

The Guildhouse Board consists of seven Directors all of whom bring a wealth of experience and expertise from the visual arts, craft and design industries and business.

Jane Jeffreys, Chair Clare Belfrage Jess Dare John Hood Rod Lindquist Deanne Loan Robyn McBride

The Guildhouse Artist Advisory Group provides input into Guildhouse's programs to ensure their relevance to artists, craftspeople and designers across South Australia.

Gabriella Bisetto
Diedre But-Husaim
Bridget Currie
Nicholas Folland
Brad Harkin
Carly Snoswell
Lex Stobie
Catherine Truman

Guildhouse Staff

Emma Fey, Chief Executive Officer
Victoria Bowes, Executive Officer
Bridget Hodder, Marketing &
Communications Coordinator
Heidi Kenyon, Programs Officer
Debbie Pryor, Artistic Programs Manager
Clare Suridge, Finance Officer
Henry Wolff, Administration Officer

A special thank you to outgoing staff

Jasmine Argent, Social Media Officer Carollyn Kavanagh, Communications & Administration Officer Bianka Kennedy, Project Manager Peta Mount, Programs Manager Megan Rainey, Programs Manager

Volunteers:

Jade Elliott Jade O'Donohue Danielle Talbot Mia Smith

Cover image: Gail Hocking, *A Precarious Resilience* (detail), 2018, Photograph Grant Hancock.

Facing page images L - R: Jane Jeffreys. Photograph Boehm Photography.

Emma Fey. Photograph Nick Lawrence.



2018 has been a year of considerable change, challenges and achievement. With strong leadership, we have delivered a diverse and dynamic program of initiatives and services for an increasing number of South Australian creative practitioners, bolstered by wonderful new collaborations across the cultural, academic, philanthropic and commercial sectors.

Our most significant new partnership of the year is with the lan Potter Foundation. With their commitment, we launched Catapult, an ambitious three-year mentoring program that supports artists to address their long-term career development needs. With that, we were able to leverage this to gain further support for Catapult from the Department of Industry and Skills, Country Arts SA, the University of South Australia and the Art Gallery of South Australia through TARNANTHI.

Guildhouse is becoming increasingly visible to people beyond our membership; including media, the corporate sector and philanthropists. We have implemented a range of mechanisms, including exclusive, behind the scenes events that allow us to showcase the strength of the South Australian visual arts sector.

In addition to securing triennial funding from the Government of South Australia through Arts South Australia, we have increased Guildhouse's non-government revenue through major philanthropic grants, partnerships with local government, consultancy services and membership. The year concluded with a pledge from the James & Diana Ramsay Foundation to support the development of the Guildhouse Fellowship for Mid-career visual artists from 2019.

We are pleased to have experienced an increase in employment for Guildhouse members through our work with local government and the commercial sector. Through Guildhouse Professional Services, we have delivered exciting public art projects with UBER and Fox Creek Wines, an exclusive brand collaboration between tourism company Journey Beyond and South Australian designer Julie White, in addition to special projects with the City of Unley and City of Adelaide to increase creative participation.

I am grateful for the dedication of my fellow Directors and I wish to acknowledge their commitment to Guildhouse and the work we do. The input of our Artist Advisory Group has been invaluable and I also applaud their contribution. Likewise, I wish to acknowledge the extraordinary staff team led by our CEO Emma Fey and the energy that they bring - seizing every opportunity grow and nurture creative practice in South Australia.



2018 dawned from our new home in the contemporary arts hub of the Lion Arts precinct - and this set the tone for the year that was to follow, It has been a dynamic, active year in which we've moved ahead in leaps and bounds.

Guildhouse Membership has grown by 34%. We've experienced record engagement with the sector, both in membership and participation in our programs. Our members span all visual art forms, from students through to experienced practitioners.

65% of our operational revenue was spent employing artists and industry professionals. We are dedicated to our purpose of creating sustainable careers in the arts. In 2018, our fees specifically paid to artists and creative personnel increased by 50%.

Increased engagement with regional and Aboriginal and Torres Strait Islander practitioners. With initiatives such as Catapult and Catapult+TARNANTHI, participation in the Ku Arts Symposium in Port Augusta, and a partnership with Country Arts SA, we are pleased to be working with an increasing number of regional and culturally diverse practitioners.

Growing support for our work. We know can't achieve our goals alone. With the support of the lan Potter Foundation in 2018, and for the next two years, we will be offering funded mentorship opportunities for South Australian practitioners. Building on their original commitment to the Guildhouse Interest Free Loan service, The James & Diana Ramsay Foundation provided additional funds to allow us to meet the demands of the sector.

We are thrilled to be working with the Foundation to provide a substantial opportunity for mid career practitioners from 2019.

Wonderful new partnerships. In 2018 we established a strategic partnership with the City of Adelaide, and established new collaborations with TARNANTHI, FELTspace, Country Arts SA, JHA Advisory, Koonara Wines and Adelaide Central School of Art. We are proud of our ongoing partnerships with The Art Gallery of South Australia, Flinders University Art Museum, The Copyright Agency Cultural Fund, The Botanic Gardens of South Australia, Yiwei Art Foundation, UniSA and media partner, The Adelaide Review.

Increased artist referrals to industry. Our engagement with industry has continued to increase, with record referrals, special projects and commissions. In 2018 we worked with industry partners in local government, tourism, food and wine, with several exciting projects in development. Our work to promote South Australian practitioners through our online platform with the support of the Adelaide Review and Google Adwords continues.

Experienced, energetic team. In 2018 Guildhouse restructured to ensure we were best placed to respond to the needs of our members and changing market conditions. We have a strong, vibrant and capable team in place, many of which are creative practitioners in their own right.

2018 has proved to be a year of significant, increased engagement with artists and the sector, and we look forward to further growth and development in 2019.

Emma Fey, Chief Executive Officer

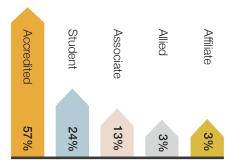
Jane Jeffreys, FAICD, FAHRI, FAIM Chair





INFORM: Brave New World, 2019, ACE Open. Photograph Rosina Possingham.





Guildhouse membership increased significantly in 2018, with growth across all membership categories.

Our members continue to represent the diversity of the creative sector, working across visual art, craft and design.

Accredited Membership

Offering a range of benefits, including tailored insurance cover, for practitioners.

Allied Membership

Offering a range of benefits, including insurance cover, for professionals primarily working in the visual arts as curators, installers, registrars, conservators and/or administrators.

Associate Membership

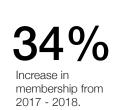
For practitioners who are looking for assistance and support, but do not need insurance.

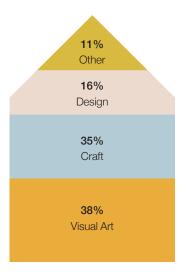
Affiliate Membership

For individuals, groups and organisations interested in staying up to date with the sector.

Student Membership

Free for a maximum of three years, for students enrolled in tertiary or postgraduate level study.









INFORM: Brave New World, 2019, ACE Open. Photograph Rosina Possingham.









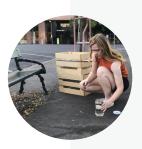


As a regional artist it was valuable being connected with a group of artists in that environment as it allowed me to articulate, focus, identify and clarify what I wanted to communicate.

Lara Tilbrook

Websites for Artists with Amy Milhinch.

Image: Lara Tilbrook in the studio. Image courtesy the artist.



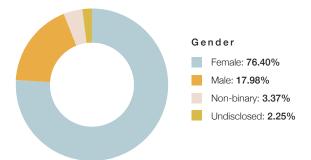
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I feel that this workshop has drawn my attention to the importance of reviewing and updating these documents to best reflect the current values and expectations of an arts organisation, such as accessibility, duty of care and insurance. Since attending this workshop, I have considered other relevant items to incorporate within our current artist agreement, particularly as FELTspace is constantly expanding and taking on new projects.

Bernadette Klavins,

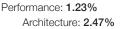
Workshop: Arts Law - Dotting the "i"s: Understanding Arts Contracts.

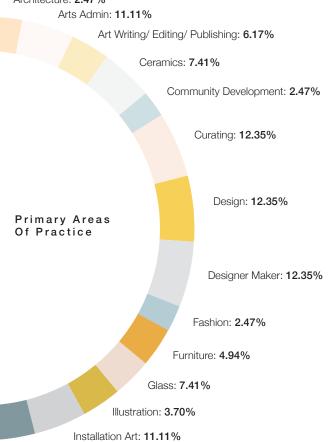
Image: Bernadette Klavins, *Rain Return*. Image courtesy the artist.

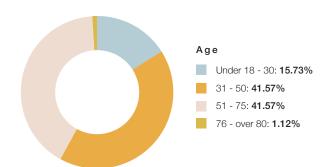


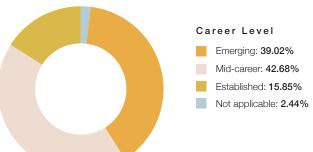


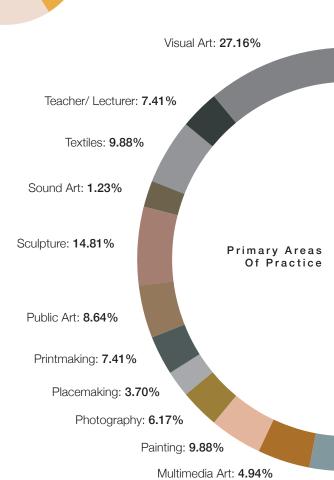
Of our operational revenue was spent employing artists and industry professionals











Jewellery: 13.58%

Jewellery: 13.58%



Julie White collaboration with Journey Beyond, 2018. Photograph Simon Upton

Co-designing cultural, commercial and community outcomes.

Guildhouse is trusted for its in-depth understanding of visual arts practice, sector knowledge, professional networks and our experienced team.

With a directory of more than 960 members from diverse artistic practices, Guildhouse is uniquely qualified to connect South Australian artists, designers and craftspeople with private, public, and commercial opportunities. These include major public art installations, private commissions, exhibitions and international artist-in-resident programs.

GUILDHOUSE PROFESSIONAL SERVICES

Guildhouse Professional Services provides the highest quality specialist services and project management expertise to support sustainable artistic careers, enrich communities, and stimulate economic development.

Guildhouse identifies and initiates opportunities for collaboration between visuals artists and individuals, institutions, businesses and the broader community. We respond to requests for end-to-end art strategy services, from conceptual design to implementation and handover.

In all cases, Guildhouse provides bestpractice solutions for clients, by offering comprehensive visual art strategy consultation and project management services. This includes clarifying needs and aspirations, budgets and timeframes, project opportunities and constraints, developing and overseeing strategies, and recommending artistic mediums and artists suitable to the project, through to project coordination and liaison between client, artist, suppliers and service providers.

In partnership with its clients, Guildhouse codesigns cultural, commercial and community outcomes to connect South Australian artists with people, places and precincts.

Engage our services online here: guildhouse.org.au/professional-services/







Guildhouse was able to help in visualising the concept, recommending an appropriate artist and work with Fox Creek to make this concept a reality.

James Carman,

Fox Creek Wines

Image: Bianka Kennedy collaboration with Fox Creek Wines,

2019. Photograph Guildhouse.

Throughout 2018, Guildhouse has been working on a number of collaborative projects with industry. Some particular examples of note include brand collaboration between designer Julie White and tourism organisation Journey Beyond.

Guildhouse worked with Journey Beyond and Julie White to license existing designs for exclusive merchandise and underpin the development of a custom scarf in celebration of The Ghan's 90th year. Julie White's exclusive design was then transformed into a custom dress designed by Julie White and photographed by renowned fashion photographer Simon Upton.

Well known mural artist Bohie Palacek was commissioned by Guildhouse to produce a mural for UBER in support of their sponsorship of the Garden of Unearthly Delights, Fringe 2018.

Artist and designer Bianka Kennedy was engaged to produce a site specific installation for Fox Creek Wines at the Garden of Unearthly Delights and their cellar door in McLaren Vale.

We have continued our work with local government to increase opportunities for South Australian artists in public art and socially engaged practice. In early 2018, Guildhouse collaborated with the City of Unley through their 'Arts in Your Space' program to support artists with limited public art experience with mentoring and networks to build capacity and confidence. Five new public art commissions by Bridget Currie, Cynthia Schwertsik, Matt Fortrose, Ellen Schlobohm, and Cheryll Johns resulted.



Bohie Palecek collaboration with Uber, Adelaide Fringe, 2018. Photograph Elliot Oakes.



Kaspar Schmidt Mumm's ART WORKS residency, 2018. Photograph Guildhouse.

Our artistic and career development program connected artists to industry professionals to support the development of professional and sustainable creative practice

CATAPULT

Catapult and Catapult + TARNANTHI provides creative professionals with essential funding and support to further develop their artistic practice through a meaningful mentorship.

Catapult recipients demonstrate ambition, drive and dedication. Mentees engage with mentors from around the country to develop skills, realise projects and allow time to learn more about their practice.

With the generous support of the lan Potter Foundation Guildhouse has provided 9 mentorships to Guildhouse members and in partnership with Art Gallery of South Australia awarded 2 First Nations artists mentorships through

Catapult+TARNANTHI.

Catapult mentees and mentors

1 mentorship at \$10,000

• Christopher Williams / Johannes Sistermanns (Germany)

8 mentorships at \$5,000

- Bridget Currie / Tamara Hardman
- Kaspar Schmidt Mumm / Darren O'Donnell (Canada)
- Jane Skeer / Richard Lewer (Melbourne)
- Brianna Speight / Mish Grigor (Melbourne)
- Gail Hocking / Sasha Grbich
- Lara Tilbrook / Sera Waters
- Lesa Farrant / Irianna Kanellopoulou (Melbourne)
- Cindy Durant / Regine Schwarzer

Catapult + TARNANTHI

2 mentorships at \$5,000

- Sandra Saunders / Dr Jess Wallace
- Damien Shen / Glenn Iseger-Pilkington

THE COLLECTIONS PROJECT

A collaborative project between Guildhouse the Botanic Gardens of South Australia and Flinders University Art Museum that provides artists with the opportunity to research the collections of these institutions and develop new work for exhibition. Championing the art and artists of our time while celebrating our cultural, historic and scientific heritage,

The Collections Project has the demonstrated ability to provide new audience experiences while delivering long-term benefits to the artistic and career development of participating artists.

Botanic Gardens of South Australia:

Heidi Kenvon

December 2017 - June 2018 Research and development

18 June – 29 July 2018, 'From little things...' exhibition at Museum of Economic Botany 17 June 2018, 'From little things...' exhibition launch

July 7,14, 21, 28

Public Programs x 4 live soundscapes

Flinders University Art Museum:

Gail Hocking

December 2017 - June 2018 Research and development

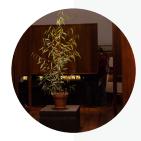
6 October - 30 November 2018 Peripheral Disturbance: Wandering Between Worlds exhibition

6 October Peripheral Disturbance: Wandering Between Worlds exhibition opening and artist In Conversation with FUAM Curator Nic Brown

16 October Unearthing cultural collections, in conversation with Nic Brown, Gail Hocking and Heidi Kenyon







This project was a significant professional development opportunity for me as a mid career artist, and gave me the impetus to explore and invest in new directions for my practice. The resultant body of experimental new work has already acted as a springboard for further opportunities, and has enabled me to build my audience base. It is likely that the impact of this residency will continue to unfold for years to come.

Heidi Kenyon,

The Collections Project with the Botanic Gardens of South Australia

Image: Heidi Kenyon, From little things (ii), 2018. Photograph Sia Duff.





Without the freedom that ART WORKS allowed, I would not have had the time to enter the production into the variety of opportunities that will now be the foundation of their development.

Kaspar Schmidt Mumm, ART WORKS Artist-in-residence

Image: Kaspar Schmidt Mumm, IMMI The Poet (detail). Image courtesy the artist.



Heidi Kenyon, From little things (ii), 2018. Photograph Grant Hancock.

INFORM

Inform is our professional development program of information sessions, artist talks and networking events designed to provide creative professionals with the knowledge, skills, information and contacts necessary to establish a successful practice and build a sustainable business.

In 2018, we delivered four INFORM sessions in partnership with Arts South Australia, Adelaide City Council, The Copyright Agency Cultural Fund, Artlab and Brian Tucker Accounting, and engaged the following industry professionals to present: Clare Belfrage, Nic Folland, Lisa Slade, Nicola Evans and Tristan Chant, Justin Gare and Brian Tucker.

PROVIDE PROFESSIONAL DEVELOPMENT ASSISTANCE

Guildhouse offered a series of Monthly Advice Bank sessions delivered by industry professionals and staff, providing tailored and relevant one-on-one advice to South Australian creatives.

ART WORKS

Guildhouse delivered a diverse, artist led program to activate the City of Adelaide's Minor Works building between late March and August 2018. The program had a strong focus on socially engaged contemporary practice, connecting communities through the development of new work, participation in creative practice and documentation.

Artist-in-residence Kaspar Schmidt Mumm

Kaspar Schmidt Mumm undertook his residency at the Minor Works Building from April to August. Kaspar's focus was on expanding and developing an established body of work, IMMI.

IMMI's SALA Festival installation at Adelaide Airport won the Advertiser Contemporary Art Award.

Writer-in-residence Rayleen Forester

An independent publisher and arts writer Rayleen approached the residency as a collaborative opportunity to research the nature of collaboration and its historical forms within the Minor Forms building from 1939 to today.

Rayleen produced a 3,000 word essay, *Collaborative Sites*. An excerpt has been published on Un Projects online platform.

Creative workshops:

ART WORKS provided a platform for creative economic development, facilitating opportunities for artists to trial new models and build audiences.

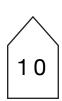
PROFESSIONAL DEVELOPMENT

With a special grant from the Excellence in Business Fund a selection of professional development workshops, webinars and Advice Bank sessions were delivered across 2018 to build creative micro business across South Australia.

A total of 251 practitioners engaged with the following professional development events in 2018:



Bridget Currie, work in progress as part of CATAPULT Mentorship (detail), 2019. Image courtesy the artist.





INFORM: Arts Grants - Funding your creative practice, 2018. Presenters Clare Belfrage, Nicholas Folland & Lisa Slade. Photograph Elliot Oakes

Arts Law

Social Media workshop
Contracts workshop
Copyright workshop
Legal Basics for Collaborators webinar
Copyright webinar
Arts Law Advice Bank sessions

Websites for artists with Amy Milhinch

A series of three workshops that lead participants through the planning and building of their own website.

Advice Bank

One on one information sessions providing specialist advice to artists from a range of industry professionals.

- Accessing University Research with Mark Saunders from the Future Industries Institute
- Fundraising with Creative Parnerships Australia's Marie-Louise Carroll
- Social Media Evaluation with Anna Zagala
- Websites with Amy Milhinch (follow up support for workshop participants)
- Website technical support with Bridie Letford
- Navigating Public Art x 2 sessions with Tony Rosella and Jason Sims.

Public Art Panel discussion

This program addressed the ways in which artists could navigate increases in scale, opportunities and budgets within the public art realm.

Emerging and established artists working within public art discussed their experiences within the burgeoning industry including writing and delivering a strong pitch, collaborating with industry (manufacturing/outsourcing), and the pitfalls to avoid.

INTERNATIONAL RESIDENCIES AND CHINESE CULTURAL EXCHANGES

Guildhouse's relationship with the Yiwei Art Foundation has continued to provide opportunities for South Australian artists to exhibit, teach and research one of the world's most burgeoning contemporary art markets. In 2018 this included solo exhibitions for Kath Inglis and Lauren Simeoni at San W Gallery which showcased the artists' works to engaged audiences. San W Gallery now represents 26 South Australian artists in China.

Wendy Fairclough

Accomplished glass artist, Wendy Fairclough undertook a four-week residency in Shanghai to allow her to immerse herself in a completely foreign city environment, research opportunities to create work in China and teach at Hangzhou University.

Huang Fei

In 2018, Guildhouse hosted our first Chinese artist in residence with the support of the Yiwei Art Foundation.

Highly regarded Jingdezhen-based Qing Hua artist, Huang Fei, undertook a three week residency in Adelaide. With the support of the JamFactory, Huang Fei resided in the Lion Arts precinct for the majority of his residency, conducting a series of well attended workshops and masterclasses for the South Australian ceramics and arts community.

IF LOAN

Demand for the Guildhouse IF loan continues to increase. Practitioners working in any art form, at any stage of their career can access loans between \$1,000 and \$5,000.

Since its launch in 2015, 38 loans totalling \$151,798 have been issued, with \$115,549 repaid to date.

In 2018 Guildhouse loaned \$67,500 to 16 practitioners. The loans in 2018 have accounted for 58% of our total loans since the programs inception, highlighting the increased demand for this service. These loans assisted with a variety of creative projects including business development, international residencies, public art projects, exhibition development, travel and more.

OFFICE SPACE

Capitalising on the increased foot traffic to our new office in the Lion Arts Precinct, Guildhouse launched a series of solo exhibitions featuring South Australian visual arts graduates, called OFFICE SPACE. This program supports emerging artists to professionalise their practice, develop networks and exhibit their work to new audiences.

Artists exhibited in 2018: Carolyn Corletto, Nathan Finch, Neville Cichon

HER NAME

In 2018, Guildhouse extended our partnership with Adelaide Central School of Art to present the work of four South Australian artists in *Her Name*, an exhibition curated by Andrew Purvis. The exhibition featured new works by Jane Skeer and Cynthia Schwertsik and existing works by Pierre Mukeba and Kay Lawrence which drew together work that dealt with the way in which women are represented, regarded and remembered.

ERIC LANDON ARTIST TALK

When Copenhagen-based master potter Eric Landon toured Australia in early 2018, Guildhouse invited him to give an artist talk and demonstration. Landon spoke of how he built his international profile through a strong social media presence and the event attracted creative practitioners beyond the ceramics community, and artists working at all career stages.

CITY OF ADELAIDE PRIZE

The City of Adelaide Prize is a category within the prestigious South Australian Architecture Awards program. It encourages a variety of nominations including architecture, landscapes and open spaces, street and laneway activation, public art installations and temporary urban experiments that activate and enliven the City's public spaces and engage with the community. In 2018 Guildhouse provided advice on the Expression of Interest to encourage more artists to enter, promoted it widely and was represented on the judging panel of the City of Adelaide Prize.

ART MONEY

Essentially after-pay for art, Art Money is an interest free loan service that makes owning art easy and affordable; supporting artists and makers to build audiences and sell work through interest free purchase loans. Guildhouse began partnering with Art Money in 2017 to provide this service.

ARTIST ADVISORY GROUP

In 2017 Guildhouse appointed an Artist Advisory Group to ensure our program is developed with regular input from active artists working across a range of media.

In 2018 the AAG was comprised of Gabriella Bisetto, Deidre But-Husaim, Bridget Currie, Nicholas Folland, Brad Harkin, Carly Snoswell, Lex Stobie, Catherine Truman and James Tylor.

TOOLKITS

In 2018 Guildhouse produced five Toolkits to extend the collection of free resources available to creative professionals. New Toolkits covered the following topics:

Grant Writing, Artist Run Initiatives #1, Artist Run Initiatives #2, Mentorships & Budgeting.



Gail Hocking, Fragile Echoes, Installation view at Flinders University, 2018. Photograph Grant Hancock.



Clare Belfrage, 2016. Photograph Jonathan VDK.

Guildhouse simply could not achieve our goals without our generous supporters. Your generosity comes in all shapes and sizes, and we thank you.

BEQUESTS

We acknowledge and thank the generous individuals who have made the ultimate gift through a provision in their Will. Such legacy gifts are vital to the continuation of our work in supporting and promoting contemporary practice for both makers and their audiences.

IF LOAN FUND

We wish to acknowledge the generosity of donors to Guildhouse's perpetual interest free loan fund. Demand for the IF Loan continues to grow from artists, craftspeople and designers.

In late 2018 the program received a boost with the James & Diana Ramsay Foundation making a further donation to support demand for this service.

EXCLUSIVE BEHIND-THE-SCENES EXPERIENCES

Glass Blowing with Clare Belfrage

In 2018 we launched a new initiative to engage supporters in special experiences that provide insight into the extraordinary artistic talent in South Australia. SALA Feature Artist of 2018, and Guildhouse Board Director, Clare Belfrage provided an intimate demonstration in the JamFactory hot glass studio, followed by a talk over generous hospitality sponsored by Koonara Wines.

We would like to thank all of our generous supporters in 2018:

The Ian Potter Foundation
The James & Diana Ramsay Foundation

Julie Brennan • John Clarke • Andrew Cohen • Gertrude & Joost Daalder • Alexei Fey • Emma Fey • Olivia Fuller • Will Fuller

- Prof. Emily Hilder Andrew Gwinnett •
 John Hood Jane Jeffreys Diana Laidlaw
- Sonia Laidlaw Deanne Loan Rob May
- Nigel McBride
 Robyn McBride
 Derek
 Nagle
 Lauwe
 Nancy Sarre
 Anne Skipper AM
 Marcia
 Marcia
 Del Thomas
 Carl Warmeant



Funding Partners









Yiwei Art Foundation

Project Partners



TARNANTHI



















SALA



Adelaide Central School of Art









Artlink

Media Partner



Guildhouse works with a significant network of visual artists, professional craftspeople and designers, along with a diversity of organisations, industry experts and business leaders from varying sectors. In addition to our partners we would like to acknowledge:

ACE OPEN • ArtsLaw • Brian Tucker Accounting • Business SA • Carclew • City of Unley • Department of Industry and Skills • Flinders University Art Museum • Fox Creek Wines • Freerange Futures • Helpmann Match Studio, JamFactory Journey Beyond Katalyst Lightbulb Digital of South Australia • Oxigen • Renewal SA Samstag
 TAFE
 SA
 The Gallery on Waymouth
 Uber

Guildhouse: Lion Arts Centre, North Terrace and Morphett Street, Adelaide PO BOX 8067 Station Arcade, South Australia 5000 +61 (08) 8410 1822

+61 (08) 8410 1822 www.guildhouse.org.au Guildhouse is supported by the South Australian Government through Arts South Australia and by the Visual Arts and Craft Strategy, an initiative of the Australian, State and Territory Governments.

We acknowledge the traditional country of the Kaurna people of the Adelaide Plains and pay respect to Elders past and present. We recognise and respect their cultural heritage, beliefs and relationship with the land. We acknowledge that they are of continuing importance to the Kaurna people living today