

Montsalvat

The work  
**life & art**  
balance

Montsalvat Limited  
2008/2009 Annual Report

# Mission

- 1 Mission
- 2 Chair's Report
- 3 CEO Report
- 5 Cultural Operations
- 7 Onsite Arts Tradition
- 8 Commercial Operations
- 9 Heritage, Community and Tourism Operations
- 10 Marketing
- 11 Development
  - Montsalvat Foundation
  - Montsalvat Partnerships
- 11 Governance
  - Board
  - Arts Advisory Board
- 12 Staff and Volunteers
- 13 Financial Statements

Montsalvat's mission is to continue to be a "living, thriving, creative artistic community. Welcoming to the general public, it aims to educate and promote local, national and international cultural practice."

Montsalvat's seventy-five year history has been a story of change and adaptation, but also one of profound continuity. The constant has been a commitment to art, to those who make it, and to those who come to Montsalvat to learn and share it.

When Justus Jörgensen moved out to Eltham in 1934 and inspired others to join him, his vision was both utopian and practical. He knew how to build an artists' colony; he had architectural and building nous, the requisite energy to find local materials, to fashion them into the extraordinary complex we know today, and the charisma to persuade and enable others to build and work with him. He knew how to ingrain in women, men and children the will to keep working at art and at community. He also understood how to engender and promote the skills needed to meet the creative and practical challenges that a life in art will keep throwing up.

That remains the task for Montsalvat in the twenty-first century: to provide and sustain an environment in which art in all its forms can thrive, be learned and understood, and at the same time to maintain Montsalvat's unique physical fabric and surrounds-and in the process become a model for what might be possible in art, governance, community and sustainability.

Jörgensen's work was continued by his son, Sigmund Jörgensen, who, with his fellow Trustees, saw Montsalvat through the change from private venture to a company limited by guarantee (Montsalvat's incorporation took place in 2006). So the pattern remains the same: change and continuity, with the challenge being to keep the two in balance.

Montsalvat was greatly aided in the task of transition by its CEO from 2006 to 2009, Robyn Quigley, who negotiated the financial and legal steps necessary to turn a revered old establishment into a viable new company. Robyn helped form the new board, oversaw many necessary management changes, and applied successfully for the government funds that have since made it possible to staff Montsalvat appropriately.

Rob Hauser, who has brought a complementary range of skills to the task of running a complex organisation, succeeded Robyn in May 2009. Rob's experience, in engineering, local government and in the promotion of art, has been put to immediate use, with the results manifest in the physical maintenance and care of Montsalvat's buildings and grounds, in the installation of water tanks, in the implementation of a range of new internal management teams and programs, and in the forging of fruitful art and community links, institutional partnerships and funding connections.

Montsalvat's pattern of change and continuity is reflected in its arts staff. A new Arts Manager, Simone de Haan, was appointed in March 2009, and he has since overseen a challenging art and music program while also initiating Montsalvat's new Artists in Residence program and convening Montsalvat's experienced and distinguished Arts Advisory Committee.

The staff in Montsalvat's catering and hospitality divisions (some newly appointed in 2009) have been instrumental in refining and developing the commercial side of Montsalvat's activities, and in ensuring its financial viability into the future. Together with Montsalvat's dedicated and multi-talented grounds and maintenance staff, they are vital to our enterprise.

I'd like to take the opportunity provided by this report to thank my fellow Board members for their unfailing and ongoing support throughout our time together. I'd also like to thank Sigmund Jörgensen and the artists and residents of Montsalvat for the stimulus of their company, for their generosity during Melbourne's terrible bushfires in February, and for the wholehearted way they responded to Montsalvat's bushfire relief efforts, and helped to bring a community together. I salute their ongoing dedication to art and to the vision of Montsalvat.

Morag Fraser  
Chair



# Chair's Report

# CEO's Report



Realising Justus Jørgensen's vision to develop Montsalvat as a centre for creativity remains as important today as it was when Montsalvat was founded in 1935.

In 2008/2009 artistic creativity was reflected in the many events that were held, particularly exhibitions and concerts, and the art produced by the community of artists who live, work and teach at Montsalvat. Montsalvat is very fortunate to receive significant funding from Arts Victoria to support its artistic work.

Montsalvat is run as a not-for-profit company with income from its commercial operations being directed to arts programs and maintaining and developing its historic buildings. This company is run by an independent Board chaired by Morag Fraser. I would like to thank all Board members in particular Morag Fraser and Sigmund Jørgensen for their commitment to Montsalvat during the year.

One of the highlights of the year was winning the national AbaF KPMG AdviceBank award. The award is for 'excellence in volunteering' and honours the partnership, set up with help from AbaF, between Montsalvat and business volunteer Michael Rowe. The two parties worked together on writing a Strategic Plan which resulted in Arts Victoria funding of \$150,000. Special thanks go to Robyn Quigley who was CEO of Montsalvat from 2006 to 2009, for achieving this award, and for her excellent work in developing Montsalvat during that period.

Special thanks also go to the staff of Montsalvat who do an outstanding job with limited resources, to the volunteers who support Montsalvat in many ways, and to the artists who live, work and teach at Montsalvat for ensuring that Montsalvat continues to be a creative artistic community.

Rob Hauser  
CEO

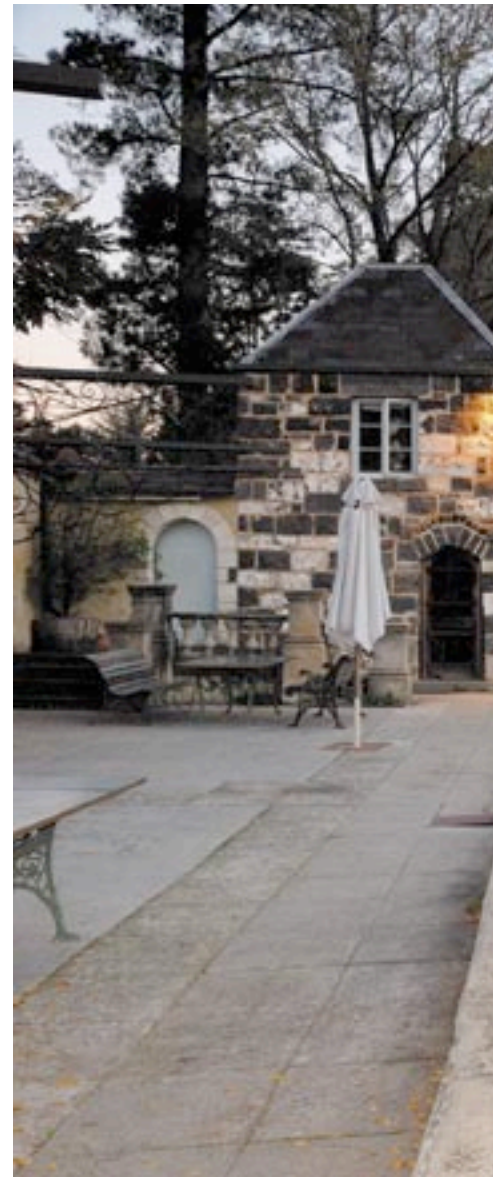






# Cultural Operations

The events and programs presented during 2008/9 show a commitment by Montsalvat to the development of new and innovative work.



## Concerts

Moving from music to text, to folk and more popular musical forms, the growth in the number and scope of the concert programs, demonstrated responsiveness to community demand.

Concerts ranged from a choral festival, Choral@Montsalvat, to classical recitals by the Flinders Quartet - plus Kavisha Mazzella, Judy Small & Difficult Women, Sunwrae, Batavia Quartet and Taillem Quartet, to name a few.

## Exhibitions

Montsalvat encourages artists from a range of backgrounds to show their work. The 2009 Nillumbik Prize is a fundamental part of the year, as it seeks works from people who live in, or are associated with Nillumbik Shire. Other exhibitions range from one-off solo exhibitions, to regular group shows and exhibitions by resident artists.

There were over 10 major exhibitions in 2008/9, including partnerships with a diversity of stakeholders, including the Fruition Arts Festival, Association of Victorian Sculptors, Wildlife Society, Affordable Art Show and Open Studios.



### Words and Music

This area brought an extremely high level of expertise to Montsalvat's artistic operations. The level of professionals within the industry takes standards to another level and gives the public a rare opportunity to see musicians and writers engage in high level debate and dialogue, and match the words to music. Guest participants included Morag Fraser, John Rasmussen, Rick Norwood, Ruth Wilkinson and the Hughes sisters, Robert Marshall and Bill Canty, Arnold Zable, Anthea Sideropoulos and Michael Teo.

### Book Launches

Four book launches gave Montsalvat audiences the opportunity to hear leading Australian writers and commentators introduce new books and contemporary debates. Through conversations which were lively and interactive, authors were able to present the audience with more than the usual launch fare.

- "Dear Mr Rudd" edited by Robert Manne,
- "Yearning to Breathe Free" edited by Dean Lusher and Nick Haslam,
- "Holding up the Sky" by Sandra Blackburn Wright,
- "Andrew Fisher" by David Day.



# Onsite Arts Tradition



Resident artists contribute significantly to the life of Montsalvat. Although they are in different professional fields they all demonstrate a commitment to quality and a practice that emerges from this place. A successful joint exhibition was held in 2008, and there were also major donations of artwork made to the Bushfire Exhibition fundraising event in 2009.

Chris Wynne of Thomas Lloyd Guitars is delivering a successful guitar making course where students come on site to work with him. Sculptor Matcham Skipper is continuing to liaise with the Eltham Funeral Trust regarding his sculpture, and jeweller Simon Baigent has several ongoing commissions in progress. His current focus is the use of the cross. David Brown has had a high rate of success with sales of his Shakuhachi instruments to the United States and Japan, as well as to the Australian ensemble Taikoz.

Sue Thomas and Amy Skipper - "The Glasshouse", focus their work on couture dresses, and engaging ranges of clothing and furnishings. Ongoing art classes have been delivered by Angela Abbott, Richard Granville-Smith, Don James, Jenni Mitchell and David Moore, achieving a high degree of community interest. Peter Connolly assisted with the management of resident artist, Damien Skipper's, exhibition. The exhibition was most successful. Peter is currently experimenting with clay in his sculptural practice. Ric Nelson has been active taking film of Montsalvat's artistic activities.

Commencing in 2008, children's art classes are now on a firm footing. Susan Begg, who is trained and experienced in this area has enthused the children who come to Montsalvat classes. Her teaching effectively links Montsalvat with local primary schools, and attendance has grown significantly over the year.







# Commercial Operations

Montsalvat Events has been successful throughout the 2008/2009 financial year. This can be attributed to several factors which include broader range of advertising, improvement of website and a higher level of professionalism through the department.

The total revenue received for this period was \$1,013,600.00 as compared to the previous financial year of \$932,625.00 - up by 8.68%. This year has also exceeded the expected budget by \$63,600.00 - up by 6.69%.

Weddings continue to be the financial strength amongst the commercial events held at Montsalvat, with a total contribution to sales of 81.7% - an increase of 2.2% from the previous year.

Surprisingly, even though funerals only contributed close to 10.4% of the total revenue, there has been a substantial increase of 68% in funeral bookings during the 2008/2009 period alone.

Whilst weddings and funerals were quite successful, corporate sales contributed 7.9% to the total revenue; a decrease of 8.5%. This reduction can be attributed to the current economic climate and the fact that most companies curbed any unnecessary spending.

The increases noted can be attributed to the positive feedback coming from both clients and their guests. Montsalvat has rapidly become more consistent in its service and catering standards have also risen.

# Heritage, Community & Tourism Operations



During  
2008/2009  
Montsalvat  
was visited  
by over  
17,000  
people.

Visitors came to see the historic buildings (many of them made from recycled materials), to learn about Montsalvat's rich artistic history and to view the art that is created and made at Montsalvat.

In partnership with the local community, Montsalvat hosted a bushfire fundraising event which made \$47,383 for the Red Cross Bushfire Appeal. Over 800 people attended and funds were raised on the night through raffle ticket sales, donations and food & wine sales. The event was supported by many musicians and artists who donated their time and works. Connections with the local community were also made through events such as 'Beyond Cuisine' and the Outdoor Cinema, which attracted over 650 people to four sessions.

Montsalvat was also included in a 'Welcome Pack' distributed to all new Eltham residents by the Eltham Chamber of Commerce. Volunteer guides conducted over 20 tours of Montsalvat for over 500 people. 'Friends of Montsalvat' has been a very important means of connecting our volunteers with the local community, and a way of acknowledging the skills and enthusiasm that members of that community can contribute to Montsalvat.





# Marketing



## **New branding**

A new look and feel was developed with the emphasis on freshness that also respects Montsalvat's history and legacy.

## **Advertising**

Montsalvat has increased its advertising in official visitor's guides, including the Yarra Valley and Cultural Guides.

## **Website**

The new Montsalvat website, including a user friendly Content Management System (CMS) was launched in December 2008. The website has been a useful marketing tool, allowing Montsalvat to showcase itself effectively to various target markets. The CMS has allowed us to keep the website up-to-date, with weekly changes to the 'What's On' section.

## **Database**

A new database system was developed in 2008 with the first newsletter sent in Jan 09. The database of unique email addresses rose from 1,101 (Jan 2009) to 1,818 (Sept 2009). This communications tool has been very effective for distributing press releases.

## **Networking**

Montsalvat staff attended AbaF (Australian Business Arts Foundation) lectures and seminars. Other key connections were made by Montsalvat's decision to advertise in the Cultural Guide to Victoria. Meetings with the Victorian Tourism Alliance and Arts Marketing Collective functions were also attended.

## **Public Relations**

The AbaF national award win was covered by an article in The Australian. Flinders Quartet concerts have been promoted on ABC Classic FM. Montsalvat has also been featured in New Idea, Woman's Day, The Melbourne Magazine, The Herald Sun and Wedding Magazine. Other key articles include Montsalvat's guitar-maker Chris Wynne's being featured in The Age A2 section 'My Space'. The Outdoor Cinema generated media interest, including a live radio interview with RRR fm community radio and a mention in the Saturday Age. Regular articles in local newspapers have enabled Montsalvat to raise its profile to local residents.



# Development

## Montsalvat Foundation

The Montsalvat Foundation has been established to raise funding to promote and encourage the arts at Montsalvat by way of exhibitions, public concerts, lectures, workshops and masterclasses.

The foundation is endorsed as a Deductible Gift Recipient; therefore we are able to issue tax receipts for any donations. A donation of \$10,000 was received in June 2009, one, we hope, of many to come as Montsalvat explores private philanthropy opportunities.

## Montsalvat Partnerships

Montsalvat's primary partnership during 2008/2009 was with Arts Victoria. The funding and support provided through this partnership has been of enormous value.



# Governance

## Montsalvat Limited Board

The Board of Directors of Montsalvat Limited is comprised of seven people who are highly experienced in the arts and governance. The Directors are:

**Morag Fraser - Chair** (Chair of Australian Book Review, Board Member of Art Monthly)

**Phillip Adams** (Australian broadcaster, film producer, writer, and social commentator)

**Peter Connolly** (Managing Director of an innovative technology company)

**Catherine Dale** (CEO City of Boroondara, Board Member State Library of Victoria)

**Barry Jones** (Professorial Fellow at the University of Melbourne, Board member of Victorian Opera)

**Max Jörgensen** (Company Director, farmer and inventor/developer of ideas)

**Sigmund Jörgensen** (Arts and Heritage Advisor Montsalvat)

## Arts Advisory Board

The artistic direction of Montsalvat is guided by its Arts Advisory Board which is comprised of:

- **Rick Amor** (artist, winner of the 2007 McClelland Sculpture Prize)
- **Geraldine Barlow** (curator and collections manager at the Monash University Museum of Art)
- **Tony Gould** (pianist/composer, winner of the 2009 Don Banks Music Award from the Australia Council)
- **Rodney Hall** (writer, 2-times Miles Franklin winner, former chair of the Australia Council)
- **Sigmund Jörgensen** (Montsalvat Ltd Director)
- **Genevieve Lacey** (recorder virtuoso and artistic director)
- **Michael Shmith** ('The Age' reviewer and leader writer)
- **Amanda Smith** (ABC arts broadcaster)
- **Peter Wegner** (artist, winner of the 2006 Moran Portrait Prize)



# Staff & Volunteers



## Staff

The staff of Montsalvat are committed to supporting its creative arts community and heritage buildings and grounds

### Chief Executive Officer

Rob Hauser

### Finance Manager

Michelle Hodgson

### Arts and Heritage Advisor

Sigmund Jörgensen

### Artistic Manager

Simone de Haan

### Marketing Manager

Claire Crawford

### Events

Lynda Kappadais

Vennesza Soosai

David Sie

### Reception

Sana Kojicin

Lisa Lawrence

Kate Hicks

### Building and Grounds

Sandro Donati

Dean Warner

Broderick Carr

### Café

Reischa Jury

Dan Jesser

Sophie Hansen

## Volunteers

Montsalvat is indebted to the following volunteers, who donate their time to provide a wide range of work and services:

Araluen Day Services, Pam Booth, Leslie Bowker, Rachel Brak, Barbara Bridget, Don Brown, Di Bullen, Nino Cipriani, Ted Clohesy, Helen Cooper, Helen Costello, Bev Cox, Gabriele Doherty, Peter Eglezos, Robyn Flanagan, Gwen Ford, Vincent Galante, John Graty, Mara Grimm, Mervyn Hannan, Sebastian Haquin, Jill Holmes, Kym Jackman, Judy Jacques, Katherine Kingsbury, Ruth Leaming, David Manson, Frances McAlister, Jenni Mitchell, Laila Moughani, Claire Nailer, Katy Neesham, Pauline Ng, Scott Nye, Genevieve O'Connell, Anne Padgham, Joan Pickard, Jose Read, Mike Ridley, Bob Rusling, Vistara Sidebottom, Gerry Taylor, Leonie Thomas, Sue Thomas, Yvonne Torrico, Dennis Warren, Morriss Watson, John Wiltshire, Jennifer Woodgate.

In 2008/2009, volunteers contributed 1136 hours of their time to Montsalvat.

# Financial Statements

Montsalvat Trus and Controlled Entities  
(Trustee: Montsalvat Ltd)  
A.B.N. 80 726 654 249

## PROFIT AND LOSS STATEMENT FOR THE YEAR ENDED 30 JUNE 2009

	2009 \$	2008 \$
<b>SALES</b>		
Cafe	533,169	547,338
Functions	1,028,292	932,627
The Arts	117,820	85,779
Tourism & education	125,311	168,287
Rent received	62,193	65,318
	<u>1,866,785</u>	<u>1,799,348</u>
<b>LESS: COST OF GOODS SOLD</b>		
Cafe / functions	473,052	429,477
The Arts	78,818	76,178
Tourism & education	3,210	12,307
	<u>555,081</u>	<u>517,962</u>
<b>GROSS PROFIT FROM TRADING</b>	<u>1,311,704</u>	<u>1,281,386</u>
<b>OTHER INCOME</b>		
Interest received	1,875	12,207
Donations	-	8,805
Arts Victoria funding	175,000	105,000
Other funding	26,000	23,440
Other income	7,866	-
	<u>210,741</u>	<u>149,452</u>
	<u>1,522,445</u>	<u>1,430,839</u>
<b>EXPENSES</b>		
Administration expenses	4,542	4,285
Advertising expenses	42,650	32,929
Cleaning, laundry & dry-cleaning	44,467	32,233
Consultancy fees	143,495	95,004
Depreciation	17,505	11,306
Employee expenses	913,912	808,957
Finance expenses	41,919	45,523
Insurance	46,893	37,187
Occupancy expenses	66,959	55,930
Other expenses	53,469	50,977
Professional Fees	23,814	27,323
Repairs & maintenance	65,415	74,273
Small equipment & consumables	16,938	22,727
Sub-contractors	24,179	-
	<u>1,506,156</u>	<u>1,298,653</u>
<b>Operating Profit (Loss)</b>	<u>16,289</u>	<u>132,185</u>
<b>Abnormal items</b>		
Employee expenses	-	(135,731)
Legal Costs	-	29,545
	<u>-</u>	<u>(106,186)</u>
<b>Profit (Loss) after Abnormal Items</b>	<u>16,289</u>	<u>26,000</u>



**Montsalvat Trus and Controlled Entities**  
**(Trustee: Montsalvat Ltd)**  
**A.B.N. 80 726 654 249**

**BALANCE SHEET**  
**AS AT 30 JUNE 2009**

	<b>2009</b>	<b>2008</b>
	<b>\$</b>	<b>\$</b>
<b>SHARE CAPITAL AND RESERVES / TRUST FUNDS</b>		
Trust corpus	109,205	109,205
Reserves	8,377,505	8,377,505
Retained earnings (Accumulated losses)	(363,489)	(379,778)
<b>TOTAL SHARE CAPITAL AND RESERVES</b>	<u>8,123,221</u>	<u>8,106,932</u>
Represented by:		
<b>CURRENT ASSETS</b>		
Cash and cash equivalents	22,547	243,454
Trade and other receivables	126,576	28,624
Inventories	27,116	30,913
Other current assets	969	12,776
<b>TOTAL CURRENT ASSETS</b>	<u>177,208</u>	<u>315,767</u>
<b>NON CURRENT ASSETS</b>		
Property, plant and equipment	4,452,219	4,423,240
Antiques and artwork	4,308,171	4,306,598
<b>Total Fixed Assets</b>	<u>8,760,390</u>	<u>8,729,838</u>
<b>TOTAL NON CURRENT ASSETS</b>	<u>8,760,390</u>	<u>8,729,838</u>
<b>TOTAL ASSETS</b>	<u>8,937,598</u>	<u>9,045,605</u>
<b>CURRENT LIABILITIES</b>		
Trade and other payables	153,085	174,232
Employee entitlements	79,083	93,595
Income received in advance	155,058	103,710
Government grants received in advance	-	25,000
<b>TOTAL CURRENT LIABILITIES</b>	<u>387,225</u>	<u>396,537</u>
<b>NON CURRENT LIABILITIES</b>		
Employee entitlements	37,152	42,136
Borrowings	390,000	500,000
<b>TOTAL NON CURRENT LIABILITIES</b>	<u>427,152</u>	<u>542,136</u>
<b>TOTAL LIABILITIES</b>	<u>814,377</u>	<u>938,673</u>
<b>NET ASSETS</b>	<u>8,123,221</u>	<u>8,106,932</u>

# Montsalvat

Montsalvat Limited  
7 Hillcrest Avenue  
Eltham Victoria 3095  
Telephone: 03 9439 7712  
Facsimile: 03 9431 4177  
[www.montsalvat.com.au](http://www.montsalvat.com.au)