



Gasworks Arts Park
Annual Report 2014

Chair's Report

2014 was a year of continued growth in key areas of the park's life and performance.

Our seasons of performance in the theatre and exhibitions in galleries, presented lively and diverse offerings which attracted a growing number of visitors. The vitality and style of what was offered enhanced the park as a place of visitation and exploration.

We built on our already high reputation as a location for festivals with continued development of programs for Midsumma and Fringe, the Fringe Festival in particular providing a most inventive offering which linked the inside and outside facilities of the park. In both cases the rise of quality of offering was a product of a continual and energetic development of relationships with the various communities involved.

We continued important curated events such as Circus Showdown and the excellent and popular school holiday programs.

We integrated programming in buildings and in park and built community links through work with schools, studio tours and classes. Our Generator program extended our links in this regard.

We continued to build on the firm foundations of good governance, working through a powerful and effective structure of board sub-committees which ensured oversight, evaluation and contribution to all areas of the park's life.

We ended the year with a very creditable surplus.

None of this would be possible without the energetic, imaginative and highly professional performance of our Director, Tamara Jungwirth and her dedicated and enthusiastic team. It is always an invigorating experience to visit the office.

We thank her and all of them for their stupendously hard work.

I also thank board members and board members of our related organisation, the Gasworks Patrons and Friends Foundation, for their dedicated work,

bringing to the park a wide range of administrative and technical skills. Their contribution is only one sign of community contribution to the life of the park – but a very important and costly one.

As always, we thank the City of Port Phillip for its continued commitment to the park - and its annual support for our activities.

James McCaughey
Chair



Treasurer's Report

I am pleased to be able to report that the 2014 Audit Report showed Gasworks made a profit of \$15 167 for the year, \$5098 above the amount predicted in the 2014-15 Business Plan. This was the result of numerous strategies employed to manage financial risk sensibly, as well as ensuring the organisation's financial processes were well-structured and effective. It was also the result of an enormous amount of hard work by the CEO/Director and the Gasworks staff – they are to be congratulated.

Gasworks receives an annual grant of around \$500 000 from the City of Port Phillip against an operating turnover of \$1.3 million. Thus the strategy is for Gasworks to develop a diverse income mix and to seek other sources of income, particularly grants and donations, to make up the difference. A part-time funding co-ordinator was appointed to focus on this area. The result was a 61 per cent increase for the year, from \$13 000 to \$21 000. We are aware, however, that grant funding is more competitive than ever, owing to government cut-backs.

Income was also gratefully received from non-commercial sources, including \$10 000 grants from Arts Victoria and the Gasworks Foundation, and \$1,000 from the Victorian Multicultural Commission. Gasworks is also indebted to Brown Brothers for their in-kind support.

There are a couple of financial highlights to mention: There was an 8 per cent increase in ticket sales in 2014, resulting in a total that was the highest number of ticket sales in Gasworks' history. The stringent processes put in place to control debtors have been very successful, such that the percentage of 90+-day debtors has become negligible. The income from commissions from visual art sales, the bar sales and the Farmers' Market continued to be above budget.

The financial outlook for 2015 is dependent on many factors outside the control of Gasworks. These include the capital-works program, and the park's soil remediation.

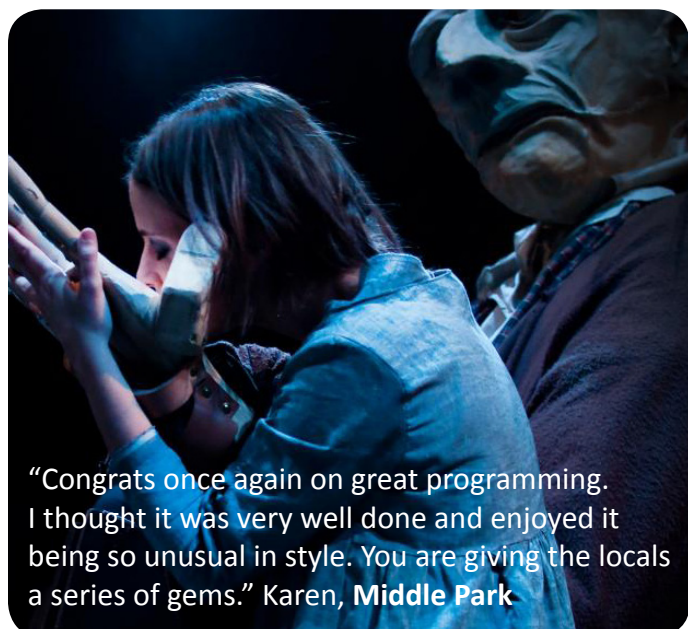
Fran Church
Treasurer



"I have attended 4 performances in the last 4 months and they have all been excellent."
Raelene, **Port Melbourne**



"Fantastic to see such quality theatre at Gasworks. We took four friends to *Unpack This!* and all vowed to return. Well done!" Edmund, **Albert Park**



"Congrats once again on great programming. I thought it was very well done and enjoyed it being so unusual in style. You are giving the locals a series of gems." Karen, **Middle Park**

Director and CEO's Report

Introduction

2014 was a year of highlights where our subscription theatre season consolidated, with theatre and dance performances across the year. We expanded our role as a circus hub for Melbourne Fringe Festival, with the addition of the Glade as an external performance and gathering place. Ticket sales were at an all time high, and we finished the year with an operating surplus.

With attendance increasing to over 200,000, the interest and participation in Gasworks Arts Park continues to grow, which is a testament to the creative and diligent work of my energetic staff and devoted board members, and the continued collaboration with the City of Port Phillip. Heartfelt thanks to everyone involved in the myriad of elements which combine to create the vibrant spirit of this arts park.

Strategic Plan

Gasworks Arts Park has delivered a series of achievements against our strategic plan. Our vision is to create a vibrant arts precinct in the City of Port Phillip which contributes to a healthy and resilient local community and engages visitors from across the State. Our mission is to enliven a public park through the creation of a thriving arts program. Our strategic plan has five key priorities across programming, administration, marketing, buildings and grounds, and financial management.

STRATEGIC PRIORITY ONE: PROGRAMMING

KEY STRATEGIC GOAL: *To produce a distinctive program, increase visitation levels and engage the community.*

Our subscription theatre season, Moving Parts, provided many highlights, with seven productions featured. Lisa Wilson's *Lake* from Queensland was supported by the Gasworks Patrons Foundation, and featured exquisite production design, with a 30cm deep lake covering the stage, overhead lights reflecting on the surface, an inverted forest hanging from the ceiling, and projections of real forest scenes playing behind the dancers. The world renowned Circa from Brisbane presented *S*, where

they demonstrated strength, grace, and sublime virtuosity – and completely sold out.

"I just wanted to send an email to say thank you and express my great and fabulous appreciation to all of you for all the hard work you have done for me... Your patience with me (being my first show) has been absolutely brilliant and you are all a credit and asset to Gasworks! Thank you for giving me a chance to perform at your theatre!"
Brendy Ford, P.S. I'm Fabulous

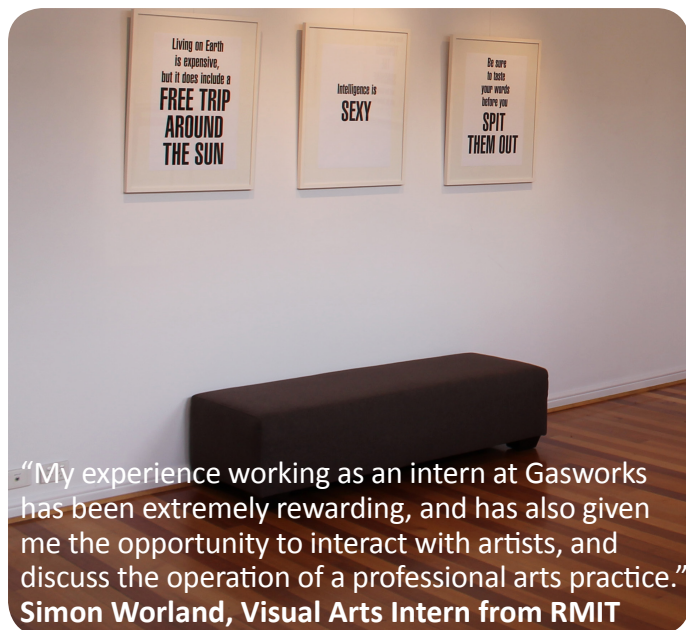


Other key programming strands continued, such as Gasworks Circus Showdown, the school holiday program, Gasworks Backyard Cinema, Morning Music and the Spring Music Festival. Festival hub programming was featured during the Midsumma Festival and Melbourne Fringe. The Midsumma Festival featured the sold out world premiere of a new Australian musical, *Queen Bee*, about the life of Dusty Springfield. During Melbourne Fringe in September/October we became the circus hub for the festival and staged over 60 performances to create a true festival atmosphere. The outdoor activities in the Glade included a performance tent, food vendors, bar and roving performers.

A new initiative was Ignite, an open access program which culminated in four creative teams having the opportunity to develop new work and present creative development showings to an audience which included performing arts industry mentors. Two theatre pieces and two dance pieces were presented. Overall, ticket sales from our box office increased by 8% from the previous year.

In the visual arts area, we presented 35 exhibitions during the year, with art sales exceeding expectation. The range of forms was extremely diverse; in 2014 encompassing sculpture,

printmaking, mosaic and ikebana. We offered public guided tours of the galleries and resident artists' studios, which continue to provide a deeply satisfying experience to visitors. We said good-bye to our resident artists Dani Bryant in ceramics, and welcomed the arrival of Michal Anela. The open studios event we held in November was enjoyed by many visitors, as were the wine tastings from our sponsor Brown Brothers, and all our resident artists were on hand to explain their work and methods.



The capacity of the park to be a cultural meeting place ripe with opportunity for social connection was enhanced by our farmers market which delighted the senses of visitors, and our popular Priscilla Jones Cafe. The array of community workshops we were able to offer from the workshop rooms on the edge of the park continued to diversify, with such interesting topics as Stop Motion Animation for Kids and magic classes joining long held favourites such as life drawing and yoga.

Theatre hire was a concurrent element of our practice, where we consistently had positive feedback about the quality of our technical and marketing advice so that shows could be installed safely and on time, while optimising audience levels.

In 2014, the Gasworks theatres were filled with regular and new hirers alike. Gasworks continued to build relationships with several long-standing hirers, including St. Michael's Grammar School, who returned for the seventh consecutive year. Other regular hirers included The Space Dance and

Arts Centre from Prahran, Stagemasters, Australian Theatre of the Deaf and Haileybury College. Nice Productions returned for their fourth Fringe Festival season with an original absurdist piece, which has gone on to tour to other festivals.

2014 also saw us host several seasons for newly formed theatre companies such as Company Eleven and Milkbar Theatre Company. Gasworks also opened its doors to ABC TV where two episodes of "It's A Date" were filmed in our theatres and in the surrounding park.

Numerous conference and training style events were held in the theatres also, including topics such as wine appreciation, hair styling, audio product technology, guitar master classes, and acting master classes. In total, 59 of these events went ahead.

STRATEGIC PRIORITY TWO: ADMINISTRATION

KEY STRATEGIC GOAL: *To strengthen administrative systems, reflect contemporary operational practice and satisfy public expectations.*

2014 was a busy year for streamlining client information in relation to theatre hire, private functions, and creative workshop space hire. We updated venue photographs on the website, updated the venue floor plans and the technical specifications, and created more attractive sales inquiry packs. An online venue hire inquiry form was designed and loaded to the website, to enable more efficient processing of inquiries.

We invested in staff training on SABO, our ticketing software, to widen the skill set amongst the team. We also created a new ticketing category – premium tickets, which can be sold at a higher price in premium seating locations when selected shows have a good chance of selling out. We also trained a number of staff in first aid, so that a trained first aider is present at all times when the venue is open. In the theatre, equipment upgrades included new microphones for the stage and a new lighting control desk.

STRATEGIC PRIORITY THREE: MARKETING

KEY STRATEGIC GOAL: *To strengthen and promote the park's distinctive profile in the community through an effective marketing program.*

As a mid-sized organisation our key focus with marketing is to fully leverage low cost and digital methods. We were therefore very pleased to see our web hits increase to 88,913 and our Facebook membership grow to 4,826. The marketing team achieved significant publicity throughout the year in major publications, and work was completed on a new website which enables the presentation of a greater amount of audio visual content.

STRATEGIC PRIORITY FOUR: BUILDINGS AND GROUNDS

KEY STRATEGIC GOAL: *To work with the City of Port Phillip to enhance community participation and improve the Gasworks experience as the City upgrades the buildings and grounds.*

Gasworks Arts Incorporated joined the City of Port Phillip on the Gasworks reference committee to inform the development of the scope of work for building renovations planned for detailed design in 2014 and construction in 2015. This is an important and timely project which will deliver benefits for audiences and artists alike. The ageing plumbing at Gasworks is planned to be replaced by new public bathrooms for our visitors and new showers, laundry and dressing rooms for artists.

Key members of our organisation joined the City of Port Phillip’s reference group to consider the future landscaping needs of the park in the event of soil remediation. We strongly advocated that this work be done in two stages to allow the community continued access and amenity. These sentiments were echoed by submissions made by our resident artists and cafe proprietors.



“On behalf of all of us, we would like to say thank you! We had a fantastic time and we all really enjoyed ourselves... A special thanks to the dynamic duo behind the bar who were always smiling and were so lovely.”
Aimee, Arts Victoria

STRATEGIC PRIORITY FIVE: FINANCIAL MANAGEMENT

KEY STRATEGIC GOAL: *To maintain a sound financial base through effective management and fundraising to support a sustainable and resilient organisation.*

Our financial processes are structured and effective. A combination of careful budgeting and ticketing, visual art and bar sales that all exceeded expectation resulted in a \$15k surplus for the year. Our debt recovery agency also provided excellent assistance when required.

COUNCIL KPIS

A number of Key Performance Indicators have been agreed with the City of Port Phillip as part of council funding arrangements; achievements against those statistics are as follows.

Indicator	Achievement
Attendance based on ticketed events	16,408
Attendance based on head count (non-ticketed events)	202,527
Number of performing arts performances	233
Number of visual arts exhibitions	35
Number of private functions	59
Number of artist tenants or arts-related tenants	16
Average usage capacity of venues for hire – against industry average of 61%	78%

The Australian industry average for venue utilization is 61%. In 2014 Gasworks achieved utilization well above this rate, at 78%. Park events form part of our production output but are not included in this total as the park is simultaneously accessible to the public. This industry leading result is the culmination of the many and varied performing arts, visual arts, and community activities which took place across our spaces. There were 233 performances across theatre, music, dance, circus, puppetry, physical theatre, cabaret and comedy. There were 35 art exhibitions, 55 children’s holiday workshops, and 59 private group events.

Tamara Jungwirth
Director & CEO

The People of Gasworks Arts Park

Board of Management

The Gasworks Arts Park board is elected annually from the membership and also includes two tenant representatives and one City of Port Phillip representative.

Board membership:

James McCaughey (Chair)
Michael Brett Young (Deputy Chair)
Fran Church (Treasurer)
Cr Amanda Stevens, Mayor of City of Port Phillip
Russell Annear
Peter Cronin
John Ellis
Melanie Collett
David Finney
Dr Julie Kimber
Trishia Sabey (Artist Representative)
Craig Barrett (Artist Representative)

Gasworks Foundation Inc

The Gasworks Foundation is grateful to all its donors and board members who have given generously to support the activities of Gasworks Arts Park.

Board membership:

James McCaughey (Chair)
Gary Hutchens (Treasurer)
Janet Bolitho
Jill Grogan
Rebecca Bartel
Tamara Jungwirth

Tenants

Priscilla Jones Cafe	Emma Binks and Bronwyn Tomkins
Hub Productions	Barry Malseed

Long-Term Tutors

Liz Milsom	Painting and drawing
Rachel Parkinson	Music and dancing for children
Cath Jamison	Magic for children

Gasworks Staff

Tamara Jungwirth	Director & CEO
Ellen Merat	Finance Manager
Kristine Andrew	Finance Officer
Tony Smith	Creative Producer
Tracey McIrvine	Visual Arts Manager
Mary Hughes	Visual Arts Assistant
Tracy Margieson	Marketing & Development Manager
Eugenia Tishkina	Fundraising & Sponsorship Coordinator
Jarrold Rose	Digital Marketing Coordinator
Natalie Reid	Ticketing & Hospitality Manager
David Horne	Venue Coordinator
Melia Bartholomeusz	Farmers Market Manager
Chelsea Denny	Reception & Administration Assistant
Leon Dark	Acting Operations Manager
Ben Morris	Head Technician

Resident Artists

Sculpture Studio

Benjamin Storch
Ivana Perkins
Tanja George
Konstantin Dimopoulos
John Meade

Watchman's Cabin

Paul Meehan
Janet Marnell-Brown

Visual Arts

Craig Barrett
Tricia Sabey
Ted Powell
Oleh Witer
Brooke Andrew

Ceramics

Kris Coad
Michal Anela
Ursula Dutkiewicz

INDEPENDENT AUDIT REPORT TO THE MEMBERS OF GASWORKS ARTS INC.

Report on the Financial Report

We have audited the accompanying financial report, being a special purpose financial report, of Gasworks Arts Inc., which comprises the committee's report, the assets and liabilities statement as at 31 December 2014, statement of cash flows as at 31 December 2014, and the income and expenditure statement for the year then ended, notes comprising a summary of significant accounting policies, other explanatory information statement by members of the committee.

Committee's Responsibility for the Financial Report

The committee of Gasworks Arts Inc. is responsible for the preparation of the financial report, and has determined that the basis of preparation described in Note 1 is appropriate to meet the requirements of the Associations Incorporation Reform Act 2012 (Vic) and the needs of the members. The committee's responsibility also includes such internal control as the committee determines is necessary to enable the preparation of a financial report that is free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We have conducted our audit in accordance with Australian Auditing Standards. Those Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the association's preparation and fair presentation of the financial report that gives a true and fair view, in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the association's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the committee, as well as evaluating the overall presentation of the financial report.


We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial report gives a true and fair view of the financial position of Gasworks Arts Inc. as at 31 December 2014 and its financial performance for the year then ended in accordance with the accounting policies described in Note 1 to the financial statements, and the requirements of the Associations Incorporation Reform Act 2012 (Vic).

Basis of Accounting and Restriction on Distribution

Without modifying our opinion, we draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared to assist Gasworks Arts Inc. to meet the requirements of the Associations Incorporation Reform Act 2012 (Vic). As a result, the financial report may not be suitable for another purpose.



Sean Denham

Dated: 25 MARCH 2015
Suite 1, 707 Mt Alexander Road
Moonee Ponds VIC 3039

GASWORKS ARTS INC.

**INCOME AND EXPENDITURE STATEMENT
FOR THE YEAR ENDED
31 DECEMBER 2014**

	Note	2014 \$	2013 \$
INCOME			
Rental Recoveries		146,546	144,045
Tickets / Bar Sales / Commissions		262,642	242,875
Venue Hire		279,130	259,052
Sponsorship / Donations / Memberships		5,638	11,525
Grants		593,542	582,005
Interest Income		11,295	12,872
Sundry Income		500	609
		<u>1,299,293</u>	<u>1,252,983</u>
 EXPENDITURE			
<u>Administration</u>			
Annual leave & long service leave		20,403	6,866
Artists - Share of Box Office		9,467	7,687
Audit fee		4,250	3,450
Bad and doubtful debts		269	485
Bank fees		2,988	3,289
Catering		4,467	4,436
Contingency		7,608	-
Consultants		5,590	9,100
Depreciation		31,583	38,483
Electricity and gas		37,349	33,573
Insurance		15,109	16,189
Office and management expenses		71,349	61,453
Telephone		3,344	2,512
Salaries and wages		743,220	720,777
Contractors - Artists & Tutors		139,826	108,789
Superannuation		66,266	60,317
Workcover		8,087	8,331
		<u>1,171,175</u>	<u>1,085,737</u>

GASWORKS ARTS INC.

INCOME AND EXPENDITURE STATEMENT
FOR THE YEAR ENDED
31 DECEMBER 2014

	Note	2014 \$	2013 \$
<u>Production</u>			
Purchases		36,508	26,066
Entrepreneurial programming		-	55
Maintenance		18,141	20,082
Travel and accommodation		3,352	4,500
Equipment hire		7,653	5,804
		65,654	56,507
 <u>Marketing</u>			
Advertising, publicity, promotions		6,302	13,636
Graphic design		8,052	8,517
Printing and distribution		29,457	41,629
Other marketing		1,438	1,297
Market Research		2,048	-
Web Design		-	2,145
		47,297	67,224
		1,284,126	1,209,468
 Profit before income tax		 15,167	 43,515
 Income tax expense	2	 -	 -
 Profit after income tax		 15,167	 43,515
 Other comprehensive income for the period, net of tax		 -	 -
 Total comprehensive income for the period		 15,167	 43,515

GASWORKS ARTS INC.

ASSETS AND LIABILITIES STATEMENT
31 DECEMBER 2014

	Note	2014 \$	2013 \$
CURRENT ASSETS			
Cash	3	396,960	343,993
Trade and other receivables	4	71,643	30,295
Inventory		8,209	5,851
TOTAL CURRENT ASSETS		<u>476,812</u>	<u>380,139</u>
NON-CURRENT ASSETS			
Property, plant and equipment	5	114,749	128,439
TOTAL NON-CURRENT ASSETS		<u>114,749</u>	<u>128,439</u>
TOTAL ASSETS		<u>591,561</u>	<u>508,578</u>
CURRENT LIABILITIES			
Trade and other creditors	6	98,469	83,078
Amounts received in advance	7	71,463	31,007
Provisions	8	58,630	46,711
TOTAL CURRENT LIABILITIES		<u>228,562</u>	<u>160,796</u>
NON-CURRENT LIABILITIES			
Trade and other creditors	6	18,188	18,138
TOTAL NON-CURRENT LIABILITIES		<u>18,188</u>	<u>18,138</u>
TOTAL LIABILITIES		<u>246,750</u>	<u>178,934</u>
NET ASSETS		<u>344,811</u>	<u>329,644</u>
MEMBERS FUNDS			
Retained profits		267,811	252,644
Reserves	9	77,000	77,000
TOTAL MEMBERS FUNDS		<u>344,811</u>	<u>329,644</u>

