



gildhouse

2020 ANNUAL REPORT

We acknowledge the Kurna people as the Traditional Owners of the land upon which we work.
We recognise that sovereignty was never ceded, and pay our respects to Elders past, present and emerging.

Funding Partners



Yiwei Art Foundation Day Family Foundation

Project Partners



Media Partner

THE ADELAIDE
R E V I E W

Wine Partner



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.

Guildhouse is assisted by the Australian Government through the Australia Council, its arts funding and advisory body.



Jane Jeffreys,
FAICD, FAHRI, FAIM
Chair, 2015 – Present

2020 has brought many challenges, but it has certainly afforded us great opportunities for reflection.

This unprecedented year demonstrated the vital role Guildhouse plays in the South Australian arts sector. At a time of great uncertainty, Guildhouse has been a pillar for the independent visual arts community – providing continuous, uninterrupted services for practicing artists, including tailored advice, an adapted artistic program and expanded professional development program.

Indeed, as I reflect on my term as Chair of Guildhouse since 2015, I am immensely proud of what we have achieved. We have clarity of purpose and a strategic direction that has enabled us to grow and diversify, increasing our capacity to support and amplify the ambition of South Australian visual artists, craftspeople and designers.

During this time, Guildhouse's visibility, reach and profile in the broader community has grown, enabling us to establish many new important partnerships and relationships across government, media, business and cultural sector that celebrate and enable our artistic community to flourish.

We have completely diversified our business model, generating new income streams and reducing our reliance on any single source of income.

We have grown supporters for South Australian artists and their ambition, celebrating many new philanthropic funding partners, generous donors and sponsors. It has been my great pleasure to establish the Guildhouse Creative Champions, a growing group of passionate donors that have each pledged a three-year commitment to ensure that South Australian artists can access funding for ambitious career development through mentorships with fellow artists.

The Catapult mentorship initiative was established in 2018 with generous support from the Ian Potter Foundation. This vital career development initiative invests in artists themselves, supporting skill and professional development that goes well beyond the program itself. Catapult has already benefited over 70 Australian and international artists to date and thanks to our Guildhouse Creative Champions, it will continue for years to come.

The generosity of the James and Diana Ramsay Foundation enabled us to establish the \$50,000 annual Guildhouse Fellowship for mid-career artists, delivered in partnership with the Art Gallery of South Australia.

In August 2020 we were thrilled to present the outcomes of our inaugural Fellow, Troy-Anthony Baylis, with a feature solo exhibition in AGSA's stunning vestibule gallery, showcasing three exemplary bodies of work for thousands of visitors over its four month season. The award of the 2020 Fellowship to textiles artist Dr Sera Waters demonstrated the program's continued commitment to excellence, ambition and hope for artistic practice in South Australia.

We have grown our membership base and attracted many new cultural and cross-industry collaborators to maximise our reach and impact. The development of Guildhouse Professional Services enables us to leverage our specialist expertise and create new employment and commission opportunities for our artists members. This burgeoning social enterprise has demonstrated a 1:5 multiplier. Every \$1 paid to Guildhouse results in \$5 employing South Australian artists and artswokers.

In doing this work, we are also achieving our advocacy goals – we see every conversation as an opportunity to increase awareness and advocate for fair and best practice standards for working with artists.

Many new partners have lent their commitment and support over this period. In particular, I'd like to acknowledge the Day Family Foundation, Humaneer, the Copyright Agency Cultural Fund, Community Bridging Services, Comunet and Country Arts SA – it is their support that has enabled us to stretch and reach for new heights – responding to the needs of diverse artists during challenging times with thoughtful and insightful programs and initiatives.

During this time I have had the pleasure of overseeing the appointment of our CEO Emma Fey, and the exemplary staff she has appointed to achieve our vision for Guildhouse and the sector. We've redirected our operations to enable us to be nimble, close to our members and with a genuine focus on collaboration and partnership.

My thanks are extended to my fellow Directors for their unwavering and staunch support in 2020. It was a great pleasure to welcome Katie Sarah and Hossein Valamanesh to the Board in 2020, and to appoint Andrew Cohen to the position of Deputy Chair. I take this opportunity to thank all of the passionate and dedicated leaders who have made an active contribution to Guildhouse during my term, your contribution is greatly appreciated and valued. In particular, I acknowledge Jess Dare as she concludes her term this year.

Most importantly, I am inspired by our community of talented, ambitious artists, craftspeople and designers that Guildhouse is here to serve. It is your vision that inspires us, and I offer my congratulations and admiration for your talents, tenacity and dedication.

Image: Jane Jeffreys. Photograph Boehm Photography.



Emma Fey,
Chief Executive Officer

CHARTING THE COURSE THROUGH 2020

I applaud the leaders who instigated this organisation in the 1960s to ensure that today, when arguably we need community more than ever, Guildhouse is still here; to listen, advocate, connect and support our exceptional visual art, craft and design sector.

Our artistic community is at the heart of everything we do. Our members' incredible resilience, fierce commitment to their practice and to a life rich in art and culture is why we are here. Guildhouse has a strong and compelling vision – for artists to have sustainable careers and to be recognised and valued by our community – and a clear direction on what we are doing to work towards this vision.

Remarkably, we grew during 2020. Indeed, we significantly expanded our initiatives for our members. Job Keeper, stimulus support and targeted program grants enabled us to grow our team and respond to the increased needs of the visual arts community.

Our membership rallied, and despite the initial uncertainty associated with COVID-19, our financial membership grew throughout the year. This underpins our ability to continue to offer this same level of service into 2021 and beyond.

We have been touched by the generosity of individuals, foundations and trusts and their support for our work. This year Guildhouse received more philanthropic funding than any other year in our 54 year history, with special acknowledgement to Creative Partnerships Australia for their matched funding initiative.

This contribution is seismic for our community – not only does it translate into direct services and initiatives for artists this year and beyond, but it heralds Australia's respect for artists, and our appreciation of the importance of the arts in our lives. It has been a joyous aspect to celebrate in 2020 and we are grateful to all our generous donors, collaborators and supporters, particularly to members of our donor group, the Guildhouse Creative Champions.

The backing that has been extended to us by our funding partners, including the Government of South Australia through Department of Premier and Cabinet and Arts South Australia and Australia Council for the Arts has been integral to our ability to serve our community and rise to the challenges with new, strategic and thoughtful responses.

We advanced our commitment to sector development with several significant initiatives this year. Of particular note was the *Mentor Mentee* interim research report with UniSA on the long term impact of mentorships on artistic career development and the development of a ten year sector strategy for craft in South Australia.

I thank and acknowledge the talented and committed Guildhouse staff for their dedication and quick thinking, ensuring Guildhouse would continue to offer exceptionally high artistic program and adapt to meet the changing needs of the community. I make a special acknowledgement of Victoria Bowes for her ten years of dedicated service to Guildhouse and the community, we wish her all the very best for her future endeavours.



MENTOR MENTEE
Interim research report, 2020



**SOUTH AUSTRALIAN CRAFT
SECTOR STRATEGY 2020**

\$7M

Estimated financial loss for Guildhouse members due to COVID-19.

87.7%

of members reported COVID-19 impacted their practice.

IN RESPONSE TO COVID-19

Guildhouse's response to COVID-19 was swift and decisive. From the moment the Australian lockdown was announced, the Guildhouse office commenced remote operation, maintaining full member services, including our flagship artistic and professional development program.

ADVOCACY

Guildhouse actively contributed to Federal and South Australian forums to advocate for artists in stimulus response packages, national data collection efforts and collective lobbying for visibility and support for artists with industry, philanthropists and government.

MEMBER SERVICES

As our members grappled with queries about finance, contracts, cancelled exhibitions, grants and the adaptation of practice, Guildhouse provided record levels of advice and access to in-demand information.

We more than doubled our services for the artistic community during 2020 through the provision of one-on-one advice, facilitated online Q&A and information sessions. This included regular online information sessions with legal, finance and other specialists to help members get direct access to the advice they needed in a timely way.

We swiftly established an online Community Resource Hub collating official health advice, funding opportunities, national sector resources and data collation forums as well as mental health resources.

REVISION

reVision was created in direct response to the impact of the pandemic. Our community was feeling disparate, alone, disconnected and uncertain. New skills were needed and artists were seeking new mechanisms to connect and think about their arts practice into the future.

reVision is a dynamic, seasonal program curated to help artists deepen connections, strengthen practice and grow skills. This initiative has supported artists to be paired with tech mentors, meet with and hear from globally relevant speakers and connect with artists and curators from around Australia, and further afield.

We express our deepest thanks to the Day Family Foundation, the Australia Council for the Arts and Creative Partnerships Australia for their support in making this program possible.

ADAPTION

While many arts projects necessarily went on hold, Guildhouse forged ahead. We worked with our members and funding partners to adapt the Catapult mentorship program and the Guildhouse Fellowship to accommodate the inability to travel. We extended our flagship Collections Projects with Flinders University Museum of Art and Botanic Gardens and State Herbarium and offered new forums for artists to connect with industry and each other. The Guildhouse IF Loan was placed on hold following feedback from the sector.

[2020] completely re-contextualised my entire life and practice. I was unsure what I wanted to do and am currently still in a transitional period trying to determine my desires for the future. I had many plans for the last half of the year, exhibitions, projects, etc. that have been postponed or abandoned due to perspective shifts in my work and in my team

Annual sector survey testimonial

[2020] has prompted a new approach and revised way of thinking. I have also been fortunate enough to define new connections through sharing work online, it has allowed me to begin contextualising my practice within a national context

Annual sector survey testimonial

90%

of participants said the reVision program exceeded expectations.

75%

reported a high impact from the reVision program on their wellbeing.

Our Intent

Our Vision

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

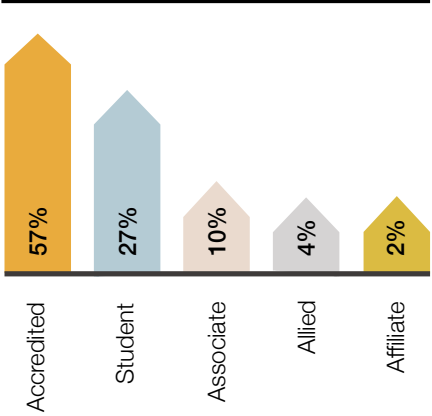
Our Purpose

To support 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, foster excellence, take the arts outside the arts, create and nurture opportunities for our members and believe in a strong creative sector for all with fair pay for artists.

982 Members



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

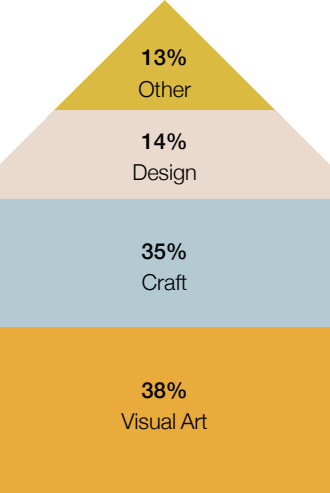
Accredited Membership
Offering a range of benefits, including tailored insurance cover for practitioners.

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 3 years, for students enrolled in tertiary or postgraduate level study.



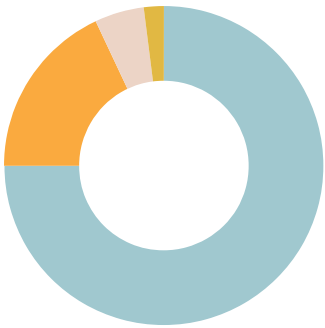
Catapult mentee Sam Gold with mentors Jane Robertson and David Pedler 2020. Photograph Sia Duff.

Guildhouse End of Year Community Celebration at Carrick Hill, 2020. Photograph Thomas McCammon.

Our Members



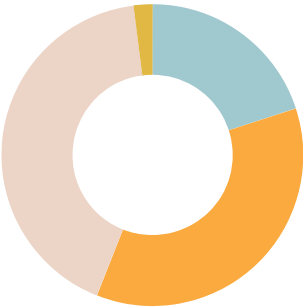
Catapult mentee Sam Gold with mentors David Pedler and Jane Robertson, 2020. Photograph Sia Duff.



Gender

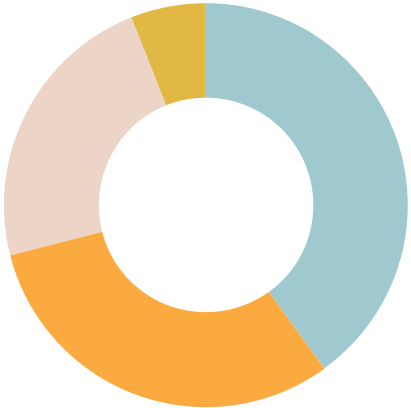
- Female: 75.76%
- Male: 18.18%
- Non-binary: 4.55%
- Undisclosed: 1.52%

90%
of artists who participated in our programs report an increased ability to develop their practice.



Age

- Under 18 - 30: 19.69%
- 31 - 50: 36.36%
- 51 - 75: 42.42%
- 76 - over 80: 1.52%



Career Level

- Emerging: 40.13%
- Mid-career: 30.92%
- Established: 23.03%
- Not applicable: 5.92%

60
Creative development opportunities for artists resulting in new work.

2117
Artists were provided with tailored career and professional development support, **almost doubling the services provided in 2019.**

386,000
Audience members reached through exhibitions, programs and online.

82%
Growth in services provided to artists in 2020.

It has already had a significant impact on my practice and I can see it will continue to do so. I have greater clarity and direction in my work. My practice has matured and professional opportunities have opened up.

Sarra Tzijan
Catapult mentee

I feel incredibly grateful to have been able to transform this difficult time into a fulfilling meaningful project, especially when many arts organisations and institutions were on hold.

Ray Harris
The Collections Project,
Flinders University Museum of Art



ART WORKS Artist in Residence Jasmine Ann Dixon, 2020. Photograph Sam Roberts.

Finance Report



Guildhouse End of Year Celebration at Carrick Hill, 2020. Photograph Thomas McCammon.

Guildhouse concluded 2020 in a sound financial position. **Commonwealth and State Government stimulus support enabled us to maintain employment of a full team of artists and arts workers throughout the year, ensuring we could continue to service the growing demands of the sector.**

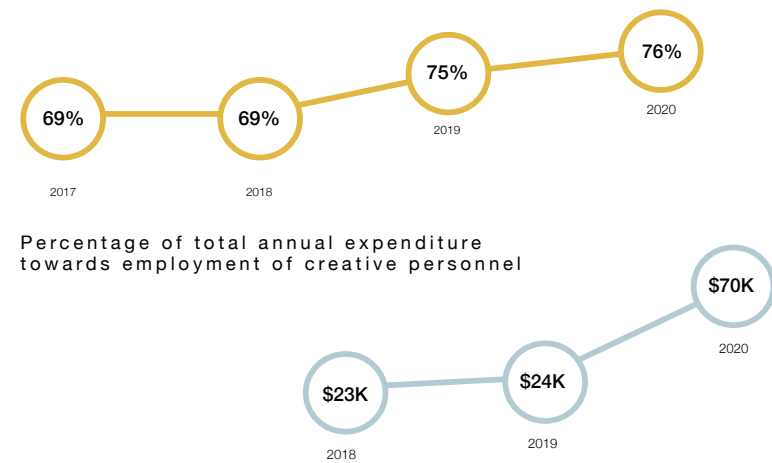
We received more philanthropic funding this year than any other prior year, with major grants from the Ian Potter Foundation, James and Diana Ramsay Foundation, Day Family Foundation, amplified by Creative Partnerships Australia's Plus1 matched funding, and continued growth of the Guildhouse Creative Champions donor group.

This contribution has directly enabled the growth of our artistic programs in 2020 and provided us with the certainty we need for our artistic program in 2021 and beyond.

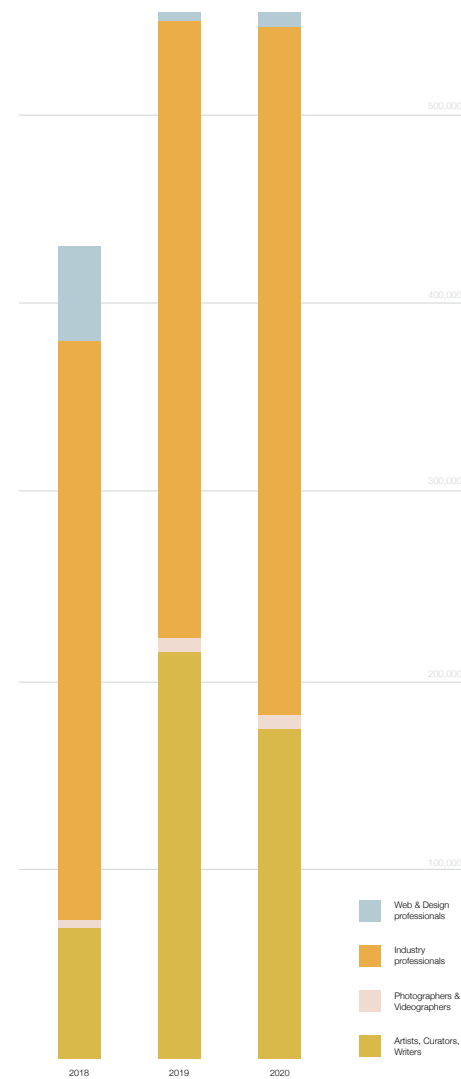
Despite the pandemic's impact on business confidence, our professional services social enterprise continued in a reduced capacity in 2020, providing vital employment of artists and arts workers through generating commissions and referrals.

Our positive financial position enables us to plan our 2021 program with confidence, including maintaining our high levels of commitment to tailored one-on-one support, professional development initiatives and more opportunities for artists through Catapult program and the Guildhouse Fellowship. The financial reserves from 2020 underpin our ability to service the sector in 2021 and beyond.

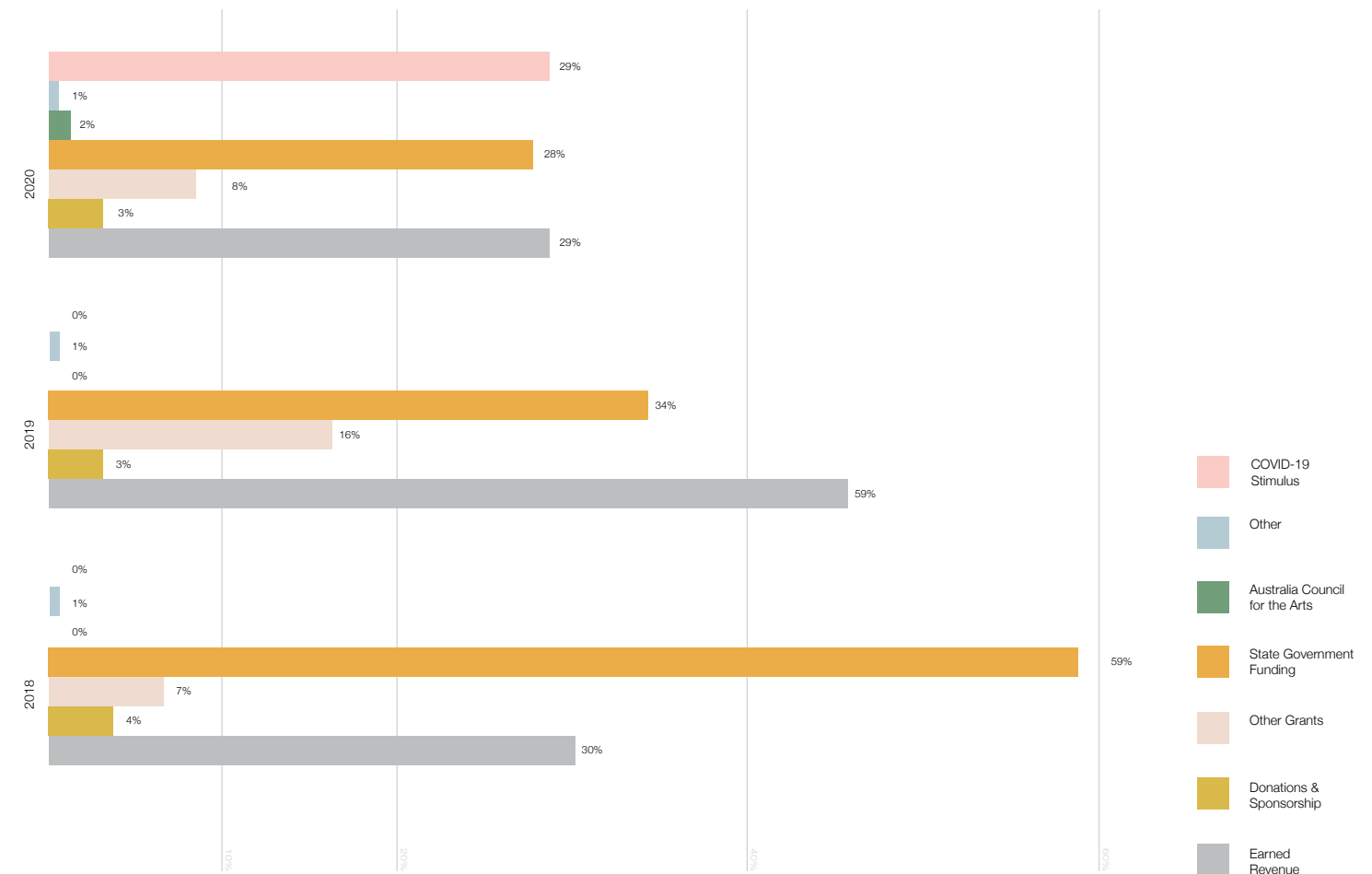
Note: Our cash at bank includes the balance of Guildhouse IF Loan funds returned to us by Foresters Finance at the closure of their microfinance program.



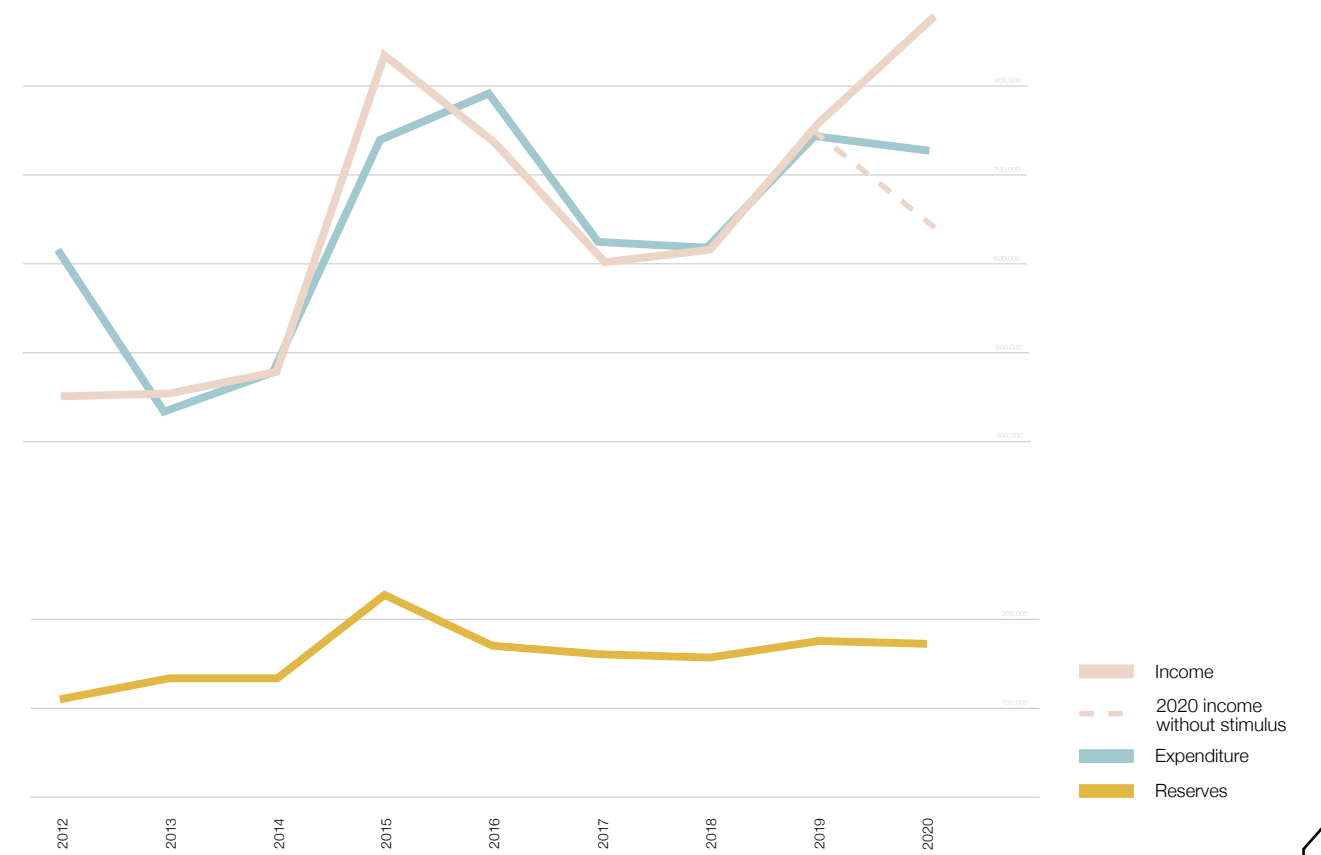
Total donations and sponsorship received by year



Guildhouse employment of creative personnel



Guildhouse sources of revenue by year (%)



Guildhouse income, expenditure and reserves trends 2011-2019



Professional Services

ART WORKS Writer in Residence Susan Charlton at the Adelaide City Library, 2020. Photograph Sam Roberts.

Connecting South Australian artists & creatives with industry to achieve cultural & community outcomes

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

Our network comprises works with over 900 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 are trusted for our deep understanding of artistic practice, sector knowledge, unique networks and a highly experienced team.

Guildhouse Professional Services offers best-practice 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.

Guildhouse provides 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.

Discover more online here:
guildhouse.org.au/professional-services

Our 2020 partners included:

- Buchan Group
- JamFactory
- Oxygen
- Skycity
- The Australia Day Council of SA
- The City of Port Adelaide Enfield
- The Government of South Australia
- The Township of Walkerville
- The University of Adelaide
- The University of South Australia
- Uniting Communities

Every \$1 paid to Guildhouse results in \$5 employing South Australian artists and artworkers.

Whilst 2020 presented considerable disruption, Guildhouse led significant projects, including the Lot Fourteen Arts and Culture Plan 2020-24 for the Government of South Australia, a Public Art Strategy for the Township of Walkerville, new bespoke art commissions for Uniting Communities and SkyCity, an exhibition program responding to research themes for UniSA Business, a public art commission for the City of Port Adelaide Enfield and a community engaged arts project for Australia Day Council.

As we all navigate the impacts of Covid-19 on our businesses and communities, we need to think differently about how artists can help us lead recovery and new futures.

Simon Schrapel AM
Chief Executive
Uniting Communities

Guildhouse develops industry-led craft sector strategy in response to state government growth state agenda

In early 2020, we worked closely with practitioners to identify the opportunities and barriers to economic growth for South Australia's craft sector and develop a strategy to see us through the next 10 years.

South Australia's craft sector is inter/nationally renowned for the strength of its community, its conceptual and technical rigour and the quintessentially South Australian work it creates. The sector makes a vital contribution to our state's identity, with craft helping to differentiate the state's identity as a cultural and creative place to live, work, visit or engage with.

We developed this strategy as a means of identifying the key roadblocks currently impacting growth with a focus on education and training; infrastructure, strategic investment and inter/national markets and profile. Through close consultation with South Australian practitioners, this strategy brought together contributions from over 170 practitioners via in person focus groups, case study interviews and an online survey.

It provides a range of short and longer term recommendations designed to strengthen our craft economy at both a macro and micro level.

This strategy was developed in response to the South Australian Government's Growth State Agenda with a focus on economic growth. We acknowledge the input of the JamFactory and support from Arts South Australia.

KEY FINDINGS

– Australian and international participation in craft is growing, with indicators that the market for craft is on the rise.

– Despite this, the number of professional craft practitioners has fallen over the past two decades, greatly attributed to the fact that makers' incomes have not kept pace with increased participation and consumer demand.

– Cashflow was identified as the top barrier restricting growth in makers' careers, followed by the need to do other work to supplement their income, access to government funding and grants, and avenues to sell and exhibit their work. When asked to rate opportunities for income generation in South Australia, makers said they were below average (4/10).

– The collegial and connected nature of the South Australian craft community is crucial. 73% of respondents told us this community was vital and extends beyond their specific area of practice.

– Craftspeople are among the creative practitioners most likely to work in regional areas. Approximately 11% of surveyed makers were based in regional South Australia.

What South Australia has is artisanal capital: fine craftsmanship made by skilled craftspeople. With this, we can create a new market: one that creates work that tells who we are and speaks to a particular time.

Khai Leiw



Troy-Anthony Baylis in the studio, 2020. Photograph Sia Duff.

Thank you



Catapult mentor Thomas Readett with mentee Tony Wilson, 2020. Photograph Sia Duff.

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, and reVision continues to provide career-changing opportunities for artists.

We acknowledge the transformative impact of the Creative Partnerships Australia's Plus1 matched funding initiative. Matching every donation made from 1 January to 30 June in 2020 to a total value of \$40,000, this initiative doubled the impact of our fundraising efforts to support artists and their practice during a critical time.

We thank all of our generous supporters, donors and collaborators for their backing in 2020.

CREATIVE CHAMPIONS

The Guildhouse Creative Champions initiative grew in 2020. Bolstered by a group of passionate leaders in South Australia, this donor group's three-year commitment invests in the future of creativity in our state by supporting ambitious arts practice through funded mentorships. We acknowledge our Creative Champions.

- Anne Skipper AM
- Sonia Laidlaw
- Carolyn Mitchell
- The Hon Dr Diana Laidlaw AM
- Andrew Cohen
- Emma Fey and Alexei Fey
- Deanne Loan
- Jane Jeffreys
- Professor Emily Hilder
- Chris Schacht
- Rosina Hislop
- Kathy Gramp
- Judith Sellick

THANK YOU TO OUR DONORS

Alice Pettiroso, Antonia Syme AM, Bev Puckeridge, Celia Dottore, Christopher Reid, Cynthia Schwertsik, Deanne Loan, Don Manifold, Fiona Salmon, Freddie Brincat OAM, Jade O'Donohue, Jane Andrew, Jani Roche, Jennifer Hofmann, Jenny Dare, Jess Dare, Jill Gael, John Irving, Joslin Moore, Julie Pieda, Kate Irving, Kate Larsen, Kate Moskwa, Kym Ramsay, Leanne Vale Francis, Leonie Westbrook, Mairead Hooper, Margie Sheppard, Mark Kimber, Natalie Sait, Nigel and Robyn McBride, Patrice Sharkey, Dr Rachel Manifold, Rod Lindquist, Sam Gold, Saraf Charitable Trust, Sarah Workman, Stephanie Cibich, Thom Buchanan.

TRUSTS & FOUNDATIONS

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

SPONSORS & PARTNERS

We express our sincere thanks to our partners The City of Adelaide, Comunet, Community Bridging Services, CSIRO, Fox Creek, Statewide Super, 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.

Adelaide Symphony Orchestra, ACE Open, Adelaide Central School of Art, Adelaide Festival Centre, Art Gallery of South Australia, ArtsLaw, Botanic Gardens and State Herbarium, Carrick Hill, Country Arts SA, Flinders University Museum of Art, JamFactory, South Australian Museum, The University of South Australia's Bob Hawke Prime Ministerial Centre, SALA, Tarnanthi.



Catapult mentor Grey Hawke with mentee James Howe, 2020. Photograph Sia Duff.

Program Highlights



Ray Harris *Pyre* (HD digital video still), 2020. Photograph courtesy the artist.

CREATIVE PRACTITIONERS ENGAGED IN OUR PROGRAM

Alice Blanch, Alison Kubler (QLD), Amy Hourigan, Anja Jagsch, Anna Dowling, Anna Platten, Beckett Rozentals (VIC), Carolyn Kavanagh, Catherine Truman, Cedric Varcoe, Cheryl Bridgart, Christian Hall, Christina Gollan, Christy Dena (VIC), Claire Wildish, Clare Belfrage, Cristina Metelli, Cynthia Schwertsik, Dan Withey, Dr Daniel Mudie Cunningham (NSW), Daniel Slater (UK), Danielle Barrie, Darren Siwes, Dave Court, David Baker, David Capra (NSW), David Pedler, Deborah Kelly (NSW), Eleanor Scicchitano, Ellen Schlobohm, Elspeth Pitt (ACT), Elyas Alavi, Emma Young, Erin Coates (WA), Fruzsí Kenez, Georgia Button, Gerry Wedd, Gray Hawk, Gus Clutterbuck, Hailey Lane, Hanah Williams, Hew Parham, Honor Freeman, Hossein Valamanesh, Ingrid Verner (VIC), Jack Franceschini, Jake Holmes, James Dodd, James Howe, James Tylor, Jane Robertson, Jane Skeer,

Jasmine Ann Dixon, Jason Waterhouse, Jeff Mincham, Jes Fan (USA), Jess Loughlin, Jess Taylor, Jonathan Kim, Judith Rolevink, Julia Robinson, Julie Piedad, Karen Carr, Kaspar Schmidt Mumm, Kath Inglis, Kay Lawrence, Kent Wilson (VIC), Kerryn Levy, Khai Liew, Khaled Sabsadi (NSW), Kirsten Coelho, Kristel Britcher, Kurt Bosecke, Kylie Nichols, Lara Tilbrook, Laura Couttie (NSW), Laura Wills, Lauren Thiel, Lee Salomone, Lee Walter, Leigh Robb, Liam Benson (NSW), Lily Buttrose, Lisa Furno, Dr Lisa Slade, Lisa Waup (VIC), Louise Flaherty, Maarten Daudeij, Margaret Richards, Mark Valenzuela, Mary-Jean Richardson, Mary Jose, Matthew Moore, Maxwell Callaghan, Meg Caslake, Michael Kutschbach, Mish Grigor (VIC), Monte Masi, Nicholas Folland, Nici Cumpston, Nick Mount, Paul Herzich, PJ Lee, Quentin Gore, Ray Harris, Raymond Zada, Rebecca Evans, Regine Schwarzer, Rhoda Tjitayi, Rita Kellaway, Robyn Wood, Rosii Pedler, Rosina Possingham,

Sam Gold, Sam Roberts, Sarra Tzijan, Dr Sera Waters, Sia Duff, South Australian Artists for Climate Action collective Steph Cibich, Steph Fuller, Stephanie James Manttan, Stephen Bowers, Steven Bellosguardo, Susan Bruce, Susan Charlton, Professor Susan Luckman, Tanya Voges, Tara Rowhani-Farid, The Bait Fridge, Thom Buchanan, Thomas McCammon, Thomas Readett, Tony Kearney, Tony Rosella, Tony Wilson, Trevor Wren, Trish Hansen, Troy-Anthony Baylis, Victor Wacławik, Vipoo Srivilasa (VIC), Yhonnie Scarce (VIC), Will Cheeseman, Zoë Brooks.

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

THE GUILDHOUSE FELLOWSHIP

The Guildhouse Fellowship, valued at over \$50,000, is 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 and the creation of new work for presentation at AGSA.

Generously supported by the James & Diana Ramsay Foundation and is presented in partnership with AGSA.

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
2019 Guildhouse Fellow

Troy-Anthony Baylis

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

Following several months of pre-pandemic Fellowship research in Berlin, Baylis returned to Australia and embarked on developing and creating work that would ultimately show with the Art Gallery of South Australia's vestibule, launching as part of SALA in an intimate COVID-safe event in August 2020.

Nomenclatures explores the legacies of colonialism, migration and historical amnesia by literally weaving together the changing place names of South Australian towns. Baylis researched the Nomenclature Act of 1917 which anglicised German place names such as Hahndorf, Lobethal and Klemzig, before being restored in 1935. He added another layer to the reading of the work through the embroidery of the names of Aboriginal Country over the German and English names.

Art Gallery of South Australia Vestibule *Nomenclatures*

8 August 2020 – 31 January 2021
Catalogue essay Daniel Mudie Cunningham

Troy Anthony Baylis engaged widely in online and in-person public programming as part of *Nomenclatures*, including an In Conversation with AGSA Director Rhana Devenport, an artist talk at the live streamed SALA Festival launch, a Tuesday Talk – in conversation with AGSA Curator Leigh Robb, the AGSA First Friday Feast Festival 2020 Floor Talk and a DIY Audio Tour with SALA Festival.

Despite the emotional heaviness of the world at this time of a global pandemic I am optimistic, energised, and feeling creative. I think this is because the Guildhouse Fellowship came at the right time for me, at a time of a maturity growth when I have a good sense of things coming together – experiences, education, ideas about my practice, and a vision for the potential impact of my work.

Troy-Anthony Baylis
2019 Guildhouse Fellow



Guildhouse inaugural Fellow, Troy-Anthony Baylis, 2020. Photograph Sia Duff.

I have gained a greater sense of purpose and clarity in my practice, and in turn in life. I have gained more confidence in my skills and abilities.

Sarra Tzijan
Catapult 2020 mentee

Sera Waters

2020 Guildhouse Fellow Dr Sera Waters' practice is driven by an investigation of truth-telling, informed by her own settler colonial inheritances, made manifest in home-craft, hand-based folk ingenuity, décor, pattern and textiles. Arcing from the historical evidence to contemporary manifestations, Waters casts light on these seemingly innocuous and unofficial objects as potent reminders of normalised traditions and hierarchies of gender and colonisation. As Waters explains, 'Led by a feminist ethics of care and literally taking matter into my hands, I transform matter to present alternative pathways into a more survivable future.'

THE COLLECTIONS PROJECT

A collaborative project between Guildhouse and iconic state collections including: The Botanic Gardens and State Herbarium (Santos Museum of Economic Botany), Flinders University Museum of Art and an inaugural relationship with Adelaide Symphony Orchestra presented in partnership with Adelaide Festival Centre and the City of Adelaide.

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

In response to the global pandemic research residencies took place online or within the safety of COVID-19 restrictions. Artists were granted longer research and development time and gallery presentations were rescheduled to 2021.

Botanic Gardens and State Herbarium

Louise Flaherty and Laura Wills *Plant Notes*, planned for October 2020, rescheduled to August SALA 2021. Presented within the Museum of Economic Botany, Botanic Gardens and State Herbarium.

Flinders University Museum of Art

Ray Harris *Ritual Nature*, curated by Nic Brown, planned for August SALA 2020, rescheduled to March Fringe 2021. Presented within Flinders University Museum of Art, Bedford Park. Artist and curator In Conversation took place online August SALA 2020.

Adelaide Symphony Orchestra presented in partnership with Adelaide Festival Centre and the City of Adelaide

Michael Kutschbach *Fuguline*, research and development undertaken in 2020. Presentation scheduled for April 2021

Being able to work on the Guildhouse collections project at FUMA during covid was an invaluable enriching experience.

Undertaking my research and iteration of The Collections Project, came at a very turbulent time globally with the pandemic, and personally with the death of my mother.

I feel incredibly grateful to have been able to transform this difficult time into a fulfilling meaningful project, especially when many arts organisations and institutions were on hold

Ray Harris

The Collections Project, Flinders University Museum of Art



Catapult mentee Sarra Tzijan with mentor Christian Hall, 2020. Photograph Sia Duff.

CATAPULT

Catapult and Catapult + Tarnanthi provide 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, the Government of South Australia and generous donors, Guildhouse awarded 14 mentorships in 2020, directly supporting 29 artists. In partnership with Tanrnanthi through AGSA with the support of BHP, we also awarded two First Nations artists mentorships with presentation outcomes to be realised in Tarnanthi 2021.

12 mentorships at \$5,000

Elyas Alavi / Khaled Sabsabi (NSW)
Fruzsi Kenez / Gerry Wedd
Georgia Button / Nicholas Folland
Gus Clutterbuck / Mark Valenzuela
James Howe / Grey Hawk
Karen Carr / Rosii Pedler
Matthew Moore / Mary-Jean Richardson
Monte Masi / Hew Parham
Sam Gold / Jane Robertson and David Pedler
Sarra Tzijan / Christian Hall
Tony Wilson / Thomas Readett
Zoë Brooks / Liam Benson (NSW)

CATAPULT + TARNANTHI

2 mentorships at \$7,500

Anna Dowling / Deborah Kelly (NSW)
Christina Gollan / Kirsten Coelho

University of South Australia Research

In 2020 Guildhouse released new research on the impact of mentorships on creative careers.

Professor Susan Luckman of the University of South Australia has been leading a longitudinal research study examining the impact of mentorships in the ongoing development of creative careers.

The interim report titled *Mentor Mentee: A creative relationship* offers initial findings from a three-year project undertaking research-informed evaluation of Guildhouse mentorship programs over the past decade.

The report seeks to fill the gap in published research and to document the value of mentorships to provide artists to share their experiences to shape the best artist-led learning going forward.

Rich interviews with participating artists illustrate how mentorships have expanded capabilities, embedded meaning and provided connection within professional practice. Mentees and mentors shared openly, and at times anonymously, of their mentorship experience, revealing barriers and pathways encountered as they traverse through the stages of emerging, mid-career and established practice.

The launch of the interim report took place online with lead researcher Professor Susan Luckman, mentor Simone Tippet and mentee Lauren Simeoni, and the Lord Mayor Sandy Verschoor discussing the impact of mentorships on an artist's trajectory.

Discover more online here:
guildhouse.org.au/mentor-mentee-a-creative-relationship-2/

INFORM

INFORM provides professional development sessions and networking events designed to provide creative professionals with the knowledge, skills, information and contacts vital to sustainable creative practice.

The 2020 program catered to a COVID-19 response, shifting from in-person sessions (such as *Application Writing* with Kate Larsen and an *Advocacy Workshop* with AICSA and NAVA earlier in the year) to providing artists with access to legal and financial information as their income and contractual arrangements changed in the face of the pandemic.

Helpmann Academy and Guildhouse partnered to present a program of workshops with project management expert and arts consultant Jill Gael, specifically catering to working within the realm of public art. This three session workshop featured presentations from artists Steven Bellosguardo, Hossein Valamanesh and Tony Rosella.



2020 Guildhouse Fellow, Dr Sera Waters, 2020. Photograph Sia Duff.



Trish Hansen. Photograph Ben Searcy.

Online offerings included *Brush with the Law: Contracts, copyright and intellectual property* with Arts Law Australia with Suzanne Derry, National Partnerships and Programs Senior Solicitor, Arts Law Centre of Australia in addition to one-on-one Advice Clinics.

Intimate information sessions allowed for detailed question and answer time in both *Supercalifragilisticxpi-annuation* with Kyla Pizzino, Statewide Super Relationship Manager and *In Real Terms* with The Real Thiel, Lauren Thiel Accounting.

REVISION

reVision is a seasonal online program thoughtfully curated to deepen connections, strengthen creative practice and grow artist skills in these ever-changing times. Curated specifically as a response to the pandemic for artists, the program aims to increase connectivity within the arts during a time of disconnect. To offer an opportunity for artists, increase their well-being and find new models of sustainability for their practice. .

The reVision Tech Mentor program complementing the speaker series enabled artists to grow skills where they're needed most, particularly within areas of video and editing, VR, design software, social media and digital marketing and analytics, website development and online sales and brand development.

SPRING

Community was at the heart of the spring season. Our speakers unpacked the ways in which they create, engage with and serve communities, especially in times of crisis.

With speakers from all over Australia and the world, we invited audiences to explore community engagement during times of crisis.

Vipoo Srivilasa: *Arts Practice and Activism*

Christy Dena: *Rituals of Online Artist Processes*

Clare Belfrage & Yhonnie Scarce: *The Role of the Artist*

Lisa Waup & Ingrid Verner: *Meaningful Collaboration*

Kent Wilson: *Collective Objective*

Amy Hourigan: *Practical Tips and Tricks for Increasing your Online Viability*

Daniel Slater & Lisa Slade: *In Conversation*

The honesty and directness of the presenters and the intimacy of the presentation format allowed for more immediate engagement with the participants.

reVision survey testimonial

I enjoyed that the session felt casual; the conversations were interesting and valuable and didn't feel in anyway forced

reVision survey testimonial

SUMMER

In the summer sessions of reVision our speakers unpacked arts practice through the lens of resilience, adaptability and well being. Audiences conversed with 10 local and inter/national artists, curators and strategists as they discussed their approach to practice, what drives and sustains their work and their community.

Erin Coates & Leigh Robb: *Endurance and Female Camaraderie in Creative Practice*

Kacy Ratta: *Social Media Tips and Tricks*

Professor Susan Luckman, Catherine Truman & Kath Inglis: *Mentor Mentee – A creative relationship*

Mish Grigor: *2020*

Liam Benson & Julia Robinson: *Narrative adornment and metamorphosis*

Trish Hansen: *Being*

ART WORKS

The 2020 iteration of ART WORKS expanded on the workshop and residency model relocating to the heart of the CBD at the City Library, City of Adelaide Art Pod and Adelaide Town Hall. This new model embraced two artists in residence, one writer in residence and an emerging curator who presented a comprehensive exhibition and public program.

Guildhouse delivered a diverse, artist led program, with a strong focus on socially engaged contemporary practice, connecting communities through the location of artists and the presentation of art work in accessible civic spaces.

Artists in Residence

Jasmine Ann Dixon
Jane Skeer

Writer in Residence

Susan Charlton

Emerging Curator

Steph Cibich

Adelaide Town Hall exhibitions & public programs:

Our Future in the Landscape
Nici Cumpston, Louise Flaherty, Jake Holmes, James Tylor, Lara Tilbrook and the SA Artists for Climate Action collective.

You're only human, after all
Jasmine Ann Dixon, Maxwell Callaghan, Tony Kearney, Anna Platten, Margaret Richards, Lee Walter and Raymond Zada.

This exhibition was accompanied by an online curator and artist talk, as part of SALA featuring Steph Cibich with exhibiting artists Raymond Zada and Lee Walter ART WORKS artist in residence Jasmine Ann Dixon.

SPACES

Steph Fuller, Jonathan Kim, Hailey Lane, Tara Rowhani-Farid, Jane Skeer, Darren Siwes, Rhoda Tjitayi and Tony Wilson.

Writer in residence Susan Charlton produced two pieces on the 2020 artists in residence unpacking their practices and personal experiences during the global pandemic.

TOOLKITS

In 2020 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 & A with painter Tsering Hannaford and Dana Kinter).

ADVICE BANK

In 2020 Advice Bank continued its regular monthly offering to members with Executive Officer Victoria Bowes and Artistic Programs Manager Debbie Pryor, allowing one-on-one online and phone advice on grant funding applications, donor development, creating business plans, professional documentation, marketing, communications and more.

PERSPECTIVES

Perspectives brings leading international artists, makers and thinkers to Adelaide for an annual series of thought-provoking lectures.

Proudly presented by ACE Open, Guildhouse and the Bob Hawke Prime Ministerial Centre. Perspectives offers an opportunity to learn and engage with the ideas and discourses shaping our world. Perspectives connects our creative community with national and international networks, to inspire and ignite fresh dialogues and approaches to learning about contemporary life through visual culture.

The program's second year saw a shift to online talks where necessary and an in person presentation when safe to do so.

Jes Fan (USA) *Leakages, Puddles, Discharge, Infections and Bubbles...* was delivered online.

Alison Kubler (QLD) *Art and Fashion: A Complex Collaboration*. This in-person presentation attracted 171 audience members, Kubler also engaged in a curated itinerary introducing her to South Australian artists and their studios.

David Capra (NSW) *Teena knows best* was delivered online.



ART WORKS Artist in Residence Jane Skeer, 2020. Photograph Sam Roberts.

REAL TO REEL FILM FESTIVAL

The international short film festival curated by Crafts Council UK explored the human relationship with making and materials, a celebration of craft in action exploring the narratives, passion and skill inherent in the creation of works. A panel of judges reviewed hundreds of global submissions to create a signature selection of 32 short films.

Guildhouse connected with local and inter/national organisations Crafts Council UK, Maker & Smith (WA), Mercury Cinema (SA) and Nautilus Theatre, Port Lincoln (SA) to present the South Australian premier of Real to Reel: The Craft Film Festival.

220%

Growth in new Folio subscriptions from 2019 to 2020.

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 biography and links to social media platforms.

Built into the Guildhouse website, the platform is a source of editorial and social media profiles of individual artists.

Folio 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.

The continued evolution and success of Guildhouse's partnerships with City of Adelaide is testament to the valuable contribution the organisation and its work makes to the creative community.

Christy Anthony
Associate Director
City Culture

UNISA BUSINESS, YUNGONDI GALLERY PROGRAM

UniSA Business has partnered with Guildhouse to present an annual series of exhibitions by contemporary South Australian visual artists in the flagship City West Yungondi Building. The aim of the program is to provide new ways of engaging with key areas of research.

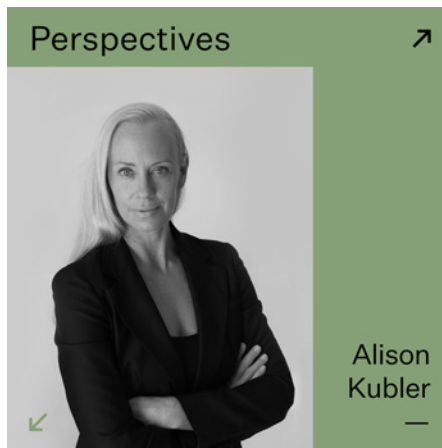
The 2020 program included exhibitions by local artists Laura Wills, James Dodd, Jess Taylor and Alice Blanch. Jess Taylor presented a recorded artist talk to the University of South Australia Contemporary Art Masters students.



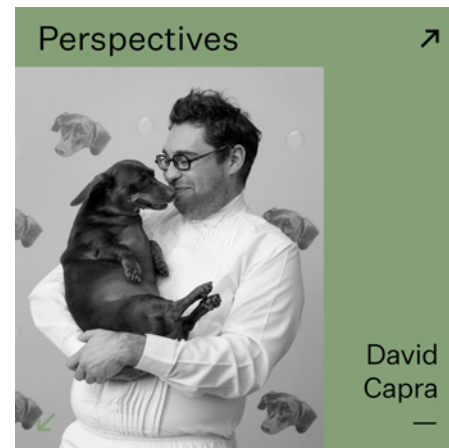
Guildhouse 2020 Staff (L-R): Julianne Pierce, Polly Dymond, Heidi Kenyon, Steph Cibich, Emma Fey, Henry Wolff, Ayesha Aggarwal, Debbie Pryor & John Borley. Photograph Sia Duff.



Jes Fan
—



Alison Kubler
—



David Capra
—



Alison Kubler presents an in person lecture for Perspectives, 2020. Photograph Thomas McCammon

BOARD

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
Andrew Cohen, Deputy Chair
Clare Belfrage
Hossein Valamanesh
Jess Dare (outgoing)
John Hood (outgoing)
Katie Sarah
Robyn McBride
Rod Lindquist

ARTIST ADVISORY GROUP

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

Dr Ali Gumillya Baker
Brad Darkson
Carly Snoswell
Catherine Truman
Christian Hall
Gabriella Bisetto
Dr Sera Waters (outgoing)
Thom Buchanan

GUILDHOUSE STAFF

Emma Fey
Chief Executive Officer
Victoria Bowes (outgoing)
Executive Officer
Debbie Pryor
Artistic Programs Manager
Ayesha Aggarwal
Marketing & Communications Coordinator
Heidi Kenyon
Program Officer
Julianne Pierce (maternity leave cover)
Program Officer
Henry Wolff
Member Engagement & Graphic Design
Polly Dymond
Program Administration Officer
Steph Cibich
ART WORKS Emerging Curator 2020
John Borley
Administration Assistant
Clare Suridge
Finance Officer

PROFESSIONAL SERVICES CONSULTANTS

Christine Cholewa
Trish Hanson
Carolyn Kavanagh
Kate Larsen

VOLUNTEERS

Geeta Rajput
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