



**EAST GIPPSLAND ART GALLERY INC**

# **ANNUAL REPORT**

**2024-  
2025**





The Board and staff of the East Gippsland Art Gallery acknowledge the Brabralung people of the GunaiKurnai Nation as the Traditional Owners of the land on which the Gallery stands and where we meet, exhibit, and celebrate art and culture.

We pay our respect to Elders past, present, and emerging. We also recognise other Aboriginal Elders and community members who live on GunaiKurnai, Yuin, Monero, Ngarigo, and Bidiwal country.



## President's Report to the Annual General Meeting, October 2025

The Board of Management of the East Gippsland Art Gallery is pleased to present its annual report to the members of the East Gippsland Art Gallery Incorporated. This past financial year has been another period of significant achievement for the Gallery's operations, and we are proud to share the highlights with you.

### **Key Achievements of the Past Financial Year**

During the 2024/25 financial year, the Gallery continued to build on its legacy of excellence, with diverse offerings that included the return of notable exhibitions such as "Southeast Now" and the "International Art Textile Biennial". These events contributed richly to the cultural landscape of East Gippsland.

The Arts Learning Coordinator played a pivotal role in engaging children and youth through outreach to schools and community groups.

Throughout the year, the Gallery offered a broad program of workshops, guided tours, artist talks, and demonstrations. These activities not only enriched the Gallery's offerings but also fostered community participation and appreciation for the arts.

The Arts Therapy program continued to deliver real and tangible benefits to a wide cross-section of the East Gippsland community, enhancing wellbeing and inclusion through creative expression.

### **Financial Overview and Support**

The Gallery's financial position remains robust. We are grateful for the strong foundational support from the East Gippsland Shire Council (EGSC) and the Victorian Government through Creative Victoria, which underpins our core operations. In addition, we appreciate the one-off and ad hoc support that enables us to undertake special projects and initiatives. The continued financial assistance from these bodies is invaluable to our ongoing success.



### **Membership, Volunteers, and Community Engagement**

Gallery membership has unfortunately dropped, but our base of dedicated volunteers is strong and continues to be a cornerstone of our operations. Shire Councillors have been active in their support, attending exhibition openings and assisting with operational matters when required. Their involvement is both appreciated and essential to the Gallery's success.

Our volunteers have been instrumental in staffing the Gallery on weekends, helping to stage exhibitions and supporting opening nights. The Gallery is deeply reliant on the generosity and dedication of our volunteers; without their selfless contributions, many of our activities would not be possible.

### **Leadership and Staff**

Our Director, Crystal, together with her staff, has shown outstanding dedication and adaptability in meeting the diverse challenges of the past year. Crystal has built a strong network of artists, educators, community leaders, stakeholders, and key government agencies, enhancing the Gallery's reputation across sectors. Her efforts, supported by her capable and energetic team—including Melanie Murphy, Lisa Roberts, Areka Brown, Wendy Reeve, and Kate Butler, have been fundamental to the Gallery's achievements. We extend our sincere thanks to all staff members for their commitment and hard work.

### **Gratitude and Acknowledgements**

The Board would like to express its heartfelt gratitude to everyone who contributed to the Gallery's success over the past financial year. The collective efforts of our members, volunteers, staff, supporters, and partners have been crucial to our achievements.

## Looking Ahead

As we look to the future, the Gallery is committed to addressing several important opportunities and challenges:

- Continuing to seek solutions for equipment storage and office space for staff.
- Continuing to work collaboratively with East Gippsland Shire Council to pursue the development of an arts precinct for Bairnsdale.
- Providing support for artists across East Gippsland to help them develop their skills and promote their work.
- Exploring the feasibility of taking art directly to the community, rather than relying solely on the Gallery as a central hub.
- Fully developing and encouraging youth participation in our programs and initiatives by establishing the proposed “Youth Arts Education Program”.

## Conclusion

Finally, I would like to thank all members of the Board for their tireless and outstanding contributions to promoting the arts in East Gippsland. Our team is diverse, skilled, and energetic, united by a shared passion for the arts and a willingness to embrace challenges and take on new roles as needed. I am both fortunate and grateful to work alongside such a dedicated group.

Thank you all for your continued support of the East Gippsland Art Gallery.

President, Eileen Hurley



Luke Mongta, *In the Blood (Genetics)* Acrylic on canvas

## STRATEGIC PLAN 2025 – 2028

### ARTISTIC VISION & VALUES

Through dynamic programming, we will foster a community where visual arts thrive, where participation is diverse and inclusive, and where the arts are recognised as vital to the region's prosperity, identity, and wellbeing.

We are committed to:

- Celebrating visual arts through diverse artistic programming of exhibitions and cultural experiences.
- Promoting diversity, inclusion, and cultural integrity in all aspects of our work.
- Respecting and celebrating First Peoples cultures, embedding cultural safety and integrity across our programs.
- Sustainability, ethics, and integrity in our operations and governance.
- Strengthening the role of the Gallery as a safe, welcoming, and vibrant cultural hub for East Gippsland.

### STRATEGIC GOALS 2025 – 2028

**Goal 1** | Deliver Create, support, and exhibit high-quality, culturally respectful programs that reflect contemporary practice and diverse voices.

**Goal 2** | Engage & Connect Actively engage East Gippsland's communities and visitors, ensuring everyone feels welcome, included, and inspired within the Gallery space.

**Goal 3** | Support Strengthen the creative community by providing opportunities for East Gippsland artists to exhibit in a professional gallery setting, promoting their work locally and beyond.

**Goal 4** | First Peoples Collaboration Ensure our programs are accessible and supportive for First Nations artists, including practical measures such as covering transport and framing costs, reducing commissions, and providing professional support.

**Goal 5** | Learn Provide accessible, high-quality visual arts education programs that nurture creativity across all ages and abilities.



**Goal 6 | Spatial Needs** Improve the Gallery's infrastructure and spaces to better serve artists, audiences, and the community.

**Goal 7 | Governance & Management** Ensure the Board and staff demonstrate best-practice governance, management, and organisational culture.

**Goal 8 | Financial Stability** Maintain efficient and effective financial and business management to support long-term sustainability.

**Goal 9 | Stakeholder Engagement** Foster trust, confidence, and strong partnerships with community, funders, and stakeholders to advance the Gallery's vision and goals.



**Jenny Peterson**, *Terre, Pinus*, Intaglio print, nature printing, watercolour.

Winner – Michael Beazer Works on Paper Prize

## Directors Report

I work with an amazing group of people who like me are passionate about the arts and work hard to see it grow and thrive in East Gippsland.

Gallery staff — Melanie Murphy, Lisa Roberts, Areka Brown, Wendy Reeve, Kate Butler, and Michelle Young — bring a wealth of skills and professionalism to their roles. They ensure that the delivery of the Gallery's exhibition calendar and programming are of the highest standard. They go above and beyond, building strong community connections and helping establish the gallery's reputation as a supportive space for artists and community art groups.

We're all passionate about nurturing the next generation of young artists and ensuring everyone has the opportunity to engage with art, culture, and creativity.

Our amazing gallery team includes our Board of Management who govern this organisation in a professional and supportive manner.

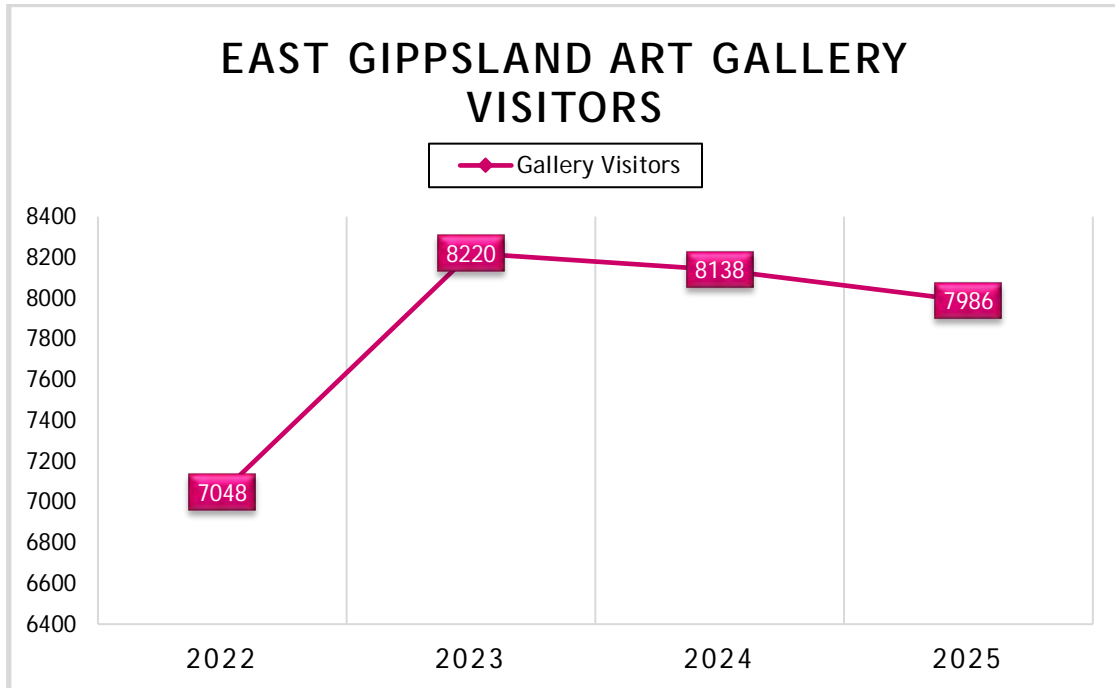
And last, but not least, we are supported by dedicated volunteers who go above and beyond in their roles at the gallery.

Please enjoy reading the highlights of the East Gippsland Art Gallery's 2024-2025 calendar.



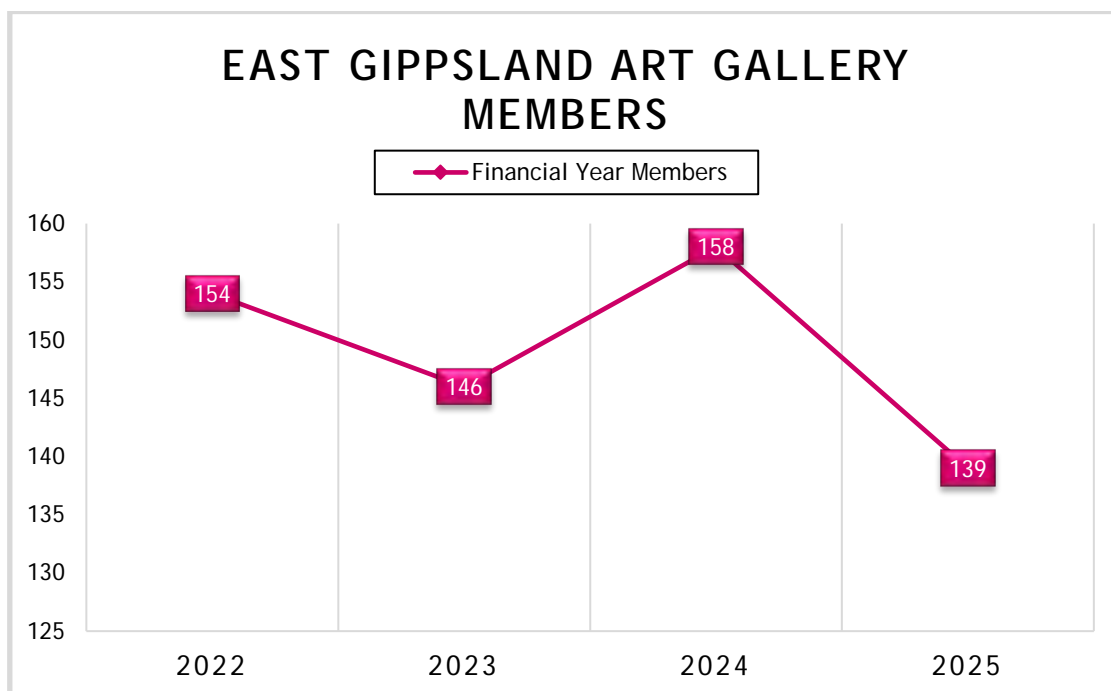
Bradley Brown (and family) at the opening of his solo exhibition *Warriors*





Leanne Gregg, Simon Gregg - Director of the Gippsland Art Gallery and myself at the opening of South East NOW

In the 2024/2025 financial year the Gallery team celebrated creativity, shared knowledge, and built a thriving artistic community that continues to flourish and inspire. This is evident in the continued high visitation to the Gallery.

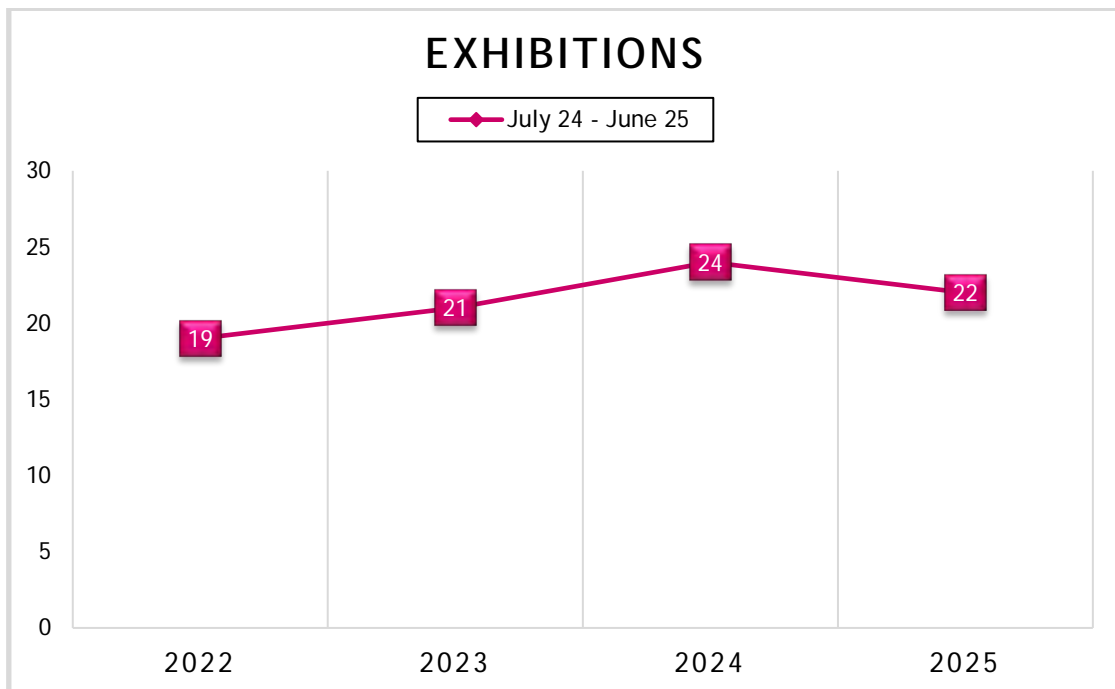


Caren Garfen, *Moral Compass* 2024. The International Art Textile Biennale 2025

# 2024 – 2025 Exhibition Calendar

In the 24/25 calendar, we have exhibited

- 13 solo exhibitions
- 2 Southeast NOW exhibitions that feature the work of artists connected to GunaiKurnai Country
- 1 family exhibition
- 1 small artwork prize – exhibiting more than 280 artists work from across Australia
- 1 community group exhibition
- 2 major art prizes
- 2 exhibitions at other venues (The Forge Theatre, Latrobe Performing Arts Centre)





The winner of the major prize for the **Third International Art Textile Biennale 2025** was Sue Coppock, Australia for her work, *Appearing to be Yourself, 2024*.  
Embroidery thread and fencing mask, 37x33x22cm

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21<sup>st</sup> June – 27<sup>th</sup> July 2024

#### Visitors

1283

#### Events

- Southeast NOW Education Program: 22 Workshops delivered to 455 students.
- 5 Community Workshops
- 3 school holiday workshops



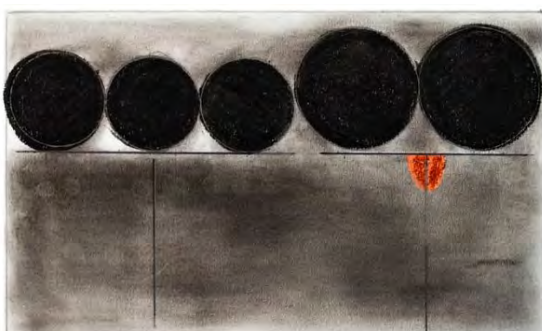


## Bradley Brown | Warriors

Thursday 22nd August 2024



## South East NOW 2024



## Jennifer Mullett and Ben Pender

2<sup>nd</sup> August – 7<sup>th</sup> September 2024

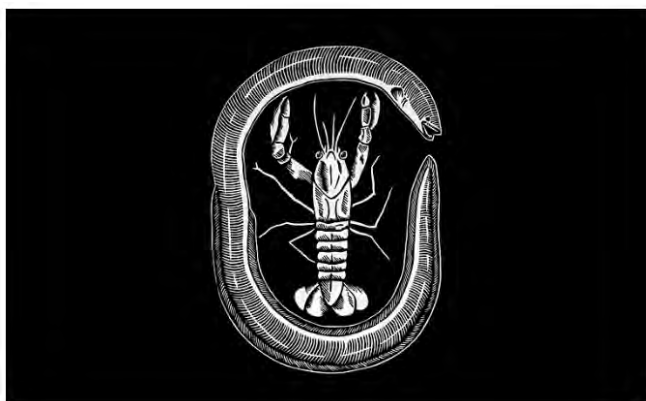
### Visitors

656

### Events

- 8 School Incursions – Threatened Species Workshop Program
- Disability Advocacy Group workshop
- Kids Workshop in the Gallery
- Workshop delivered at the East Bairnsdale Community Hub





Areka Brown | Oneironaut



Fusion Fibre Arts Network  
Industrial Explorations

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13<sup>th</sup> September – 19<sup>th</sup> October 2024

Visitors  
696

#### Events

- NDIS workshop
- Interchange Workshop
- 4 Kids school holiday workshop
- Workshop delivered at the East Bairnsdale Community Hub

The Michael Beazer  
**WORKS ON  
PAPER** \$3000  
acquisitive PRIZE

Michael Beazer Prize



Klara Jones | Couch Mother

20

25<sup>th</sup> October – 30<sup>th</sup> November 2024

Visitors  
731

Events

- Bairnsdale Library workshop
- Colour Fun event
- GEGAC visit
- Yoowinna Wurnalong workshop
- Buchan PS incursion
- Youth Group workshop at the Hub
- Workshop delivered at the East Bairnsdale Community Hub



Josie Jarvis | Recent Work



Amanda Goodge | Glimpses of Environment



Deirdre Jack | Beguiled

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6<sup>th</sup> December 2024 – 25<sup>th</sup> January 2025

Visitors  
691

#### Events

- HEY Group
- L.E. Big Day Out
- Cann River P-12 Printmaking workshop Incursion
- 3 NGV Kids workshops



## EGAG WRAP 2024



JANET HOWARD  
**LUNA**

Janet Howard | Luna

31<sup>st</sup> January 2024 – 22<sup>nd</sup> March 2024

### Visitors

1,228

### Events

- Artist Talk
- NDIS Workshop
- National Gallery Australia travelling exhibition
- 2 Kids workshops



The Third International Art Textile  
Biennale





National Gallery of Australia  
Travelling Art Cases

28<sup>th</sup> March – 3<sup>rd</sup> May 2024

Visitors  
574

#### Events

- Crashendo Performance in the Gallery
- 2 Kids School Holiday Workshops
- Interchange Workshop
- Bairnsdale Disability Group Workshop



Linda Shaw | Visage



Kathy Luxford-Carr  
Spirited Objects



9th May 2025 – 14th June 2025

Visitors  
844

#### Events

- Children's Expo
- Threatened Species Education Program Incursions – 188 students
- Workshop delivered at the East Bairnsdale Community Hub



**Carole Pepper | New Work**



**Jenny Toye  
Froute Loops, Contours and  
Onomatopoeia**



**Tracey Solomon  
Rattenfänger**



Josh Dykgraaf | Formation

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20th June 2025 – 2nd August 2025

Visitors  
1283

#### Events

- Children's Expo
- Threatened Species Education Program Incursions – 188 students
- Workshop delivered at the East Bairnsdale Community Hub



South East NOW 2025



## Regenerate, RestART, Renew – Art Therapy

The **East Gippsland Art Gallery** recently concluded its **Arts Therapy Program**, a five-year initiative delivered by Arts Therapist **Kate Butler** to support people affected by the 2019/2020 bushfires.

In the aftermath of the fires, many in remote communities needed local, accessible ways to process their experiences and emotions. This program provided a vital outlet for creative expression and emotional recovery through art.

Originally funded by **Gandel Philanthropy** in 2020, the program was able to continue for four more years thanks to the generous support of the **Public Galleries Association of Victoria** through **Creative Victoria**, and more recently, the **State Health Department**. The program has also been supported by Orbst Regional Health.

Each six-week program was designed to build trust, foster connection, and create a safe, supportive space for participants. Over the years, the response was overwhelmingly positive, with many participants sharing how profoundly the sessions helped their recovery and wellbeing.

While there is still strong interest in continuing the program, we were unsuccessful with funding applications, so financially we are not currently in a position to do so. I will continue to look for funding opportunities, and I hope that we may be able to deliver it again in the future.

We extend our heartfelt thanks to the dedicated Arts Therapists who made this project possible — **Andrea Farley**, **Brittany White**, and **Kate Butler**. Their care, professionalism, and passion have made a lasting difference in many people's lives.

Kate's most recent sessions were delivered in Orbst, and here is some feedback from two participants from that group of workshops:



Feedback form Art Therapy 2024

1. What attracted you to the Art Therapy program?

The need for social group activity  
The desire to grow

2. How much did you enjoy the group (From 1 to 5)

1.....2.....3.....4.....5

(not at all) (loved it)

3. What did you enjoy the most?

Kate ensured we all felt  
Safe & Supported in the space  
There is so many menians to  
create with. Each week was a new  
4. What did you enjoy the least? thought provoking theme  
Nothing.

5. How has attending been beneficial for your mental health and wellbeing?

It has been priceless  
I suffer with deep waves of  
Depression that when they have  
a hold it lasts for several weeks  
at least.  
Last week my mental health was  
heading there again but within 7 days  
it had lifted.

Confidentiality: We may like to use your stories for reporting to our funders, or sharing with other participants and trainers. You will remain anonymous

I know this fantastic  
outcome was due to  
Art therapy





East Gippsland Art Gallery and Orbost Regional Health have delivered a series of Art Therapy sessions in your area. We would like to capture some stories and changes that may have resulted from your involvement in the program.

We hope to use the stories and information collected from your statements for several purposes including:

- To help us understand what participants think is good and not so good
- To make improvements to our work
- To tell our funders what has been achieved

1. What attracted you to the art therapy program?

I had never tried anything like this and a friend suggested I go. The Art + Therapy definitely go hand in hand ♥

2. Tell me about the program and what you got out of it?

Art therapy - making Art work writing sharing our thoughts Kate + Ingrid have made a very amazing class it was more than I thought

3. Have you seen any improvements in your mental health since attending?

I have seen alot of change since starting. I'm going through Breast Cancer and this group has been an escape for me and made me feel so much more confident in myself.

4. In what ways could we improve the program?

I don't think it needs any improvement. I have thoroughly enjoyed it

5. Would you attend again?

I definitely would come again

**Confidentiality:** We may like to use your stories for reporting to our funders, or sharing with other participants and trainers. You will remain anonymous



## Exhibition

### South East NOW

During NAIDOC week, the Gallery curates an exhibition that acknowledges the cultural contribution of GunaiKurnai people in this region.

Titled South East NOW, this annual exhibition is culturally significant and aims to:

- Give First Nations artists a platform to exhibit their artwork.
- Encourage, support, and promote First Peoples artists living in Gippsland.
- Fund an exhibiting artist to facilitate a First Peoples arts education program.
  - Teach audiences about art as cultural expression.

South East NOW is the most significant exhibition in the Gallery's yearly calendar.

In 2025, South East NOW exhibited the amazing work of

Zayarah Baxter

Bradley Brown

Leann J Edwards

Dr Aunty Eileen Harrison

Ian Harrison

Derek Hayes Jnr

Alfie Hudson

Chris Mongta

Luke Mongta

Jennifer Mullett

Shane O'Shanassy

Alice Ann Pepper

Ronald Edwards Pepper

Patricia Pittman

Alan Solomon

Ray Thomas

Colin Thomas



Chris Mongta, *Junmbarn Braancongook*

Mahogany shield, wood from Club Terrace

Every year, with support and funding from East Gippsland Shire Council, the Gallery employs an exhibiting artist to run workshops for schools and community groups who want to learn

about the artist's culture. These workshops have become an essential annual learning tool for Schools and educators across East Gippsland and beyond. This year, Ray Thomas delivered 22 workshops to 380 students. Additionally, one workshop at the East Bairnsdale Community Hub, and 4 Community Workshops.

For the first time, Gunaikurnai Land and Waters Aboriginal Corporation (GLaWAC) exhibited an iteration of Southeast NOW 2025 in their exhibition space. It ran at the same time as ours, allowing us to send visitors their way and vice versa. Sidney Murray looked after the GLaWAC exhibition space, and it was wonderful to be working on this together. I learned a lot from Sidney, and I believe she learned aspects of organising an exhibition from us.

The Gallery team and I assisted with all aspects of their exhibition, including curation and hanging. Their exhibition launch was held on Saturday 21st June (the day after ours) and it was a beautiful day.



Colin Thomas with his grandson at the South East NOW exhibition launch



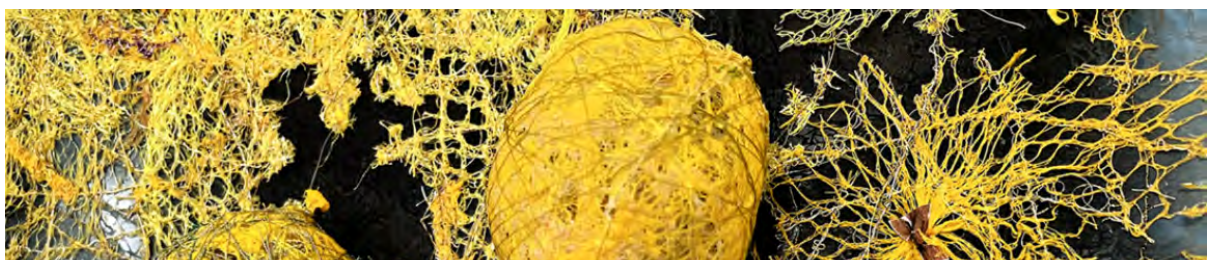
Gunnai artist Ray Thomas was in the Gallery for two weeks sharing art and stories in school and community art workshops. Here are some students from Lindenow Primary School.

## Exhibition - International Art Textile Biennale 2025

The International Art Textile Biennale is produced and managed by Fibre Arts Australia and seeks to exhibit the best of contemporary art textiles and invites submissions that reflect a wide range of works related to the textile medium. The goal of the exhibition is to include innovative work rooted primarily in textile.

Launched at the gallery, this contemporary textile prize received 270 entries from 167 artists from 25 countries from which 36 finalists were exhibited. Visitation to the Gallery exceeded 1,100, and included visitors from across the State.

Since the official launch the Biennale has been touring to Galleries around Australia and will continue to do so for another 12 months.



**Brigitte Armager.** *France Lemonskin (detail)* Finalist



## Exhibition

### Michael Beazer Works on Paper Prize

The Michael Beazer Works on Paper Prize celebrated excellence and innovation in works on paper, showcasing the diverse skills and creativity of contemporary artists. It was open to emerging and established artists. Entries highlighted the richness of drawing, printmaking, and mixed-media paper-based practices.

Michael Beazer has for many years been a great friend and supporter of the Gallery. A much respected art collector and former Gallery owner, Michael approached me several years ago with a proposal to raise the profile of the East Gippsland Art Gallery and whilst doing so, add to a newly formed permanent collection. His generous proposal was to sponsor an acquisitive works on paper prize. A biannual exhibition that in this it's first year, attracted 133 entries from across the country. I am incredibly grateful to Michael and Margaret for giving us the opportunity to host this prize.



Winner of the 2024 Michael Beazer Works on Paper Prize was Jenny Peterson with her piece  
*Terre, PinusIntaglio print, nature printing, watercolour*

## Education Program

### Threatened Species School Program

The Threatened Species School Program helped students learn about the unique wildlife of East Gippsland through art. Each student painted a garden stake shaped like a threatened species, which was then displayed in the Bairnsdale Main Street Gardens or at their school during special events. The program encouraged creativity, learning, and a sense of care for the environment. Students explored the importance of conservation and learned how they can help protect local threatened species for the future.

This Program was proudly supported by the Gippsland Community Foundation.

*Thomas Hubble – Vice Principal Cann River P-12*

*Thank you so much for coming to Cann River P-12 College and taking the 3-6's. The feedback I received from staff and students yesterday and this morning was incredibly positive. Your influence on Monday's session has led to students wanting to do more research on Threatened Species in other subjects.*







Huge thanks to East Gippsland Shire Council for presenting the finished artwork in the Main St Gardens.



## EGAG WRAP 2024— Small Artwork Prize

In its seventh year, the EGAG WRAP Small Artwork Prize continued to grow, attracting 297 entries from artists across Australia. The exhibition is a much-anticipated event on the Gallery's calendar, offering artists an accessible platform to exhibit and sell their art.

One of the unique aspects of EGAG WRAP is its commitment to supporting artists — the Gallery takes no commission on sales, ensuring that 100% of proceeds go directly back to the creators. The exhibition operates as a "buy-off-the-wall" show, encouraging visitors to take home their chosen artworks immediately or leave them on display for others to enjoy.

Inclusivity remains at the heart of this exhibition. While a small entry fee applies to the majority of participants, the Gallery offers free entry to artists under 25 and to First Nations artists, ensuring that everyone — from emerging young creatives to established practitioners — has the opportunity to take part.

### Prizes supporters

- Simon Anderson Consultants
- Bulmer Farms
- Cindy Tong
- O'Brien Real Estate
- Sunrise Rotary Club of Bairnsdale
- Robbie de Zwart



The winner of the Kids Art Prize was **Honor Bartlett** for her work, *The Journey*. "Inspired by the book Professor Noah's Spaceship by Brain Wildsmith. Our animals are taking extreme measures to find a new home as their habitats are being challenged."





The winner of the EGAG WRAP Small Artwork Prize 2024 was **Frank Mesaric**, for his oil painting, *Teeth* (top left)

The winner of the Sculpture Prize was **Nicole O'Regan** for her work *The Tracker* (top right), in green slate. The winner of the Environment Prize was **Penny Carruthers** for her oil painting titled, *Waiting for Kindness to Prevail* (bottom left)

The winner of the Youth Art Prize was **Axalotol Moloney** for their work, *Teeth* (bottom right). Acrylic paint, oil pastel and resin on board.

While the Gallery team value this exhibition as a highlight of our calendar, the workload involved in coordinating EGAG WRAP is significant, so I have decided that the show will take a hiatus in the 2025 and 2026 calendar.



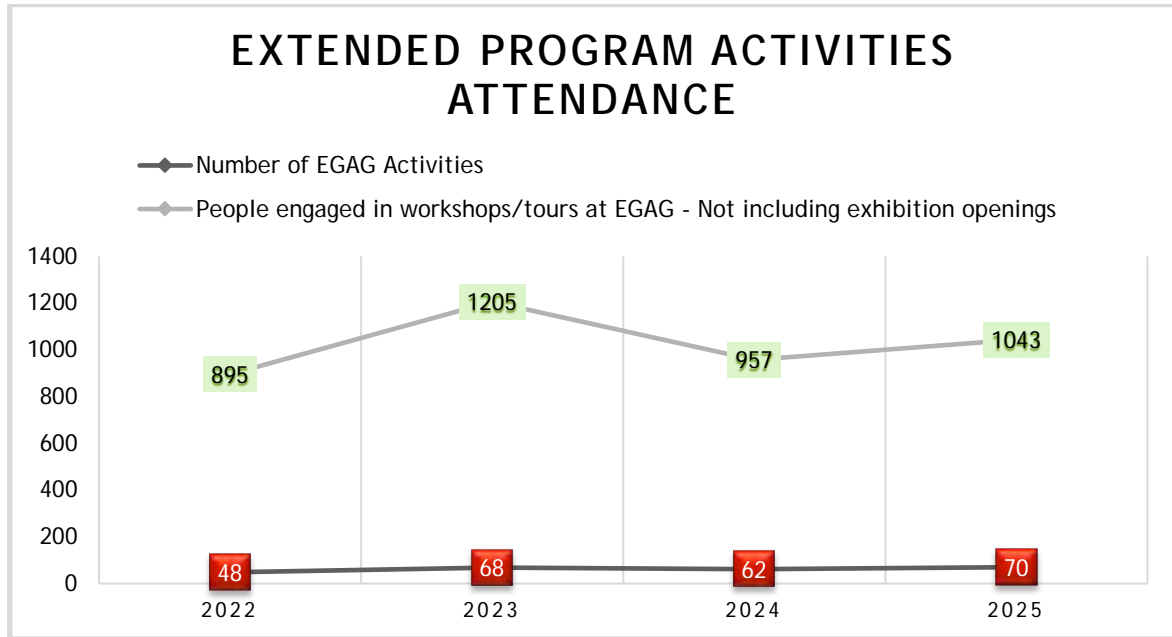
Artist talk with Josh Dykgraaf

## Additional Programming

It is important that the Gallery education program provide opportunities not only for children but also for adults. Giving everyone the opportunity to learn about exhibitions, artists, different mediums and meet with likeminded people.

For adults seeking inspiration and connection, in 2024/25 we offered workshops, and artist talks that ignited imaginations and fostered meaningful interactions.



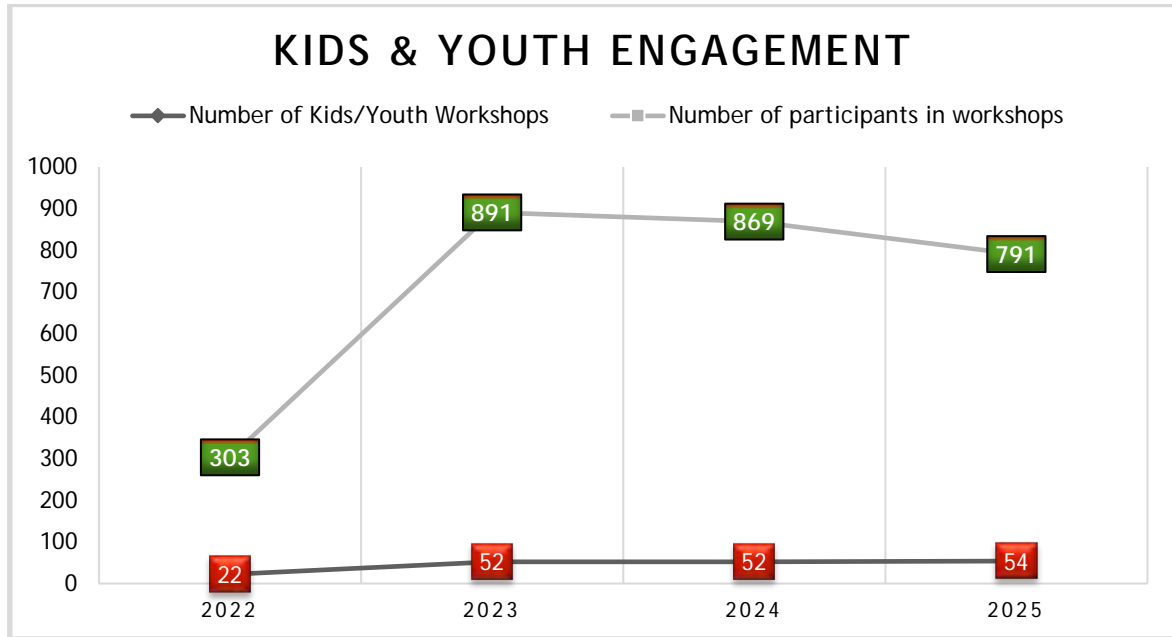


Areka with some young budding artists

## Children and Youth Engagement

Our commitment to nurturing young minds and sparking artistic passion shone through as we delivered 54 free workshops to 791 children and youth.

A key focus of our education program this year was school incursions. With tight school budgets and rising transport costs, our Arts Learning Coordinator delivered 26 workshops directly to schools across East Gippsland — reaching as far as Mallacoota



## NGV for Kids

The Gallery hosts and delivers the National Gallery of Victoria's Kids on Tour program. This program is designed to engage and offer children visual art workshops that relate to the exhibitions held at the NGV. It is for children and families who can't or don't get the opportunity to visit the NGV and participate in their on-site education program.



NGV for Kids program participants proudly displaying their finished artworks in the Gallery windows



## Youth Engagement

The Gallery team is very aware of the strong need for youth-based arts education in East Gippsland.

After many years working in the visual arts, we've seen the significant gap in arts education opportunities for young people in our region. At present, there is no post-secondary school arts education available anywhere in Gippsland.

Although this has been the case for some time—and while we've offered short workshops for young people—we've reached a point where we believe more needs to be done. It's time to create something lasting: an arts education program that is practical, accessible, and built around the needs of local students.

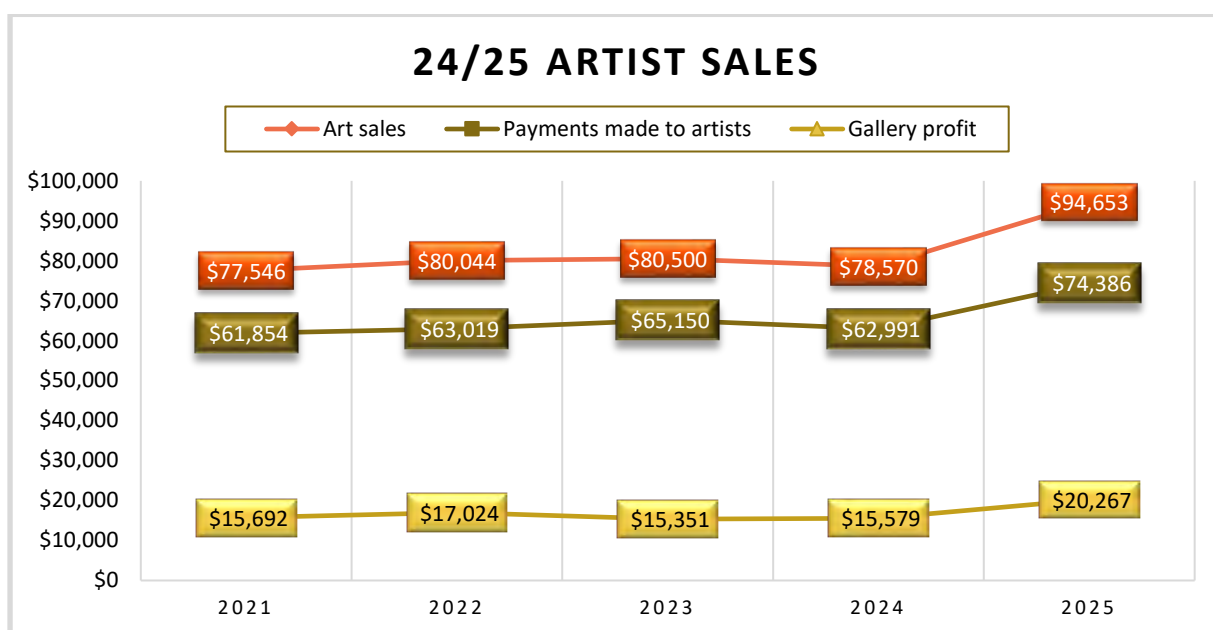
Over the past 18 months, we've been developing a proposal to establish a **Youth Arts Education Program** in Bairnsdale. So far, we've raised \$14,776 in private support and received a commitment of \$38,000 from the Gippsland Community Foundation. We still have some additional funds to raise to get the program underway.

We have schools on board and students eager to participate, and we're aiming to begin delivering the program at the start of the next school term.



## Financially Supporting East Gippsland Artists

Supporting East Gippsland artists through artwork sales is a key part of our role. In the last financial year, shop and exhibition sales totalled \$94,653, with \$74,386 paid directly to local artists — a fantastic result showcasing the talent of East Gippsland artisans.







# Gallery Staff Reports

## Gallery Operations and Creative Team Report 2024/2025

**Melanie Murphy**

Another bustling year with activity in managing the Gallery's front of house and gift shop. Key responsibilities have included:

- Managing the daily operations within the Gallery and gift shop
- Overseeing sales, inventory, and remittance
- Handling exhibition sales, postage, and artwork storage
- Coordinating with shop and exhibiting artists
- Maintaining the membership database
- Collaborating with the bookkeeper to ensure financial accuracy

### **Staff Support**

Ongoing focus on supporting staff members:

- Supporting and assisting the Volunteer Engagement Coordinator and Arts Learning Coordinator
- Supporting the Media and Communications Coordinator and Director

### **Artist Relations**

Continuing to build and maintain relationships with artists:

- Providing advice and guidance on artwork promotion
- Supporting artists with opportunities through the Gallery and wider networks

### **Education initiatives and support**

Supporting the design and planning for wider arts educational programs as part of the Gallery team including:

- Support with funding applications
- Idea generation for educational programs and workshops
- Liaising with local secondary school representatives



Fusion Artists demonstrating in the Gallery

## Media and Communications Report 2024/2025

### Lisa Roberts

Each year, East Gippsland Art Gallery continues to grow in activity, and this year is no exception. As the media and communications coordinator, my primary role is to design print and digital media, while maintaining and updating the Gallery's website and managing our social media platforms, including Facebook and Instagram.

I showcase the work of exhibiting artists through a dynamic collection of high-quality professional photography and graphic design, ensuring exhibiting artists are represented in the best possible light. Additionally, I create signage for exhibitions and within the Gallery space.

Throughout the year, I have written media releases and provided photography for local and regional publications, resulting in consistent coverage—typically one to two feature stories per month in the *Bairnsdale Advertiser*.

To further promote the Gallery and its exhibitions, I collaborate with external organisations and contribute promotional content and copy to a range of third-party online platforms such as Visit Victoria, Regional Arts Victoria, and the Public Galleries Association of Victoria.



Visitation to the Gallery website and social media accounts continues to grow.

In the past year, the Gallery website had 17,895 site visits – with 12,388 unique visitors

The most popular page on the Gallery website is the HOME page, and then the EXHIBITIONS page.

The most popular exhibition and event pages are in descending order

- EGAG WRAP small artwork prize
- Michael Beazer Works on Paper Prize
- Calendar
- Contact
- Exhibitions 2025
- About us
- International Art Textile Biennale
- Ray Thomas Art Prints

Facebook visitation is up 3% from same period last year with a reach of 105,200. We currently have 3,736 followers with 288 new followers, an increase of 8.9% from the previous period.

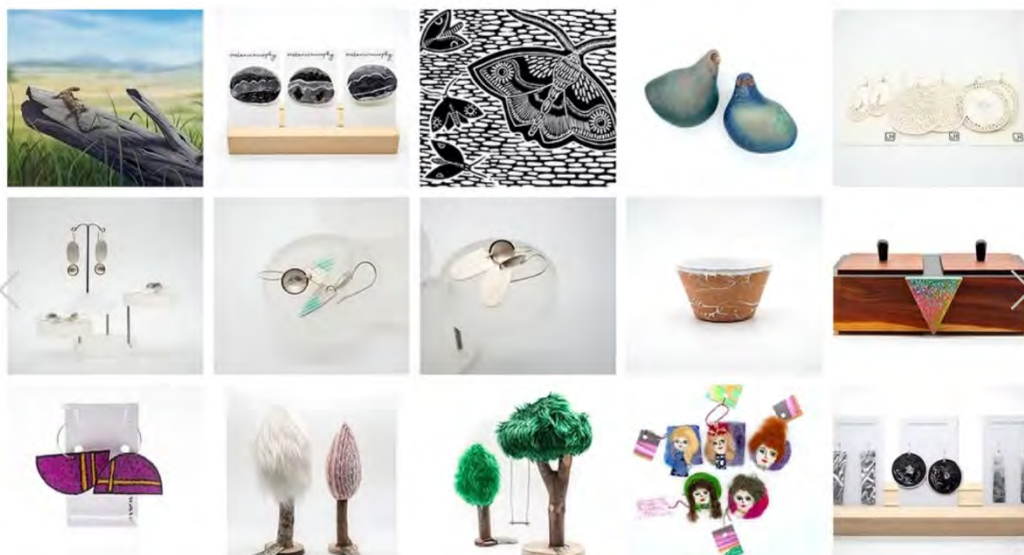
Instagram has 3154 followers, an increase of 354 followers from the previous period.



# EAST GIPPSLAND ART GALLERY

sharing the adventure of visual arts

[HOME](#) [ABOUT US](#) [CALENDAR](#) [EXHIBITIONS 2025](#) [EVENTS & WORKSHOPS](#) [MEMBERS](#) [NEWS](#) [SHOP](#) [CREATIVE ONLINE](#) [CONTACT](#)



## Arts Education Report 2024/2025

### Areka Brown

Working for East Gippsland Art Gallery has given me the opportunity to combine the two great loves of my life together; art and education. It has been a pleasure to work within such a supportive and passionate team, and it has been invigorating to utilise my skills developed from working as a high school art teacher in a broader context, working with children, young adults, disability support groups and adults alike.

This year I have enjoyed working on arts projects within the community with organisations such as the Catchment Management Authority, delivering workshops in schools around East Gippsland as part of our Threatened Species Project, and facilitating large scale school workshops within the gallery during our SouthEast Now exhibition. During the summer school holidays the Gallery participates in the NGV for Kids program which brings the magic of the NGV to our corner of Victoria. In addition to this I have run a variety of workshops for adults, children and disability groups that relate specifically to the exhibitions we have on display. Each new exhibition provides me with an exciting new challenge to create resources that link to curriculum standards and support the local art teachers and students. Liaising with schools and building connections within our community has been rewarding and is something I hope to continue to do in future.





## Volunteer Co-ordinator Report 2024/2025

### Wendy Reeve

As volunteer coordinator for 2025, it has been my pleasure to work with both our current volunteers and our new ones.

Through their effort, they have not only assisted the gallery to be open on Saturdays, but have assisted in other activities and projects throughout the year.

Early in the year we celebrated the volunteers by holding a morning tea, which was very successful and enjoyed by all who attended.

The volunteers were an integral reason for the recent success of the fundraising event, giving their valuable time and energy both prior to and on the night.

This coming November the Gallery has organised a Christmas breakup, come end of year celebration, which will be held at Nyerimilang homestead on the 30th of November.



Volunteer Jennifer Hamilton and Areka Brown



## Board of Management

**President** – Eileen Hurley

**Vice President** – Caroline Crunden

**Treasurer** – Gillian Reeve

**Secretary** – Di Deppeler

Deirdre Jack

Gavin Roberts

Deanne Howlett

Jenny Toye

Jane Greacen

Thank you to the East Gippsland Art Gallery Board of Management – an amazingly supportive group of people who have taken on governing roles to benefit the Gallery and its staff. I sincerely thank them for their dedication, commitment, and contributions to the Gallery.

Thank you to the East Gippsland Shire Council for their ongoing support!

A special thank you to CEO - Fiona Weigall, General Manager Place and Community - Chris Stephenson, Manager Economic Development - Prue McTaggart, Culture and Creativity Coordinator - Ashley Ball, and Councillor Support Officer - Brigitte Dew for their guidance and assistance. We truly appreciate all that the Shire does for us and look forward to continuing our work together over the next 12 months.

Thank you also to our East Gippsland Shire Councillors for their enthusiasm and advocacy for the Gallery and the broader arts community in East Gippsland — Mayor Cr John White, Cr Arthur Allen, Cr Sonia Buckley, Cr Tom Crooke, Cr Bernie Farquhar, and Cr Joanne Eastman.



East Gippsland Shire Council Mayor Cr John White and Cr Arthur Allen

A heartfelt thank you to Creative Victoria for their continued support of our growing Public Art Gallery in East Gippsland—especially Tania Grant and Victoria Jones for their guidance and encouragement.

Our sincere thanks to the Gunaikurnai Land and Waters Aboriginal Corporation (GLaWAC) for their support and shared passion for giving all artists opportunities to exhibit and celebrate arts and culture.

We also extend our gratitude to the Public Galleries Association of Victoria, and in particular Anne Robertson, for her ongoing advocacy for regional galleries like ours.

To our incredible Gallery team—Lisa, Melanie, Areka, Kate, Wendy, and Michelle—and the Board of Management, thank you for your dedication, positivity, and teamwork. Together we share a deep passion for the arts and our community.

Special thanks to volunteers Margaret Crocker and Rod Callaghan for their expertise and creative support during exhibition installations.

We are also deeply grateful to our many volunteers who generously contribute their time, whether opening the Gallery on Saturdays or assisting at exhibition openings. Over the past year, volunteers have contributed around 428 hours, valued at approximately \$15,000—an incredible contribution that keeps our Gallery thriving.



**Deirdre Jack**, *Basalt Mountain No2 Maharashtra*, Oil on canvas

## Volunteers:

Valmai Clues  
Robyn Counihan  
Margaret Crocker  
Angela Crunden  
Caroline Crunden  
Pauline Crunden  
Marion Dawson  
Dawn Stubbs  
Chris Stubbs  
Michael Beazer  
Margaret Crocker  
Jennifer Hamilton  
Deanne Howlett

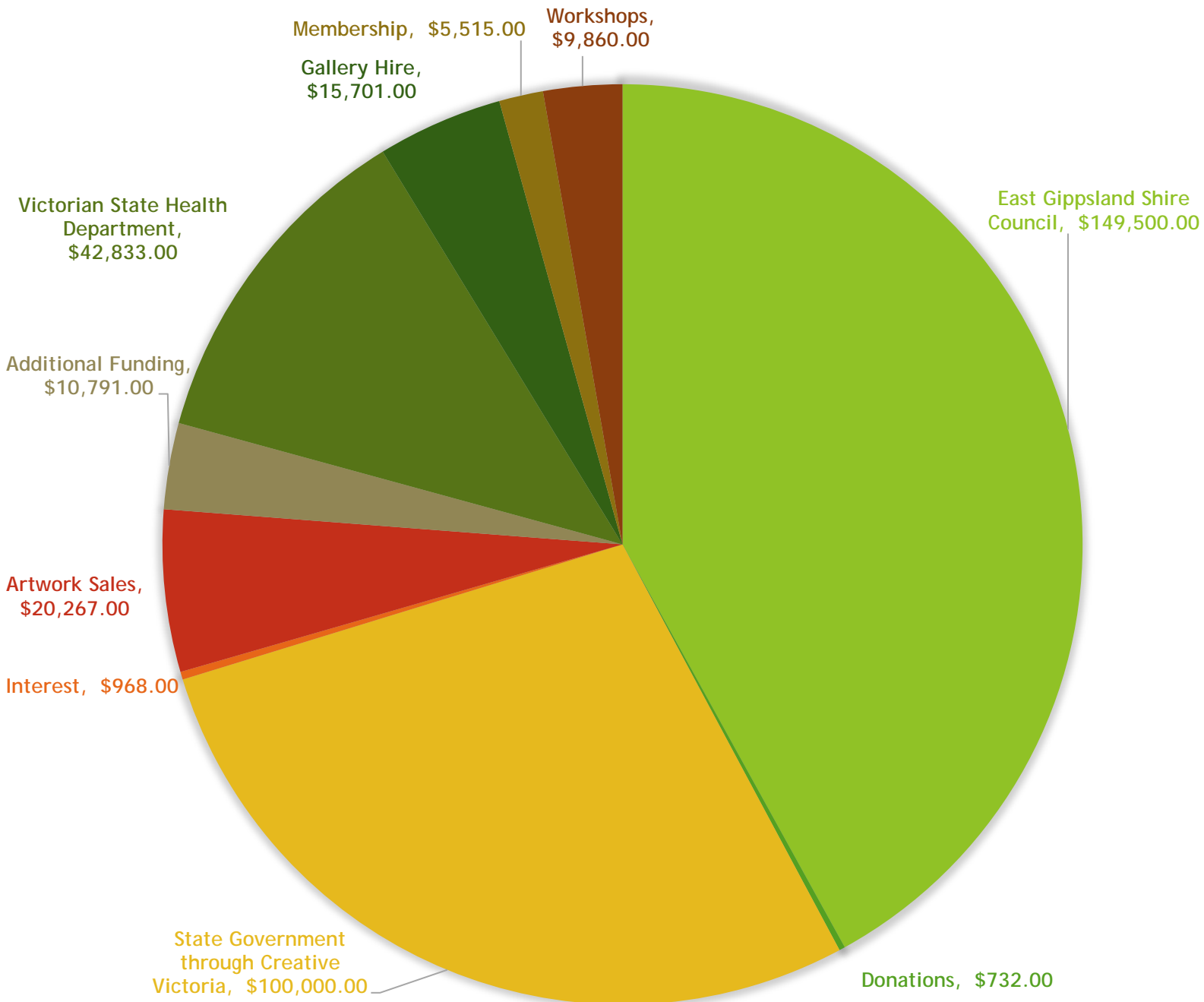
Natalie Jure  
Blazenka Lesinger  
Valmae McNamara  
Rod Callaghan  
Vicki Egan  
Tracie Toohey  
Heather Rose  
Laima Gascoigne  
Elisabeth Wearne  
Lyn Nicol  
Robbie DeZwart  
Margaret Gardner  
Virginia Manning  
Deirdre Jack

Helga Ruffles  
Stella Sakkeus  
Helen Newman  
Gemma Wilkie  
Madeleine Gelin  
Charan Singh  
Elisabeth Eelles  
Gillian Dean  
Melinda Dawson  
Tony Peck  
Kaye Munro  
Elizabeth Nicols  
Margaret Fox



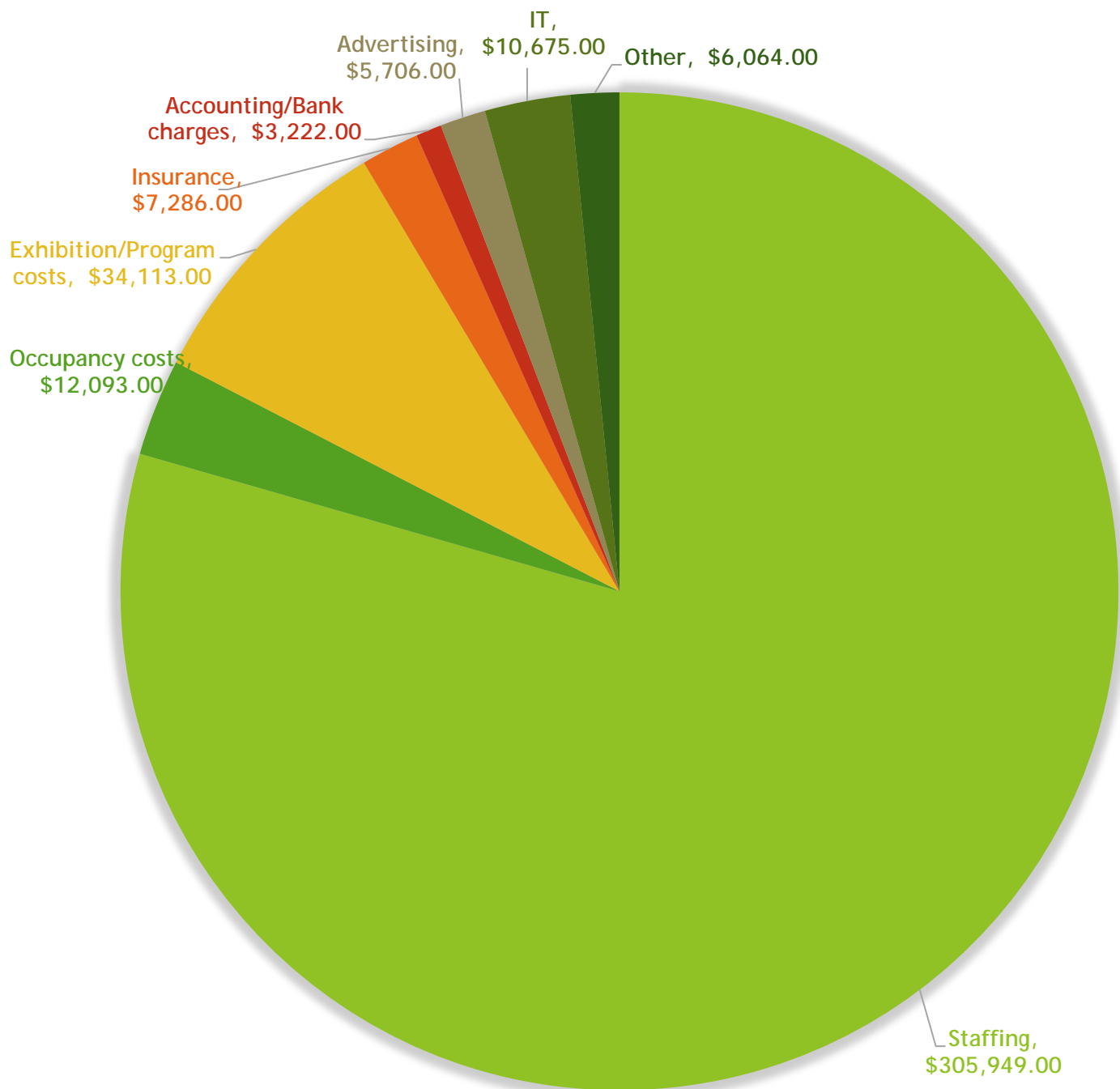


## 2024/25 INCOME \$356,168





## 2024/25 EXPENDITURE \$385,108





## INDEPENDENT AUDITOR'S REPORT

*To The Members of East Gippsland Art Gallery Inc.*

We have audited the accompanying financial report, a special purpose financial report, of East Gippsland Art Gallery Inc, comprising the Statement of Financial Position and Statement of Comprehensive Income all as at 30 June 2025.

### *Committee's Responsibility for The Financial Report*

The Committee of the Association is responsible for the preparation and fair presentation of the financial report and have determined the accounting policies are appropriate to the needs of the members and met all relevant reporting requirements. The committee's responsibilities also include establishing and maintaining internal controls relevant to the preparation and fair presentation of the financial report that is free from material misstatement, due either to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

### *Auditor's Responsibility*

Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. Those standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance about whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation of the financial report that gives a true and fair view in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the committee, as well as evaluating the overall presentation of the financial report.

The financial report has been prepared for distribution to members for the purpose of fulfilling the committee's financial reporting under the Associations Incorporation Reform Act 2012. We disclaim any assumption of responsibility for any reliance on this report for any purpose other than that for which it was prepared.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.



**BURRELL**  
ACCOUNTING

*Independence*

In conducting our audit, we have complied with the independence requirements of Australian professional ethical pronouncements and the Institute of Chartered Accountants in Australia and New Zealand.

*Limitation of Scope*

Due to the nature of cash collections we are unable to independently confirm these amounts and reliance has been placed on internal controls.

*Audit Opinion*

In our opinion and subject to the limitation of scope, the financial report of East Gippsland Art Gallery Inc presents a true and fair view of the Association's financial position as at 30 June 2025 and of its performance and cash flows for the 12<sup>th</sup> months ended on that date.

*Basis of Accounting*

The financial report has been prepared for the purpose of fulfilling the committees' financial reporting responsibilities under the Associations Incorporation Reform Act 2012. Accordingly, the financial report may not be suitable for another purpose.

A handwritten signature in black ink, appearing to be "a" followed by a long, sweeping horizontal line.

Chad Burrell C.A  
Director  
Burrell Accounting  
Dated 13th October 2025





4:19 PM  
14/08/25  
Accrual Basis

# East Gippsland Art Gallery Profit & Loss July 2024 through June 2025

	Jul 24 - Jun 25	Jul 23 - Jun 24
Ordinary Income/Expense		
Income		
Grants		
11 · Reconciliation Show EGSC	0	8,263
8 · East Gippsland Shire (ongoing)	149,500	135,616
9 · Creative Victoria	100,000	100,000
10-2 · Additional Funding Special Fund	10,791	8,700
14.1 · Arts Therapy Program	42,833	28,000
Total Grants	303,124	280,578
1 · Hire of Gallery		
1-1 · Gallery Hire Fees	4,960	5,855
1-2 · WRAP Income	6,883	8,361
1-4 · Works on Paper Prize Income	3,858	386
Total 1 · Hire of Gallery	15,701	14,602
12 · Donations & Fundraising		
12-1 · Donations Received	360	1,414
12-2 · Fundraising	0	210
12 · Donations & Fundraising - Other	372	0
Total 12 · Donations & Fundraising	732	1,624
13 · Sundry Income	0	49,319
2-1 · Commission on Exhibition Sales	13,945	9,570
3 · Gallery Shop		
3-1 · Shop Stock sales	1,196	1,107
3-2 · Consignment Stock Sales	5,242	5,256
3-4 · Discounts Given	-224	-354
3-5 · Art Guide	108	0
Total 3 · Gallery Shop	6,322	6,009
4 · Memberships		
4-2 · Corporate Memberships	0	500
4 · Memberships - Other	5,515	6,105
Total 4 · Memberships	5,515	6,605
5 · Interest Received	968	1,494
6 · Workshop Profit		
6-1 · Workshop (Stand alone) income	9,912	1,119
6-2 · Workshops (Stand Alone) Exps	-52	0
Total 6 · Workshop Profit	9,860	1,119
Total Income	356,168	370,919
Cost of Goods Sold		
270 · Cost of Goods Sold	0	0
Total COGS	0	0
Gross Profit	356,168	370,919
Expense		
015 · Staffing		
14 · Directors Wages	71,212	68,804
15 · Wages	58,594	57,031
16 · Marketing Wages	45,254	43,792
16.1 · Bookkeeper	7,462	7,026
16-2 · Arts Learning Co-ord	28,013	19,640
16-3 · Arts Therapist	39,575	24,373
16-5 · Volunteer Co-ordinator	10,796	3,158
16-4 · JobKeeper	0	0
14-1 · Annual Leave Accrual	7,907	2,286
14-2 · LSL Accrual	2,437	3,207
17 · Workcover	3,488	3,446
18-1 · Training	2,638	664
18 · Travel	37	60
19 · Superannuation	28,537	23,404
Total 015 · Staffing	305,949	256,891



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14/08/25

Accrual Basis

**East Gippsland Art Gallery**  
**Profit & Loss**  
July 2024 through June 2025

	Jul 24 - Jun 25	Jul 23 - Jun 24
20 · Occupancy Costs		
20-1 · Electricity	1,855	2,201
20-2 · Water	1,226	1,716
20-3 · Telephone & Internet	590	1,000
20-4 · Repairs & Maintenance	538	0
20-5 · Cleaning & Security	2,548	1,521
20-6 · Rent	2,034	2,014
20-7 · Amenities	414	659
Total 20 · Occupancy Costs	9,206	9,111
21 · Insurance	7,286	6,920
22 · Advertising & Promotion	5,706	3,036
23 · Program/Exhibition Expenditure	9,058	8,213
23.1 · Inbound Show Costs	40	90
24 · Special Program/Workshop Costs		
24-2 · Engaging Audiences Exp	424	0
24 · Special Program/Workshop Costs - Other	10,394	15,336
Total 24 · Special Program/Workshop Costs	10,818	15,336
26 · Membership & Subscription	2,196	2,583
27 · Accounting & Bookkeeping	715	0
28 · Office Expenses		
28-1 · Office Supplies	1,985	390
28-2 · Printing, Postage & Stationary	901	1,187
Total 28 · Office Expenses	2,887	1,577
29 · IT Support & Website	10,675	3,255
30 · Reconciliation Exhibition	8,958	15,928
31 · Volunteers	671	192
32 · Bank & Government Charges	2,507	2,184
33 · Board of Management Expenses	1,322	387
34 · Sundry Expenses	1,668	1,303
35 · OH & S Expenses	167	3,367
39 · Job Advertising	0	1,155
40 · Arts Therapy Expenses	5,279	6,080
Total Expense	385,108	337,608
Net Ordinary Income	-28,940	33,312
Other Income/Expense		
Other Expense		
Loss of money re GSI	0	-10
Total Other Expense	0	-10
Net Other Income	0	10
Net Income	-28,940	33,321



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14/08/25

Accrual Basis

## East Gippsland Art Gallery

## Balance Sheet

As of June 30, 2025

	Jun 30, 25	Jun 30, 24
<b>ASSETS</b>		
Current Assets		
Chequing/Savings		
Bendigo Trading Account	37,283.12	84,041.46
Bendigo Debit Card Account	457.82	597.22
Bendigo Savings Account	134,866.41	153,898.15
PayPal Account	188.04	269.02
Cash on Hand		
Till Float	100.00	100.00
Total Cash on Hand	100.00	100.00
Petty Cash	400.00	400.00
Total Chequing/Savings	173,295.39	239,305.85
Accounts Receivable		
1200 · Accounts Receivable	2,035.00	8,262.50
Total Accounts Receivable	2,035.00	8,262.50
Other Current Assets		
Prepaid Insurance	869.10	753.60
1499 · Undeposited Funds	25.00	0.00
720 · Inventory Asset	852.06	773.99
Total Other Current Assets	1,746.16	1,527.59
Total Current Assets	177,076.55	249,095.94
<b>TOTAL ASSETS</b>	<b>177,076.55</b>	<b>249,095.94</b>
<b>LIABILITIES</b>		
Current Liabilities		
Accounts Payable		
2000 · Accounts Payable	2,911.51	8,345.70
Total Accounts Payable	2,911.51	8,345.70
Other Current Liabilities		
Vouchers	877.00	292.00
Exhibition Sale Monies Held	4,145.00	7,798.00
Arts Therapy Grant	0.00	42,833.32
Monies/Deposits paid in advance	1,100.00	3,000.00
2100 · Payroll Liabilities		
PAYGW	7,900.00	8,588.00
Superannuation	6,561.60	6,060.60
Provision for Leave Accrual	22,687.87	14,781.05
Provision for LSL	17,708.58	15,272.01
Total 2100 · Payroll Liabilities	54,858.05	44,701.66
Total Other Current Liabilities	60,980.05	98,624.98
Total Current Liabilities	63,891.56	106,970.68
<b>TOTAL LIABILITIES</b>	<b>63,891.56</b>	<b>106,970.68</b>
<b>NET ASSETS</b>	<b>113,184.99</b>	<b>142,125.26</b>
<b>EQUITY</b>		
1110 · Retained Earnings	142,125.26	108,804.10
Net Income	-28,940.27	33,321.16
<b>TOTAL EQUITY</b>	<b>113,184.99</b>	<b>142,125.26</b>

