



ANNUAL REPORT 2015



DESIGN MAKES THE DIFFERENCE™





*Design
Tasmania is for
a successful
Tasmania
where 'design
makes the
difference' to
enterprises, the
community and
individuals.*

Table of Contents

KEY ACHIEVEMENTS	Page 6
SPONSORSHIP	Page 9
STAFFING	Page 10
GOVERNANCE	Page 11
ARTISTIC PROGRAM	Page 12
EVALUATION	Page 21
KPIs	Page 23



KEY ACHIEVEMENTS FOR 2015



PROGRAMMING

Design Tasmania successfully delivered an ambitious new program with the inauguration of the Women in Design Colloquium and the Design Camp. These events were in addition to our temporary exhibition roster focussed on craft and design that aimed to increase audience engagement through diverse programming and the ongoing development of the 'In Design' seasonal launch events.

Our recorded visitation numbers total 6,000 attendees. This record is low due to the foot traffic counter being disabled for maintenance. We believe that footfall traffic has increased as evidenced by record retail sales in the shop for 2015.

NEW INITIATIVES FOR 2015

Research Driven Programming Through National Alliances

Design Tasmania has developed key alliances nationally through ACDC (Australian Craft & Design Network) and the Ada (Australian Design Alliance), recent partnerships with the NGV (National Gallery of Victoria) to co-produce the first Design Retreat. Statewide relationships through engagement with UTAS, DOT, AGDA and the TCIC ensures Design Tasmania will remain a leader in the development of relevant programming.

National Gallery of Victoria

NGV has recently established a design program under the direction of Ewan McEoin and Simone LeAmon. As a consequence the curators suggested a collaboration and ongoing liaison with Design Tasmania which was taken up in 2015 with the Parallels Conference and the Parallels Design Camp (see below).. We will look to foster and continue a strong working relationship with the NGV for future programs and exhibitions.

Parallels Design Camp, 19 – 22 September, Bruny Island

The Design Camp connected craftspeople, designers and makers from diverse practices. Over three days, 26 practitioners, writers and curators—five internationals, ten nationals and eleven Tasmanian—were immersed in the Tasmanian landscape. Participants explored each other's ideas, capabilities and processes, while developing concepts for speculative outputs— ideas, objects, words, images and artefacts.

The camp program offered group excursions, conversations and design activities along with one-on-one mentor sessions. Using experiences of narrative and place, the camp included discussions, learning and sharing of traditional practices, sustainable methodologies and making processes, which created new concepts from objects found from the land. The retreat offered participatory design activities influenced by the richly diverse environment, exploring the role of craft and design in shaping our world and the ways in which the natural world defines and informs design.

<http://www.pamono.com/stories/into-the-wild>

Women in Design Colloquium, 24 – 26 July, Launceston

Women in Design attracted 75 attendees per day over the two-day event; 75 sat down to the Gala Dinner in Launceston's historic Albert Hall. The call for participation asked the question: At a time when gender is a major focus of the national economic, political and social agenda, is it also time the design sector reflects upon the position of its creative sorority?

Fourteen guest speakers travelled from Victoria, New South Wales and Tasmania, including Marion Webster OAM, Tamara Winikoff OAM, Simone LeAmon, Jess Scully, Laura McCusker (TAS), and Helen Kontouris. Speakers shared professional and personal stories about their careers and discussed ways in which women could play a pivotal role in defining Australian arts and cultural practices in the future.

<https://vimeo.com/designtasmania/wid>

Hawthorn Football Club

In 2015 Hawthorn Football Club was the sponsor of one of the award categories for the Design Tasmania Award. Design Tasmania and Hawthorn FC partnered to encourage Tasmanian designer/makers to understand and incorporate how and in which direction design will go forward, by designing an object with a future focus. With materials being subject to supply (and some diminishing), and home environments getting smaller, Hawthorn FC has joined with Design Tasmania in advocating that smart design is the essence of the profession's survival.



FUNDRAISING & PARTNERSHIPS

In a tougher economic climate Design Tasmania successfully established new partnerships and fundraising programs. The reintroduction of a MATEs membership program has continued to increase generated income along with reviews in entry fees, facility hire and general business activity.

Our annual program also saw increased private support with the leveraging of existing partnerships around key projects in the Design Tasmania Wood Collection and the annual Design Awards.

DESIGN ENGAGEMENT

Visitor feedback from Trip Advisor

29 March 2015, Canada

Excellent display of design, especially furniture. Shop has very good, well designed items. The building itself is of historic interest.

2 April 2015, Adelaide

The designs on display are the best Australia has to offer. Sleek, smooth and edgy. Gift shop has a superb range of merino wool garments and some lovely screen printed t shirts too.

28 April 2015, Sydney

This small exhibition is excellent & well worth a visit. It is located at the south-west corner of the City Park. The many items on display include furniture, ceramics, jewellery, utensils, fabrics, sculpture and glassware; and the gallery area of the building (which is an extension to a converted church building) is itself very well designed with some interesting contemporary details. The many items made of wood are of Tasmanian native timbers and are of high quality both in design and craftsmanship. Many of the displayed items can also be bought in the shop (in the original church building). We spent a very enjoyable hour looking around this Design Centre. There was a minimal

SPONSORS 2015



FOUNDATION, PROJECT SPONSORS & PARTNERSHIPS

Design Tasmania was able to increase activity through sponsorships in 2015 with the support of existing partners and the introduction of new key partnerships.

FOUNDATION SPONSORS 1991 - 2015

Forestry Tasmania
(Foundation Sponsor since 1991)

CORPORATE PARTNERS 2012 - 2015

Fine Timber Tasmania
Clemenger Tasmania
Foot & Playsted

PROGRAM FUNDING

Arts Tasmania
Australia Council

PROGRAM PARTNERS 2015

UTAS School of Architecture & Design
PX Tapas Wine
Peter Whyte Photography
Foot & Playsted
Clemenger Tasmania
Specialty Veneers
Henry Jones Design
Top3 by Design
Southern Sky Gourmet
Cavanough Spring Water
Delamere Vineyards
Seven Sheds Brewery
Willie Smiths Organic Cider
Misho & Associates
Deloitte
Hawthorn Football Club
Schiavello
Parlour
QVMAG
S.
Smitten
Designs in Timber
Design Institute of Australia

STAFFING



GENERAL MANAGER

Rye Dunsmuir
Position 0.8 FTE
Appointed 2010

PROGRAM COORDINATOR

Abbie Pedersen
Position Parttime 0.6FTE
Appointed 1 June 2015

VOLUNTEERS

Design Tasmania continues to receive significant assistance from a dedicated team of 15 volunteers who throughout the year contributed 3270 hours. Our volunteers support daily operations, events and special projects.

RETAIL COORDINATOR*

Kezya Norman
Position 1.0 FTE
Appointed 2011

RETAIL ASSISTANT*

Heidi Crawford
Position 0.6FTE
Appointed 2009

RETAIL ASSISTANT*

Lily Noonan
Position 0.6 FTE
Appointed 2012

ADMINISTRATION ASSISTANT*

Kate Torney
Position 0.4FTE
Appointed 2012

* Employed by Design Centre Trust

GOVERNANCE

BOARD AND GOVERNANCE

The Objects of the Company are established in the Constitution.

Clause 4a To acquire, develop, preserve and maintain and showcase in a public museum a world-class collection of wood based items produced in Tasmania (" the Collection")

Clause 41: The office-bearers of the Company consist of a Chair, a Deputy Chair, a Secretary and a Treasurer, all of whom must be members of the company.

Clause 42: The Board is to consist of the four (4) office bearers set out in clause 41 and up to six (6) other members of the company; all of whom must be elected as herein provided.

Clause 43: The Board may also appoint up to two (2) advisory members who may attend all meetings of the Board but who do not exercise the powers of the directors or vote on questions arising at such meetings but whose role is purely advisory.

Clause 44: An advisory member may be appointed where that member has particular knowledge in a specific area or areas that the Board deems necessary.

NAME OF DIRECTOR SPECIAL RESPONSIBILITIES & EXPERIENCE

Dr Pippa Dickson	Chair CEO of GASP! Glenorchy Art and Sculpture Park Extensive design sector knowledge Extensive NFP Governance knowledge
Phillip Drury	Deputy Chair - Retired Design Director, Clemenger Tasmania Brand development, marketing and communications experience
Steve Whiteley	Treasurer / Secretary Board Member on Fine Timber Tas / Chain of Custody CEO Forestry Tasmania
Owen Tilbury	Director of BOFA Film Festival Extensive experience in business strategy and planning
Lynne Uptin	Extensive experience in arts including senior arts policy roles Honorary Fellow, University of Tasmania
Chris Tassell	Ex CEO, National Trust Tasmania Extensive experience in museums and not for profit sector
Naomi Walsh	Manager Corporate Services Finance, Venarchie Contracting Financial management and arts
Melanie Kerrison	Managing Director, Rae & Partners Law, Governance and not-for-profit
Juanita von Stieglitz	Sales & marketing executive Board member for Tourism Tasmania

ARTISTIC PROGRAM

ARTISTIC PROGRAM

The Design Tasmania artistic program for 2015 featured 9 temporary exhibitions alongside the permanent display of the Design Tasmania Wood Collection. The Design Tasmania is open to the public 7 days a week

EXHIBITION PROGRAM AND EVENTS

Attendance

Synthesis	1757
2014-15 Design Tasmania Award - Top Ten (TAS)	1958
Indeco in the Making	2531
Designing Craft/Crafting Design	1562
Material by Design	1478
Tasmanian Architecture Awards (TAS)	600
Mode - UTAS Graduate Exhibition	1757
Think Big - Live Light	150
Clarence Prize Launch	300
2015-16 Design Tasmania Award - Top Ten (TAS)	1958
Design Tasmania Collection (4X Seasons)	6000
Autumn In Design	225
Winter In Design	200
Spring In Design	250
Summer In Design	250
Women in Design Colloquium	75
Parallels Design Camp	40



SYNTHESIS

17 November 2014 – 22 February

Nick Randall's solo show, Synthesis, explored the creation of flowing voluminous forms in wood by melding together traditional hand craftsmanship with contemporary digital technologies.

2014-15 DESIGN AWARD – SHOWCASE

28 November 2014 – 22 February 2015

The Design Tasmania Award continues to stimulate the design and production of small objects, lighting and furniture in Tasmania. This year the award material focus was sustainable Tasmanian Oak in veneer or solid form. Now in its 8th year, the award broadened its scope to include items that are designed and/or made in Tasmania.

The judges included Terri Winter, co-founder and managing director of top3 by design, award winning furniture designer Laura McCusker and design director of Clemenger Tasmania, Phillip Drury. The top 10 finalists include – Belinda Winkler, Tanja von Behrens, Scott van Tuil, Spotted Quoll, Smitten, Jye Edwards, Designs in Timber, Lisa Boyter/Indeco, Simon Ancher and Indeco.



IINDECO IN THE MAKING

13 March – 19 July

Indeco, a contraction of INnovative DEsign COmpany, was established in 1992 in the idyllic surrounds of Swan Point on the West Tamar. Created by Patrick and Mieke Senior-Loncin, Indeco exemplifies the merging of a minimalist design aesthetic with exceptional craftsmanship. The company strives for simple elegance in its unique and innovative homeware designs, preferring timbers, such as Huon pine, with subtle colours and grain patterns that allow the overall design to be unhindered by unnecessary ornamentation or detail.

The exhibition showcased the development of one of Australia's leading product design companies, from humble beginnings to acclaim for its collectable homewares. The display comprised over fifty products and prototypes spanning 23 years.

DESIGNING CRAFT/CRAFTING DESIGN

24 April – 19 July

In 2013 JamFactory celebrated 40 years of nurturing and promoting contemporary craft and design in Australia with the landmark exhibition Designing Craft/Crafting Design: 40 Years of JamFactory. Established by the South Australian Government under Premier Don Dunstan in 1973, JamFactory today remains a unique and iconic South Australian institution.



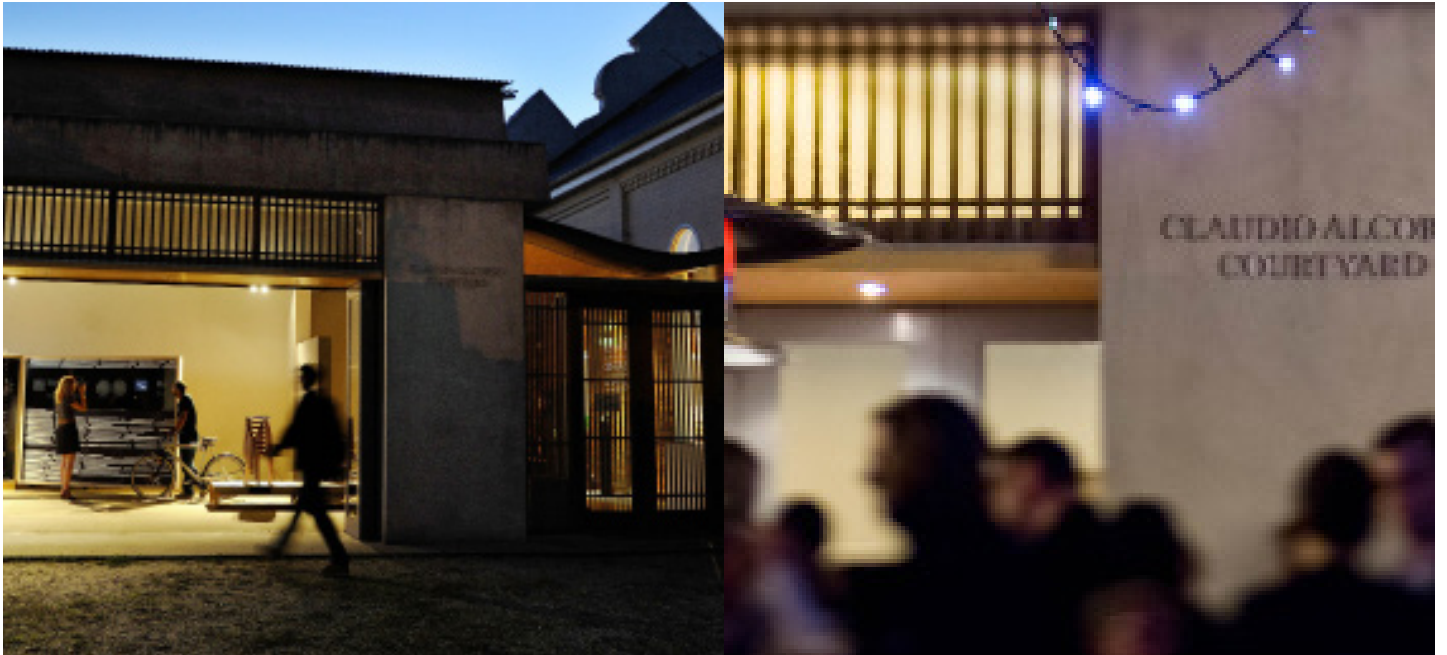
Curated by Margaret Hancock Davis, Margot Osborne and Brian Parkes, this exhibition presented new work by 40 selected artists, craftspeople and designers who have had significant involvement with JamFactory during its history and who are presently producing work of outstanding quality.

MATERIAL BY DESIGN

24 July - 22 November

Helen Kontouris's first Australian solo exhibition at Design Tasmania was an overwhelming success. The timing of the display coincided with the launch of the inaugural Women in Design Colloquium.

Helen Kontouris's designs are imbued with a personal credo described as being feminine and sculptural. They are informed by a deep sense of responsibility to people and the environment. A keen observer of people's behaviour and interaction with objects, Helen approaches her design work with clear intentions, believing in the design of products that can enhance our state of being through the artful negotiation of form and function.



TASMANIAN ARCHITECTURE AWARDS

24 April - 24 May

The annual Tasmanian Architecture Awards recognises the finest accomplishments of Tasmanian architects. In 2015, over 20 projects were entered for consideration. Awards in each category are based on a three-tier system, including a pinnacle 'Named' Award, architecture award and a commendation. Entries across all categories of the Awards provide an opportunity for the profession to showcase exemplary Tasmanian design and to publicly acclaim and promote the excellence of our architectural achievements. There was also an opportunity to vote at Design Tasmania for a favourite project in the People's Choice Award.

MODE

27 November - February 2016

The University of Tasmania School of Furniture has gained a reputation for fostering fresh design talent and producing work of exceptional quality. Mode was no different, showcasing originality and remarkable craftsmanship. As part of the Summer in Design showcase, graduate exhibitors and emerging designers Scott van Tuil, Geoffrey Marshall, Lewis Edwards, Yann Godillon, Zachary Crossley, Shafiq Shahrin, and Mohammed M. Nadzri demonstrated narrative in their furniture that originated from personal experiences. Innovation and creative leverage lead each maker to express individual identity through design.

The opening of Mode began with floor talks from each of the designers, providing insight and rationale behind the designs.



THINK BIG - LIVE LIGHT

4 September – 15 November

Think Big – Live Light is one of a series of projects that brings together designers and manufacturers to research solutions for the development of innovative products that address the way we live. Loz Abberton, Simon Anchor, Luke and Anita Dineen, Jye Edwards, Geoff Marshall, Tanya Maxwell, Matthew Prince and Scott van Tuil showcased prototypes that address the need for smaller and smarter furniture solutions for smaller dwellings. The exhibition was situated in a temporary display that reflected the changing nature of the way we work and live.

Supported by Australian Government Department of Industry – Business

CLARENCE PRIZE LAUNCH

13 March – 12 April, Clarence

Design Tasmania hosted the launch of the biennial Clarence Prize for Excellence in Furniture Design inaugurated by Clarence City Council in 2007. The Prize is an acquisitive exhibition open to Australian designers and craftspeople. The aims of the Clarence Prize are to promote excellence and innovation in art/design practice, to enhance the City of Clarence art collection with the acquisition of significant works and to present a high quality exhibition of furniture design.



DESIGN AWARD 2015-16

November 27 - 22 February

In its ninth year, the judges included Terri Winter, co-founder and Managing Director of top3 by design, award winning furniture designer Laura McCusker and Design Director of Clemenger Tasmania, Phillip Drury. From the judges' perspective, this was the most difficult selection of finalists in the award's history with a record number of entries.

The Design Award enables designers to respond to a project brief to produce work within a commercially viable context. An exhibition of the top ten finalists occurs concurrently in Hobart and Launceston to enable the widest possible reach for the finalists. The winners for 2016 were Matt Prince, Chris Sherman, Linda Fredheim, Bret Gray, Geoff Marshall, Megan Perkins, Jane Hodgetts, Tamika Bannister, Tanja Von Behrens and Stuart Williams.



WOOD COLLECTION

The Design Tasmania Wood Collection is a continuously evolving collection of contemporary Tasmanian wood design. It is the only museum collection of its type in Australia. The Collection's scope is deliberately narrow. It represents only those pieces of contemporary wood design made in Tasmania by designers who live and work in Tasmania. The decision to focus a Collection of this type within state boundaries is far from arbitrary. Tasmania has a variety and quality of indigenous timbers unequalled in Australia and the world. Huon pine, King Billy pine, celery top pine, sassafras and myrtle are just a few of the special species native to the island and unavailable elsewhere. As a consequence, Tasmania has become a magnet for designers interested in working with wood. The concentration of craft and design practitioners (opposed to artists practicing in other media) is higher in Tasmania than elsewhere in Australia.



WOMEN IN DESIGN July 2015

EVALUATION

SUCCESSES

Design Tasmania successfully delivered nine temporary exhibitions focused on craft and design while increasing audience participation and engagement. We continued to strive for diverse programming and improvement of our community outreach through launch events and floor talks.

Design Tasmania initiated a strategic planning process in 2015 employing two internationally respected consultants in Ewan McEoin and Jane Haley to assist in the process. This plan will help spearhead an ambitious exhibition program for 2016 - 2019 with embedded mechanisms to unlock necessary resources through strategic partnerships and additional sponsorship.

In addition to the exhibition program, the Women in Design Colloquium was a resounding success with many women expressing their desire to return next year. Some comments were:

- I left feeling inspired and empowered as a woman and also with a new vision for the scope of my practice.
- Excellent opportunity to network with a range of designers in other disciplines.
- Very good to see the diversity of the way people approach their practice, and also to get to know the amazing range of people.

The Parallels Design camp on Bruny Island was the first initiative with the NGV and enabled many international, national and local designers to experience the Tasmanian landscape and create new perspectives within their practice.

CHALLENGES

Design Tasmania's biggest challenge was the resignation of the General Manager in October. This unexpected announcement meant that valuable time and resources were channelled into finding a replacement. Another challenge was gaining new sponsorships and income streams to push forward with our planned programming. Also limited was staff to deliver these aspirations. Operating seven days per week has meant that our outgoings are high and we rely heavily on our team of volunteers to support us in the delivery of programs and taking visitors through the gallery. We retained 2014 sponsors for the 2015 Design Tasmania award but will be working towards obtaining new sponsorships for 2016 to ensure the project can grow.

In 2015 we saw a drop in visitor numbers to the gallery, which in turn affected our donation income. With high quality programming and greater awareness of what is currently being exhibited through our increased use of social media, we believe we will see an increase in visitor numbers in the future.

MEETING OBJECTIVES

The 2015 artistic program enabled Design Tasmania to meet the following objectives:

Challenge, experiment and measure

- Individual Development - aims to support both emerging and established designers (on rotation) to push the boundaries beyond what may be commercially accepted.

Synthesis; Craft Design/Designing Craft; Helen Kontouris; Material by Design

- Sector Development - designed to focus and challenge designers to respond to a globally relevant problem and opportunity.

Mode: UTAS; Think Big - Live Light

Foster, commercialise and deliver

- Tasmanian Design Award - designed to foster the development, commercialisation and marketing of small objects to local and national markets.

- Pathways to Commercialisation - to support the outcomes and present individual practitioners and groups or design partnerships with a commercial focus.

Design Tasmania Award, Think Big - Live Light

Audience development and capacity building

- Tasmanian Wood Design Collection - focus on a particular aspect of the Collection

Floor talks & workshops related to exhibitions, Clarence Prize

EVALUATION KPIs

	TARGET	ACTUAL
AUDIENCE DEVELOPMENT		
Increase (paid) exhibition visitation	9,500	6,000
Increased web and social media audience	30,000	32,746
FINANCIAL		
Corporate Partnerships	40,000	43,519
% of government grants	39%	46%
Earned income	97,177	85,752
Maintain (paid) salaries with min. 3% CPI	123,00	90,407
Philanthropy Targets	N/A	N/A
STAFFING		
Maintain/Increase volunteer numbers	18	17
ARTISTIC PROGRAM		
Phase One - Challenge, experiment and...	2	8
Phase Two - Foster, commercialise and...	3	3
Phase Three - Audience development...	2 - 4	2
Phase Four - National audience dev...	1	N/A
MARKETING		
Email Newsletter (general DCT comms.)	4	7
Email other (openings, PD ops etc)	4	8
BOARD GOVERNANCE		
Board Meetings	4	4
DIGITAL ENGAGEMENT		
designtasmania.com.au		25,699
design-island.com.au		4,491
Twitter		876
Facebook (DT)		1,950
Facebook (DI)		240
YouTube		1,640 (views)



“

*The Design Centre plays
a significant role in the
showcase, promotion and
cultivation of Arts within
our city”*

Alderman D. Gibson, Launceston City Council

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