



2023/2024 Annual Report

SCAS (SURF COAST ART SPACE INC)

HOOP GALLERY

We acknowledge the Traditional Owners of the land throughout Australia and honour the enduring connection to lands, waters, and communities. We pay our respects to Aboriginal and Torres Strait Islander cultures, as well as to the Elders past, present and emerging. We acknowledge that our gallery is situated on Wadawurrung Country.



Contents

President’s Introduction..... 3

Temporary Closure and New Initiative 4

Delivering value 4

SCAS Committee 4

Our Vision 5

Our Mission..... 5

Key Achievements..... 5

Challenges..... 7

Treasurer’s Report 7

Positioned for growth, future outlook 8

The SCAS Committee 9

Financial Reports..... 10

President's Introduction

Dear Members, Patrons of the Arts, and Friends,

It is my pleasure to present the Annual Report for Surf Coast Arts Space Inc. (SCAS). Over the past year, we have made significant steps in advancing our vision, despite facing challenges along the way. Our arts community has shown incredible support, creativity, and passion, which has allowed us to continue delivering valuable exhibitions and services.

We are proud of the milestones achieved, from expanding our reach and partnerships, to securing new funding that strengthen our foundation. The dedication of our volunteers, staff and supporters has been inspiring, and I extend my thanks to all of you for your commitment.

As we reflect on the past year's success, I am excited about what lies ahead for SCAS. We are small but impactful and together we will continue to offer the Surf Coasts talented creatives opportunities, ensuring meaningful experiences for our community in the year ahead.

Thank you for being part of this journey.

Sincerely,
Virginia Aldred
President



1. Place Makers exhibition artists: Mick Sowry, Roe Clapham, Brittany Marsh, Helen Gibbins

Temporary Closure and New Initiative

With a touch of wariness, we announced the temporary closure of Hoop Gallery on September 22nd for its refurbishment. However, on a brighter note, this marks the launch of our new initiative, *Hoop Gallery Without Walls (HGWW)*, running from December through June 2025. This dynamic project will ensure continued engagement and support for our creative members and the broader Surf Coast community during the renovation.

Delivering value

SCAS is proud of its growing audiences, with over 100 visitors a week (5,362 annually), and rising membership numbers nearing 200. We continue to receive consistent positive feedback, with comments such as, “I always stop by the gallery when I visit the library” and “I love seeing local artists’ work.” To date, Hoop Gallery has exhibited over 170 artists, with 30 artists featured in our shop. Events like “*Fridays at Five*” and “*Brunch & Burritos*” are praised as “wonderful and insightful,” with regular attendees. These affirmations energise the committee and reassure us that we are delivering meaningful results to our growing community and visitors.

SCAS Committee

Following the swift transition of founding members in 2023 the new committee has successfully maintained operations during refurbishment planning, which required significant commitment and a focused approach. Thanks to the expertise and dedication of the team, the gallery stayed on course.

SCAS Committee 2023/24

- Virginia Aldred – President
- Jeremy Ham – Vice President
- Leanne Holmes – Secretary
- Carolyn Mustard – Treasurer
- Colleen O’Loghlen –Shop Coordinator
- Ron Talbot
- Murray Chenery
- Lisa Chandler
- Linda Batson
- Janine Coombs

Our achievements over the past twelve months, have been extraordinary. Despite shifting deadlines and financial challenges the addition of our very talented coordinator, Caroline Borghetto, and the collaborative efforts of the exhibition committee including Colleen O’Loghlen, our shop co-ordinator, have exceeded all expectations.

Our Vision

We are more than a gallery!
We are a creative destination for Inspiration and Innovation!

Our Mission

The Surf Coast Art Space Inc is a not-for-profit community organisation that serves as a platform for artists to showcase and sell their work to both local residents and visiting audiences.



*2. Members exhibition - Winner of a Frameline voucher:
Karen Harding*

Key Achievements

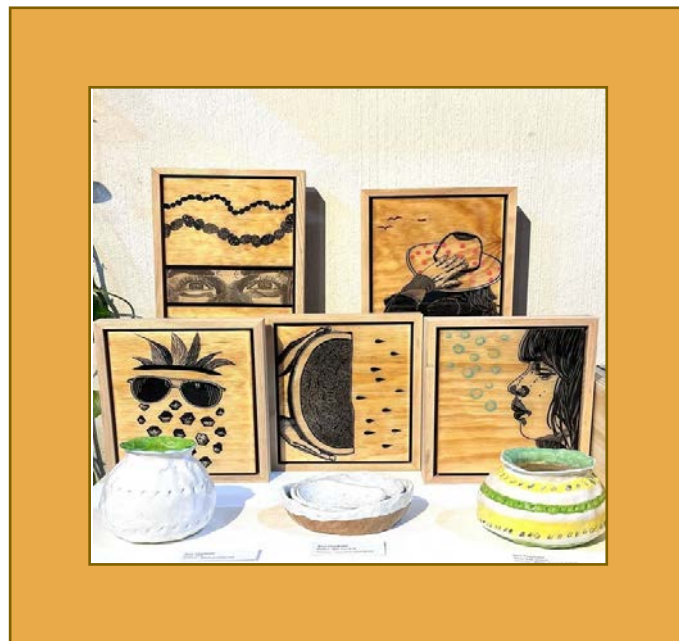
SCAS has successfully secured two grants – one from the Federal Government and another from the Surf Coast Shire, a Quick Response Grant. With the support of our secretary's skills, Leanne Holmes, these grants have significantly improved our digital infrastructure and expanded the gallery's technological footprint. This modernisation has strengthened the organisation by providing committee members training, making us more accountable, professional and equipped with a unified platform.

We are excited to have developed strong partnerships with our key stakeholders, including the Surf Coast Shire, Torquay Library; and commercial partners 4 Pines Brewery, Perla, and Frameline. Their support was evident during the annual membership exhibition, where several partners generously contributed gift vouchers and personally selected their favourite artworks.

Hoop Gallery proudly showcased over 170 artists in 14 exhibitions. While contributing both creatively and economically to our community, this also provided essential income for artists and our hardworking art and shop coordinators. SCAS has delivered valuable skills development and opportunities through life drawing workshops, children's classes, and painting sessions, further enriching our vibrant arts community.

Behind the scenes, our Vice President, Jeremy Ham, is working to advocate for the creation of the best possible gallery for the community, despite very limited funds. His dedication will help shape a space that aligns perfectly with our vision. Also aligned with our vision is the significant contribution of Murray Chenery's work on the gallery's branding. His cohesive vision and strategic approach have elevated the gallery to a professional standard. This was further enhanced with the redevelopment of a new look website, a significant contribution from Linda Batson. Thank you, Linda.

The wellbeing of our arts community is a priority, reflected in our professional *Healthy Ageing Workshop* offering. Our vision is to continue flourishing through increased engagement, and we're proud to have launched a new website, enhancing the membership experience with improved technology. With approximately over 1,100 Facebook followers and 2,500 Instagram followers, our virtual patrons support is growing, and we're just at the beginning of this exciting journey!



3. Hoop Gallery shop display

Challenges

SCAS faces ongoing challenges, including committee turnover, burnout and the continuous need for revenue to support our two valued coordinators. The gallery closure and the need to remain relevant while providing value to our members requires the committee's creativity and resourcefulness, especially as building deadlines shifted through 2023/24.

Revenue remains a critical focus amid the current cost of living crisis, ensuring the gallery's success. The financial work team, led by our Treasurer, Carolyn Mustard, has been instrumental in managing our financial affairs. Every dollar generated supports our creatives by offering opportunities to showcase their artworks, contributing to their financial well-being, and providing employment and professional growth, adding immense value to the community.

Treasurer's Report

Carolyn Mustard (SCAS Treasurer) has provided the Balance Sheet and Profit and Loss statement for Surf Coast Art Space Inc (SCAS) for the financial year from 01 July 2023 to 30 June 2024.

Although we have reported a loss this financial year, we are proud that over \$70,000 of income earned has been put back into the community through artist payments, workshops and subcontractor payments.

As already mentioned, we were successful in two grant applications, one from Department of Industry and the second from Surf Coast Shire. These grants were spent on plant and equipment and improving our computer and internet usage.

The Arts Trail labour and other expenses were carried over from last financial year, so this year's event was very successful for Hoop Gallery. We had a lot of visitors coming to the gallery who were enthusiastic and engaged with the shop artists who were showcased. There was an increase in the shop sales compared to the previous year.

We have been able to meet all fixed business costs such as insurance and utilities when they have been due.

We are confident that we can continue to provide the community with exciting and innovative projects while The MAC and gallery are being renovated.

Positioned for growth, future outlook

SCAS has successfully navigated the gallery's closure and is poised for a bright future, anchored by our vision statement: *"A Creative Destination for Inspiration and Innovation."* We are actively bringing this vision to life through the "Hoop Gallery Without Walls" (HGWW) project, featuring a diverse range of real-world and digital programming, with collaborations with Geelong Gallery, the Australian National Surfing Museum, The Light Box, Anglesea Art Space and Lorne Connect.

Our partnerships with 4 Pines, The Sands and Torquay Community House have been instrumental in supporting grant applications lodged for HGWW. These grant applications were led by Lisa Chandler, an experienced ex-gallery director and committee member. Additionally, we will be expanding Hoop Gallery's digital presence, engaging artists from across the Surf Coast in this innovative initiative.

Most exciting of all, I am thrilled to announce that upon reopening, thanks to the generous support of a local philanthropist, Ron Talbot, we will be launching the inaugural Surf Coast art prize, *"Talburac."* Stay tuned for updates on this exciting opportunity for all Surf Coast creatives.

As we look ahead to June/July 2025, our focus includes launching the art prize, advancing strategic initiatives, streamlining internal processes, and developing a vibrant volunteer program. We will focus on nurturing our growing membership base and preparing to deliver an exciting expansive program for 2025/26. We're heartened to welcome new members who are embracing this vibrant creative community as their artistic *"place and home."*



4. Spring Creek Moonahs - Nick Morris

The SCAS Committee –

You've Got This!

I am very grateful for the many volunteer hours you've contributed to the arts committee and community!

- Virginia

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5. Members exhibitions- Icy Poles on a hillside: Linda Batu Batson

Balance Sheet

Surf Coast Art Space As at 30 June 2024

	30 JUNE 2024	30 JUNE 2023
Assets		
Bank		
Bendigo Bank #4525	24,286.40	16,498.94
Total Bank	24,286.40	16,498.94
Current Assets		
Accounts Receivable	620.00	100.00
Cash On Hand	10.00	-
Total Current Assets	630.00	100.00
Fixed Assets		
Plant and Equipment	1,000.00	1,000.00
Total Fixed Assets	1,000.00	1,000.00
Total Assets	25,916.40	17,598.94
Liabilities		
Current Liabilities		
Accounts Payable	13,088.27	190.00
Total Current Liabilities	13,088.27	190.00
Total Liabilities	13,088.27	190.00
Net Assets	12,828.13	17,408.94
Equity		
Current Year Earnings	(4,580.81)	2,271.71
Retained Earnings	17,408.94	15,137.23
Total Equity	12,828.13	17,408.94

Profit and Loss

Surf Coast Art Space

For the year ended 30 June 2024

	2024	2023
Income		
Memberships	5,320.00	5,010.00
Exhibitions		
Exhibitions - Rental Income	8,120.00	6,200.00
Exhibitions - Gross Sales	48,170.00	62,174.00
Exhibitions - Less Artist Payments	(37,876.00)	(50,243.20)
Total Exhibitions	18,414.00	18,130.80
Small Works Exhibition		
Small Works Exhibition - Entry Fees	-	2,830.00
Small Works Exhibition - Gross Sales	-	1,755.00
Small Works Exhibition - Less Artist Payments	-	(2,704.00)
Total Small Works Exhibition	-	1,881.00
Total Income	23,734.00	25,021.80
Gross Profit	23,734.00	25,021.80
Other Income		
Donations	1,433.25	2,934.15
Fundraising	455.00	-
Grants	15,687.00	-
Interest Income	1.84	1.46
Arts Trail Co-Production		
Arts Trail Grant	-	7,710.00
Arts Trail Sales	1,632.00	-
Less: Artist Payments	(1,113.60)	-
Less: Labour	(2,050.00)	(6,667.50)
Less: Other Expenses	(1,044.23)	(653.31)
Total Arts Trail Co-Production	(2,575.83)	389.19
Events and Workshops		
Sunday on the Art Couch	-	120.00
Workshops	3,889.00	2,030.00
Workshop Expenses	(1,517.50)	(912.45)
Total Events and Workshops	2,371.50	1,237.55
Fundraising		
Fundraising Auction	-	5,005.00
Fundraising Event	-	4,030.75
Fundraising Grant	-	1,500.00
Less: Advertising and Printing	-	(289.00)
Less: Entertainment	-	(1,550.00)
Less: Equipment Hire	-	(688.25)
Less: Fees and Charges	-	(300.12)

	2024	2023
Less: Food and Drinks	-	(2,067.50)
Less: Other Costs	-	(667.68)
Less: Security	-	(660.00)
Total Fundraising	-	4,313.20
Hoop Gallery Shop		
Shop Sales	9,427.50	9,366.50
Shop Sales - Less Artist Payments	(7,111.97)	(7,351.20)
Shop Discounts	(42.11)	-
Total Hoop Gallery Shop	2,273.42	2,015.30
Total Other Income	19,646.18	10,890.85
Operating Expenses		
Advertising & Marketing	275.00	814.91
Consulting & Accounting	180.00	-
Fees and Charges	1,514.04	1,830.13
Filing Fees	47.70	-
General Expenses	637.77	1,644.33
Grants fully Expensed	15,417.47	-
Insurance	2,650.00	650.00
Light, Power, Heating	1,067.67	-
Printing & Stationery	929.06	936.50
Rent	1,640.50	1,868.00
Repairs and Maintenance	-	1,469.19
Subcontractor	22,230.00	23,040.00
Subscriptions	1,131.78	1,387.88
Telephone & Internet	240.00	-
Total Operating Expenses	47,960.99	33,640.94
Net Profit	(4,580.81)	2,271.71