

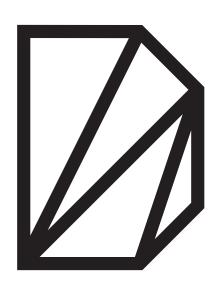
ANNUAL REPORT 2016



DESIGN M∧KES THE DIFFERENCE™

Photo credit: Chris Crerar





MISSION: DESIGN TASMANIA BELIEVES DESIGN IS AN ENABLER OF TASMANIAN CULTURE, ENTERPRISE AND VALUE TO COMMUNITY. WE BELIEVE IN THE ETHICAL USE OF RESOURCES AND SUPPORTING AND PROMOTING OUR STAKEHOLDERS INCLUDING OUR STAFF WITHIN THE ORGANISATION.

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Our Vision is a successful Tasmania where Design makes the Difference to enterprises, the community and individuals.





KEY ACHIEVEMENTS

DESIGN TASMANIA APPOINTS NEW CEO

Design Tasmania appointed Karina Clarke as CEO of Design Tasmania. Karina has a career in design spanning 25 years as an academic, designer, project manager and industry consultant. Karina brings to the role high level of design knowledge and networks and will be charged with the future implementation and strategic vision of the organisation.

GARY CLEVELAND GALLERIES

In recognition of the life-long involvement founder Gary Cleveland has made to Tasmanian Design and the vision he has instilled within the State, the Council agreed to give naming rights of the Galleries to Gary Cleveland. From 2017 onwards the Design Tasmania Galleries will be known as the Gary Cleveland Galleries.

DESIGN TASMANIA COLLABORATES WITH PLANEX FURNITURE

CEO Karina Clarke recently designed the office furniture in collaboration with steel manufacturer Planex, mixing metal and timber whilst incorporating bright colours and natural materials to reflect the personality of the space. Featuring Planex Virtu pedestals and Wishbone tables, the design empowers staff to explore a palate that appeals to their personal taste, complimenting powder coated steel with ethically sourced and managed Tasmanian Oak timber - vital for the brands design philosophy.

NEW BRANDING IDENTITY

Design Tasmania engaged Alex Miles to create a new branding identity in celebration of our 40th year. Alex was responsible for the graphic representation across all exhibitions and events which strengthened our brand identity in the minds of our stakeholders and the general-public.

NEW CONNECTIONS

2016 saw the building of new strategic relationships across our organisation including the National Trust in Tasmania, TMAG in Hobart, QVMAG and UTAS in Launceston. We also saw an increase in sponsorship for our key programs including NAB for Women in Design and Spring Bay Mill for the Design Camp.

40TH ANNIVERSARY

In our 40th anniversary Design Tasmania successfully delivered an exceptional artistic program, including the follow up Women in Design Colloquium and Design Tasmania Camp. These diverse events are now embedded within the annual program along with the seasonal exhibitions focused on design, making and innovative use of materials and processes.

The 2016 program created an increase in audience engagement and increased visitation numbers. The foot traffic counter was fixed in July counting 6,959 between July and December. Approximately 13,000 people visited Design Tasmania in 2016 this is up on 2015 numbers of 9,000 visitors.

PROGRAM ATTENDANCE

SUMMER - 2143

UTAS Graduating Student Exhibition 2016 Design Award

AUTUMN - 1579

40 Years 40 Designers Part 1 18 March – 22 June Tasmanian Wood Design Collection

WINTER - 1575

'Stitchfield' Women in Design Collaborative Exhibition 22 July – 23 August Resolved Journeys in Australian Design 1 July –23rd August Tasmanian Wood Design Collection

SPRING - 1146

25 Years of the Wood Design Collection September 2 – November 15 10 Years of the Design Tasmania Award

SUMMER - 520

40 Years 40 Designers Part 2 December 2 – February 2017 Shape Shifters UTAS Graduating Student Exhibition 2017 Design Tasmania Award

TOTAL 6963

KEY ACHIEVEMENTS FOR 2016



BRODIE NEIL ACQUISITION FOR COLLECTION

Design Tasmania acquired a new chair for the Tasmanian Wood Collection by internationally renowned Tasmanian born designer Brodie Neil, as well as commissioning new work by Elliat Ritch and Claire Scorpo titled Stitchfield for Women in Design Colloquium. Consequently, Design Tasmania has now secured a revenue stream from the sales of Stitchfield jewellery (local and national sales) and has successfully negotiated the Stitchfield project to travel to NGV for Melbourne Design Week 2017.

DESIGN TASMANIA FUNDRAISER - 19 NOVEMBER 2016

The Salty Dog Hotel, owned by Chair of Design Tasmania Pippa Dickson, hosted the Design Tasmania fundraiser event. Sixty people attended the 40th birthday fundraiser celebration supporting the organisation. The evening was a great success and raised \$7,000 after costs (not including all the in-kind support and donations) through tickets sales, bar sales, selling stitch field jewellery and live & silent auction items.

A very big thank you to Salty Dog, Avalon City Retreat, MONA, Hatherley Birrell Collection, Art House, Alcorso Foundation, Pat Cleveland & The industrial Sewing Workshop/The Butterfly Chair Company, Foot & Playsted, Goaty Hill, Moo Brew, and Vermeer Quality Meats. Many thanks to our in-kind supporters including the DJ, the photographer and the formidable Maria Lurighi who sang.

40TH BIRTHDAY AT GOVERNMENT HOUSE - 7 DECEMBER 2016

In celebration of our 40th birthday Her Excellency the Governor of Tasmania Professor the honorable Kate Warner offered to host a cocktail event at Government House in December in commemoration of the organisations milestone. The Governor welcomed a guest list of 90, including VIP's, the entire Board of Directors, Tasmanian Designers, Design Tasmania staff and volunteers. Her Excellency congratulated Design Tasmania on the milestone and attributed the many Tasmanian designers for their support and talent in their disciplines.



FOUNDATION, PROJECT SPONSORS & PARTNERSHIPS

FUNDRAISING & PARTNERSHIPS

Fundraising is an area we acknowledge requires effort and the capacity to grow our organisation. In 2016 we were successful in developing new relationships with Moorilla and Goaty Hill Wines. These reputable brands are helping us to build and extend our profile to new audiences.

2016 also saw Forestry Tasmania continue to support our organisation as a foundation sponsor, and we also established new roles and levels of engagement with our other long-term supporter Clemenger who agreed to participate in a mentoring program as part of the Design Awards. We restructured the MATES program ready for 2017 and continue to have a steady income from entry fees, facility hire and general business activity. Design Tasmania increased activity through sponsorships in 2016 with the support of existing partners and the introduction of new key partnerships.

FOUNDATION SPONSORS 1991 - 2016

Forestry Tasmania (Foundation Sponsor since 1991)

CORPORATE PARTNERS 2012 - 2016

Clemenger Tasmania, Foot & Playsted, NAB

PROGRAM FUNDING

Arts Tasmania, Australia Council, Tasmanian Government

PROGRAM PARTNERS

2016 UTAS School of Architecture & Design, Alex Miles, Peter Whyte Photography, Foot & Playsted, NAB Clemenger Tasmania, Specialty Veneers, Hawthorn Football Club Spring Bay Mill, Ten Days on the Island, Hotel Grand Chancellor, Tamar Marine, WD Booth Foundation Moo Brew, Moorilla Winery, Goaty Hill Wines, Red Sails Cider QVMAG, TMAG, S.Smitten



STAFFING

CEO

Karina Clarke Position 1 FTE Appointed January 2016

RETAIL MANAGER*

Heidi Crawford Position 1.0 FTE Appointed 2016

RETAIL ASSISTANT*

Lily Noonan Position 0.6 FTE Appointed 2012

*Employed by Design Centre Trust

PROGRAM COORDINATOR

Abbie Pedersen Position Parttime 0.8FTE Appointed 1 June 2015

RETAIL ASSISTANT*

Kezya Norman Position 0.6FTE Appointed 2010

ADMINISTRATION ASSISTANT*

Kate Torney Position 0.4FTE Appointed 2012

VOLUNTEERS

Design Tasmania continues to receive significant assistance from a dedicated team of 10 volunteers who throughout the year contributed 1,744 hours. Our volunteers support daily operations, events and special projects.

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 consists 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.

DIRECTORS

Dr Pippa Dickson

Chair - Director since 2013

Pippa Dickson has a PhD in Fine Arts, Furniture Design, and a BA in Political Science. She has worked as a project manager and consultant in the private and public sectors for more than 15 years and has designs held in private and public collections including the Tasmanian Design Centre, Henry Jones Art Hotel and MONA. Pippa is also Co-Chair of the National Craft Initiative and Director of the National Association for Visual Artists (NAVA).

Melanie Kerrison

Public Officer - Director since 2014

Mel Kerrison, is the Managing Partner of Launceston based law firm Rae & Partners, and she is well known in Tasmania for her experience in Commercial and Property law. Mel heads Rae & Partners Property Division and in addition to her work as a lawyer, Mel was named the Telstra Young Business Women of the Year for Tasmania (2006). Mel is currently Chair of a statewide childcare provider and has previously served on the Board of Tasdance.

Naomi Walsh

Treasurer - Director since 2014

Naomi Walsh has over 25 years' experience in business advisory and commercial roles including senior management. She brings to the Board expertise in finance, risk management, corporate governance and strategy. Her qualifications include Chartered Accountant, Master of Business and graduate of the Tasmanian Leaders Program. In addition to her Corporate Management role, Naomi currently acts as director and adviser to industry bodies, sporting and art sector organisations. Pursuing her interest in art and design, she completed design qualifications whilst living in the UK. She is an active participant in community and cultural activities throughout Tasmania.

Owen Tilbury

Director since 2013

Owen Tilbury was educated at Sydney University, achieving a Bachelor of Arts degree and Diplomain Education. He undertook further studies in Marketing in South Africa and received the Diploma for successful completion of the Australian Company Directors' Course. He has worked in North America, Britain, Europe, South Africa and Australia in a range of roles including line management, strategic planning, marketing, advertising/promotion, training and (for over 30 years) business consulting. He is Festival Director of the Tasmanian Breath Of Fresh Air (BOFA) Film Festival and sits on several not-for-profit boards. He was a board member of the Association for the Development of Design in Tasmania (ADDIT) in the 1990s and has an abiding interest in the role of design in business, products, services and in clear thinking.

Steve Whiteley

Director since 2008

Steve has held many positions with Forestry Tasmania (FT) since 1985 and is currently Chief Executive Officer. Forrestry Tasmania was a foundation partner in the establishment of the Wood Design Collection, which was a precursor to the Design Tasmania Board. Forestry Tasmania has always been represented, with Steve joining the Board in 2008. Steve has been involved with special timbers in some capacity for over 25 years and brings a wealth of experience and knowledge to the table.

Chris Tassell

Director since 2009

Chris Tassell has extensive experience in arts and cultural heritage management including former Director of the Queen Victoria Museum and Art Gallery, Launceston and Managing Director of the National Trust Tasmania. He has served on a wide range of arts and heritage Boards at regional, state and national level including the Australia Council. During his time as Museum Director he oversaw the Museum's redevelopment of the former Tasmanian Railways Workshops at Inveresk which entailed the insertion of contemporary museum facilities into one of the state's most signficant industrial heritage sites.

EXHIBITION PROGRAM AND EVENTS

AUTUMN

40 YEARS 40 DESIGNERS

40 Years: 40 Designers was divided into two parts in-order to do justice to the remarkable work of the many designer makers who have been involved with Design Tasmania and our exhibition program. The first iteration exhibited from March 18 to June 22 and the second from December 2 to February 2017. However, it must be remembered that forty participants are only a small selection of a wider network of designers and makers living and working in Tasmania. These exhibitions exhibited work of designers who were part of the initial foundation of Design Tasmania in Launceston and have remained faithful ambassadors for over forty years sitting alongside more recent contemporaries who are forging careers as designer makers. All participants were asked to respond to their personal relationships with the Tasmanian environment and create a dialogue through materials and form that best represents their narratives. The audience was invited to enter into their dialogue via the diverse, innovative and superbly executed pieces in these commemorative exhibitions.

WINTER

RESOLVED: JOURNEYS INTO AUSTRALIAN DESIGN 1 JULY - 23 AUGUST

Resolved arrived from the Australian Design Centre in Sydney, after a long tour around the country. This exhibition joined national designers for an unusual set up, exuding class, experience and above all classic design. Each designer created a contained journey of their design's creation, allowing the viewer to understand the processes and outcomes of the project. Presented in collaboration with Workshopped, a design organisation nurturing and supporting designers in bringing their products to the marketplace. Featuring Adam Cornish, Adam Goodrum, Alex Gilmour, Ben McCarthy, Bic Tieu, Chris Hardy, Fukutoshi, Gary Galego, Kate Stokes, Marc Harrison, Matt Conway, and Zoë MacDonell.

During this exhibition the Australian Design Centre partnered with Design Tasmania to run three educational workshops as part of their Design Emergency Program. 20 Launceston tertiary students attended the half day workshops presented by ADC staff.

WOMEN IN DESIGN STITCHFIELD 22 JULY - 22 NOVEMBER

Design Tasmania engaged two leading female designers to collaborate and create a participatory exhibition about the process of collaboration. The designers selected were Elliat Rich Object-Designer/collaborator (NT) and Claire Scorpo Architect (VIC). Stitchfield used brass components that fit and fold together in an un-prescribed pattern to create a suspended metallic weave. The circular components, and the possibilities of endless formations celebrated an often, under-valued Knitting Circle and similar making gatherings that are sites of knowledge transfer, collaboration and innovation. Stitchfield was woven by different groups of women during 'Women in Design, Launceston 2016', the project created an opportunity for conversation and company through making. The natural brass allowed for the fingerprints of the makers to be embedded within the piece through its assembly. The jewellery components mimic the patterns and textures of the original installation







40 YEARS 1976-2016 40 DESIGNERS II

2 DEC 2016 - 21 FEB 2017 DESIGN TASMANIA





SPRING

DESIGN TASMANIA WOOD DESIGN COLLECTION

2 September - 22 November Design Tasmania celebrated the 25th Year of the Wood Collection with an exhibition showcasing the entire 71 exquisitely made designs. Design Tasmania marked this 2016 milestone with the acquisition of the 72nd work by internationally recognised Tasmanian born designer, Brodie Neill. Brodie Neill, Made in Ratio founder, was honoured to have his Alpha Chair join such an exemplary collection. The chair was announced and revealed by Sir Guy Green on September 2nd at Design Tasmania in Launceston. The Wood Collection, originally known as the Tasmania Wood Design Collection, was established in 1990, with the organisation acquiring the first works to create the foundation of what would become the most exceptional wood design collection. Gary Cleveland, Founder of Design Tasmania, held numerous wood design exhibitions, resulting in the selection of ten items, initiating the collection. The successful acquisitions set the bar for quality craftsmanship, originality of design and for each work to be based on wood.

10 YEARS OF THE DESIGN TASMANIA AWARDS 19 OCTOBER- 20 NOVEMBER

Design Tasmania celebrated 10 Years of the Award, with an exhibition hosted by Arts Tasmania, Hobart, proudly showcasing the history of an Award that has supported and promoted exceptional Tasmanian design for ten years. Marking the 10th anniversary of the Design Tasmania Awards, the exhibition displayed all 18 winners, including the Overall, People's Choice, Encouragement, Veneers and Small object and Lighting awards. Phillip Drury, Design Director of Clemenger and veteran 10-year judge of the awards, opened the show sharing the story of the Awards, from its humble beginning through to the evolution of Tasmania's most prestigious design award, recognising and promoting excellence in design and innovation. The past 10 years the Awards have called for works that can be produced for a retail environment. It challenges design to consider a range of different end-users to go beyond materiality and function, to engage the wonder and delight of the world and how they can make a difference to people's lives.









Brodie Neil Alpha Chair



SUMMER

2017 DESIGN TASMANIA AWARD (10TH YEAR) 2 December - 21 February

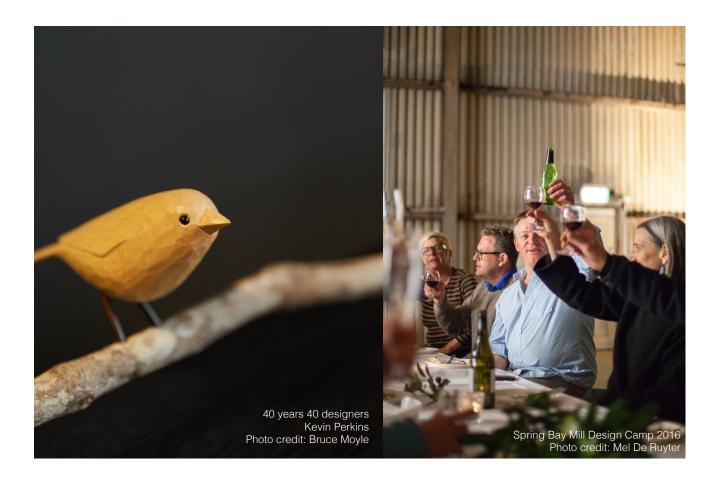
2016 The Awards provide a platform for emerging, established and professional designers, and act to inspire creative and sophisticated ideas. Designers are encouraged to use a broad range of industries and materials to produce works of a commercial nature, which can then be promoted through our retail networks. In celebration of the 10th year, Design Tasmania extended the prize offered to include professional mentoring and business development with the Awards long-standing sponsor Clemenger Tasmania. The delivery of The Awards is made possible with considerable ongoing sponsorship from our key supporters: Hawthorn Football club, Specialty Veneers, Foot & Playsted, Henry Jones Design, and Forestry Tasmania as our foundation sponsor. Gary Cleveland opened the show and the winners announced were Overall Winner Emily Snadden, Hawthorn Acquisitive Prize to Murray Antill and Sustainable Veneer Prize was awarded to Scott van Tuil.

SHAPE SHIFTERS: 3D PRINTING THE FUTURE 2 DECEMBER - 21 FEBRUARY 2017

The Australian Design Centre delivered the exhibition Shapeshifters: 3D Printing the Future as a playful exploration of 3D printing. The exhibition was about imagination, innovation and new methods of making, drawing on the high-tech and rapidly evolving world of 3D printers and fluid extrusion methodology. The designers and makers included in Shapeshifters all begin with a real world idea that was translated into a digital something – a piece of code, a CAD model or perhaps a verse of music –before being transformed into the final physical form. By experimenting with digital fabrication technologies, the designers build on their traditional modes of making to create something entirely new. Featuring works included seven Australian and one international maker with works ranging from jewellery, furniture, prosthetics, and digital interactive sound works; Louis Pratt, Michael Eden, Lousje Skala, Ryan Pennings, Dr David Ackland, Lukasz Karluk and XYZ Workshop (Kae Woie Lim & Elena Low).

2016 DESIGN GRADUATE EXHIBITION 2 DECEMBER - 21 FEBRUARY 2017

The 2016 Furniture Design Graduates from Launceston's UTAS campus exhibited their final year collection at Design Tasmania. The show opened with floor talks from the graduates providing an insight in to the inspiration and direction of their work. Three graduates showcased their portfolio; Jackson Wells, Andrew Grant and Jake Cary-Edwards. Jackson's work reconsidered the perception of furniture in public spaces. The work was highly sculptural, yet pragmatic in consideration of function. Andrew's design work was inspired by his experience of riding Tasmanian mountain bike trails, in particular the work responded to the flow and form of the terrain. Jake's work explored the concept of modularity within the home through the lens of an industrial aesthetic such as shipping containers. His rationale was to investigate and adopt the universal system of shipping containers and the opportunities presented.



PROGRAMS

WOMEN IN DESIGN COLLOQUIUM 22 - 24 JULY

Women in Design attracted 80 attendees per day over the two-day event; 73 sat down to the Harvest Dinner in Design Tasmania, including Her excellency the Honorable Governor of Tasmania Kate Warner, who spoke of her joy at the event and its support for women in the design sector. To follow the governor was the Harvest Dinner Key-Note speaker was Katrina Strickland, Editor of the Financial Review Magazine. Katrina interviewed the Tasmania Designer Lindsey Wherrett about her practice in ceramics. 12 more guest speakers were invited to speak at the day session colloquium about their experiences of the 2016 theme Collaboration and how it has informed their practice/profession. Some of the speakers included Patsy Cameron TAS; Aboriginal Elder, Elliat Rich NT; Designer and founder of Elbowrkshp, Katherine Moline NSW; UNSW Senior Lecturer, Fleur Watson VIC; senior curator of Something Together and RMIT Design Hub. For participants, the Colloquium broadened research networks, support values of excellence as well as equity and inclusion for women attending the event, extending their professional ties across Tasmania and Australia.

DESIGN TASMANIA CAMP 28 - 31 OCTOBER

The Design Tasmania Camp amassed 25 participants from interstate and Tasmania, connecting with three professional mentors in an environment uniquely engrained with a history and the prominence of an inspiring Tasmanian environment. This year the Camp partnered with Spring Bay Mill at Triabunna, where participants were immersed in the historical and industrial complex for 3 nights camping. Over 4 days the group toured and explored the energetic site. The Mill had a plethora of changing landscapes and an aspiration to develop a sustainable future for the iconic destination. Working in groups the participants explored the objectives of the site, working through ideas, developing conceptual approaches and discussed these with other professionals and mentors. The groups presented their concepts to a panel for selection to be implemented as part of Ten Day on the Island Festival in March 2017. Three groups were successful.



DESIGN ENGAGEMENT

TRIP ADVISOR

The finest quality woodworking on display and to purchase. "The Best Shop in Town"

If you want local products and locally made crafts and clothes as well as jewellery, then this place is a must visit I pay a visit to the Design Centre each time I am in Launceston and I usually come away with a little something. There are so many quality items--at quality prices--that it's also a joy just to look, and smell the beautiful pieces made from huon pine.

"Consistently high quality work on display" Reviewed 15 November 2016

Over the period of its existence the design centre has displayed work of consistently high quality, both in exhibitions and in the work for sale, and this visit was no exception. As usual we did not leave empty handed.

NEWS PAPER EDITORIALS & RADIO TALK BACK

http://www.examiner.com.au/story/4369855/designers-recognition-video/

http://www.examiner.com.au/story/4185012/camp-inspires-design/

http://www.examiner.com.au/story/4010555/exhibition-explores-the-design-mind/

http://www.examiner.com.au/story/3798513/design-ages-with-style/

EVALUATION

SUCCESSES

In summary 2016 was the beginning of the new design program and was an outstanding success with many achievements undertaken throughout the year. Culminating in the 40th Birthday celebrations at Government House and the unanimous decision by the Launceston City Council to give naming rights of the Galleries to Gary Cleveland in perpetuity.

Design Tasmania has been identified as key stakeholder in contributing to the success and engagement of designers within UTAS's Northern Expansion Project. This development will see Design Tasmania grow in status and recognition given the proximity to the University and other cultural institutions such as QVMAG.

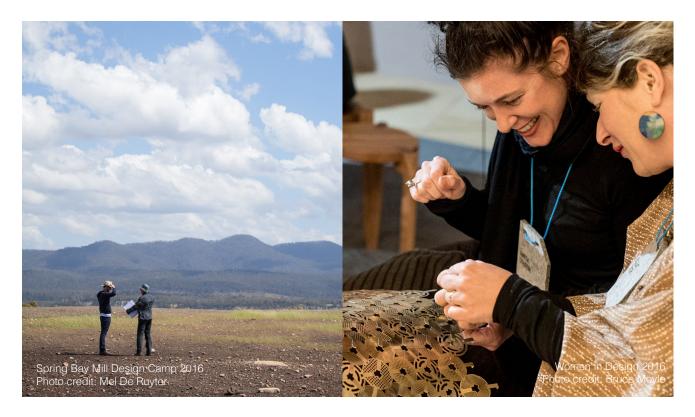
We continue to support and develop opportunities for Tasmanian designer-makers and are forging new relationships with key cultural institutions such as the National Trust, Ten Days Hydrowood and TMAG in Hobart.

CHALLENGES

Our greatest challenge is our internal capacity to deliver our programs. Having the Program Co-ordinator working off site in 2016 meant we were limited with resources in the Gallery. This is something that will be addressed in 2017. The Board and CEO are aware of the need to develop more creative ways to generate revenue with our artistic program. We will be looking to focus on building a surplus in our budget through strategic partnerships grants and fundraising.

Tasmania as a state is focused on extending its reach as a tourist destination. Design Tasmania needs to be more active within this space and will therefore be focusing in 2017 the development of a marketing social media strategy.

The ongoing maintenance and repair of our architecturally designed building is a challenge to our financial resources and strategies are being considered for future unforeseen maintenance problems such as airconditioning renewal and lighting system upgrades.





	TARGET	ACTUAL
AUDIENCE DEVELOPMENT Increase (paid) exhibition visitation Increased web and social media audience	9,500 30,000	6,959 42,069
FINANCIAL Corporate Partnerships % of government grants Earned income Maintain (paid) salaries with min. 3% CPI Philanthropy Targets	40,000 39% 97,177 123,00 N/A	41,000 49% 160,657 164,248 N/A
STAFFING Maintain/Increase volunteer numbers	18	13
MARKETING Email Newsletter (general DCT comms.) Email other (openings, PD ops etc)	4 4	20 8
BOARD GOVERNANCE Board Meetings	4	4
DIGITAL ENGAGEMENT designtasmania.com.au Women in Design Instagram Facebook (DT) YouTube		54,495 (views) 21,069 2,000 3,056 1,000 (views)
Board Meetings DIGITAL ENGAGEMENT designtasmania.com.au Women in Design Instagram Facebook (DT)	4	54,495 (views) 21,069 2,000 3,056

