



# Centre (for) Projection Art

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## ANNUAL REPORT 2020

PREPARED BY

Bianca Bowman  
CEO



# CENTRE FOR PROJECTION ART ANNUAL REPORT 2020

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## ABOUT CENTRE FOR PROJECTION ART

Centre for Projection Art Inc is an independent, not-for-profit, arts organisation and registered charity, that is the leading champion, incubator and presenter of projection art in Australia. We pride ourselves on organising outstanding projection art events, festivals, exhibitions, education and consultancy services, whilst challenging technological boundaries.

Since 2008, we have produced outdoor site-specific projection art events that exhibit professional, emerging and community artists. This includes Gertrude Street Projection Festival, our annual flagship event held in the City of Yarra.

Our aim is to provide a platform on which Australian artists can develop their creative practice, nurture their career, cultivate their artistic confidence, and exhibit their works locally, nationally and globally.

## OUR OBJECTIVES

Our strategic vision is to incubate, collaborate and create projection art and we have an ambitious strategic plan to achieve this.

Centre for Projection Art aims to expand our artistic program to include more exhibitions and events including Fitzroy's annual Gertrude Street Projection Festival; a regular program of creative masterclasses for artists; the introduction of an artist-in-residence program and curated exhibitions and programs that highlight developments in projection art.





## PRESIDENTS REPORT

2020 was a difficult and challenging year for all and our thoughts and thanks go to all those working so diligently to keep our community safe during this period.

Despite the challenges, it was another year of growth and success for the Centre of Projection Art. While our flagship project the Gertrude St Projection Festival was unable to proceed due to the global pandemic, we adapted our inaugural residency to a digitally-based program allowing us to continue our work of engaging with artists and our community. We created visual experiences accessible via digital media platforms reflecting very much our agility and capability to create and engage across a variety of mediums and not be restricted to site.

The year remained a busy one with the Centre moving into our new studio space at Collingwood Yards Arts Precinct which allowed us to commence our inaugural artist in residence programme, with our thanks to both Creative Victoria and the Besen Foundation for the support in getting this programme up and running, in virtual format, during the lockdown. We partnered with HoloCentre New York for their international Light Windows. We also produced a large scale projection for Open House Melbourne in Collingwood Yards which was live-streamed. With the support of the City of Yarra and the Inner North Community Foundation, we activated projections key sites on Gertrude Street for three weeks, encouraging re-engagement with the area post lockdown and worked with Stonnington Council for their Light in the Dark event in December. Outside of specific projects, the Centre for Projection Art team continued to build engagement and networks around Victoria, interstate and overseas to create a pipeline of activity for 2021, which is shaping up to be a very exciting year.

The whole team at Centre for Projection Art have worked tirelessly, continuing to build our capability for the future. On behalf of our Board, we extend our thanks and gratitude to the Centres wonderful team, the organisations and individuals that have supported us, our amazing volunteers, the artists who work with us and the community whose continued support is helping to build a very exciting future for new mediums of projection and digitally based arts practice.

Mike Kendall  
President



Left: Taco Eggplant Peach – Tutu Collective; Right: Mosaic – Wesley Dowling



## FINANCIALS – TREASURERS REPORT

This report summarises the Centre for Projection Art Inc's (the Centre) financial performance for the year 1 January 2020 to 31 December 2020.

The Centre made a net surplus of \$36,811 in 2020. The following figures are a summary of the full-year results including balance sheet and profit and loss.

The aim of the Board in 2020 was to continue to strengthen the financial position of the CPA to support the objectives of the Strategic Plan. These plans were disrupted by the pandemic, impacting our ability to fundraise which is an important component of our budget and to meet the objectives of our grant funding. We have successfully negotiated with our funders to retain our grant funds, and have secured other stimulus funding, ensuring our financial sustainability for the next 12 months.

Income for the Centre in 2020 was generated mainly through projector hire, consulting and costs charged by the Centre to grant-funded projects (for example, project management). We also received significant COVID stimulus funding in 2020 which made up for the shortfall of sponsorship and project funding. Examples of Centre expenses include CEO wages, insurance, AV equipment and depreciation.

It should be noted that in 2019 the Board approved a transition from a cash to an accrual method of accounting, effective 1 January 2020. The 2019 comparative information has been provided in this report using both methods, for the purpose of clarity and consistency.

Rebecca Tattersall  
Treasurer





## Balance Sheet

As of December 31, 2020

	2020 Accrual	2019 Accrual	2019 Cash*
<b>Assets</b>			
Debtors	\$ 28,641	\$ 1,041	\$ 1,041
Bank Accounts	\$ 152,209	\$ 108,091	\$ 108,091
Plant & Equipment	\$ 22,550	\$ -	\$ -
<b>Total Assets</b>	<b>\$ 203,400</b>	<b>\$ 109,132</b>	<b>\$ 109,132</b>
<b>Liabilities and shareholder's equity</b>			
Current liabilities:			
Accounts payable			
Payables	\$ 4,255	\$ 6,462	\$ 6,462
GST Liabilities Payable	\$ 2,076	\$ (338)	\$ (338)
Payroll liabilities	\$ 5,459	\$ 762	\$ 762
Unexpended grants	\$ 120,319	\$ 90,038	\$ -
<b>Total current liabilities</b>	<b>\$ 132,109</b>	<b>\$ 96,924</b>	<b>\$ 6,886</b>
Shareholders' equity:			
Net Income	\$ 36,811	\$ (841)	\$ 68,947
Retained surplus	\$ 34,480	\$ 13,049	\$ 33,299
<b>Total shareholders' equity</b>	<b>\$ 71,291</b>	<b>\$ 12,208</b>	<b>\$ 102,246</b>
<b>Total liabilities and equity</b>	<b>\$ 203,400</b>	<b>\$ 109,132</b>	<b>\$ 109,132</b>

## Profit and Loss

January - December 2020

	2020 Accrual	2019 Accrual	2019 Cash*
<b>Income</b>			
Government grants	\$ 104,473	\$ 85,110	\$ 140,849
Donations & bequests	\$ 18,936	\$ 10,202	\$ 24,502
Sponsorship	\$ -	\$ 30,500	\$ 30,500
Goods & services income	\$ 68,189	\$ 25,651	\$ 25,651
Investments	\$ 35	\$ 61	\$ 61
Other revenue	\$ 405	\$ 5,360	\$ 5,360
<b>Total Income</b>	<b>\$ 192,038</b>	<b>\$ 156,884</b>	<b>\$ 226,923</b>
<b>Expenses</b>			
Employment Expenses	\$ 44,754	\$ 45,915	\$ 45,915
General & Administrative Expenses	\$ 8,302	\$ 7,608	\$ 7,608
Occupancy Expenses	\$ 6,146	\$ 398	\$ 398
Production costs	\$ 55,410	\$ 83,510	\$ 83,760
Goods and services costs	\$ 24,114	\$ -	\$ -
Assets	\$ 16,501	\$ 20,295	\$ 20,295
<b>Total Expenses</b>	<b>\$ 155,227</b>	<b>\$ 157,726</b>	<b>\$ 157,976</b>
<b>Net Surplus</b>	<b>\$ 36,811</b>	<b>\$ (841)</b>	<b>\$ 68,948</b>



## ONLINE PRESENCE



Followers:  
GSPF 9453 (down 0.3%)  
Centre 773 (up 81.9%)



Followers:  
GSPF 3684 (up 5.6%)  
Centre 1214 (up 98%)



Subscribers:  
74 (up 8.8%)



Followers:  
80 (up 6.7%)



Followers:  
73 (up 59%)



Followers:  
GSPF 1,891 (down 2.1%)  
Centre 64 (new)



Subscribers:  
2,256 (down 5.8%)



Unique visitors:  
GSPF 3,056 (down 79%)  
Centre 2,638 (up 43%)

- Facebook continues to be our largest online audience. Instagram however is becoming the most engaged.
- While GSPF saw a modest increase in followers on both Facebook and Instagram, Centre for Projection Art's followers increased hugely. This was a result of a more engaging redeveloped website, plus all branding associated with events promoted by the Centre.
- E-News/email subscription saw a drop of 5.8% to subscribers.
- Vimeo continues to have fewer subscribers, however a high number of monthly views as it is linked to other social media channels and our website.
- LinkedIn continues to have few followers but is still up significantly from the previous year. In line with strategic goals, we are focused on growing this channel in 2021.
- Twitter has a large number of followers but engagement is low. More work is being done to engage Twitter followers as many are journalists and could assist with organic PR opportunities.
- Website traffic to the Centre website was up 43% in 2019 with more engagement through the residency program and other initiatives. GSPF was significantly down, this is due to no festival in 2020 due to the pandemic.



# 2020 PROJECTS





## ARTIST IN RESIDENCE PROGRAM

Our move to Collingwood Yards commenced our inaugural residency program for artists emerging in the projection medium. The residency included mentorship and a fee for a public outcome and was supported by Besen Family Foundation and Creative Victoria.

Twelve artists were mentored by an established artist to develop new high calibre artworks that incorporate projection. Outcomes of this were to be exhibited as part of the Centre for Projections Art's exhibition program including the Gertrude Street Projection Festival (GSPF), some of which were delayed to 2021 which was negotiated with funders.

The Residency Program, originally structured as a face to face, in-studio program, successfully adapted to a digital-hybrid model due to the pandemic, continuing to support artists, mentors and arts workers. Residents communicated with Mentors and each other via video conferencing; artist talks and tutorials were presented online, and all artists were delivered a projector to utilise and continue their practice at home during lockdown periods. Professional, industry and creative development opportunities were achieved through various public activations, events and networking.

Our goal to provide a professional, arts industry mentorship in the projection medium was achieved, supporting the creation of new work and contributing to the creative economy.





## LIGHT WINDOWS

Curated by Yandell Walton, Centre for Projection Art presented six installations for LIGHT WINDOWS, a worldwide project produced by HoloCenter, New York encouraging artists to display light art in the windows of homes and venues around the world and share a message of unity and hope during the COVID-19 pandemic.

Artists from Centre for Projection Art's inaugural artist-in-residence program illuminated six windows of the Collingwood Yards Johnston Street building in celebration of International Day of Light on May 16, 2020.

Viewed from 6.30 pm -midnight between 15-31 May, audiences experienced these works during their daily rituals from the street and through the LIGHT WINDOWS interactive map.

This project was presented in partnership with HoloCentre; International Day Of Light; the City of Yarra; and Collingwood Yards.

Thanks to the Collingwood Yards neighbouring organisations that provided the use of their windows for this project: Bad Apples Music; Barpirdhila Foundation; Experimenta Media Arts; Liquid Architecture; Auspicious Arts; and Agency.



## OPEN HOUSE MELBOURNE X COLLINGWOOD YARDS

As part of Collingwood Yards participation in Open House Melbourne, the Centre for Projection Art were engaged to project an artwork onto the Perry Street lift shaft within the Collingwood Yards Courtyard.

We selected Jane Crappsleys projection work *Change in Condition*, as this was developed on-site using scratching and drawings of the site in the final stages of development during Jane's residency. In addition, we also participated in opening our studio for 3D scanning as part of the Open House Melbourne online experience.

Unfortunately, Open House Melbourne for the most part was cancelled due to the pandemic with all events going online. Video documentation of Janes work including an interview with her about the creation of the work was able to be completed before the lockdown. This was posted as part of Open House Melbournes online content and we were also able to share this with our networks and social media channels.



Change in Condition part 1 – Jane Crappsley



## GERTRUDE STREET ACTIVATIONS

Centre for Projection Art was approached by the newly formed Gertrude Street Collective to encourage audiences back to the popular shopping strip which had been severely impacted by the pandemic with approx 40% of shops vacant.

The idea was to provide ambience to the outdoor dining areas along Gertrude Street in the form of projection art and would not be an 'event' but public artworks to create a 'vibe' for the street and to assist in creating an atmosphere for outdoor diners. Projections spanned three weekends from 2 - 22 November 2020.

This project, supported by the Inner North Community Foundation and the City of Yarra to pay artists and support arts workers after the pandemic. Centre for Projection Art provided projector hire and project management in kind. Four artists were asked to restage artworks from previous Gertrude Street Projection Festivals and were paid at NAVA rates.





## LIGHT IN THE DARK – STONNINGTON

As we left our homes to experience a post-pandemic Melbourne, we collaborated with the City of Stonnington to exhibit a series of large-scale projections on the iconic buildings of Greville Street, Prahran.

Greville Street was closed to traffic and open for people and outdoor dining experiences during the summer months. To encourage locals to the area to enjoy again enjoy the fabulous restaurants and all Greville Street has to offer Centre for Projection Art set up three large scale projections for four weekends from 27 November – 20 December 2020.

Artists were Diego Ramirez, Wesley Dowling and Tutu Collective (Jacob Tolo and Charlie Fry). Artworks were chosen as they were inspirational and/or interactive.

Other precincts in Stonnington were also scoped but did not proceed as it was unclear who the audiences would be or if projections would have an impact in the mid-summer months.



Colonial Eclipse – Diego Ramirez



## AVOCA SILO PROJECTION INSTALL

Centre for Projection Art were engaged by Avoca Community Art and Gardens to consult and assist with setting up a large scale projector allowing them to activate their site for public art projection and events at night and assist them to be included on the Silo Art trail.

Consultation which started December 2019 resulted in install mid 2020.



# SUPPORTERS



Clifton Hill/North Fitzroy  
Community Bank® Branch



INNER NORTH  
COMMUNITY  
FOUNDATION



Centre for Projection Art continues to deliver our programs through project funding and the support of and Donors whom we thank for their many and varied contributions to the organisation.

We cannot do the work we do with artists without support so THANK YOU!!

All Supporters have been recognised on the Centre for Projection Art website alongside our private and philanthropic sector donors.

**Private donors in 2020 included:**

Evelyn Yong  
Christopher and Cat Tranter  
Rosa Coyle-Hayward  
Mike Kendall  
Bernie Phelan  
Darren Bowman  
Bianca Bowman  
Irina Agaronyan  
Rebecca Tattersall  
Cat Black-Dinham

