

**MAITLAND REGIONAL ART GALLERY MEMBERS  
(MRAGM)  
MANAGEMENT PLAN 2009**

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Attachment 1:

MRAGM Newsletter yearly production timeline

## **1.0 Introduction**

The MRAGM should use this document in conjunction with the MRAGM Constitution as a framework for operation and management of the Members' activities. It is also important for the Members to evaluate and change if necessary the content or form of this document if and when it is needed, and when approved by the Cultural Director. The MRAG Members' Management Plan is to be a governing document that reflects the Members' ideas and functions.

## **2.0 Mission Statement**

MRAGM's primary role is to support the staff of Maitland Regional Art Gallery (MRAG) in their day to day activities.

Members of MRAGM are ambassadors for MRAG, whose aim will be to encourage others to associate with the Art Gallery by promoting awareness of MRAG and its activities to the community of Maitland and visitors.

The aim of MRAGM is to raise funds in support of various functions and activities as outlined by the Cultural Director and art gallery staff.

MRAGM provides visitors and supporters of the arts an opportunity to develop an ongoing relationship with the art gallery.

## **3.0 Legal Structure of MRAGM**

Refer to the MRAGM constitution regarding Membership.

Refer to the MRAGM constitution regarding the Executive Committee.

MRAG is owned and operated by Maitland City Council (MCC). MRAGM, is a body constituted to support and fundraise for the art gallery and MRAGM operates through an elected Executive Committee under MCC's legal guidelines/structure as a 355 Council Committee.

- The Council exercises its function *by a delegate of the Council*, Local Government Act, 1983, Chapter 12, Section 355, Subsection (e).
- According to Section 377, of the Local Government Act, 1993, the MRAGM Executive Committee is constituted with powers delegated to it by the Council.
- The Executive Committee shall cease to hold office after 12 months when an AGM will be held. Refer to the MRAGM constitution.

- The Executive Committee of MRAGM is required to hold an AGM after a local government election, as all council Committees are disbanded, public meetings withheld and all positions in those Committees are disbanded when an election is announced. The AGM for MRAGM is scheduled for no later than November as local government elections are held in September (every 4 years).

### **3.1 Term of Office**

Refer to the MRAGM constitution regarding Term of Office

### **4.0 The Importance of MRAG Members**

One of the art gallery's most valuable assets is its Members. The Members are ambassadors for the art gallery, and important representatives to the rest of the Maitland community. MCC aims to recognise and utilise their expertise and skills whilst taking into account the Members' needs and wants.

The monies raised by the activities of the Members via MRAG membership subscription and through other MRAGM fund raising activities contribute directly to the community by funding selected MRAG programs and activities (at the discretion of the Cultural Director).

Members have generously donated their time to assist in the operation of the art gallery since the establishment of MRAGM. The Members' contribution to the art gallery has contributed to MRAG's development as a lively and prominent art centre in Maitland, delivering quality cultural activities to the region and beyond.

#### **. 4.1 Benefits of being a MRAG member;**

- special discounts on all MRAGM events, and most MRAG events, such as workshops, coach trips and concerts,
- 10% discount on purchases made at the MRAG Gallery Shop and selected members benefits at businesses around Maitland,
- invitations to all MRAG social and cultural events, workshops, exhibitions and openings sent by mail,
- the MRAG Members newsletter sent quarterly by mail,
- the ability to get involved with the Members Committee and participate in volunteer fundraising events.

## **5.0 Duties and responsibilities of the MRAGM Executive Committee.**

Executive Committee Members are advised of MCC protocol and procedures and must follow those established procedures. Issues felt by Executive Committee Members to be unsatisfactorily addressed, should be referred to the Cultural Director in writing, and if a resolution is still not felt to be adequate, the issue is then referred to the Manager of Community and Recreational Services.

From time to time Members of the MRAGM Executive Committee may need to confer with staff from other sections of Maitland City Council. In these cases, meetings with staff are to be coordinated by the Cultural Director or his delegate. In all cases, an Executive Committee Member's first action will be to consult an appropriate member of art gallery staff.

## **6.0 The objectives of the MRAGM Executive Committee are;**

- to stimulate interest in, and support for the significant cultural, educational and civic contributions made by MRAG,
- to increase community awareness, access and appreciation of art and of art-related activities offered by MRAG,
- to support the growth of the art gallery both financially and in-kind, in particular in the area of education and other forms of practical assistance,
- to encourage a strong membership body through the active and ongoing recruitment of new Members and, by providing existing Members with a range of events, services, programmes and amenities that will maintain their interest and encourage loyalty and commitment to MRAGM,
- to maintain ongoing information programmes to its Members about MRAGM objectives, activities and aims through the MRAGM Newsletter,
- to be financially prudent in the pursuit of objectives and to remain viable as an organisation through the profitable management of activities.

## **6.1 Benefits of being an Executive Committee Member**

Through active participation in the MRAGM Executive Committee you can;

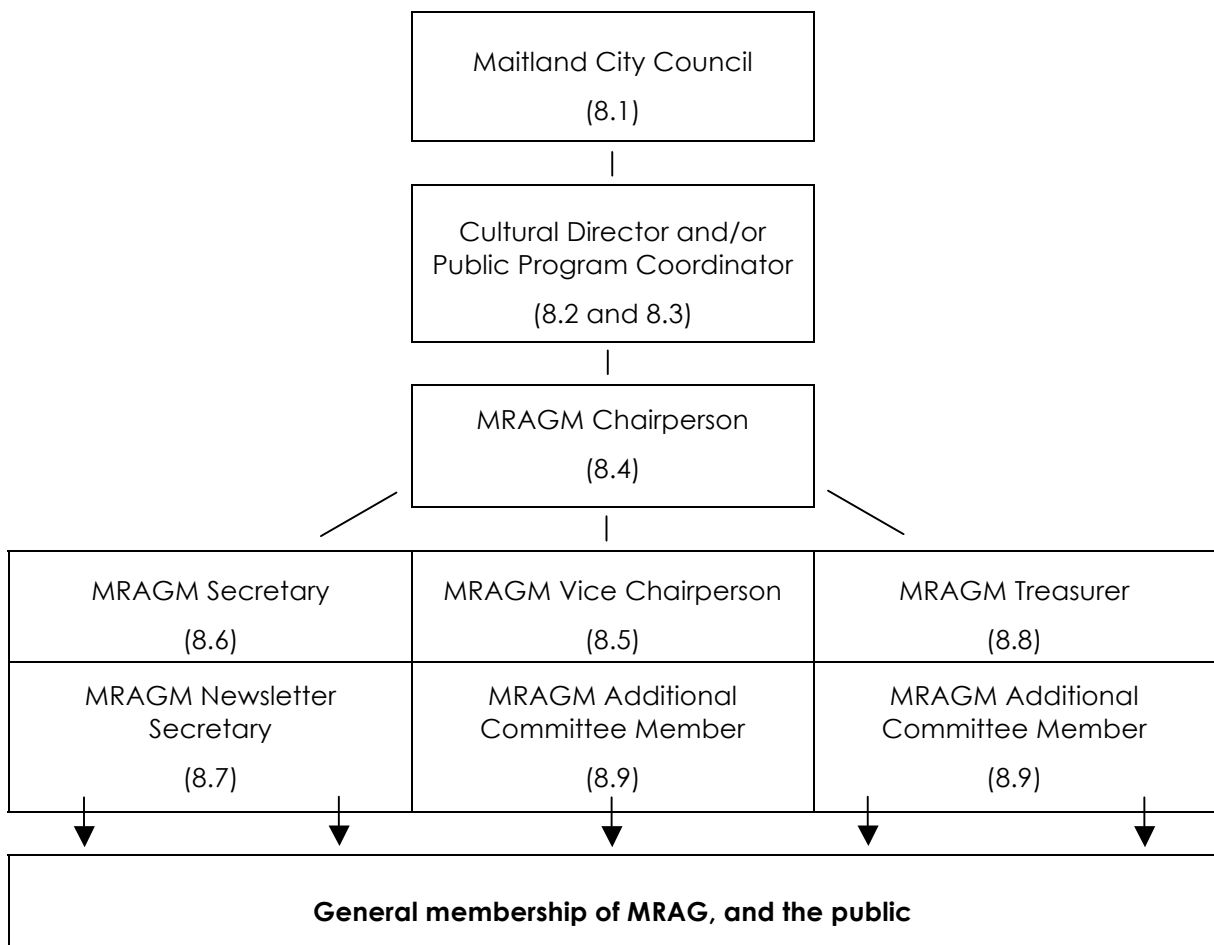
- help shape the vision of MRAGM,
- be involved in the decision making process for new MRAGM projects and activities,

- improve the standing and reputation of the art gallery within the Maitland community and the wider arts community,
- enhance and develop personal skills including public speaking skills by being involved in the MRAGM meetings and other MRAGM events,
- increase individual involvement in the arts,
- meet new people,
- feel involved with the art gallery and culture in Maitland.

## 6.2 Code of Conduct

MRAGM is a Committee of Maitland City Council. Members of MRAGM are then subject to the Council's Code of Conduct. The Code of Conduct can be accessed via the Council's website.

## 7.0 Organisational Structure



## **8.0 Roles and Duties of the Council, Office Bearers, Members of the MRAGM Executive Committee.**

The MRAGM Executive Committee, art gallery staff and MCC will all adhere to the following Roles and Duties;

### **8.1 Maitland City Council;**

- MCC is responsible for the art gallery including the building, staff and collection. The collection is a public asset for the benefit of the community now and in the future,
- the Council supports the volunteer community Members of MRAGM Executive Committee (a 355 Committee) to act in its advisory role to the Cultural Director.

### **8.2 Cultural Director;**

- oversee the overall operations of the art gallery including MRAGM.

### **8.3 Public Program Coordinator;**

- coordinate the promotion and exhibition of cultural activities at MRAG,
- promote cultural awareness with the Maitland area and general region,
- inform MCC directly of the Executive Committees' objectives and assists the Executive Committee to achieve these objectives,
- be an advocate for MRAGM and their activities to the general public and to other sections of council,
- forward all minutes to Corporate Support to be uploaded on to MCC's Electronic Data management System (EDMS),
- to report to MCC the changes to the Executive Committee after an election has taken place,
- forward council the names and addresses of all executive committee names and addresses after each AGM.

#### **8.4 Executive Committee Chairperson;**

- call, open, chair, adjourn and close all meetings, including general, annual general and special (extraordinary) meetings,
- in the case of an equality of votes on a show of hands or on a poll, the chair of the meeting has a casting vote in addition to any vote to which the chair may be entitled as a Member,
- ensure that meetings operate smoothly and efficiently and that all agenda items are covered in the shortest reasonable amount of time,
- sign all minutes of meetings once passed by the Executive Committee,
- provide a report to the annual general meeting on the Executive Committee's activities during the previous year to MRAG and MCC,
- oversee the day to day management of the Executive Committee and its affairs by maintaining close liaison with other committee Members,
- organise the social/fundraising program for the year with other Members of the Executive Committee and art gallery staff,
- oversee policies, planning and organising as they relate to MRAGM,
- involve other Members of the Executive Committee and general members,
- act as, or nominates a spokesperson for the Executive Committee,
- liaise with other community groups and organisations,
- liaise with art gallery staff re: publicity and advertising for MRAGM events,
- arrange guest speakers if and when required.

#### **8.5 Vice Chairperson;**

- deputise for the Chairperson as required,
- assist other Members with specific tasks,
- liaise with other community groups and organisations.



### **8.6 Secretary;**

- take accurate minutes and records of MRAGM Executive Committee & Annual General Meetings,
- attend to correspondence,
- initiate correspondence regarding MRAGM, upon the direction of the MRAGM Chairperson or the Cultural Director or their nominee,
- file copies of correspondence,
- liaise with the Public Program Coordinator in regards to letters and information sent out to all Members of MRAGM, including information regarding annual general meetings, and decisions of the Executive Committee,
- maintain a register of by-laws/constitution for MRAGM including the paper file record of all meetings and correspondence in accordance with Council filing systems,
- forward electronic files including minutes from meetings to the Public Program Coordinator to be uploaded onto MCC's EDMS,
- forward electronic files including minutes from meetings to the MRAG Designer to be uploaded to the website, at least one week before the meeting.

### **8.7 Newsletter Secretary;**

Note: The Newsletter Secretary position should be taken by a member of MRAGM with access outside of the art gallery to a computer, Microsoft Word, a personal email account, and a printer. The newsletter secretary should be familiar with the usage of this technology, for the purposes of their role.

- encourage contributions to the MRAGM newsletter,
- in consultation with the MRAG designer make decisions regarding the content of the Newsletter,
- prepare electronic version of all copy and articles, and provide all articles to MRAG designer to be included in the newsletter,
- collect photographs and additional items to be included in the newsletter,
- maintain an understanding of the Newsletter yearly production timeline (see attachment 1 of this plan) and supply all the above with adequate preparation time to achieve the newsletter's aims in the timeline prescribed,

- deal with correspondence relating to advertising from bodies other than the art gallery within the newsletter.

#### **8.8 Treasurer;**

- watch over MRAGM's finances,
- advise Executive Committee & Members on financial matters at each meeting,
- present financial statements at each general meeting,
- prepare an annual financial statement in time for auditing and presentation to the annual general meeting,
- arrange the payment of MRAGM accounts and petty cash reconciliation and keep adequate records of all transactions,
- keep monthly records of MRAGM money, banked via MRAG with Maitland City Council,
- provide receipts when not issued by MRAG,
- liaise with art gallery staff and Council staff regarding finances,
- at MRAGM functions, be the person responsible for finances,
- identify fundraising opportunities,
- maintain an overview of MRAGM's financial position and advise the Executive Committee of any financial problems that are likely to arise.

#### **8.9 Additional Committee Members (two);**

- ensure that all actions and decisions are accounted for,
- ensure that all actions and decisions are done with the best intentions for the art gallery and Maitland City Council,
- ensure dissemination of information about MRAGM, the art gallery and MCC is recorded for the public record,
- participate and contribute positively to the organisation of MRAGM and its activities,
- provide support to the Executive Committee in its role,
- contribute additional organisational support to the Executive Committee as its needs arise.

## **9.0 The Significance of Maitland Regional Art Gallery to Maitland**

The art gallery plays an important role in the cultural life and education of Maitland. MRAG collects and preserves for future generations important works of art and displays them for the community's enjoyment.

## **10.0 Marketing and considerations**

Marketing is an integral part of MRAGM management because by providing information to the public, it helps MRAGM meet its goals and objectives. By identifying and meeting the needs of Members and potential Members MRAGM can be more successful in achieving their objectives.

A marketing plan should take into consideration the *marketing mix*. The marketing mix is a useful tool in understanding marketing. It addresses the five Ps: product, price, place, promotion and people.

Each of the *five P's* influences the other e.g.: the price can not be set without knowing the product, which in turn may depend on the location and Member resources. For the Executive Committee to gain a better understanding of this each of the five P's must be analysed.

### **10.1 Product**

Refers to everything the art gallery has to offer: the exhibition program, the building, the collection, education and public programs, as well as additional enticements such as the gallery shop and the MRAG café.

The Executive Committee must take into account what the art gallery offers when marketing, such as

- The unique historic building including its significance to Maitland and the new contemporary extension completed in 2009.
- Unique aspects of the art gallery in regards to cultural experiences in the region, such as the amount of exhibition spaces available to view, and the Art Factory, the children's art space.
- Unique and distinct features of the art collection which includes the Les Darcy Collection.

- MRAG education and public programs that reach out and engage local schools and the community at large, in addition to MRAG Education Kits, Education supplements and other education programming.

## **10.2 Price**

To become a financial Member of MRAGM an annual fee is paid. References should be made as to how the membership money is being spent.

Entry to the art gallery is FREE.

## **10.3 Place**

The art gallery is located in a prime position on the corner of James Street and High Street Maitland. The street address is 230 High St Maitland.

MRAG is easily accessible by public transport. For more information on local train and bus routes, call 131500. The art gallery is located approx 500m from High St Station and approx 1 km from Maitland Station. Free parking is accessible via access at rear of the building, or via council parking across the street from the building, accessible via Devonshire Street.

The art gallery is accessible for visitors with restricted mobility. Ramp access is via the front entrance on the James Street side of the building. Disability parking is located adjacent to the ramp access on James St.

## **10.4 Promotion**

Promotion refers to how MRAGM informs the public (through brochures, newsletters) and how MRAGM attempts to influence their behaviour and attitude.

The Executive Committee actively and consistently promotes the art gallery and MRAGM in the following ways;

- to increase the profile of MRAGM and of special events or displays in conjunction with the art gallery and MCC,
- to target audiences for specific public programs, but avoid the exclusion of the general public,
- to produce four MRAGM newsletters per year, distributed via email or mail to its Members and with the support of the MRAG Designer (see attached production timeline),

- to pay for (out of funds raised) and advertise; the MRAGM AGM advertising and any other MRAGM related activity or costs associated with those activities,
- to be willing to listen to, and seek feedback and suggestions from art gallery staff and from general participants of programs coordinated by MRAGM, with the aim of constantly improving the programs presented under the MRAGM banner.

### **10.5 People**

The most forgotten element of the marketing mix is *people*. The art gallery relies very much on its Members and volunteers who have a diverse range of skills and knowledge to support its programs and objective.

## Attachment 1: MRAGM newsletter yearly production timeline

### Autumn Edition

Collect information and images for autumn edition	15 January -1 February
Design of autumn edition	1 February – 21 February
<b>Autumn edition ready to print</b>	<b>21 February</b>
Autumn edition ready send out	28 February

### Winter Edition

Collect information and images for winter edition	15 April -1 May
Design of winter edition	1 May – 24 May
<b>Winter edition ready to print</b>	<b>21 May</b>
Winter edition ready send out	28 May

### Spring Edition

Collect information and images for Spring edition	15 July -1 August
Design of Spring edition	1 August – 21 August
<b>Spring edition ready to print</b>	<b>21 August</b>
Spring edition ready send out	28 August

### Summer Edition

Collect information and images for Summer edition	15 October -1 November
Design of Summer edition	1 November – 21 November
<b>Summer edition ready to print</b>	<b>21 November</b>
Summer edition ready send out	28 November