executive meetings, the annual Awards ceremony and the AICCM annual planning meeting were also conducted via Zoom, as travel restrictions and uncertainties made it difficult to plan in-person events. The webinar format has opened up enormous possibilities for professional development, networking and knowledge exchange. However, in-person events are slowly returning, particularly within our State divisions, and they have been missed.

2022 also saw devastating floods in NSW and Queensland, a terrible example of how vulnerable Australians and Australian culture and society are to worsening natural disasters and extreme weather events. Slowing climate change is as vital to our profession as any other. Disaster preparedness and response unfortunately seems likely to remain a major focus of conservation in Australia for some time to come. I have been so impressed by the generosity, stamina, and skills of the conservators who have responded to requests for help from flood-affected communities – often when they themselves were personally affected by the floods as well. I am thankful too for the ongoing commitment of our colleagues in Blue Shield and the other professional organisations who participate in the Cultural Response Roundtable – AICCM is proud to be a member of Blue Shield and of this network. To support those affected by the floods, AICCM announced a program of ‘emergency assistance grants’ to help conservators responding to requests for help from small collecting organisations; we will consider making these an ongoing program.

I'd like to thank three National Council members who are not standing for re-election this year – Cobus van Breda, as Publications Officer, Sandi Mitchell as Professional Membership Officer, and Lisa Mansfield as SIG and Event Coordinator. Cobus, Sandi and Lisa have done an amazing amount of work for us as members – Cobus has for years negotiated our website advertisements and our publishing contract with Taylor and Francis for the Bulletin; Sandi has chaired our Professional Membership Committee, through which our new and renewing professional memberships are managed; and Lisa lent her outstanding expertise and energy to those many online events we were able to run over the last couple of years, which have permanently altered what professional development looks like for AICCM.

I'd also like to thank a number of people who are not members of the National Council but without whom our association would be much, much poorer. Without Nicole Tse and her editorial committee – including guest editors for special issues – we would not have the Bulletin to showcase Australian conservation expertise and research. Without Victoria Thomas, we would not receive industry updates, conference reviews and other professional information via the eNews. Without Tegan Anthes as Preventive SIG Convenor and her organising committee, we would not have had the fabulous Agents of Change series, nor the *Australian Made* symposium without Paintings SIG Convenors Raye Collins and Raymonda Rajkowski.



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Our committees have been no less busy. The Disaster Preparedness Committee designed and launched the AICCM Disaster Preparedness Calendar, intended as a planning resource for small cultural organisations. The Reconciliation Committee has begun work on a 'reflection' Reconciliation Action Plan for AICCM. The Sustainability Committee and tertiary students from the two Australian conservation courses were key to IIC's 'Wikipedia-thon' in 2021, organised as part of their programming for the UN Climate Change Conference in Glasgow (COP26) and which also enriched AICCM's own wiki. The work of AICCM's new Development Committee saw the appointment of our Development Officer (Bella Lipson), two grant submissions, and the launch of our '\$50k for 50 years' fundraising appeal. My sincere thanks to all of you who have contributed your time and energy to share and extend our knowledge and expertise.

Through your membership fees, AICCM is also able to pay contractors to perform key functions. I am not exaggerating when I say that without these contractors, AICCM would cease to function, if not cease to exist. Amongst many other things, Michelle Berry as our Secretariat responds to public enquiries, manages membership renewals and event registrations, Hilary Milsome makes up our invoices and BAS statements, Zora Sanders publicises our events and manages our online presence, and Paul Coleman makes sure the website works, as well as creating event registration pages and uploads webinar recordings. My thanks to the Australian Decorative Fine Arts Society (ADFAS) for their generous and ongoing support of AICCM's Student of the Year awards and the mid-career fellowships; in 2021 ADFAS funded *three* mid-career fellowships, which is just extraordinarily generous. In 2021-22 AICCM was able to make a small contribution in return, by supporting the ADFAS Pauline Hopkins Cup Young Arts awards program.

Lastly, I'd like to thank you all for your engagement with AICCM – by supporting the association and our activities as members, by being present at this meeting, and for all the voluntary work you put in to State divisions, Special Interest Groups, events, working groups and other activities. For an association with around 600 members on average, we achieve an extraordinary amount.

Next year is AICCM's 50th anniversary and planning for the 2023 National Conference and the special 50th edition of the Bulletin will be a major focus for AICCM. The recent change in government brings opportunities to advocate on matters relating to a new National Cultural Policy (perhaps even a new Conservation Policy?), a review of heritage legislation as it affects First Nations culture and cultural sites, special funding to protect Australia's dispersed cultural heritage and cultural memory from climate change and natural disasters, and restoration of funding to our national cultural and research organisations. National Council intends to appoint a paid Executive Officer to bring greater focus and drive to deliver on the goals of our 2020-25 Strategic Plan and to help make 2022-23 an exciting anniversary year for us all – and for good reasons for a change, instead of troublesome ones! I hope you will all be able to be part of the anniversary activities and look forward to another year of working within our professional community.

Alice Cannon
President



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Appendix B – AGM 48 audited financial reports

AUSTRALIAN INSTITUTE FOR THE CONSERVATION OF CULTURAL
MATERIAL INCORPORATED

Financial Statements
For the year ended 30 June 2022

R. J. Sanderson & Associates Pty Ltd
60 Robinson Street
Dandenong 3175

Phone: 03 9794 0010 Fax: 03 9794 0221



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AUSTRALIAN INSTITUTE FOR THE CONSERVATION OF CULTURAL MATERIAL
INCORPORATED

Detailed Profit and Loss Statement

For the year ended 30 June 2022

	2022	2021
	\$	\$
Income		
Grant income		1,250
Memberships subscriptions	105,310	97,514
Advertising income	20,125	19,580
Sponsorship income	7,118	6,000
Donations	12,654	1,502
Copyright income	4,395	6,001
Event sponsorship income	4,318	8,636
Bulletin subsidy income		2,500
Registration - events	10,100	927
Interest received	2,001	3,958
Other income	2,500	
Total income	168,521	147,868
Expenses		
Audit fees	4,064	4,064
Bank fees and charges	2,749	2,114
Bookkeeping fees	6,020	5,723
Capitation fees distributed	4,669	
Copyright Fees		244
Consultants fees	16,499	
Council Member Training & Support	682	955
Postage & handling	402	404
Events expenses	5,883	2,119
Grant disbursements	1,000	
Insurance	3,796	3,889
Legal/licence fees	87	
Member awards	3,616	4,000
Newsletter expenses	1,820	20,930
Printing & stationery	3,671	105
Secretarial expenses	43,577	40,271
Student sponsorships	200	
Subscriptions	1,731	1,680
Teleconference costs	770	955

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



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AUSTRALIAN INSTITUTE FOR THE CONSERVATION OF CULTURAL MATERIAL
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Detailed Profit and Loss Statement

For the year ended 30 June 2022

	2022	2021
	\$	\$
Website expenses	7,475	21,355
Total expenses	108,711	108,808
Net Profit from Ordinary Activities	59,810	39,060

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



AUSTRALIAN INSTITUTE FOR THE CONSERVATION OF CULTURAL MATERIAL INC.
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AUSTRALIAN INSTITUTE FOR THE CONSERVATION OF CULTURAL MATERIAL
INCORPORATED

Detailed Balance Sheet as at 30 June 2022

Note	2022 \$	2021 \$
Service's Funds		
Retained earnings at the beginning	363,905	324,844
Net profit / (loss)	59,810	39,060
Total Service's Funds	423,715	363,904
Represented by:		
Current Assets		
Cash Assets		
PayPal clearing account	9,384	2,255
Cash at bank-Bank Australia	197,829	152,166
Cash at bank-Bank Australia term deposit	194,355	192,527
Cash at bank-Bank Australia cyber saver	1,924	1,209
Cash at bank-Bank Australia visa access	1,009	1,459
Cash at bank-Bank Australia public fund	21,972	16,557
Cash at bank- pin payments	760	2,217
	427,233	368,390
Receivables		
Trade debtors	1,275	550
	1,275	550
Current Tax Assets		
GST clearing	694	1,596
	694	1,596
Other		
Funds held in advance	375	375
	375	375
Total Current Assets	429,577	370,911

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AUSTRALIAN INSTITUTE FOR THE CONSERVATION OF CULTURAL MATERIAL
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Detailed Balance Sheet as at 30 June 2022

	Note	2022 \$	2021 \$
Total Assets		429,577	370,911
Current Liabilities			
Payables			
Unsecured:			
Trade creditors		5,862	6,075
		5,862	6,075
Provisions			
Superannuation Payable			932
			932
Total Current Liabilities		5,862	7,007
Total Liabilities		5,862	7,007
Net Assets		423,715	363,904

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AUSTRALIAN INSTITUTE FOR THE CONSERVATION OF CULTURAL MATERIAL
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Proprietor Declaration

The proprietor has determined that the entity is not a reporting entity and that this special purpose financial report should be prepared in accordance with the accounting policies outlined in Note 1 to the financial statements.

The proprietor declares that:

1. The financial statements and notes present fairly the entity's financial position as at 30 June 2022 and its performance for the year ended on that date in accordance with the accounting policies described in Note 1 to the financial statements;
2. In the proprietor's opinion there are reasonable grounds to believe that the entity will be able to pay its debts as and when they become due and payable.

The proprietor is responsible for the reliability, accuracy and completeness of the accounting records and the disclosure of all material and relevant information.

Dated:



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AUSTRALIAN INSTITUTE FOR THE CONSERVATION OF CULTURAL MATERIAL
INCORPORATED
Statement of Cash Flows
For the year ended 30 June 2022

	2022 \$	2021 \$
Cash Flow From Operating Activities		
Receipts from customers	165,794	143,361
Payments to Suppliers and employees	(108,952)	(104,188)
Interest received	2,001	3,957
Net cash provided by (used in) operating activities (note 2)	58,843	43,130
Net increase (decrease) in cash held	58,844	43,130
Cash at the beginning of the year	368,390	325,260
Cash at the end of the year (note 1)	427,233	368,390

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



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AUSTRALIAN INSTITUTE FOR THE CONSERVATION OF CULTURAL MATERIAL
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Statement of Cash Flows
For the year ended 30 June 2022

	2022	2021
Note 1. Reconciliation Of Cash		
For the purposes of the statement of cash flows, cash includes cash on hand and in banks and investments in money market instruments, net of outstanding bank overdrafts.		
Cash at the end of the year as shown in the statement of cash flows is reconciled to the related items in the balance sheet as follows:		
PayPal clearing account	9,384	2,255
Cash at bank-Bank Australia	197,829	152,166
Cash at bank Bank Australia term deposit	194,355	192,527
Cash at bank-Bank Australia cyber saver	1,924	1,209
Cash at bank Bank Australia visa access	1,009	1,459
Cash at bank-Bank Australia public fund	21,972	16,557
Cash at bank- pin payments	760	2,217
	<u>427,233</u>	<u>368,390</u>

Note 2. Reconciliation Of Net Cash Provided By/Used In Operating Activities To Net Profit (Loss)

Net profit (loss)	59,811	39,060
Changes in assets and liabilities net of effects of purchases and disposals of controlled entities:		
(Increase) decrease in trade and term debtors	(725)	(550)
Increase (decrease) in trade creditors and accruals	(212)	161
Increase (decrease) in employee entitlements	(931)	932
Increase (decrease) in sundry provisions	900	3,527
Net cash provided by operating activities	<u>58,843</u>	<u>43,130</u>

The accompanying notes form part of these financial statements. These statements should be read in conjunction with the attached compilation report.



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Australian Institute For the Conservation of Cultural Material Incorporated
Notes to the Financial Statements
For the year ended 30 June 2022

Note 3: Summary of Significant Accounting Policies

This financial report is a special purpose financial report prepared in order to satisfy the requirements of Australian Institute For the Conservation of Cultural Material Incorporated to prepare a financial report. The entity has determined that the entity is not a reporting entity.

The financial report has been prepared in accordance with applicable Australian Accounting Standards.

The financial report is prepared on an accruals basis and is based on historical costs and does not take into account changing money values or, except where specifically stated, current valuations of non-current assets.

The following significant accounting policies, which are consistent with the previous period unless otherwise stated, have been adopted in the preparation of this financial report:

(a) Property, Plant and Equipment

Property, plant and equipment are included at cost, independent of the Services' valuation. All assets, excluding freehold land and buildings are depreciated over the useful lives of the assets to the entity.

(b) Inventories

Inventories are measured at the lower of cost and net realisable value. Costs are assigned on a first-in first-out basis and include direct materials, direct labour and an appropriate proportion of variable and fixed overhead expenses.

(c) Provisions

Provisions are recognised when the Service has a legal or constructive obligation, as a result of past events, for which it is probable that an outflow of economic benefits will result and that outflow can be reasonably measured.

Provisions recognised represent the best estimate of the amounts required to settle the obligation at reporting date.

(d) Cash and Cash Equivalents

Cash and cash equivalents include cash on hand, deposits held at call with banks, other short-term highly liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities on the balance sheet.

(e) Revenue and Other Income

Revenue is measured at the value of the consideration received or receivable after taking into account any trade discounts and volume rebates allowed. For this purpose, deferred consideration is not discounted to present values when recognising revenue.

Interest revenue is recognised using the effective interest rate method, which, for floating rate financial assets, is the rate inherent in the instrument. Dividend revenue is recognised when the right to receive a dividend has been established.

Revenue recognised related to the provision of services is determined with reference to the stage of completion of the transaction at the reporting date and where outcome of the contract can be estimated reliably. Stage of completion is determined with reference to the services performed to date as a percentage of total anticipated services to be performed. Where the outcome cannot be estimated reliably, revenue is recognised only to the extent that related expenditure is recoverable.

All revenue is stated net of the amount of goods and services tax (GST).

These notes should be read in conjunction with the attached audit report of R J SANDERSON & ASSOCIATES PTY LTD.



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**Australian Institute For the Conservation of Cultural Material Incorporated
Notes to the Financial Statements
For the year ended 30 June 2022**

(f) Accounting for Leases – AASB 16

The mandatory application and implementation of Accounting Standard AASB 16 has caused the following alterations to the presentation of the financial accounts.

Leases of fixed assets, where substantially all the risks and benefits incidental to the ownership of the asset, but not the legal ownership, are transferred to the Service are classified as finance leases.

Finance leases are capitalised by recording an asset and a liability at the lower of the amounts equal to the fair value of the leased property or the present value of the minimum lease payments, including any guaranteed residual values. Lease payments are allocated between the reduction of the lease liability and the lease interest expense for the period.

Leased assets are depreciated on a straight-line basis over the shorter of their estimated useful lives or the lease term.

Lease payments for operating leases, where substantially all the risks and benefits remain with the lessor, are charged as expenses on a straight-line basis over the lease term.

(g) Goods and Services Tax (GST)

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Tax Office. In these circumstances, the GST is recognised as part of the cost of acquisition of the asset or as part of an item of the expense. Receivables and payables in the balance sheet are shown inclusive of GST.

(H) Going Concern – ASA 570

The Accounting standard ASA570 requires the auditor to assess the appropriateness of management's going concern assumption for the relevant period for a period of at least twelve months from the date of the financial statements.

After due investigation and supply of evidence, it has been established, that in the absence of any subsequent abnormal event, the Service passes the going concern criteria.

An Adjustment has been made in the Reports in the Year Ending 30th June 2020.

There is no material effect of this transaction. Discounts to members is now being allocated against income rather than an expense. This will allow the board a better understanding of membership income levels.

These notes should be read in conjunction with the attached audit report of R J SANDERSON & ASSOCIATES PTY LTD.



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Australian Institute For the Conservation of Cultural Material Incorporated

Declaration

The Committee of Management has determined that the entity is not a reporting entity and that this special purpose financial report should be prepared in accordance with the accounting policies outlined in Note 1 to the financial statements.

The Committee of Management declares that:

1. The financial statements and notes present fairly the entity's financial position as at 30th June 2022 and its performance for the year ended on that date in accordance with the accounting policies described in Note 1 to the financial statements;
2. In the Committee of Management's opinion there are reasonable grounds to believe that the entity will be able to pay its debts as and when they become due and payable.

Signed by the Chairperson of the Committee of
Management

Signed by the Chief Executive Officer
Dated



AUSTRALIAN INSTITUTE FOR THE CONSERVATION OF CULTURAL MATERIAL INC.
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Appendix C – AGM 49 Treasurer’s report

As of 30 June 2022, the AICCM had assets at **\$423,715** representing an increase of **\$59,810 (16.4%)** on this time last year.

In 2021/22 Financial Year, AICCM had income **\$168,521** with expenses of **\$108,711** representing a surplus of **\$59,910**. Income was **\$31,337 (29.5%)** in excess of budget resulting from better than average income in all areas including membership, events, and other income. Other income included donations totaling \$12,654 including a significant sum (\$8-\$10K) for the \$50K for 50 Years project.

Expenses were **\$49,012 (32.5%)** below the budgeted **\$150,640** at **\$101,627**. Costs were below budget in most areas, but several major expenses including Bulletin costs (\$21,500) and awards (\$6,383) have been carried over into the next financial year.

The budget for the 2022-23 Financial Year proposes income of **\$182,365** which incorporates increased membership revenue from the rate increase, and approximately \$35K in donations to the \$50K for 50 Years project. Expenses are predicted to increase to **\$204,760** including the cost of the Executive Office commencing in the second half of 22/23, and expenses carried over from 21/22 identified above. This budget anticipates a loss of **\$22,395** for the financial year.

Table 1: 2021/22 income, expenditure, and operational surplus budget versus actual

21/22	Budget	Actual
Income	\$125,100	\$168,521
Expenditure	\$156,140	\$108,711
Surplus/Loss	-\$31,040	\$59,910

Table 2 – Income, expenditure, and profit 2017/18 to present

Year	17/18	18/19	19/20	20/21	21/22	22/23 budget
Income	\$220,271	\$335,258	\$103,265	\$147,868	\$168,521	\$182,365
Expenditure	\$170,243	\$307,781	\$224,895	\$108,808	\$108,711	\$204,760
Surplus/Loss	\$50,028	\$27,477	-\$121,630	\$39,060	\$59,910	-\$22,395

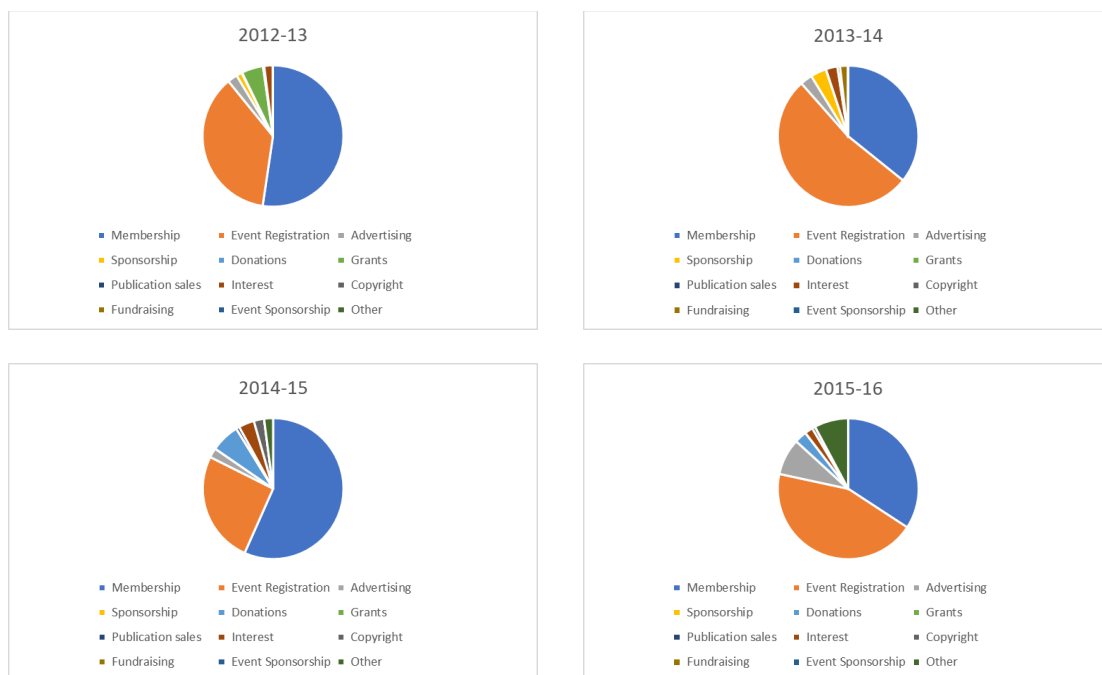


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Figures 1 – Trends in income, expenses, operational surpluses, and cash assets for 2011 to the present

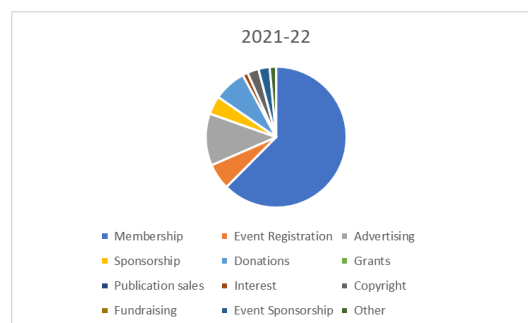
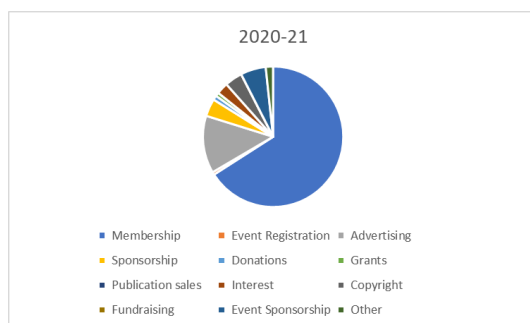
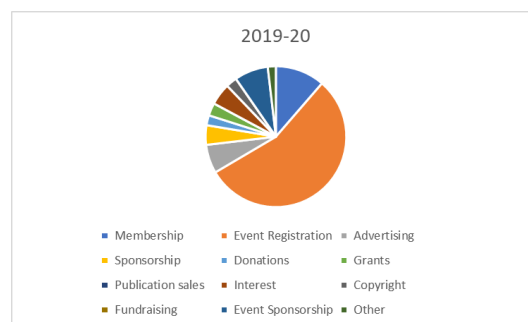
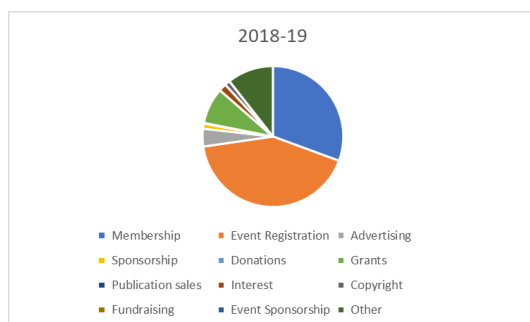
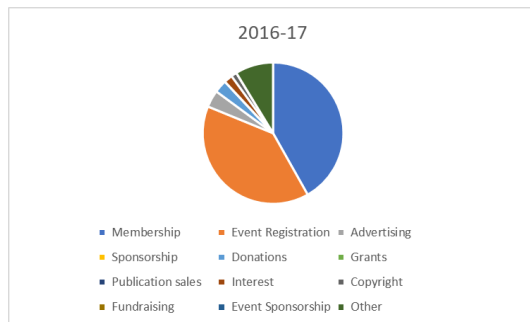


Figure 2 – Make-up of AICCM income for past 10 years





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Libby Melzer
Treasurer

Appendix D – AGM 48 Secretary's report

Meetings

The National Council met six times (CM 206 - 211), during the 2021-22 financial year, satisfying the mandatory minimum of three meetings required by the AICCM Constitution. Meetings were held every second month, online, using Zoom. The Executive, which includes the President, Vice President, Treasurer, Secretary and Secretariat, met online, five times throughout the financial year, with additional matters resolved using Basecamp. The AICCM National Annual General Meeting #48 was held online on Monday 20th September 2021.

A professional development session was held on the 3rd December 2021 for National Council members. Nick Koerbin, Executive Director at Association Executive Services, presented on the roles and responsibilities of board members in the not-for-profit sector. National Council hosted an online end of year celebration for all AICCM members on the 14th December 2021. The event included the



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presentation of the ADFAS sponsored AICCM awards and a quiz. The annual face to face National Council meeting (CM 211) was a one-day session held online on the 27th May 2022. Topics covered the AICCM Business and Strategic Plans, fundraising, development, reconciliation, disaster preparedness and planning for the up-and-coming AICCM 50th anniversary.

Membership

Membership renewal takes place at the start of the year.. There has been a small increase of current memberships from 611 in September 2021 to 622 in September 2022. The number of AICCM Professional Members has risen by 2 in the past year from 128 to 130.

Table 1: Current membership status as of the 2020, 2021 and 2022 Annual General Meetings

Membership Type	As of AGM September 2022	As of AGM September 2021	As of AGM September 2020
Current	622	611	623
Grace	0	0	0
Expired	715	665	593

Table 2: Membership numbers by membership type

Current Membership Type	2021-22	2020-21	2019-20	2018-19	2017-18
Australian Individual	360	351	371	363	331
Overseas Individual	17	16	13	12	12
Australian Organisation	24	21	22	24	18
Overseas Organisation	8	6	6	8	7
Australian Concession	39	43	34	33	33
Honorary	5	5	6	5	7
Complimentary Student	69	67	68	62	65
Overseas Concession	1	1	1	1	1
Reciprocal	12	12	12	12	12
Australian Student	61	59	60	61	38
Overseas Student	3	8	8	5	3



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Australian Life Member	18	17	17	17	17
Overseas Life Member	4	4	4	4	4
Australian Voluntary-run Organisation	1	1	1	1	1
Total Current	622	611	623	608	549

Table 3. Professional membership numbers

	2021 -22	2020-21	2019-20	2018-19	2017-18
Professional Member	130	128	120	118	108

Website

Visitation numbers to website continue to slightly increase from the previous year. Unsurprisingly vast majority of page views are from Australian users. There has been a slight increase in overseas visitation to the website this financial year (48% traffic from overseas vs. 42% 2020-21).

Table 4. Website visits for financial year

	2021-22
Users	54195
Page view	185171

Table 5. Breakdown of visitation geography

Country	Users	Percentage
Australia	28,145	51.95%
United States	8,445	15.59%
United Kingdom	2,424	4.47%
Philippines	1,077	1.99%
Canada	1,037	1.91%
New Zealand	865	1.60%
India	831	1.53%
China	772	1.43%
Italy	551	1.02%
Germany	537	0.99%
Total	54,175	



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Most visited page after the homepage continues to be Danielle Measday's 'A summary of ultraviolet fluorescent materials relevant to conservation'. High pageview numbers for 'find a conservator' and 'become a conservator' highlighting the website's use for providing conservation services and training to the wider public.

Table 6. Top 5 visited pages

Page	Pageviews
Home Page	18,206
summary-ultra-violet-fluorescent-materials-relevant-conservation/	8,320
find-a-conservator/	6,800
conservation/become-a-conservator/	5,164
conservation/visual glossary/	5,128

A more than doubling of views and a massive increase in total watch hours for the year. Many of these views are on the popular 10 Agents Over 10 Months series, with the most viewed video being the fourth session in the series, which was on Lighting. Continued involvement with video content is likely to further increase engagement with AICCM content in this field.

Table 7. Youtube

	2021-22	2020-21
Views	2138	1067
Watch hours	732	151.9
subscribers	+ 35	30

Social Media

Table 8. Annual Social Media Figures 2021/22

	2021/22	2020/21	2019/20	2018/19	2017/18	2016/17	2015/16
Twitter followers	934	858	792	676	592	530	424
Facebook page fans	8541	8007	7110	6574	5600	4334	2945
Average post reach	1791	981	1806	3022	2158	2038	1627
Instagram Followers	244	NA	NA	NA	NA	NA	NA
eNews Subscribers	2168	1255	1118	958	867	743	599



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In 2021/22 AICCM was heavily involved in the response to the devastating flooding that occurred in February and March 2022, particularly impacting Lismore in successive flooding events. We responded well and quickly with a large number of posts on all our social media channels directing people to resources, and to our newly established recovery funding grants. This activity was very successful and our posts about the flooding had a combined reach of 27,942 while our second most-read post of the entire year was one from the 3rd of March directing people to recovery resources on our website.

Posts about AICCM events were overall much more widely read this year than they were in the last financial year, in fact of the top 5 posts for the year, all but the number one most-read post were about AICCM activities or resources (these were the afore mentioned post about flooding resources at no. 2, posts about the AICCM awards at numbers 3 and 4 and a post about the Exhibitions SIG workshops at no. 5). The most popular post of the year was one about ‘The dreaded “T” word’ —a look at why conservators dislike adhesive tapes so much. Some things are perennial it seems!

For the first year Instagram figures are included above as our account was launched in October 2021. We have posted 21 times since then, focusing on promoting AICCM events and content as sharing external content is more difficult on Instagram. We have 244 followers thus far, and it has proved reasonably easy to maintain while hopefully reaching a new audience that may not be using Facebook or Twitter as actively anymore.

Amanda Wild
Secretary