

Manly Art Gallery & Museum

Business Plan

2024 - 2027



PURPOSE

To enrich, inspire, and connect our communities through the interpretation, exhibition, and collection of Australian art, culture, and heritage.

OBJECTIVES

Engage	audiences and share diverse, and uniquely, local stories
Connect	artists, people, and ideas through mentorship, leadership, and inspiration
Partner	within and beyond the region to raise the profile and impact of visual arts
Explore & inspire	action on pressing environmental issues
Care	for and grow the community's collection
Contribute	to the creative and economic vitality of the region



Manly
Art Gallery
& Museum

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WHO WE ARE

Located in the heart of Manly Cove, the Manly Art Gallery & Museum (MAG&M) presents innovative and creative cultural programs alongside our extensive collections of Australian visual art and beach ephemera. Established in 1930, we are the oldest metropolitan regional gallery in NSW. As a proudly public gallery and museum, MAG&M is a shared space for connecting people, starting conversations, and co-creating.

Our Collection

We hold a nationally significant collection in trust for the community containing over 5,000 objects including paintings, ceramics, works on paper, photographs, museum objects, documents, and public art.

Our Collective for Environmental Art & Design

MAG&M's Collective for Environmental Art & Design (CEAD) consolidates our longstanding commitment to exploring the intersection between art, design, and the environment. By bringing together dynamic communities and audiences, CEAD aims to be a space for interdisciplinary creativity that inspires real-world change.

Our Audience

- Arts and cultural practitioners
- Diverse communities of Northern Beaches and beyond
- Families
- Local community members
- MAG&M members
- Regional, national, and international visitors
- Students, including primary, secondary, tertiary, and lifelong learners

Our Partners

- Volunteers
- Galleries and cultural institutions
- Corporate partners
- Education institutions
- Government departments and industry peak bodies
- MAG&M Society



Danie Mellor

Danie Mellor (b. 1973) is a South African artist who has worked in various media, including painting, sculpture, and photography. He is known for his vibrant, abstract works that often incorporate traditional African motifs and patterns.

The artwork is a large, oval-shaped piece that features a red background with yellow and black abstract shapes and patterns. It is mounted on a white wall.

Mellor's work is characterized by its vibrant colors and bold, abstract forms. He often uses traditional African motifs and patterns, which he reinterprets in a contemporary context. His work is a celebration of African art and culture, and it is a testament to his deep understanding of his heritage.

The artwork is a large, oval-shaped piece that features a red background with yellow and black abstract shapes and patterns. It is mounted on a white wall.

Danie Mellor

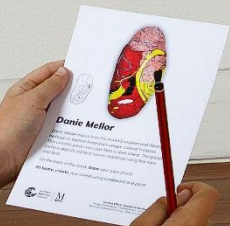
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OBJECTIVE ONE

Engage audiences and share diverse, and uniquely, local stories

Strategic priorities	Indicators
Deliver a diverse and inclusive artistic program with a broad visitor appeal	<ul style="list-style-type: none"> • Diverse ideas, voices, and perspectives are evident in programming • Evidence visitors are from diverse backgrounds and demographics • Public programs and events are well-attended • Number of exhibitions and associated programs developed and facilitated • Visitor numbers are stable and/or growing • Visitor feedback is positive
Engage with audiences offsite, increasing reach and accessibility	<ul style="list-style-type: none"> • Online resources including catalogues are accessible and shared • Engagement is stable and/or increasing and supported by current strategies • MAG&M exhibitions are toured • Collection items are loaned • Events and exhibitions held at Mona Vale Creative Space and Curl Curl Creative Space
Draw stories from the collection	<ul style="list-style-type: none"> • Collection exhibitions are developed and presented annually • Ceramics collection displays are regularly renewed • Collection highlights are shared regularly • The Collection is fully digitised and made available online

OBJECTIVE ONE CONTINUED

Strategic priorities	Indicators
Deepen audience engagement with exhibitions with resources and programs	<ul style="list-style-type: none"> • Exhibition interpretation labels, children's guides, and catalogues are produced • Artist and curator talk events are well-attended • Bookings for curator-led tours and volunteer-led tours are stable and/or growing • Bookings for group visits are stable and/or growing
A thriving volunteer program supports visitor experience	<ul style="list-style-type: none"> • Front-of-house volunteers receive positive feedback from visitors • Volunteer-led tours receive positive feedback from visitors
Increase understanding of Aboriginal and Torres Strait Islander art, culture, and heritage through collaborations with Aboriginal and Torres Strait Islander artists, curators, and partners	<ul style="list-style-type: none"> • Aboriginal and Torres Strait Islander artists, curators, and/or projects are presented annually
Acknowledge the layered history of MAG&M's site and be a part of the conversation around the continuity of place and living culture	<ul style="list-style-type: none"> • MAG&M's site and collection histories shared





OBJECTIVE TWO

Connect artists, people, and ideas through mentorship, leadership, and inspiration

Strategic priorities	Indicators
Provide opportunities for local emerging, mid-career, and established artists and curators to exhibit and deliver public programs	<ul style="list-style-type: none"> Number of emerging, mid-career, and established artists and curators from the Northern Beaches engaged is stable and/or growing
Deliver mentorship programs for students and emerging curators	<ul style="list-style-type: none"> Emerging curators are engaged in programming Work experience opportunities for local high school students Internship and volunteer opportunities for university students <i>Out Front</i> student program is stable and/or expanding
Provide development opportunities to teachers	<ul style="list-style-type: none"> <i>Out Front</i> teacher program is stable and/or expanding Engagement with art teachers across the region is evident
Engage artists and designers through exhibitions, commissions, and creative programs	<ul style="list-style-type: none"> Number of artists engaged in commissions, exhibitions, and programming is stable and/or growing



Volunteer

Come and join us!
... and more!

OBJECTIVE THREE

Partner within and beyond the region to raise the profile and impact of visual arts

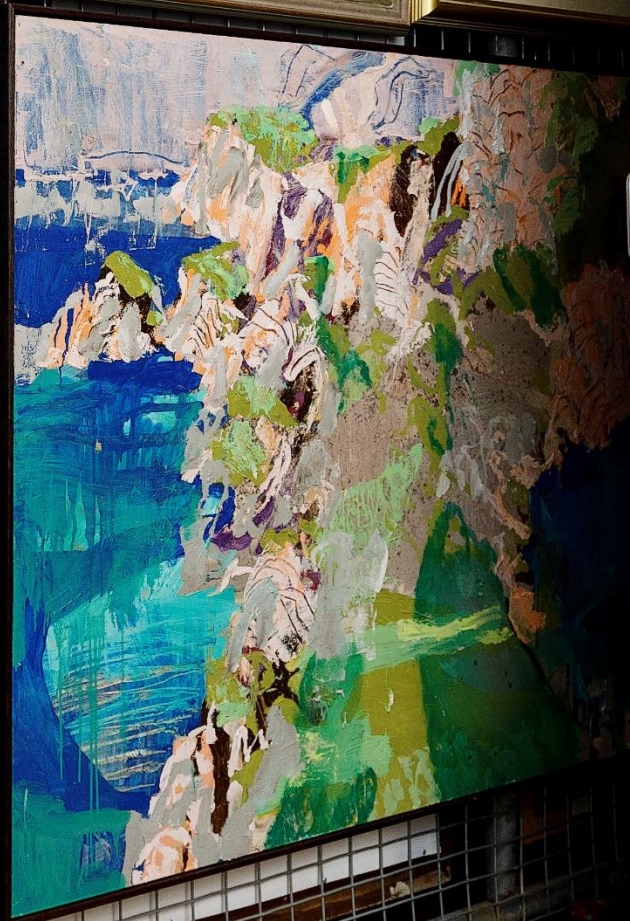
Strategic priorities	Indicators
Build greater awareness and profile of MAG&M within the community through marketing, cultural tourism, and audience engagement strategies	<ul style="list-style-type: none"> • Active engagement with Northern Beaches tourism and hospitality sectors and business chambers • Council's Destination Management Plan features MAG&M as a key resource • Evidence of regular marketing and promotions
Nurture relationships with new and existing partners	<ul style="list-style-type: none"> • Partnerships are stable and/or growing • Corporate partners are engaged with MAG&M • Evidence of partners from diverse sectors
Partner with other cultural institutions and programs through the Northern Beaches, Greater Sydney and the national cultural network to support the local creative sector	<ul style="list-style-type: none"> • Number of festivals and cultural moments that MAG&M connects with through its exhibitions and/or programming. • Number of people who engage with MAG&M's online programming
Partner with MAG&M Society	<ul style="list-style-type: none"> • MAG&M membership is growing, and fundraising programs and activities are successful



OBJECTIVE FOUR

Explore and inspire action on pressing environmental issues

Strategic priorities	Indicators
Grow the Collective for Environmental Art & Design (CEAD)	<ul style="list-style-type: none"> • Number of learning experiences delivered including annual forum and networking events • Exhibitions and programs receive positive feedback • Introduction of new audiences • Environmental sustainability of MAG&M facility and activities improved • Activities included in external media
Nurture relationships with new and existing partners	<ul style="list-style-type: none"> • Nurture relationships with artists, designers, traditional knowledge holders, scientists, economists, and the community • Work in partnership across Council
Develop exhibitions and programs responding to environmental issues	<ul style="list-style-type: none"> • Activities constitute up to 50% of total programming
Deliver the Environmental Art & Design Prize	<ul style="list-style-type: none"> • Number of entries received from across Australia • The Prize included in external media • Positive visitor and artist/designer feedback received • Amount of sponsorship received



OBJECTIVE FIVE

Care for and grow the community's art collection

Strategic priorities	Indicators
Maintain and conserve MAG&M's collection as a significant historical and cultural resource	<ul style="list-style-type: none">• Collection management system is being used• Increase storage capacity for collection• Number and type of artworks/objects conserved• Objects safely stored and displayed
Grow MAG&M's collection	<ul style="list-style-type: none">• Implementation of the collection acquisition strategy• Number of artworks acquired by donation or acquisition is stable and/or growing



OBJECTIVE SIX

Contribute to the creative and economic vitality of the region

Strategic priorities	Indicators
Build on MAG&M's cultural tourism potential and build its profile across the region, greater Sydney, nationally, and internationally	<ul style="list-style-type: none"> • Audience research is used to inform program development • MAG&M featured in external media and marketing channels
Expand and diversify MAG&M's income sources through art sale commissions, retail, programs, and touring exhibitions, and operate efficiently to meet program objectives	<ul style="list-style-type: none"> • Commission and Design Shop income is stable and/or increasing • Public program sales are stable and/or increasing • Amount of sponsorship secured • Ongoing operational reviews
Grow a culture of fundraising	<ul style="list-style-type: none"> • Fundraising Strategy 2024-2030 is being implemented • Growth in financial donations and bequests • New donation platforms are used
Support local arts, crafts, and design through the Design Shop	<ul style="list-style-type: none"> • Minimum 80% local artists and designers are presented in the Design Shop • Diverse mediums and practices are evident in the Design Shop • Design Shop is regularly featured in social media and MAG&M e-news

MARKETING FRAMEWORK

MAG&M connects and shares with audiences using our marketing framework:

- Programming – including contemporary, local, and national exhibitions that appeal to broad audience interests
- People – including regular communication and training for staff and volunteers to ensure all visitors have an inspiring and welcoming gallery experience
- Place awareness – including place-based signage and advertising at Manly Wharf, local centres, and transport hubs
- Promotion – including a strong focus on social media and web presence, sharing local creative stories and opportunities.
- Partnering – including media, publishers, and Council departments to maximise shared outcomes and priorities, including the Northern Beaches Destination Management Plan
- Pricing – with a focus on maintaining MAG&M's accessibility through affordable public programs, events, and retail offerings

GOVERNANCE & FINANCIAL MANAGEMENT

MAG&M operates within the policy framework of Northern Beaches Council to ensure high standards of probity, management, and ethics govern the day-to-day operations of the gallery.

MAG&M's budget, fees, and charges are published annually, and we maintain affordable public programs, a design shop, and corporate partners as part of our sustainable business model.

MAG&M regularly monitors and evaluates its operating model and program outcomes to better understand its customers and community, adapting as needed to meet changing needs and expectations.

Image Captions:

Front cover: Daniel Mudie Cunningham, *On a Queer Day You Can See Forever*, Neon, 61 x 200cm, 2023, install image. Photo by Karen Watson

Page 3: MAG&M volunteers. Photo by Karen Watson

Page 5: Danie Mellor, *The Millstream – a shield – Bala Burrnyja (Tableland Tin Coy)*, 2006, press mold earthenware with underglaze, 76 x 45 x 3cm, MAG&M Collection, install image. Photo by Karen Watson

Page 8: Frank Hurley, *Manly Harbour Pool*, c.1950s, MAG&M Collection (detail)

Page 9: Billy Bain, *Dawn (March Past series)*, 2022, terracotta with underglazes, 76 x 37 x 25cm, MAG&M Collection

Page 11: MAG&M volunteer. Photo by Karen Watson

Page 13: Artist portrait for *Bleeding Hearts & Morning Glory: Artwork by Guy Fredericks & Chloe Watfern with Studio A*, MAG&M, 2024. Photo by Karen Watson

Page 15: MAG&M Collection storeroom. Photo by Karen Watson

Page 17: MAG&M Design Shop. Photo by Karen Watson

Back cover: Photo by Laura Moore



STRANGE OASIS