



**guildhouse**

2019 ANNUAL REPORT

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**  
**Andrew Cohen**  
**Jess Dare**  
**John Hood** (outgoing)  
**Rod Lindquist**  
**Deanne Loan** (outgoing)  
**Robyn McBride**  
**Katie Sarah** (from 2020)

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**  
**Thom Buchanan**  
**Bridget Currie** (outgoing)  
**Nicholas Folland** (outgoing)  
**Brad Darkson**  
**Carly Snoswell**  
**Lex Stobie** (outgoing)  
**Catherine Truman**

Guildhouse Staff

**Emma Fey**, Chief Executive Officer  
**Victoria Bowes**, Executive Officer  
**Debbie Pryor**, Artistic Programs Manager  
**Trish Hansen**, Strategic Consultant  
**Ayesha Aggarwal**, Marketing & Communications Coordinator  
**Heidi Kenyon**, Programs Officer  
**Julianne Pierce**, Programs Officer  
**Henry Wolff**, Administration Officer  
**Clare Suridge**, Finance Officer

Volunteers:

**Oliver Brown**  
**Miranda Fidge**  
**Grace Mullins**  
**Geeta Rajput**  
**Bridget Roche**



2019 has been a year of great accomplishment for Guildhouse.

Our artistic program has flourished, engaging more than 95 artists in the creation of new work, presenters or facilitators in our rich year-wide program. In partnership with our treasured cultural institutions and corporate partners, we continued to expand audiences for South Australian visual artists, craftspeople and designers – exceeding 500,000 in 2019.

With increased support from philanthropic foundations, including the James and Diana Ramsay Foundation, Ian Potter Foundation, Copyright Agency Cultural Fund, and a number of individuals, we are creating expanded opportunities for artists to develop their practice through research, mentorships and new collaborations. I sincerely acknowledge this generosity in assisting us to achieve our purpose.

With a focus on generating employment and artistic opportunities for South Australian artists and consolidating our organisational sustainability, we delivered a 23% increase in revenue in 2019.

Our consulting work, through Guildhouse Professional Services, has attracted a growing list of corporate, government and not-for-profit clients, resulting in new public art works, artist-in-residence projects, strategy development, and ultimately, the employment of South Australian artists in excellent new ways.

Guildhouse has made an important transition in its operating model in recent years, and in 2019 we saw the realisation of this. In the past three years, we've grown our earned revenue from 18% to 46% of total revenue, and almost doubled non-government revenue. This has enabled us to provide initiatives and services attuned to the needs of the sector – in fact 75% of our total income was spent in the direct employ of artists, creative practitioners and industry professionals.



I wish to acknowledge the dedicated and excellent team at Guildhouse and thank them for their tireless commitment. I acknowledge our insightful and generous Artist Advisory Group members and I commend the leadership of my fellow Board Directors. In particular, I wish to thank Deanne Loan and John Hood as they conclude their terms this year, and welcome Andrew Cohen to the Board.

**Jane Jeffreys,**  
**FAICD, FAHRI, FAIM**  
**Chair, 2015 - Present**

In 2019, we celebrated and championed the voice of the artist. Our small, but very excellent team crafted a jam-packed program of artistic and skill development initiatives that provided opportunities for diverse South Australian artists to share their work, knowledge, ways of working and seeing, throughout the year.

We presented a pilot Artist Symposium for our members in 2019, generating an above-capacity response at praxis ARTSPACE + studios. Fourteen diverse artists were involved in chairing and speaking to topics spanning studio practice and endurance prompting ongoing impassioned discussions about contemporary practice.

The award of the inaugural Guildhouse Fellowship to textile artist Troy-Anthony Baylis in recognition of his manifold practice, supported extended travel and research in Berlin and the development of ambitious new bodies of work. In partnership with AGSA, the James and Diana Ramsay Foundation's generous support for this important award recognises artistic excellence and ambition amongst South Australian mid-career artists.

This year we presented a record four Guildhouse Collections Projects with three exceptional cultural partners; Flinders University Museum of Art, the Botanic Gardens and State Herbarium of South Australia and the Art Gallery of South Australia, providing a unique collections-based research and presentation opportunity for Cynthia Schwertsik, Jake Holmes, Kath Inglis and Honor Freeman, respectively.

23 practitioners benefited from funded mentorships through the Catapult program, generously supported by principal partner The Ian Potter Foundation. Artist led, these mentorships resulted in vast creative and professional skill development, including showcasing of new work by Damien Shen and Sandra Saunders at the national Tarnanthi Festival of Contemporary Aboriginal and Torres Strait Islander Art.

Our work to generate opportunities for South Australian artists to expand their practice and connect with the world continues, with an exciting new partnership with the Mahmood Martin Foundation to support intercultural exchange.

Together with our work with the commercial sector, we are generating more opportunities for practitioners than ever before.

We could not do what we do without extensive collaborations and partnerships and I express my deep gratitude to each and every one of our generous partners. I pay a special tribute to our new partners, Statewide Superannuation, Comunet and Fox Creek Wines, for their support of our work to empower and inform, connect, and provide warm hospitality whenever we gather.

A strong arts sector is comprised of a rich and complex ecology. I would like to acknowledge the State Government of South Australia through Arts South Australia and the Australian Government through the Visual Arts and Craft Strategy, an initiative of the Australian, State and Territory Governments for their continued investment in our work to ensure we nurture and empower a strong visual art, craft and design sector into the future.

**Emma Fey,**  
**Chief Executive Officer**

Cover image: Kath Inglis, *epiphyte brooch* (detail), 2019. Photograph Grant Hancock.

Facing page images L-R: Jane Jeffreys. Photograph Boehm Photography. Emma Fey. Photograph Nick Lawrence



# Our Intent

## Our Vision

For creative practitioners to have sustainable careers and to be recognised and valued by our community.

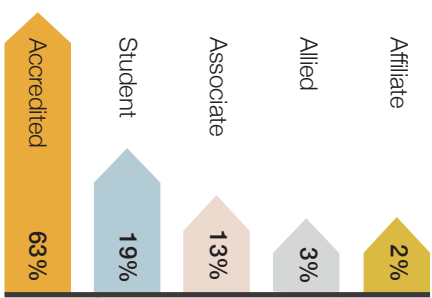
## Our Purpose

Guildhouse supports a thriving visual arts, craft and design ecology through working directly with practitioners to develop their practice, work with ambition and establish sustainable careers.

## How We Work

Artists are central to what we do: We build careers, we foster excellence, we take the arts outside the arts, we create and nurture opportunities for our members, we believe in a strong creative sector for all and fair pay for artists.

956  
Members



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

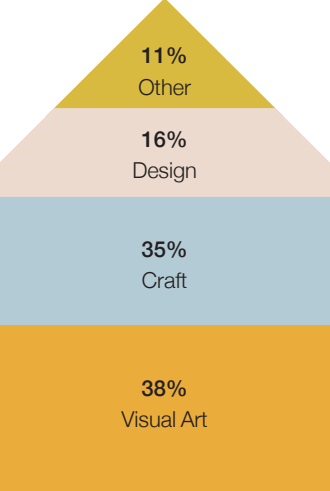
**Accredited Membership**  
Offering a range of benefits, including tailored insurance cover for practitioners.

**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.



Guildhouse Symposium, 2019, praxis ARTSPACE. Photograph Rosina Possingham.

Guildhouse Symposium (studio tour), 2019, praxis ARTSPACE. Photograph Rosina Possingham.



# Our Members



Guildhouse Symposium, 2019, praxis ARTSPACE. Photograph Rosina Possingham.

**32**  
opportunities for artists to create and exhibit new bodies of work.

**1162**  
artists were provided with tailored career and professional development support.

**500,000**  
Our Reach: Practitioners showcased to local, national and global audiences.



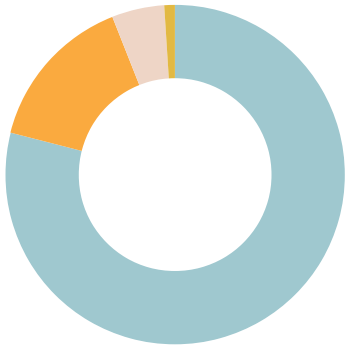
"The [Collections Project facilitated] a new direction in my work and much to explore - I am looking forward to what the future brings."

Kath Inglis



"This [ART WORKS] residency has helped me to solidify a subtle yet important conceptual shift in my practice that has been occurring over the last couple of years... This has proven to be an inspiring and productive conceptual re-calibration, which has helped to redefine my practice."

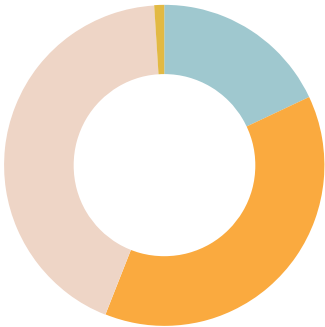
Brad Lay



Gender

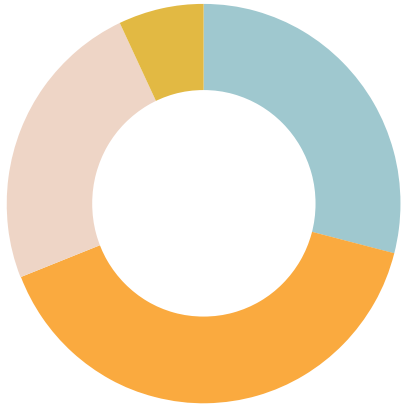
- Female: 79.23%
- Male: 14.62%
- Non-binary: 4.62%
- Undisclosed: 1.54%

**93%**  
of artists who participated in our programs tell us that it has increased their ability to develop their practice.



Age

- Under 18 - 30: 17.69%
- 31 - 50: 37.69%
- 51 - 75: 43.85%
- 76 - over 80: 0.77%



Career Level

- Emerging: 39.02%
- Mid-career: 42.68%
- Established: 15.85%
- Not applicable: 2.44%



Catherine Truman (Mentor) and Leonie Westbrook (Mentee), 2019. Grey Street Workshop. Photograph Rosina Possingham



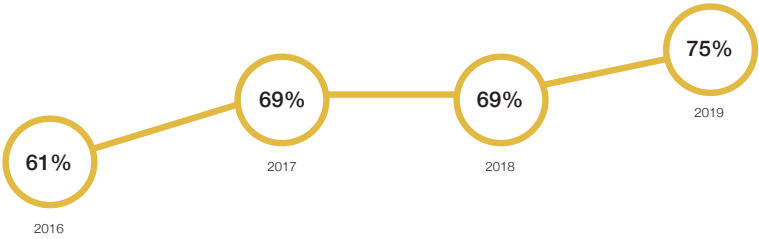
# Guildhouse



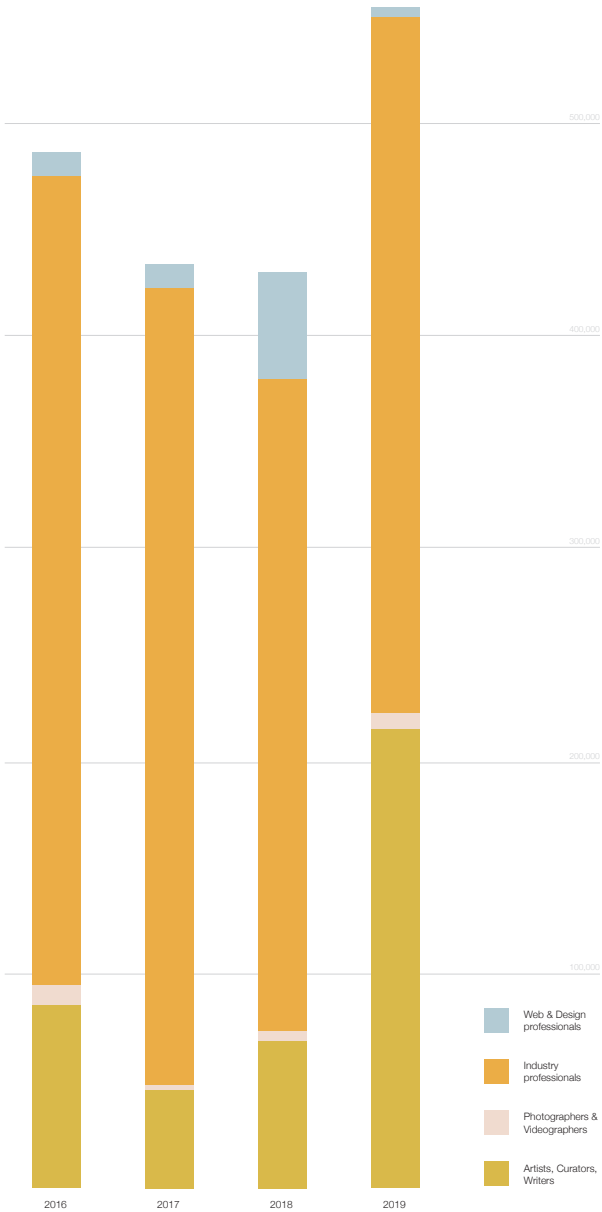
Guildhouse staff: L-R, Ayesha Aggarwal (Communications and Marketing Manager), Henry Wolff (Administration Officer), Heidi Kenyon (Programs Officer), Emma Fey (CEO), Debbie Pryor (Artistic Programs Manager) & Victoria Bowes (Executive Officer). Photograph Rosina Possingham.

Guildhouse consolidated its financial position in 2019. With considerable growth in Professional Services and financial memberships, Guildhouse increased its year-on-year revenue by 23%. The growth in earned revenue, and in particular commissions and consultancy, enabled Guildhouse to increase its employment of creative professionals to 75% of total revenue, surpassing our targets for the year.

Guildhouse has continued to demonstrate its capacity to respond to a changing environment, further diversifying sources of revenue. In 2019 earned revenue comprised 59% of total income (up from 30% in 2018), bolstered by an increase in philanthropic grants and other partnerships.

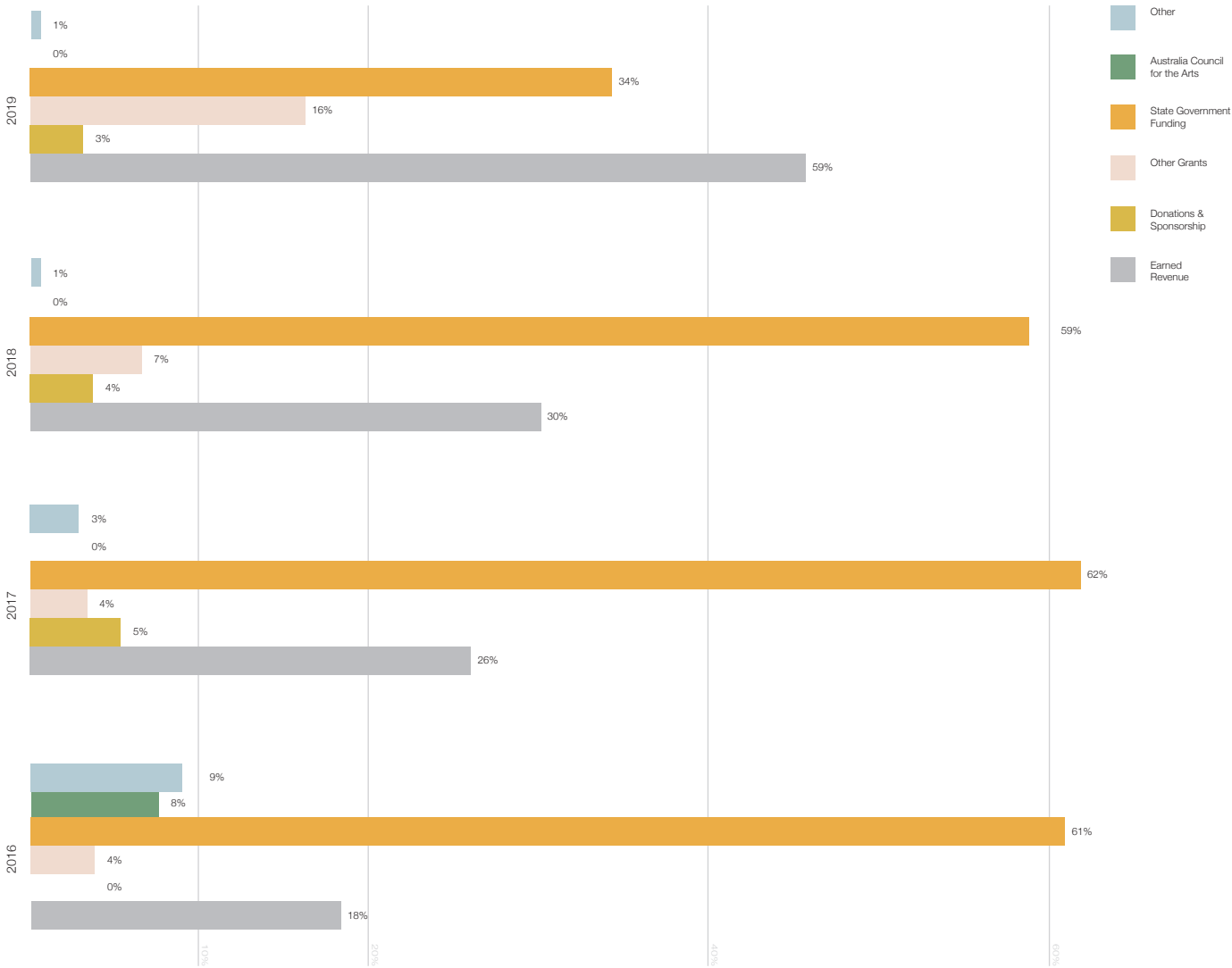


Percentage of total annual expenditure towards employment of creative personnel

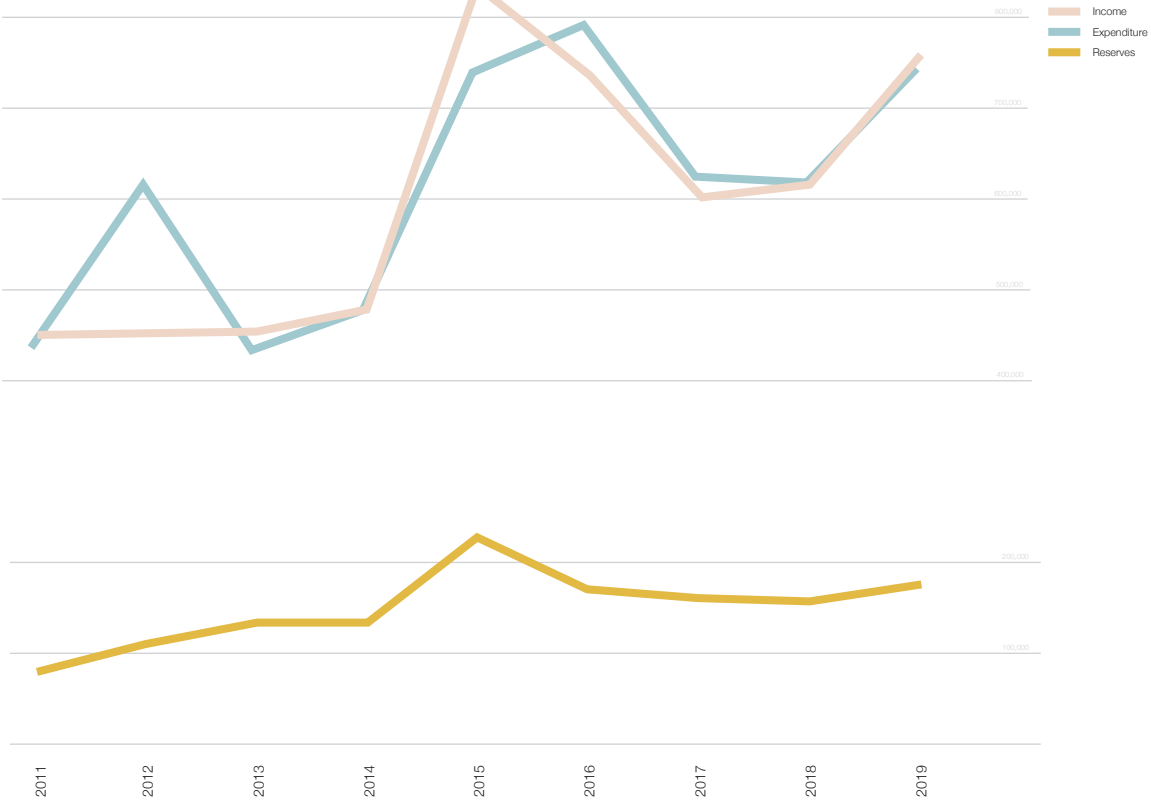


Guildhouse employment of creative personnel

Guildhouse sources of revenue by year (%)



Guildhouse income, expenditure and reserves trends 2011-2019





# Professional Services



"As a proud South Australian organisation, we engaged Guildhouse to connect us with local artists to commission and acquire works which reflect our vision of inclusivity, connection and sustainability. This series of artworks now adorns the interior and the exterior of the building and enriches the lives of all who use the building."

**Simon Schrapel,**  
Chief Executive,  
Uniting Communities

In 2019 our Professional Services work grew considerably. Key projects included partnering with Uniting Communities to deliver a series of bespoke commissions for the flagship U City building, commencing an Art and Culture Strategy for Lot Fourteen and commissioned site-specific public artworks for the Adelaide Airport and Skycity. 2019 also saw the culmination of an extensive collaboration with Journey Beyond in celebration of the Ghan's 90th birthday, including a series of artist residencies, feature exhibition and bespoke merchandise.

Our partners included:

- Adelaide Airport
- Citify
- City of Adelaide
- City of Unley
- Journey Beyond – the Ghan
- Oxygen
- Renewal SA – Lot Fourteen
- SkyCity
- University of South Australia Business School

## Co-designing cultural, commercial and community outcomes.

Guildhouse offers a range of customisable professional services to support organisations and individuals to engage with exceptional artists, craftspeople and designers.

We are trusted for our deep understanding of artistic practice, sector knowledge, unique networks and a highly experienced team.

Guildhouse works with over 950 artists from diverse artistic practices, spanning drawing, illustration, glass, painting, sculpture, installation, photography, moving image, digital media, printmaking, ceramics, furniture, textiles, jewellery, metal crafting and woodworking.

We believe in creating meaningful places, captivating spaces and creative experiences.

Guildhouse Professional Services offers best-practice public art advice from initial research and scoping, through to project brief development, artist engagement in the preparation of concept designs, detailed design development, fabrication and installation.

Our specialist curatorial, installation and project management expertise can help to transform spaces that may not traditionally be considered as exhibition spaces, into visually extraordinary experiences.

We partner with organisations large and small to deliver rich artistic experiences for employees, clients and customers through artist-in-residence programs, professional forums and workshops, co-presented by South Australia's most highly respected practicing artists.

We also provide guidance and advice regarding the selection and commissioning of bespoke artworks and broker exclusive brand collaborations between artists and brands to develop unique expressions of brand identity.

For more information online here:  
[guildhouse.org.au/professional-services/](https://guildhouse.org.au/professional-services/)



CHEB, *Ways Of Seeing*, 2019, UCity Building. Photograph Craig Arnold.



# Program Highlights



Honor Freeman, installation view of works at AGSA for SALA 2019 as part of The Collections Project. Photograph Saul Steed

Our artistic and career development program connects artists with opportunities to expand and enrich their practice.

## THE COLLECTIONS PROJECT

A collaborative project between Guildhouse and iconic state collections including: the Botanic Gardens of South Australia, Flinders University Museum of Art and the Art Gallery of South Australia. The project 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.

### Art Gallery of South Australia

Honor Freeman

'Ghost objects' exhibition, Art Gallery of South Australia shown as part of SALA, exhibition launch as part of AGSA First Friday program with Annabel Crabb in conversation.

Catalogue essay: Rayleen Forester.

Video interview: Peter Drew.

Supported by the Australia Council for the Arts

### Botanic Gardens of South Australia

Kath Inglis

'of uncertain value' exhibition at Museum of Economic Botany, exhibition launch as part of SALA, address by Catherine Truman.

Catalogue essay: Ali Baker.

Supported by The Copyright Agency.

### Flinders University Art Museum

Cynthia Schwertsik

'UTE-ilitarian' exhibition at Flinders University, exhibition launch as part of SALA, address by Associate Professor William Peterson.

Catalogue essay: Associate Professor William Peterson.

Supported by The Copyright Agency.

Jake Holmes

'Writing the climate' exhibition at Flinders University, exhibition launch, address by Dr Mark Dean.

Catalogue essay: Dr Mark Dean.

Supported by The Copyright Agency.

# 83%

of respondents to our annual sector survey indicated they had a very high experience of Guildhouse programs.

"The Collections Project residency has been tremendously re-invigorating and at times overwhelming, feeling the weight of the sheer volume of works, and the stories the collection holds. Having the opportunity to see evidence of the hand and imagine the maker and the life of an object that is centuries old is thrilling. I know it will continue to be a rich resource and inform my practice into the future."

Honor Freeman

## CATAPULT

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

The projects of Catapult recipients show ambition, drive and dedication. Mentees engage with inter/national mentors to develop skills, realise projects and allow time to learn more about their practice.

With the generous support of the Ian Potter Foundation Guildhouse has provided 9 mentorships to Guildhouse members in 2019 and in partnership with Tarnanthi through AGSA with the support of BHP awarded 2 First Nations artists mentorships through Catapult + Tarnanthi.

### Catapult mentees and mentors

2 mentorships at \$10,000

- Chris De Rosa / Trent Walter (VIC)
- Kristel Britcher / Katharine Coleman (Scotland)

7 mentorships at \$5,000

- Brooke Walker / Tyrone 'Rone' Wright (VIC)
- Dr Maarten Daudeij / Dr Gavin Malone and Karl Winda Telfer

- Leonie Westbrook / Catherine Truman
- Regine Schwarzer / Barbara Ryman (NSW)
- Rita Kellaway / Lisa Cahill (ACT)
- Tom Borgas / Jason Waterhouse (VIC)
- James Dodd / Cameron Robbins (VIC)

German based sound artist and performer Johannes Sistermanns performed an In Conversation artist talk and exclusive Australian performance with Christopher Williams as part of their Catapult mentorship at The Crease, University of South Australia

### Catapult + TARNANTHI

2 mentorships at \$5,000

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

Both mentorships culminated in Saunders and Shen making and presenting new work at AGSA as part of the Tarnanthi festival exhibition, including video work by Wallace on Saunders practice. Sandra Saunders and Jess Wallace also spoke in conversation with Artistic Programs Manager Debbie Pryor at the Ku Arts Symposium, and Saunders spoke as part of the Tarnanthi public program forums.

"I've become a better artist in how I can use the paint to develop the picture. I feel more confident in my art now. I've learnt what to look for when I purchase materials. I've tended to use crap brushes, I will never go back to those brushes again.

I've learnt to be slower at doing my art. I used to get into a frenzy, I had to do the painting straight away now I am slower and can take more time.

It has helped me be more sure about the story I'm telling, using shadows and the sky. It's helped me be more realistic. I don't want to be a realistic painter, but the mentorship has given me more confidence about what I want to do and what I want to say."

Sandra Saunders



Sandra Saunders, installation view of works on display at AGSA for Tarnanthi, 2019. Photograph Saul Steed.



## INFORM

Inform is our professional development program of information sessions, artists talks and networking events designed to provide creative professionals with the knowledge, skills, information and contacts vital to sustainable creative practice.

In 2019 we expanded the INFORM series to include a day long Symposiums and a curated panel session, allowing for a deeper and more meaningful connection to content and our community.

INFORM sessions were presented in partnership with Arts South Australia, Adelaide City Council, The Copyright Agency Cultural Fund, Artlab and University of South Australia.

## Brave New World

Presenting a new format of back-to-back panels exploring business models for arts practice. Panellists discuss the rise in education around creative professionals and the increase in artists commissioned by industry alongside panellists unpacking how a creative business can grow in scale without compromising creative output.

Presenters: Professor Susan Luckman, Trish Hansen, Brian Parkes,

Panellists: Lex Stobie, Jason Sims and Peta Mount, Nicholas Folland and Simone Tippet. Post-panel discussion hosted by Jane Andrews.

## Guildhouse Symposium, *From the Studio to Gallery*

Guildhouse was proud to present our inaugural symposium unpacking the trajectory of an artists practice in *From Studio to Gallery*. The symposium featured four panel discussions chaired by industry leaders, who shaped conversations between emerging, mid-career and established practitioners. Featuring breaks designed for networking opportunities and a tour of Praxis Studios with artist talks, the event brought together over 100 artists from our community for discussion.

Panel Topics: Studio Practice, Supporting Your Practice, What Art School Doesn't Prepare You For, In The Gallery

Panel Chair: James Dodd, Catherine Truman, Christian Lock, Patrice Sharkey

Panellists: Tom Borgas, Ray Harris, Mary-Jean Richardson, Kath Inglis and Deborah Prior, Troy-Anthony Baylis, Tara Rowhani-Farid, Gerry Wedd, Margaret Hancock and Mia van den Bos.



L-R: Emma Fey (Guildhouse CEO), Troy-Anthony Baylis (inaugural fellow) and Rhana Devenport (AGSA Director), AGSA. Photograph Saul Steed

86%

of attendees felt that the Symposium met or exceeded their expectations.

75%

were motivated to attend the Symposium to benefit from other artists experiences.

66%

of practitioners want to expand their careers.



## 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 2019 San W Gallery presented the works of South Australian artists Alice Potter, Leslie Matthews, Julie Blyfield, Kath Inglis and Claire Brooks.

### Christian Hall

Respected jeweller and metalsmith Christian Hall undertook a five-week residency in the University town of Songjiang. Christian immersed himself in the San W Studio and created new works for exhibition.

## UNISA YUNGONDI GALLERY

The University of South Australia's Business School has partnered with Guildhouse to present works by contemporary South Australian visual artists to encourage reflection and inspire new ideas in the Yungondi Gallery. The 2019 program included exhibitions by Tom Borgas, Arlon Hall, Alice Potter, Laura Wills with a program of workshops and artist talks including an In Conversation with Tom Borgas as part of SALA.

## THE GUILDHOUSE FELLOWSHIP

The Guildhouse Fellowship, valued at over \$50,000, will be awarded annually to one South Australian mid-career visual artist, craftsperson or designer. The fellowship offers a transformative opportunity for one mid-career South Australian visual artist each year, including \$35,000 to support research and development, including create new work for presentation at the Gallery. The Guildhouse Fellowship is generously supported by the James & Diana Ramsay Foundation and is presented in partnership with the Art Gallery of South Australia (AGSA).

The launch of the project including an In Conversation with AGSA Assistant Director, Artistic Programs Lisa Slade and internationally renowned artist and Arts SA Fellowship recipient Kirsten Coelho.

The inaugural Fellowship was awarded to Troy-Anthony Baylis. Baylis is a descendant of the Jawoyn people from the Northern Territory, and of Irish ancestry, and has developed a manifold practice encompassing making, curating, lecturing and research in the visual arts.

The Fellowship has allowed him to spend several months in Berlin, enabling research and exploration of public and private collections that expand his knowledge and engagement with contested sites and mechanisms of reconciliation.

*"For me as a mid-career artist, receiving the Guildhouse Fellowship has been a transformative experience that has given me the freedom to focus exclusively on my practice. Within that place of freedom I travelled abroad, strengthened and expanded local and international relationships, completed new bodies of work for an upcoming exhibition outcome at Art Gallery of South Australia, as well as cultivated ideas and works for projects well into the future. Most importantly, the Guildhouse Fellowship has contributed to a new confidence in myself, to reflect on my life's work to date, and has reignited my drive to realise the full potential of my art practice."*

**Troy-Anthony Baylis**





**Anthropogenesis**  
Relating to, or resulting from the influence of humans.



**Bee**  
pollinators of plants including food crops. Environmental changes due to climate change have a direct impact on bee development.



**Coal**  
The burning of coal is one of the largest contributors to anthropogenic climate change.

Jake Holmes, *Writing the Climate*, 2019. The Collections Project with Flinders University Museum of Art. Photograph Brianna Speight.

## ART WORKS

Guildhouse delivered a diverse, artist led program activating the City of Adelaide's Minor Works building. With 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 Brad Lay

Brad Lay's Central Bio District (CBD) project documented the wild plant and animal communities of the City of Adelaide. Focussing on the non-human inhabitants of the city, investigating their activities and extending the notion of community beyond the human. His residency culminated in a presentation and artist talk.

### Artist-in-residence Negative Space ARI

(facilitated by Alycia Bennett and Florian Cinco)

Negative Space hosted a community info-shop/art space in collaboration with a number of Australian Filipino artists.

Through a series of collaborative workshops and events a space for artists, creatives, activists and thinkers to come together and investigate social issues was created. Events included regular open-activities including art making, skill sharing, cooking, Really Really Free Market and an open mic sessions, in addition to an Activism and Art walking tour with Julianne Pierce.

### Writer-in-residence Kate Larsen

During her time as Writer in Residence Kate created a vast new collection of short-form text and picture-based (meme) poetry, published via social media and installed within the Minor Works Building. Responding directly to the site, fellow residents and the broader community Kate connected with and encouraged many creative outcomes through a program of extensive workshops and community projects, such as Poetry-athon and Micro-Poetry Slam, FELTspace Text Club, Advice Bank sessions and Instagram Poetry Workshop.

### Creative Workshops

A series of Creative Workshops presented by industry professionals provided the opportunity for skill development and making new connections.

Workshops included: Fruzsí Kenez Storytelling through Illustration, The Dream of Home, Walking tour in conjunction with Festival of Architecture and Design with Julianne Pierce, AHCAN Salon Series #1 Serena Wong and Lauren Mustillo, AHCAN Salon Series #2 Cassie Thring and Steph Cibich and Art and Fiction book club: Negative Space and People Get Ready hosted by Eleanor Scicchitano.

## 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.

The IF loan service has delivered over 45 loans valued at over \$190,000.

In 2019 Guildhouse loaned \$32,950 to 9 practitioners. The loans in 2019 have accounted for 18% of our total loans since the program's inception, highlighting the continued importance of 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 foot traffic to our office in the Lion Arts Precinct, Guildhouse continued 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 2019:  
Brianna Speight, Yoko Lowe  
and Jonathon Kim

## PERSPECTIVES

Proudly presented by ACE Open, Guildhouse and The Bob Hawke Prime Ministerial Centre, Perspectives; shaping the world through visual culture brings leading international artists, makers and thinkers to Adelaide for an annual series of thought-provoking lectures.

Challenging, innovative and forward thinking, Perspectives presents an opportunity to learn and engage with the ideas and discourses shaping our world. Connecting our creative community with national and international networks, this series will inspire and ignite fresh dialogues and approaches to learning about contemporary life through visual culture.

The inaugural year of the program saw acclaimed photographer Hoda Afshar (VIC) present *Unmaking Images – Image Making and Representation*, Adrian Franklin (TAS) present *Anti-museums and the continuing crisis of art exhibition* and New Zealand based artist and curator Ema Tavola present *Is The Gallery Enough?* (Tavola presented as part of the Tarnanthi Artist Talk program).

70%

felt Afshar's talk was an important discussion on contemporary image making.

80%

found Tavola's talk delivered the critical discourse they expected.

## ARTIST ADVISORY GROUP

The Guildhouse Artist Advisory Group provides the Artistic Programs team with vital feedback around the development and execution of opportunities and programs.

Over the course of 2019 the AAG consisted of Gabriella Bisetto, Thom Buchanan (incoming), Bridget Currie (outgoing), Nicholas Folland (outgoing), Brad Darkson, Carly Snoswell and Catherine Truman.

## TOOLKITS

In 2019 Guildhouse developed four new Toolkits for addition to the free resources available on our website. As part of our new partnership with Statewide Super, we developed two Toolkits about Superannuation. Other topics covered were Artist Residencies and Your Online Presence (a Q and A with painter Tsering Hannaford about her website and social media platforms).



ART WORKS Artist-in-residence Brad Lay, installation view, 2019. Minor Works Building. Photograph Daniel Marks.



## ADVICE BANK

In 2019 Advice Bank expanded to a regular monthly offering to members with Executive Officer Victoria Bowes and Artistic Programs Manager Debbie Pryor, allowing one-on-one advice with an expert on a specific theme – from grant funding applications to donor development, creating your business plan, professional documentation, marketing, communications and more. The monthly offering included a session at Murray Bridge Regional Gallery to the community local to the area.

Advice Bank continued to offer specific sessions with experienced artists on specific topics, such as Jason Simms and Tony Rosella in conjunction with the Brave New Word seminar; ongoing Business Growth sessions with Rhonda Vincent from the Department of Trade, Tourism and Investment; Intermediate Website advice with Bridie Letford; Writing for Social Media and Navigating writing as a career with Kate Larsen and Artists and Fundraising with James Boyd from the Australian Cultural Fund.

## FOLIO

Folio is a marketing platform to showcase a curated selection of South Australian visual artists, craftspeople and designers.

The platform enables independent practitioners to include a gallery of images, a bio and links to social media platforms. This platform is featured on Guildhouse's home page and is a source of editorial and social media profiles of individual artists. Artist profile pages rank highly with search engines, particularly Google, thanks to inkind support via an Adword Grant.

The Folio platform is supported by a Google NFP Adword Grant, which allows us to access up to \$100,000 in free keyword digital advertising. In the past twelve months, this grant funded in excess of \$60,000 keyword marketing – all featuring South Australian artists, artistic programs or career development initiatives reaching inter/national audiences.



Cynthia Schwertsik, *UTE-ilitarian*, 2019. The Collections Project with Flinders University Museum of Art. Video still courtesy Jenifer Hoffman

# Thank you



Opening of Kath Inglis, *of uncertain value* at the Santos Museum of Economic Botany, 2019. Photograph Daniel Marks.

The extensive reach and impact of Guildhouse programs is made possible through the significant support of our donors and supporters; those who understand that new opportunities are vital to the continued growth of artistic practice. Their investment ensures that programs including The Guildhouse Fellowship, Catapult Mentorships, The Delima Residency and IF interest free loans continue to provide career-changing opportunities for artists.

In October Guildhouse was awarded a Creative Partnerships Australia Plus1 grant, matching the funds we raise dollar-for-dollar. This fundraising campaign will continue into 2020, allowing us to truly maximise the investment made by our generous donors, supporting Catapult mentorships and the IF interest free loan service.

We would like to thank all of our generous supporters, donors and collaborators for their support in 2019.

## CREATIVE CHAMPIONS

In 2019 Guildhouse launched its Creative Champions initiative – an opportunity for passionate leaders in South Australia to make a three-year commitment to the future of creativity in our state by supporting ambitious arts practice through funded mentorships. We welcome and acknowledge our inaugural Creative Champions:

- Andrew Cohen
- Emma and Alexei Fey
- Jane Jeffreys
- Sonia Laidlaw
- Deanne Loan
- Carolyn Mitchell
- Anne Skipper

## FOUNDATIONS

- Creative Partnerships Australia
- The Copyright Agency Cultural Fund
- The Ian Potter Foundation
- The James and Diana Ramsay Foundation
- The Mahmood Martin Foundation
- Yiwei Art Foundation

## DONORS

Clare Belfrage, Andrew Cohen, Mario Dreosti, Emma and Alexei Fey, Olivia and Will Fuller, Quentin Gore, Professor Emily Hilder, Jane Jeffreys, Diana Laidlaw, Sonia Laidlaw, Deanne Loan, Don and Dr Rachael Manifold, Robyn McBride, Carolyn Mitchell, Judith Sellick, Anne Skipper, Brian Tucker, Carl Warmeant.

## SPONSORS

We would like to thank the City of Adelaide, Comunet, Foresters, Fox Creek, Statewide Superannuation, The Adelaide Review and the University of South Australia for their support of our professional development programs for South Australian creative practitioners.

## CULTURAL PARTNERS

Our programs and initiatives are enriched by our collaborations with our cultural partners. We acknowledge the importance of each of these relationships in creating and nurturing opportunities for South Australian practitioners.

ACE Open, Adelaide Central School of Art, Art Gallery of South Australia, ArtsLaw, Botanic Gardens of South Australia and State Herbarium, FeltSpace, Flinders University Museum of Art, JamFactory, praxis ARTSPACE, The University of South Australia's Bob Hawke Prime Ministerial Centre, SALA, Tarnanthi.



## Funding Partners



**Government of South Australia**  
Arts South Australia



**Australian Government**  
Visual Arts and Craft Strategy  
South Australia



The Ian Potter  
Foundation



JAMES & DIANA  
**RAMSAY**  
FOUNDATION

Yiwei Art Foundation

creative  
partnerships  
australia

## Project Partners



tarnanthi



CITY OF  
ADELAIDE



Botanic Gardens of  
SOUTH AUSTRALIA



adelaide  
symphony  
orchestra



University of  
South Australia



Flinders  
UNIVERSITY



FLINDERS UNIVERSITY  
MUSEUM OF ART



**COPYRIGHTAGENCY**  
CULTURAL FUND



ADELAIDE FESTIVAL CENTRE



Community Bridging  
Services (CBS) Inc.

**Foresters**  
Community Finance



**Comunet**



**Business SA**  
Chamber of Commerce  
and Industry South Australia



artmoney



Australian  
Institute of  
Architects



MAHMOOD MARTIN  
FOUNDATION

Adelaide Central

School of Art



**ARTLAB**  
AUSTRALIA

## Media Partner

THE ADELAIDE  
**REVIEW**

## Wine Partner



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

[www.guildhouse.org.au](http://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