



ANNUAL REPORT 2018

Centre ^(for) Projection Art

PREPARED BY

Bianca Bowman
CEO

ABOUT CENTRE FOR PROJECTION ART

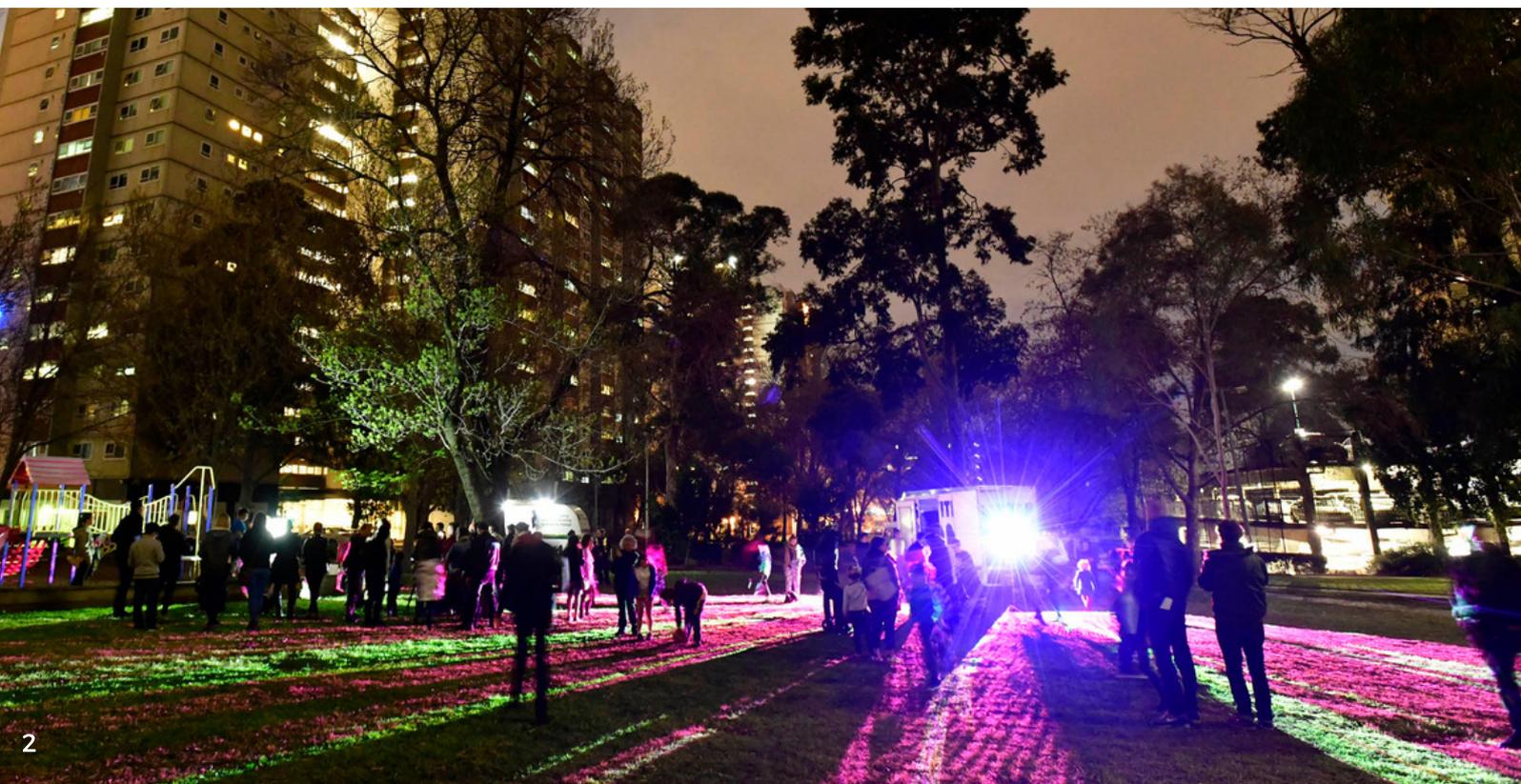
Centre for Projection Art Inc (formerly the Gertrude Projection Association) is a not-for-profit, registered charity, that is the leading champion, incubator and presenter of projection art in Australia.

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

OUR OBJECTIVES

Our strategic vision is to incubate, collaborate and create projection art. We have an ambitious strategic plan for the next five years to achieve this.

Centre for Projection Art aims to expand our artistic program to include more exhibitions and events including the annual Gertrude Street Projection Festival in Fitzroy; the 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.



2018 IN REVIEW

Following an ambitious 2017 with 10-year anniversary celebrations and significant movements within the Board, 2018 was a year of creative development to regroup, reassess and ensure the associations sustainability into the future.

Two main projects were included as part of this creative development year: a Masterclass in Projection Art was held for the second time at Testing Grounds with support from Melbourne City Council and Gertrude Street Projection Festival Mini, held in Atherton Gardens Estate with support from the City of Yarra, Epsom, DHHS, Yarra Youth Services amongst others.

Other organisational activities that held the focus of 2018 included:

- The analysis of broad skills of the current Board Members, lead to the development of a skills matrix. This matrix identified skill gaps to assist in appointing new Board members with strength in these areas. In May 2018 five new Board Members were nominated and appointed with diverse skills, consolidating the organisations governance and strategic capability. This skills matrix will continue to be used in the future.
- New CEO Bianca Bowman was appointed and commenced her role on 25 June 2018. Bianca has experience in both the corporate and creative domains and her skills will assist the association to meet long-term objectives and elevate the Centre for Projection Art, to the next level.
- The associations name changed from Gertrude Projection Association to Centre for Projection Art. This change was made to reflect the organisations growth, to expand the reach of the association and further define the Centre as a leader in projection art.
- A newly developed Strategic Plan was established with the new Board and CEO. This plan focuses on the sustainability of the association and building the recognition of the Centre for Projection Art to maximise funding and sponsorship opportunities.
- A submission to include GSPF in the invitation only *Celebrate Yarra* funding as part of the Multi Year Arts and Culture Funding Review was accepted from 2020. This means the organisation is eligible to apply for up to \$35,000 per year over three years, previously it was \$20,000.
- The first major philanthropic donation was received since DGR status was granted. This came from the Besen Foundation, for \$10,000 towards the 2019 GSPF.

We are looking forward to the future with a strong strategic plans now in place for a sustainable festival and organisation into 2019 and beyond.



FINANCIALS - TREASURERS REPORT

This report summarises the Centre for Projection Art's (CPA) financial performance for the year 1 January 2018 to 31 December 2018.

Income for the year was \$78,867, expenses were \$63,481, meaning the CPA made a net surplus of \$17,552.

Income and expenditure were less than previous years as a result of the strategic decision to downsize the Gertrude Street Projection Festival for one year in order to best manage significant changes within the CPA. The budget is forecast to return to its usual size in 2019.

A surplus was recorded despite, in fact because of, the appointment of a paid CEO for the first time. At 31 December 2018, the position had only been in place for six months, and we were already seeing the significant benefits of having such strong financial and administrative management on hand. I am confident that we will only see these benefits increase in the next two to three years.

Net assets at 31 December 2018 were \$37,129, which is \$21,634 higher than the same time in 2017. Once again this is a testament to the excellent work of the CEO, and a result of strategic decisions made in 2017.

The aim of the Board is to strengthen the financial position of the CPA over the next two to three years in order to meet the objectives of the Strategic Plan. 2018 was a step in the right direction.

Rebecca Tattersall
Treasurer

24 April 2019

FINANCIALS - BALANCE SHEET

Balance Sheet

As of December 31, 2018

| | As of Dec 31, 2018 | As of Dec 31, 2017 (PY) | Total |
|--|---------------------|-------------------------|---------------------|
| ASSETS | | | |
| Current Assets | | | |
| 11000 Bank Accounts | | | |
| 11005 Bendigo Transaction 0191 | 24,790.60 | | 14,184.09 |
| 11007 Bendigo Public Fund Account | 12,339.37 | | |
| 11025 Paypal Acc | -1.40 | | |
| 11030 Petty Cash | 0.00 | | 1,609.03 |
| Total 11000 Bank Accounts | 37,128.57 | | 15,793.12 |
| 11980 Deposit - bond | 0.00 | | -297.98 |
| Total Current Assets | 37,128.57 | | 15,495.14 |
| Total Assets | A\$37,128.57 | | A\$15,495.14 |
| LIABILITIES AND ACCUMULATED FUNDS | | | |
| Current liabilities: | | | |
| 22200 Other liabilities | | | |
| 22100 Director's Loans | 0.00 | | 100.00 |
| 23200 Kym Ortenburg | 0.00 | | 228.40 |
| 23255 Joanna Gould | 0.00 | | 0.05 |
| 23260 Monique McNamara | 0.00 | | 61.35 |
| Total 22200 Other liabilities | 0.00 | | 389.80 |
| 21300 GST Liabilities | | | |
| 21325 ATO GST Instalment/ICA | 0.00 | | -1,180.00 |
| GST Liabilities Payable | 1,168.30 | | 540.02 |
| Total 21300 GST Liabilities | 1,168.30 | | -639.98 |
| PAYG Withholdings Payable | 1,596.00 | | |
| Superannuation Payable | 1,066.94 | | |
| Total current liabilities | 3,831.24 | | -250.18 |
| Accumulated Funds: | | | |
| Net Income | 17,552.01 | | -17,956.59 |
| 38000 Retained Earnings | 15,745.32 | | 33,701.91 |
| Total Accumulated Funds | 33,297.33 | | 15,745.32 |
| Total Net Assets | 37,128.57 | | 15,495.14 |

FINANCIALS - PROFIT AND LOSS

Profit and Loss

January - December 2018

| | Total |
|---|------------------|
| INCOME | |
| 40000 Income | |
| 41001 Grants | |
| 41004 Grants-Other | 825.91 |
| 41005 Grants - COY | 30,000.00 |
| 41007 Grants - COM | 11,000.00 |
| Total 41001 Grants | 41,825.91 |
| 41020 Donations | 2,440.96 |
| 41025 Donations - Philanthropic | 10,000.00 |
| 41200 Masterclasses | 6,910.00 |
| 44155 Sponsorship | |
| 44160 Sponsorship - Festival | 9,545.45 |
| 44163 Sponsorship - Centre | 3,000.00 |
| 44170 Traders Contributions | 750.00 |
| Total 44155 Sponsorship | 13,295.45 |
| 44173 Interest income | 54.57 |
| 44175 Other Income | 2,021.99 |
| Total 40000 Income | 76,548.88 |
| 49100 Internally generated admin income | 2,318.24 |
| Total Income | 78,867.12 |
| GROSS PROFIT | |
| 78,867.12 | |
| EXPENSES | |
| 60000 Expenses | |
| 61000 General & Administrative Expen | |
| 61131 PayPal Fees | 19.45 |
| 61140 Bookkeeping Fees | 4,224.00 |
| 61235 Website Expenses | 383.68 |
| 65130 Mobile Telephone | 109.09 |
| Total 61000 General & Administrative Expen | 4,736.22 |
| 62000 Employment Expenses | |
| 62100 CEO wage expense | 22,462.58 |
| 62140 Superannuation | 2,133.88 |
| 62160 Workers' Compensation | 226.96 |
| Total 62000 Employment Expenses | 24,823.42 |
| 64000 Occupancy Expenses | |
| 64160 Rent | 1,016.69 |
| Total 64000 Occupancy Expenses | 1,016.69 |
| 65000 Production costs | |
| 61180 Insurance | 1,748.65 |
| 61195 Marketing and Publicity | 448.11 |
| 61234 Subscriptions/Registrations | 575.55 |
| 61240 Catering | 720.00 |
| 61250 Miscellaneous / sundries | 335.21 |
| 61515 Hire equipment | 350.00 |
| 61520 Promotional material / printing | 1,825.00 |
| 61530 Festival opening | 1,882.58 |

FINANCIALS - PROFIT AND LOSS CONTINUED

| | Total |
|--|---------------------|
| 61535 Festival event | 275.00 |
| 62150 Wages & Salaries | |
| 62151 Production / Curation / Project Administration | 10,476.36 |
| 62152 Artists / performers / tutors | 10,950.00 |
| 62153 Technical Management | 1,000.00 |
| Total 62150 Wages & Salaries | 22,426.36 |
| Total 65000 Production costs | 30,586.46 |
| Total 60000 Expenses | 61,162.79 |
| 69100 Internally charged admin fees | 2,318.24 |
| Total Expenses | 63,481.03 |
| OTHER EXPENSES | |
| 90000 Other Expenses | |
| 92017 2017 accounting errors | -2,165.92 |
| Total 90000 Other Expenses | -2,165.92 |
| Total Other Expenses | -2,165.92 |
| NET EARNINGS | A\$17,552.01 |

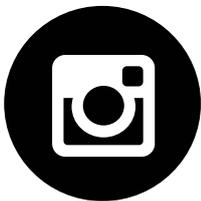
ONLINE PRESENCE



GSPF followers 8970
Centre followers 425



34 Videos
68 Followers
8 Likes
500 monthly views



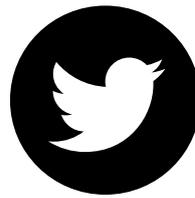
GSPF followers 3323
Centre followers 341



12 followers



2082 - Subscribers



Followers- 1940

- Facebook continues to be our largest online audience and most engaged online platform. Centre for Projection Art's Facebook followers increased by 109% in 12 months, whilst GSPF followers increased by 2%
- Instagram is second to Facebook and has seen a 42% increase in followers over 12 months.
- E-News/email subscription has also seen a 20% increase to subscribers and significant work has been done to merge the Centre for Projection Art and Gertrude Street Projection Festival databases into the one segmented list avoiding duplication of mailings.
- 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.
- The YouTube channel has been established to attract a wider audience. This has had little activity to date.
- LinkedIn is a relatively new social media tool with few followers to date.
- Twitter has a large number of followers but engagement is low.

FACEBOOK DEMOGRAPHICS

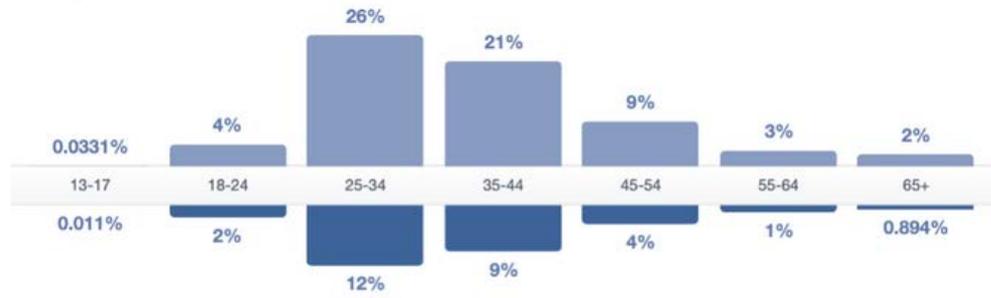
GSPF

Women

66%
Your Fans

Men

30%
Your Fans



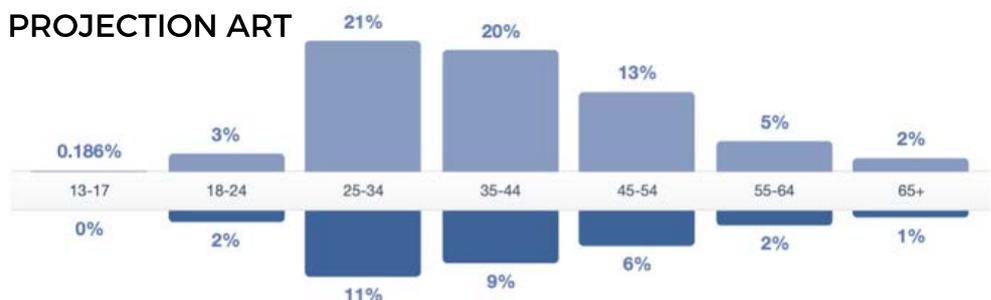
CENTRE FOR PROJECTION ART

Women

65%
Your followers

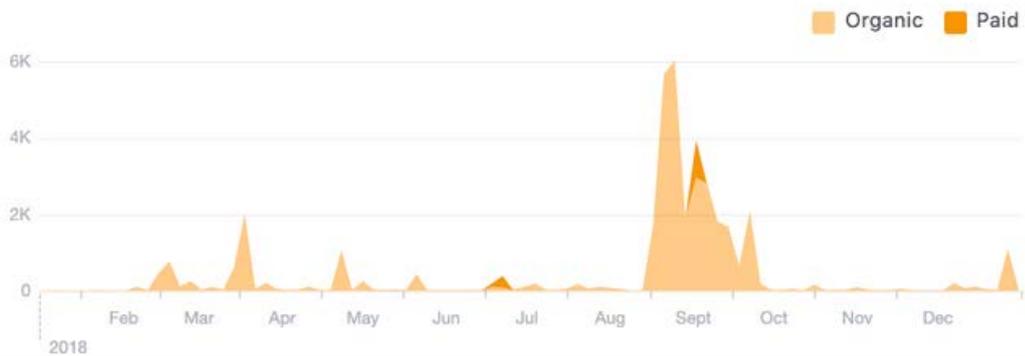
Men

30%
Your followers

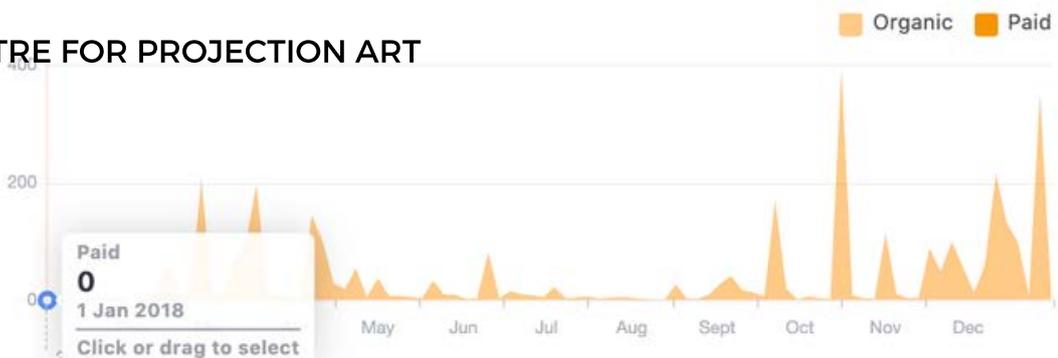


FACEBOOK REACH

GSPF



CENTRE FOR PROJECTION ART



- The above demographics from Facebook show similar subscribers to the Centre for Projection Art and GSPF Facebook pages.
- Interestingly it also shows reach to audience of paid vs organic advertising favours organic. Paid advertising had little impact to the overall reach.

A photograph of two people, a man and a woman, operating a large black projector mounted on a metal stand. The man, on the left, is wearing a dark cap and a dark t-shirt, looking towards the right. The woman, on the right, is wearing a dark top and looking towards the camera. The projector is on a metal stand and has a bright light emanating from its lens. The background is a blurred outdoor setting with trees and a building.

MASTERCCLASS IN PROJECTION ART

MASTERCLASS - TESTING GROUNDS

The 2018 Masterclass workshop was successfully delivered over four evenings in February. Supported by City of Melbourne's Annual Arts Grants, this workshop provided a platform for eleven visual artists to develop their skills in projection art, and learn through a practical workshop that delivered a public exhibition outcome at Testing Grounds, Southbank.

Thirty artists applied to participate in the programme, with eleven selected from diverse backgrounds, ages, art practices and with differing conceptual ideas. Lead by projection artist Yandell Walton participants were supported to test their ideas and taught new, experimental and emerging methods of creative projection practice. Mid-career multi-disciplinary artist Nicole Breedon was engaged to support Yandell in tutoring the students given the size of the group, and provided the participants with greater one on one support.

Testing Grounds, provided an ideal learning space for this activity with open and flexible areas for participants to experiment with different techniques, focussing on site specific technical skills and equipment use.

Epson's support, allowed participants access to their range of high quality projectors to experiment in the space. An onsite tutorial on the usage and application of these projectors to deliver high quality, site-specific, contemporary art projection was also valuable.

Development works created by participants, were exhibited on location for the final night. This exhibition was open to the public and publicised through social media channels. In addition, Epson invited their own audience to view the participant's works during the exhibition evening. Exhibiting the development works provided the participants with an audience to view these works, the opportunity to engage with the public, discuss the processes learned and their outcomes.

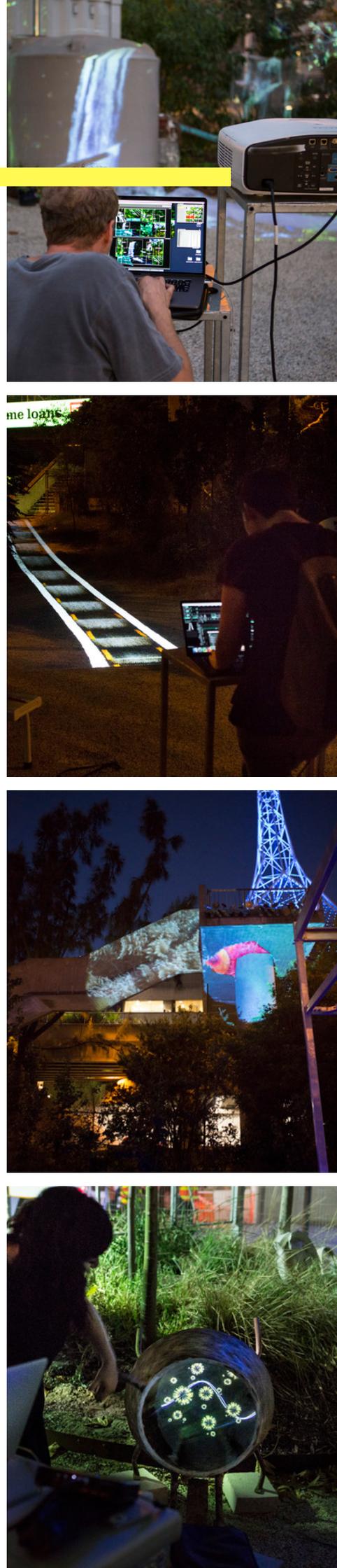


MASTERCLASS - TESTING GROUNDS PARTICIPANT FEEDBACK

- *The length of time was perfect. It allowed me to develop my project one by one after having got new skills. The process gave me enough time to experiment with ideas.*
- *Times were good. The shift to an hour later was a good move for more darkness. Learning about what Yandell has done with her work and what the other artists did was invaluable.*
- *Learning to map was very useful and allowed me to think about further innovation in my projections. Also the idea of taking images of the actual projections, then being able to rework those into artworks!*
- *Confidence in submitting projection mapping proposals from actually doing it. and learning about the different projectors and their capabilities was extremely useful. With this info, I can confidently apply for more ambitious sculptural installations with moving image being a stronger element*
- *Information regarding proposal writing and budgeting was excellent.*
- *I think the technical mapping skills will be really useful for my future work. The workshop has expanded my perception of what projection art can be and encompass and the potential for working with alternative sites to the gallery space.*
- *Thanks for a well-rounded masterclass and the opportunity to spend time with an established projection artist.*
- *Really fantastic masterclass thanks Yandell for sharing your knowledge! The hands-on approach is vital to walk away feeling like you know how to do it and to learn from mistakes as you go.*

Participants:

Amber ter Hedde, Bec Todd, Ben Taranto, Carla Zimbler, Daniel Rizio, Kate Russell, Hannah Beilharz, Rhys Newling, Ryoko Kose, Stuart Cullen & Susan Maco Forrester.





GERTRUDE STREET PROJECTION FESTIVAL MINI

GSPF MINI FESTIVAL OVERVIEW

2 NIGHTS IN SEPTEMBER

9 PROJECTIONS OVER 6 SITES

**OUTDOOR STAGE WITH
5 PERFORMANCES**

22 VOLUNTEERS

This year, Centre for Projection Art partnered with Melbourne Fringe Festival to present Gertrude Street Projection Festival Mini.

With ten successful years of presenting the famed Gertrude Street Projection Festival, 2018 was a year of creative development and careful research to ensure the sustainability of the festival and continuity organisation into the future. Gertrude Street Projection Festival Mini was intended to be a smaller festival, at the beginning of Spring. The aim was to engage the City of Yarra and wider communities and provide emerging projection artists and local creatives with a platform to experiment and exhibit their work.

Over two nights, Atherton Gardens on Gertrude Street, Fitzroy was transformed into a world of colour and movement. Audiences were invited to explore, play and reconfigure the housing estate with light and eight projection artist, plus four music acts engaged the local and broader community.

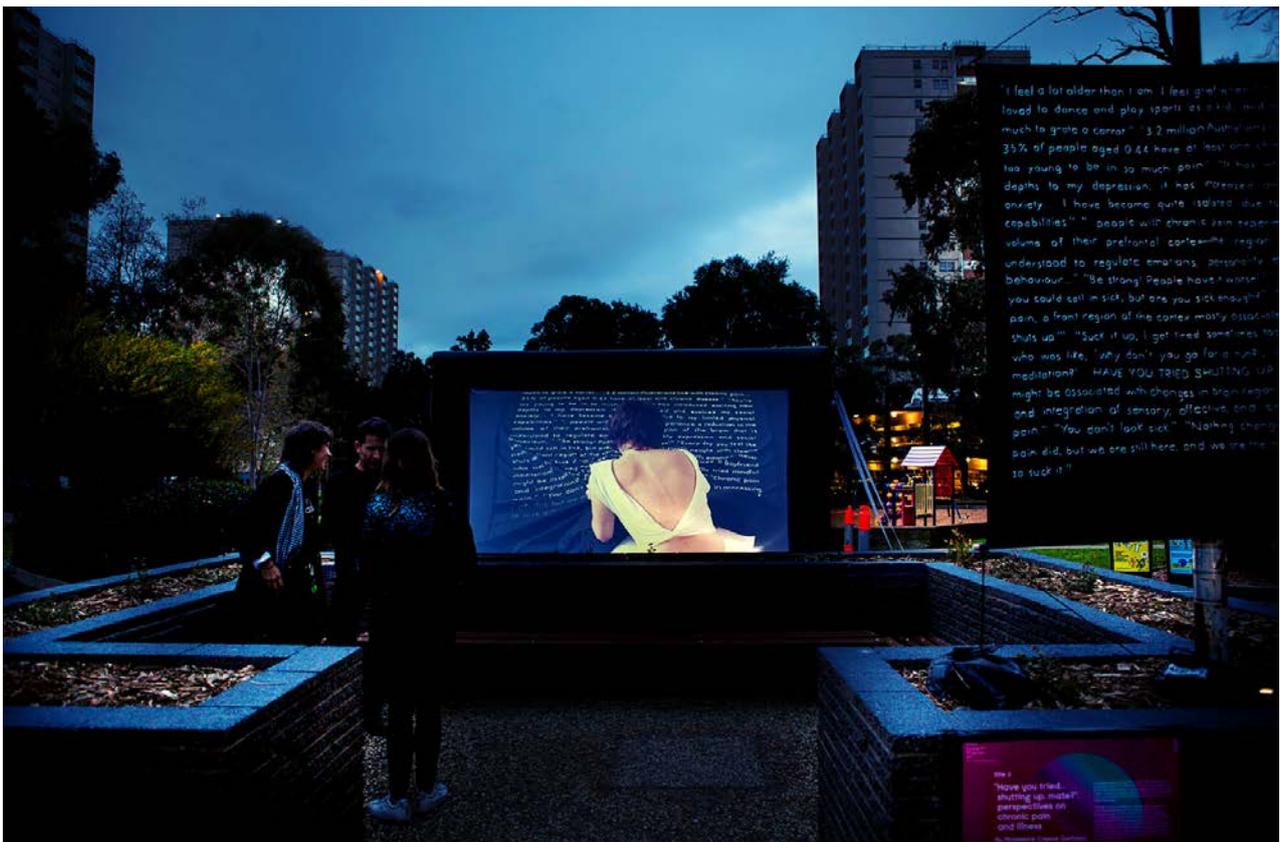


GSPF MINI PROGRAM SUMMARY

Flooding the gardens in an immersive experience, feature artist Kate Geck was commissioned to present RLX Field. An ambitious display of projection art, with moving image displayed as a totem on the Gertrude Street facade of Atherton Towers & throughout the Gardens. Responding to requests from Fitzroy Housing Estate, the totem projection avoided all windows for fear of "light leakage" and disruption to residents. This was the first time Epson's EB-1755U High Lumen Laser Projectors were used to illuminate the residential building.

Yarra Youth Services presented 'Ignite' in partnership with the Little Projector Company. The festival provided a platform for six emerging artists from Yarra Youth Services to show live, observational and interactive projections in a public space. Some of these artists were from other disciplines exploring projection for the first time and many had the opportunity to engage with members of the public about their works.

The opening night music program provided a party atmosphere for the launch and presented local & emerging DJs, MCs, plus a live AV set by Genre Spanner. This was supported by Yarra Youth Services and Man with a Van. The MC set from Ror Akot who is a resident in Atherton Gardens was a stand out for bringing locals to the event as was Genre Spanner's AV set.



GSPF MINI ARTISTS

PROJECTIONS

**RLX field 1 & 2
(building & crowd projection)**
Kate Geck

**“Have you tried... shutting up,
mate?”: perspectives on
chronic pain and illness**
Madeleine Cleeve Gerkens
with Daniella Raniti

Dancing with Androgyny
Jacob Coppedge (JADABOII)

HERE, ALIVE
Jamaru Digital

Feel it, Draw It
Simon Beuve

Local Faces
Samuel Fraser

Darkwave
Brody X

**Hopes and Dreams: From
Bullied to Belonging**
Young artists from the
Richmond Housing Estate

MUSIC

Vinyl Vixens Jnr
HendriX
Ror Akot
Genre Spanner



GSPF MINI FESTIVAL STATISTICS

FESTIVAL TEAM 2018

CEO

Bianca Bowman

Executive Producer

Nicky Pastore

Technical Manager

Lloyd Marsden

Production Assistant

Aphrodite Feros-Fooke

Volunteer Manager

Rachel Lampolski

Sponsorship Manager

Irina Agaronyan

Stage Managers

Tim Bishop and David Separovic

Yarra Youth Services Coordinators -

Chris Parkinson and Angela Barnett

NET PROMOTER SCORE +36

This year was the first year we measured Net Promoter Score, a globally recognised measure for customer loyalty. Attendees were asked how likely they were to recommend Gertrude Street Projection Festival to others on a scale of 1 to 10. This is then calculated into the NPS measure and was evaluated at +36. Benchmarking suggests a score above +30 for festivals is a very good result and will continue to improve on this measure annually.

6000

VISITORS OVER TWO
NIGHTS

no's. impacted by AFL semifinal

10%

INCREASE TO E-NEWS
SUBSCRIPTIONS

+60K

REACH FOR SOCIAL
MEDIA POSTS

+36 NPS

POSITIVE RESULT
AND ABOVE
INDUSTRY AVERAGE

GSPF MINI AUDIENCE SURVEY

36 NET PROMOTER SCORE

78% TRAVEL LESS THAN 10KM

71% SPENT MONEY LOCALLY ON RETAIL, FOOD OR BEVERAGE

25% ATTENDED WITH FAMILIES

Our audience survey tells us that 82% believe the festival strongly contributed to the community. Anecdotally this was substantiated as it was also the first time we had seen so many of the local residents of the Atherton Gardens community attend and actively involved.

While most attendees are local and live within 5km, 37% travelled up to 10km to attend the festival and 4% travelled over 75km to attend.

Most people attended one night, only 11% attended both nights.

48% heard about the festival through social media with another 23% through word of mouth.

36% attended the festival with friends, 26% were on a date or with their partner and 25% were families.

68% of the audience are aged between 25 and 44 years.

64% were unaware they could make tax deductible donations to support the festival and help pay artists to create these site specific works.

A significant number of RSVP's cancelled prior to the opening or did not attend, due to an unexpected AFL semifinal with two Yarra teams competing on festival opening night.



GSPF MINI AUDIENCE COMMENTS

Selection of audience survey comments when asked why they gave their 1-10 rating:

"GSPF is the best projection festival in Melbourne. The grassroots vibe is fantastic and welcoming. It activates the space for residents and businesses."

"It's such an open and inclusive festival that makes good use of public and community spaces"

"I've always enjoyed the experience. I usually go with others and include a local dinner, so, as well as bringing people together on a broader community level, it also brings people together on a smaller scale. It is also a good way to slow down, look and discover new places to come back to."

"Fabulous event as it presents an opportunity for artists, at many levels, to explore means and methods of work. The size and scale are fitting for a community festival, something others have missed and messed up. Keeping it local keeping it accessible always up to recommending this."

"A fabulous and invigorating display of visual arts."

"Strong community 'feel good' vibe to this festival. Not as much to see this year, albeit set up differently than the past. More local engagement this year i.e. Atherton Gardens residents at bbq."

"I've really enjoyed the festival for its creativity and entertainment, plus it's a great night to get together and explore with friends."

"I love how the festival celebrates local artists and brings the community together regardless of their circumstances."

"I was absolutely impressed by the creativity and design put into it"



"I think it is a great community event that has the potential to engage with different members of the diverse community in Fitzroy, from artists to residents of the housing commission Flats. It is a unique space and opportunity."

GSPF MINI MARKETING AND ADVERTISING

Partnering with the Melbourne Fringe Festival opened Gertrude Street Projection Festival Mini to their extensive marketing tools and provided a platform for cross-promotion of our festival. While this partnership was good, the media is saturated with events to report on during Fringe Festival so the number of interviews and articles was less than previous years.

Media Coverage:

RRR Interview with Bianca Bowman (CEO) and Kate Geck (Feature Artist)

ABC Radio - Statewide Drive.

<https://concreteplayground.com/melbourne/arts-entertainment/the-gertrude-street-projection-festival-will-return-for-two-nights-this-month>

<https://www.yeeyi.com/news/index.php?app=home&act=article&aid=232883>

<https://www.heraldsun.com.au/lifestyle/parenting/school-holidays/your-guide-to-whats-on-in-melbourne-this-weekend/news-story/9332c9866f709f24b24f4130a290b6e9>

<https://www.timeout.com/melbourne/art/gertrude-street-projection-festival>

<https://www.lecourrieraustralien.com/votre-agenda-de-la-semaine-a-melbourne-17-au-23-septembre/>

<https://www.thetrendspotter.net/fun-things-to-do-in-melbourne-this-spring/>

<https://www.huaglad.com/aunews/20180923/333367.html>



GSPF MINI PARTNERS

Centre (for)
Projection
Art



We thank our Partners, Supporters and Donors for their many and varied support of the festival.

Partner logos were included on the Gertrude Street Projection Festival web homepage with a link to the Partner website.

1200 festival programs were distributed including all partner logos,

Partners were also acknowledged in three media releases sent to approx 250 media channels, social media and e-news before and during the festival.

All partners have been recognised as supporters of Centre for Projection Art on this website alongside our private and philanthropic sector donors.