

CM13.2. MAMA Advisory Committee Appointments

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Purpose of Report

The purpose of this report is to present to Council for endorsement the seven recommended appointments for the Murray Art Museum Albury (MAMA) Advisory Committee.

Background

In February 2014, Council adopted the current governance structure to facilitate the operation of the redeveloped art gallery. This included the creation of an Advisory Committee with the aim of bringing high level skills aligned with the mission and goals of the redeveloped art gallery and foster relationships with the local community, the statewide and national cultural community, and the philanthropy community.

The MAMA Advisory Committee was appointed in September 2014 per the recommendations of the Governance Report, which included the Initial Terms of Reference. Committee members were appointed through an Expressions of Interest process for a two-year term. Due to the leadership transition at MAMA in late 2016, these terms were extended to ensure continuity, as per the extension clause in the Terms of Reference.

The MAMA Advisory Committee Terms of Reference, as endorsed by Council in May 2018, represents a voting membership of a minimum of eight positions and a maximum of ten positions. The membership will include at a minimum:

- 1 x Councillor Representative,
- 1 x Chair (or their delegate) moMAMA,
- 1 x Chair (or their delegate) MAMA Art Foundation,
- 1 or 2 x Patron or major Capital Philanthropist
- 2 x Albury LGA residents with specialist skills,
- 2 x Non-residents with specialist skills.
- 1 x MAMA Director (non-voting)
- 1 x Director Community and Recreation (non-voting)

Issues

MAMA facilitates AlburyCity's delivery of many strategic actions in the Albury 2030 Plan by consistently performing its function as an art museum of excellence. The key actions are:

Theme One: A Growing Sustainable Economy

- 1.1.3 Further develop and strengthen the City's visitor product and infrastructure. Ensure its effective marketing and promotion.
- 1.1.4 Provide opportunities for history and heritage and cultural tourism.
- 1.2.2 To raise public awareness of and access to local community and cultural heritage.
- 1.2.3 Understand, promote and encourage a sense of identity and place in the community.
- 1.2.8 Ensure venues and facilities attract visitation and improve the lifestyle offer of the city.

Theme Three: A Caring Community

- 3.7 Increased participation in a diverse range of art and cultural activities in Albury.
- 3.7.2 Provide a diverse range of experiences in Albury – including entertainment, culture, and sport.
- 3.1.4 Provide and support innovative approaches to alternative and non-traditional educational pathways, including less mainstream solutions.

MAMA also addresses a number of issues within the Two Cities One Community Action Plan:

Section 1: Our economy

- 1.1 We have managed the growth and development of our community for the betterment of all.
- 1.2 We are a destination that offers a variety of experiences, attractions and events.
- 1.5 We are a destination of choice for new residents considering a 'city change'.

Section 3: Our community

- 3.1 We are recognised as a cultural and creative region, that embraces and celebrates diversity.
- 3.2 We are a liveable community, connected to our region and other cities.
- 3.4 We are a caring, equitable and inclusive community.

Risk

- Business Risk – After almost three years of operation, MAMA's budget has stabilised and our commercial businesses are becoming well established in the local market. MAMA is currently performing well when measured against its peer regional galleries across key performance measures including attendance (with consideration to population service area), active engagement, budget - including an impressive income to expenses ratio, engagement with philanthropists and funding bodies.
- Corporate Risk – It is important that MAMA retains the confidence of its broad range of stakeholders by adopting and adhering to the highest standards of management expected of a professional art museum and ensuring compliance with Council policies and the Cultural Ethics Policy. MAMA must continue to deliver exciting contemporary and challenging exhibitions that continue to attract diverse and new audiences.
- WHS and Public Risk – Appropriate public and staff safety measures have been adopted at MAMA to adequately address identified risks.

- Delivery Program Risk – Adequate staffing, staff training and resources are needed to deliver on a large exhibition and education program. It is imperative that the major sources of funding are maintained. These include revenue from the MAMA Store, restaurant lease, corporate hire, program income, philanthropy and Council budgetary support.

Community Engagement

MAMA Advisory Committee Expression of Interest (EOI) advertising commenced on 13 August 2018 across six channels, including ArtsHub, ABC Radio and LinkedIn. The EOI invited skilled leaders to join MAMA at an exciting time of the museum's development, to provide honest feedback and work with the MAMA leadership team to foster relationships with the local community, with the national arts community and with the philanthropy community. Application submissions closed on 22 September 2018.

Appointment Recommendations

MAMA received a broad range of highly experienced applications with a diverse set of skills across commercial acumen, entrepreneurial leadership, innovation, strategy, law, marketing, public relations, information management and technology, philanthropy, and stakeholder management.

Applicants were assessed on their capacity to bring relevant skills and experience, as identified in the endorsed MAMA Governance Report on May 2018. They were also assessed on their ability to continue to actively support and advocate for the Arts as a member of the MAMA Advisory Committee, their professionalism and networks.

The recommended appointments align with the membership guidelines as stated in the Murray Art Museum Albury (MAMA) Advisory Committee Terms of Reference. The Terms of Reference are attached and provide for between eight to ten external committee members (including the Chair of MAMA Art Foundation, the Chair of moMAMA and a Councillor Representative). The recommended appointments are as follows:

1. Dr Guinever Threlkeld: Head of Campus, La Trobe University Albury-Wodonga. Dr Threlkeld brings to the Advisory Committee a broad range of skills and experience, including governance, strategic planning, human resources and stakeholder management.
2. Isobel Parker Philip: Curator, Photography, The Art Gallery of New South Wales (AGNSW) Sydney. Ms Philip is highly regarded in her profession as the Curator, Photography at AGNSW. The skills and network opportunities she will bring to MAMA will continue to establish MAMA as a landmark art and cultural institution.
3. Emma Crimmings: Assistant Director, Artbank, Melbourne. Ms Crimmings brings a wealth of knowledge in arts advisory and arts institution connections within Victoria. As Assistant Director, Artbank and with positions on RMIT Design & Creative Advisory Group, Epworth Hospital (Art Collection) Board and Yarra City Council Art Advisory Committee, Emma will be an asset to MAMA Advisory Committee.
4. Simon Mallia: District Manager North East Victoria, ANZ. Owner, operator of Glenlyon Estate, a vineyard located north-west of Macedon Ranges. Simon is strategically focused with strong interpersonal skills and established stakeholder engagement. In addition, Simon also

possesses strong financial performance, management, marketing and communications, social media, issues management, consumer behaviour and customer experience skills.

5. Lorraine Connelly-Northey: Ms Connelly-Northey is a highly regarded internationally recognised Wiradjuri artist. The Albury Region is her home and she is dedicated and committed to MAMA fulfilling its mission of becoming a significant contemporary art and cultural destination, and ranking itself among leading art museums in Australia.
6. Janet Osborne: NSW Outreach lawyer, Hume Riverina Community Legal service. Owner/Operator family Dental Practice in Wodonga. Governance, financial and strategic management and community development form the foundation of Ms Osborne's skill set. Her passion for the arts and background in law will prove to be a real asset to MAMA as we undertake the MAMA Governance Review.
7. Megan Cullen: Business Development and Marketing, Noggin Design. Albury CBD strategic marketing, Albury Northside Business Chamber. Ms Cullen possesses skills and experience in strategic planning, business/community development, marketing and philanthropy. Megan's current work on the Albury CBD strategy will assist in identifying creative and innovative ways to keep MAMA at the forefront of art museums and galleries in Australia while nurturing the local cultural life.

Implementation

The incoming advisory committee will provide oversight and direction for the development and implementation of a new structure for MAMA. The term of appointment will be two years (starting February 2019) with the option of extending the term for another two years, after a review of the Committee in June 2020.

It is anticipated that the incoming seven recommended appointments, the Chair of MAMA Art Foundation, the Chair of moMAMA and the Councillor Representative will attend the MAMA Advisory Committee meeting on 1 November 2018 as observers. This will assist the relatively new committee to form an understanding of the roles and responsibilities of the Advisory Committee.

Conclusion

Committee members will play a pivotal role as MAMA looks to shift to an independent governance model that will ensure a resilient future for the museum as a regionally-situated but nationally-recognised cultural institution. This committee is a skills-based committee and each highly experienced and professional applicant will provide invaluable expertise to support MAMA and MAMA staff, especially in the fields of commercial acumen, entrepreneurial leadership, innovation, strategy, marketing, public relations, information management and technology, philanthropy, and stakeholder management.

Recommendation

That Council:

- a. Endorse the following seven recommended appointments for the MAMA Advisory Committee:

1. Dr Guinever Threlkeld
2. Isobel Parker Philip
3. Emma Crimmings
4. Simon Mallia
5. Lorraine Connelly-Northey
6. Janet Osborne
7. Megan Cullen

Attachments

1. DOC18/65347 Final Updated MAMA Advisory Committee Terms of Reference May 2018