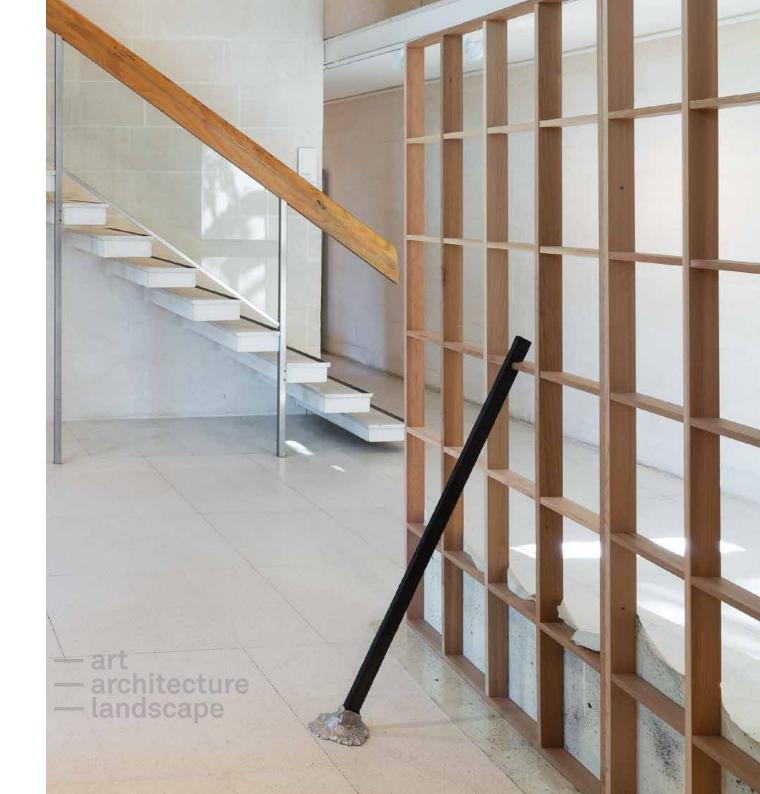


Heide Museum of Modern Art acknowledges the Wurundjeri Woiwurrung people on whose land Heide is located. We pay respect to their Elders past, present and emerging, and recognise the rich traditions and continuing creative cultures of all Aboriginal and Torres Strait Islander peoples of Australia.





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Message from the Chairman and Directors

When Melbourne's cultural institutions closed their doors in mid-March 2020 there was a collective sense of uncertainty about the future of the creative industries. At Heide we were mid-way through installing the much-anticipated exhibition *Joy Hester: Remember Me*, the first survey of Hester's art in more than twenty years, and for which we were expecting strong audience numbers. Initially we hoped the hibernation would be for a matter of weeks and optimistically worked towards a post-Easter reopening, but as the weeks rolled by and COVID-19 cases in the State continued to rise it was clear that the shutdown would be prolonged.

When Victoria appeared to be coping with the pandemic we opened for 8 days from 30 June, only to close once more with the commencement of Melbourne's hard lockdown for the following 110 days. The Heide team began rescheduling the exhibition program based on best- and worst-case scenarios in the first of what would become many iterations for the future schedule, as we inched our way towards the eventual reopening on 28 November.

Most of Heide's 44 staff worked reduced hours from 1 May, with 42 staff qualifying for the Federal Government's JobKeeper scheme. The museum received a total of \$1.1m in JobKeeper support in 2020, together with a further \$254k in emergency funding from Creative Victoria, the first tranche of which arrived at the end of May. This funding was vital in ensuring Heide could continue its operations with its existing team and we express our sincere gratitude to the Federal and State Governments.

We are immensely grateful to the Heide team for their understanding and resilience during this unprecedented year, and proud of their capacity to create new ways of communicating and engaging with our audiences online. Our staff rose to every challenge of 2020 with determination, resourcefulness and the utmost professionalism. Exhibitions were documented through film and virtual tours, while public programs and learning activities were developed for remote access with regular talks, education guides and collection-inspired competitions open to all. The Heide Shop also expanded its presence and offer, resulting in a 400% increase in online sales from the previous year.

Back of house we used the closure period to conserve key objects in the collection and rehouse and catalogue archives. In the grounds important storm water and path systems were installed, and great progress was made on the Healing Garden and the river's edge project, Yaluk Langa. Work was able to continue on the Doll's House (old dairy) building restoration, along with an artwork commission for its interior by Aleks Danko, which was installed in December.

The Cultural Programming staff worked on future exhibitions and projects including the museum's

fortieth anniversary year program and an update on the Collection handbook. The Development team turned their attention to COVID-19 relief grants and rallied our supporters to achieve our largest endof-financial-year fundraising campaign tally to date, at over \$100,000. We also used the time to implement a new point of sales system and timed ticket entry program, install new digital screens in the main foyer, and to plan and program our inaugural Heide Summer Festival in 2021.

We would like to make special mention of a number of generous supporters and friends of the museum who demonstrated compassion and leadership in various ways during the difficult year of 2020: The Shine On Foundation, Albert & Barbara Tucker Foundation, Sidney Myer Fund, Stuart Leslie Foundation, and Kerry Gardner AM; our legal partner Arnold Bloch Leibler; Mark Jacques and the team at landscape architecture and urban design firm Openwork; the Wurundjeri Woi Wurrung Cultural Heritage Corporation; and consulting graphic designers Garry Emery and Jane Mooney.

Our gratitude also to the artists and many lenders to exhibitions in 2020 and those involved in exhibitions postponed until 2021, for their patience, goodwill and support: particularly Carolyn Eskdale, Joy Hester's family Fern Smith and Peregrine Smith, Archie Barry, Agnieska Polska, Robert Owen and Stanislava Pinchuk. We are very grateful to the Heide Board of Directors for their guidance and leadership, and extend sincere thanks to the Heide staff and volunteers who have shown great fortitude over the past twelve months. We cautiously look forward to a return to business as usual through 2021, and acknowledge our visitors past, current and future whose support ensures Heide continues to be a vibrant, 'living' museum.

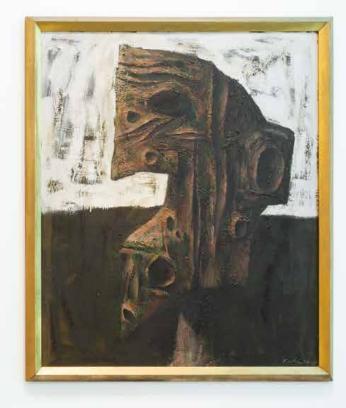
Steven Skala AO, Chairman Lesley Harding, Artistic Director Tim Sligo, Executive Director











and see

Heide is a public art museum and sculpture park located on a stretch of the Yarra River in Melbourne that has long served as a meeting point and as a creative hub.

Once a significant Wurundjeri gathering place, the site later attracted the artists of the Australian Impressionist School before becoming the home of art patrons John and Sunday Reed in 1935.

The Reeds and their circle of artists and writers embraced the brave and the new in art and ideas and their spirited legacy inspires the museum's activities today, from collaborating with emerging and mid-career artists to celebrating those who have made major contributions to Australian and international art.

Set on 6.5 hectares of parkland with five gallery spaces, award-winning architecture and a distinctive collection of more than 3,600 works of art, Heide holds a special place in the cultural landscape of Australia.

## <u>Purpose</u>

To make the most of tomorrow, by understanding where we've been.

## **Vision**

To uphold and evolve the Heide spirit across art and ideas, increasing audience diversity and deepening engagement, securing a more sustainable future, and ensuring our ongoing relevance.

## **Mission**

We will work to bring Heide's story, and its remarkable collection and landscape, to life in innovative and inclusive ways. We will inspire creative talent, improving exposure for emerging and mid-career artists, and we will attract a wide range of audiences—the loyal, the new and the virtual. We will forge new partnerships and generate new investment and higher revenues. We will practise sustainability by protecting our priceless heritage assets, and building on Heide's environmental practices.

## <u>Our program</u>

# 19,990 ticketed admissions

- 4 new exhibitions
- 4 artists exhibited
- 69 lenders
- 28 curatorial tours and lectures

With two state-wide lockdowns in 2020 Heide, like the rest of the museum sector in Melbourne, was closed to the public for a total of eight months. Four new exhibitions were installed at the beginning of the year but only two opened to the public prior to the March closure, requiring the muchanticipated survey Joy Hester: Remember Me to be held over until late November when operations resumed.

Online resources were created in the interim, including an introductory video for *Joy Hester* by SIRAP and a virtual tour of *Carolyn Eskdale: Memory Horizon* courtesy of Heide's education partner, RMIT University.

Heide's emerging curator program supported by The Shine On Foundation continued, with the third mentee completing an exhibition for the Albert & Barbara Tucker Gallery in 2020. Two future projects were developed by invited early-career professionals for display in 2021. Carolyn Eskdale: Memory Horizon Heide Modern 15 February to 15 March 2020; 30 June to 8 July 2020; 28 November 2020 to 21 February 2021 Curator: Lesley Harding Supported by the Lionel & Yvonne Spencer Trust

Albert Tucker: Marking the Past Albert & Barbara Tucker Gallery 29 February to 15 March 2020; 30 June to 8 July 2020; 28 November 2020 to 14 March 2021 Guest Curator: Lili Belle Birchall Supported by the Albert & Barbara Tucker Foundation and The Shine On Foundation

Joy Hester: Remember Me Main Galleries 30 June to 8 July 2020; 28 November 2020 to 21 February 2021 Curator: Kendrah Morgan

Archie Barry: Fistimuff Kerry Gardner & Andrew Myer Project Gallery 28 November 2020 to 21 February 2021 Curator: Brooke Babington **Ross Adler AC Albert & Barbara Tucker Foundation** Joy Anderson **Art Gallery of New South Wales** Art Gallery of South Australia Art Gallery of Western Australia **Del Kathryn Barton** Marc Besen AC **BOSFT Pty Ltd ATF BOSFT Trust** Janine Burke **Cbus Collection of Australian Art** Sandra Clark **Carolyn Eskdale Ben & Diane Frenkel Kerry Gardner AM** Sally Genser Alan & Wendy Gerloff **Gould Creative Mary Greenfield** Ian Hicks AM **HOTA Home of the Arts Connie Kimberley & Craig Kimberley OAM** Vivien & Graham Knowles Mira & David Kolieb Lauraine Diggins Fine Art **Rhonda Levy** Sarah McKay

Menzies Fine Art Auctioneers and Valuers **Moreland Art Collection Carmel Morfuni Museum of Contemporary Art Australia National Gallery of Australia National Gallery of Victoria Newcastle Art Gallery** Vlase Nikoleski **Parliament House Canberra Philip Bacon Galleries Port Phillip City Collection Michelle Quigley Michael Rayner AM** Vivienne Reed OAM & Dr Richard Reed **Pamela Rogers Richard & Jacqui Scheinberg Tania Seary Smith & Singer Fine Art** TarraWarra Museum of Art **Brendan Tolley** The University of Western Australia Petille von Bibra Wesfarmers Art Collection Lyn Williams AM



# 82% of collection online 49 acquisitions 14 outward loans

A total of 49 works were acquired for the Heide Collection in 2020 to the value of \$603,780, thanks to the generosity of the Albert and Barbara Tucker Foundation and a number of artists and individual collectors.

**Our collection** 

Throughout the year much work was completed on the museum's archive collection, following several years of actively collecting the papers of artists associated with Heide. The Mirka Mora papers, Sam Atyeo papers, and Joy Hester and Gray Smith papers were fully re-housed in archival folders and boxes and inventories prepared, readying them for public access.

All labels in the sculpture park were replaced in 2020, bringing them into line with the museum's updated brand identity.

The Heide collection online increased to 82% of the museum's holdings of 3,603 works.

A total of 14 works from Heide's collection were lent to institutions across Australia in 2020.

The loan of Sidney Nolan, *Lake Wabby, Fraser Island* 1947 (1982.258) to Queensland Art Gallery was extended for a further period for inclusion in the Australian collection display, until 26 October 2020.

The long-term loan of Sidney Nolan's *Bathers* 1943 (1982.247) to Government House, Melbourne was also extended until to 1 May 2021.

Monash University Museum of Art borrowed Agatha Gothe-Snape's *The Surface of the Moon* 2012 (2012.113) for a survey exhibition titled *Agatha Gothe-Snape: The Outcome is Certain*, from 8 February to 9 April 2020. Shoalhaven Regional Gallery borrowed four Sidney Nolan photographs and 1 painting by Sam Byrne for the exhibition WONDER + DREAD: Art in the Land of Weather Extremes from 12 December 2020 to 20 January 2021:

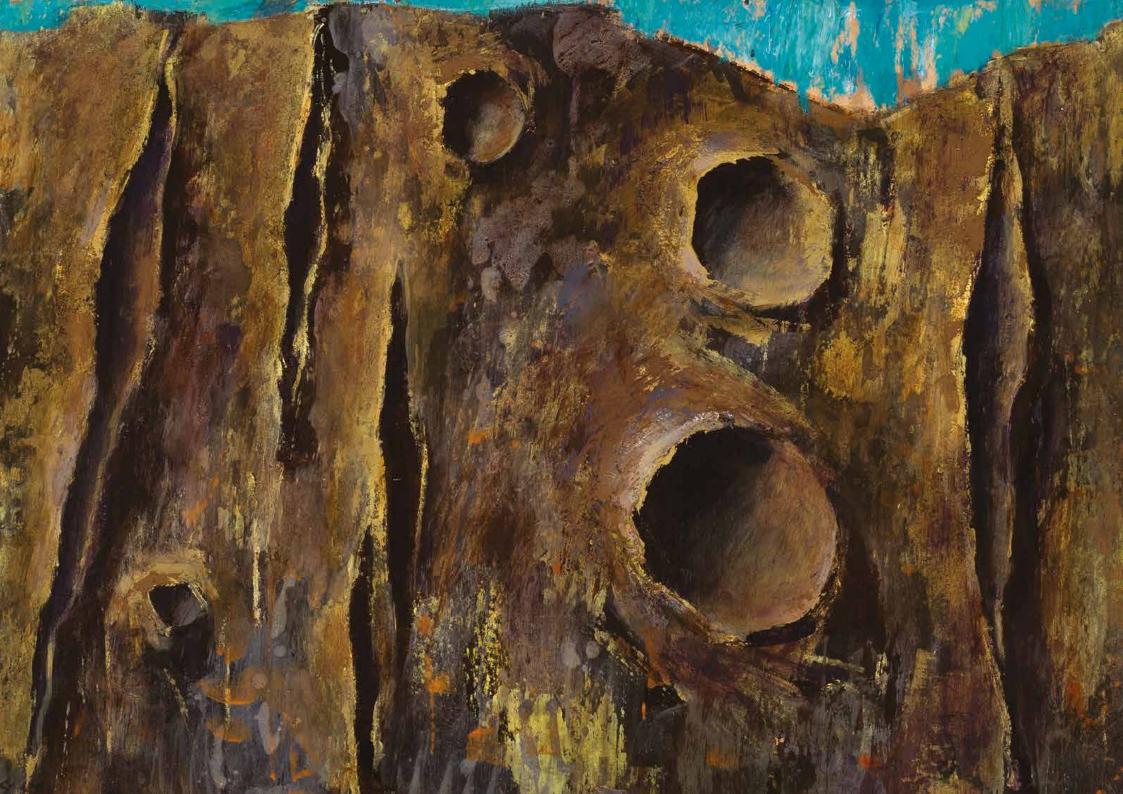
- Sidney Nolan, Untitled (Calf Carcass in Tree) 1952 (2011.38)
- Sidney Nolan, Untitled (Desiccated Horse Carcass Sitting Up) 1952 (2011.39)
- Sidney Nolan, Untitled (Standing Horse Carcass) 1952 (2011.42)
- Sidney Nolan, Untitled (Horse Head on Ground) 1952 (2011.43)
- Sam Byrne, Dust Storm Approaching Broken Hill c.1960 (1997.10)

Canberra Museum and Gallery borrowed four works for the exhibition *Sidney Nolan's St Kilda: Memory and Modernism*, from 22 August 2020 to 13 March 2021:

- -Sidney Nolan, St Kilda 1942-43 (1982.223)
- Sidney Nolan, Waterwheel, Luna Park 1942 (1992.112)
- -Sidney Nolan, Ferris Wheel 1945 (1982.253)
- Sidney Nolan, Untitled (Big Dipper) c.1941 (2000.121)

The National Gallery of Australia borrowed two works by Moya Dyring, *Melanctha* c.1934 (1982.84) and Holly 1937 (1993.12) for the exhibition *Know My Name: Australian Women Artists 1900 to Now*, from 13 November 2020 to 26 January 2022.

> Following pages: Albert Tucker Cratered Landscape 1959









2020.32

2020.45

2020.28 2020.46







2020.9

2020.25 2020.2

2020.3







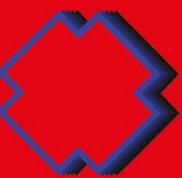




2020.6

2020.5 2020.10

2020.13





#### 2020.1

Wona Bae. Charlie Lawler Shift (Green) 2019 relief etching 38.5 x 28.5 cm Gift of Wona Bae and Charlie Lawler 2019

#### 2020.2

Sydney Ball Untitled #17 1972 gouache on paper 66 x 101 cm irreg. Donated through the Australian Government's Cultural Gifts Program by Anthony Scott 2020

#### 2020.3

Sydney Ball Untitled #19 c.1972 gouache on paper 66 x 101 cm irreg. Donated through the Australian Government's Cultural Gifts Program by Anthony Scott 2020

#### 2020.4

Svdnev Ball Untitled #24 1975 gouache on paper 66 x 101 cm irreg. Donated through the Australian Government's Cultural Gifts Program by Anthony Scott 2020

#### 2020.5

Sydney Ball Orange/Mauve #194 2007 synthetic polymer paint on canvas 30 x 31 cm Donated through the Australian Government's Cultural Gifts Program by Anthony Scott 2020

#### 2020.6

Gunter Christmann Krimhilde 1970 synthetic polymer paint on canvas 37 x 37 x 5 cm Donated through the Australian Government's Cultural Gifts Program by Anthony Scott 2020

#### 2020.7

Gunter Christmann Untitled c.1972 synthetic polymer paint on paper 66 x 50 cm Donated through the Australian Government's Cultural Gifts Program by Anthony Scott 2020

#### 2020.8

Gunter Christmann Untitled c 1972 synthetic polymer paint on paper 66 x 50 cm Donated through the Australian Government's Cultural Gifts Program by Anthony Scott 2020

2020.9 Gunter Christmann Berliner Series 1974 synthetic polymer paint on paper 52 x 36 cm Donated through the Australian Government's Cultural Gifts Program by Anthony Scott 2020

#### 2020.10 Col Jordan Framespace Revisited 2013 synthetic polymer paint on cotton canvas 62 5 x 62 cm Donated through the Australian Government's Cultural Gifts Program by Anthony Scott 2020

2020.11 Arlo Mountford Marcel 2014 digital print on Dibond, motor 67.5 x 33 x 25 cm Donated through the Australian Government's Cultural Gifts Program by Anthony Scott 2020

#### 202012

Arlo Mountford Ugo 2014 digital print on Dibond, motor 69 x 33 x 25 cm Donated through the Australian Government's Cultural Gifts Program by Anthony Scott 2020

#### 2020.13

Normana Wight Untitled 1967 screenprint 84 x 67 cm Donated through the Australian Government's Cultural Gifts Program by Anthony Scott 2020

#### 2020.14

Dale Hickey, Kim Westcott To a Damaged Lung 1993 lithograph 49 x 45.4 cm Donated through the Australian Government's Cultural Gifts Program by Anthony Scott 2020

#### 2020.15

Dale Hickey, Kim Westcott Redex with a Damaged Lung 1993 lithograph 49 x 45.4 cm Donated through the Australian Government's Cultural Gifts Program by Anthony Scott 2020

#### 2020.16

Dale Hickey, Kim Westcott Gridded Void 1993 lithograph 49 x 45.4 cm Donated through the Australian Government's Cultural Gifts Program by Anthony Scott 2020 2020.17

Dale Hickey, Kim Westcott Redex 1993 lithograph 49 x 45.4 cm Donated through the Australian Government's Cultural Gifts Program by Anthony Scott 2020 2020.18 Alex Selenitsch ANTEsign #1: brown cardboard 2010 corrugated cardboard

and cloth tape 48.5 x 25 x 30 cm Donated through the Australian Government's Cultural Gifts Program by Anthony Scott 2020

#### 2020.19 Meredith Turnbull Composition for Fabric I 2014 heat set digital print on cotton voile 600 x 150 cm Donated through the Australian Government's Cultural Gifts Program by Meredith Turnbull 2020

2020.20 Meredith Turnbull Composition for Fabric II 2014 heat set digital print on cotton voile 600 x 150 cm Donated through the Australian Government's Cultural Gifts Program by Meredith Turnbull 2020

#### 2020.21

Meredith Turnbull Composition for Fabric III 2014 heat set digital print on cotton voile 600 x 150 cm Donated through the Australian Government's Cultural Gifts Program by Meredith Turnbull 2020

#### 2020.22

Meredith Turnbull Composition for Floor or Wall (Mid Blue) 2014 particle board, timber, synthetic polymer paint and decoupage paper photocopies 90 x 150 cm Donated through the Australian Government's Cultural Gifts Program by Meredith Turnbull 2020

#### 2020.23 Meredith Turnbull

Composition for Floor or Wall (Mustard) 2014 particle board, timber. synthetic polymer paint and decoupage paper photocopies 90 x 90 cm Donated through the Australian Government's Cultural Gifts Program by Meredith Turnbull 2020

2020.30

Eugene Carchesio

on canvas board

25 x 20 cm

2020.31

Towards Green 2015

Donated through the

Anthony Scott 2020

**Eugene Carchesio** 

Untitled 2015

40.5 x 30.5 cm

on canvas

2020.32

Joy Hester

on paper

2020.33

26.8 x 36.2 cm

John Gollings

1967.2019

90 x 60 cm

2020.34

John Gollings

1967, 2019

ink jet print

90 x 60 cm

2020.35

ink let print

synthetic polymer paint

Australian Government's

synthetic polymer paint

Australian Government's

Cultural Gifts Program by

Donated through the

Anthony Scott 2020

Child in Blue c.1956

Donated through the

Joy Anderson 2020

Donated through the

John Gollings 2020

Australian Government's

Cultural Gifts Program by

Scorched Trees, Gippsland

Donated through the

John Gollings 2020

Victoria 1967, 2019

Donated through the

Australian Government's

Cultural Gifts Program by

John Gollings

ink jet print

90 x 60 cm

Australian Government's

Cultural Gifts Program by

Lal Lal Falls, Moorabool,

brush, ink and gouache

Australian Government's

Cultural Gifts Program by

Scorched Trees, Gippsland

#### 2020.24

Meredith Turnbull Composition for Floor or Wall (Pink) 2014 particle board, timber, synthetic polymer paint and decoupage paper photocopies 120 x 31 cm Donated through the Australian Government's Cultural Gifts Program by Meredith Turnbull 2020

#### 2020.25

Meredith Turnbull Ensemble Tabletop 2014 particle board, synthetic polymer paint, varnish and aluminium 147 x 193 cm (overall) Donated through the Australian Government's Cultural Gifts Program by Meredith Turnbull 2020

#### 2020.26

Meredith Turnbull Ensemble Tabletop 2014 particle board, synthetic polymer paint, varnish and aluminium 119 x 231 cm (overall) Donated through the Australian Government's Cultural Gifts Program by Meredith Turnbull 2020

#### 2020.27

Meredith Turnbull Ensemble Tabletop 2014 particle board, synthetic polymer paint, varnish and aluminium 94 x 161 cm (overall) Donated through the Australian Government's Cultural Gifts Program by Meredith Turnbull 2020

#### Mike Brown

Neon Blush c.1961 synthetic polymer paint and enamel on composition board on wood 36.8 x 57.2 cm irreg Gift of Julian and Kaaren Brown, in memory of Mike Brown and Zen Lucas 2020

Black Square 1965 lithograph on paper mounted on composition board 36 x 41.5 cm Gift of Jeanette Fry 2020

#### 2020.37

John Gollings Sunlit Bush, Gippsland 1967.2019 ink jet print 60 x 89 cm Donated through the Australian Government's Cultural Gifts Program by Cultural Gifts Program by John Gollings 2020 2020.38

John Gollings Lal Lal Falls, Moorabool, Victoria 1967, 2019 ink jet print 60 x 89 cm Donated through the Australian Government's Cultural Gifts Program by John Gollings 2020

#### 2020.39

John Gollings La Trobe River, Victoria 1967, 2019 ink jet print 60 x 89 cm Donated through the Australian Government's Cultural Gifts Program by John Gollings 2020

#### 2020.40

John Gollings Lake Burrumbeet, Victoria 1967.2019 ink iet print 60 x 89 cm Donated through the Australian Government's Cultural Gifts Program by John Gollings 2020

#### 2020.41

John Gollings Sandhills in the Mallee, Victoria 1967, 2019 ink jet print 60 x 89 cm Donated through the Australian Government's Cultural Gifts Program by John Gollings 2020

Fern Bush, Gippsland 1967.2019 ink jet print 90 x 60 cm Donated through the John Gollings 2020

Barramundi Dreaming Figures, Nawarla Gabarnmang, Arnhem Land 2015, 2019 ink jet print 115 x 152.5 cm Donated through the Australian Government's Cultural Gifts Program by

#### 2020.44

John Gollings Margaret Katherine (1947–2018). Senior Elder of the Buvhmi Clan and Traditional Owner of Nawarla Gabarnmang 2015, 2019 ink iet print 115 x 152.5 cm Donated through the Australian Government's Cultural Gifts Program by John Gollings 2020

#### 2020.45

Vlase Nikoleski The Seed 1981 bronze and sandstone 175 5 x 52 x 41 cm Gift of Vlase Nikoleski 2020 2020.46

Albert Tucker Imploring Head 1958 oil and PVA on composition board 66 x 90.5 cm Gift of the Albert & Barbara Tucker Foundation 2020

#### 2020.47

Albert Tucker Encounter 1954 oil on composition board 63.4 x 93 cm Gift of the Albert & Barbara Tucker Foundation 2020

#### 2020 //8

Albert Tucker Cratered Landscape 1959 synthetic polymer paint on composition board 495 x 80 cm Gift of the Albert & Barbara Tucker Foundation 2020

#### 2020.49

Joy Hester Untitled (Seated Girl) c.1944 brush and ink on paper 31.6 x 20.2 cm Gift of the Albert & Barbaraa Tucker Foundation 2020

#### 2020.42

John Gollings Australian Government's Cultural Gifts Program by

#### 2020.43

John Gollings John Gollings 2020

2020.28

### 2020.29

Sydney Ball

John Gollings Moon Over Gippsland 1967, 2019 ink jet print 90 x 60 cm Donated through the Australian Government's Cultural Gifts Program by

John Gollings 2020

2020.36

John Gollings 2020

199	programs
3,011	attendees
701	learning participants
58	teachers
1,557	views of online learning resources
7,138	views of workshop resources
2,398	members
257	volunteers
<b>,000</b> +	volunteer hours

Mirka Mora-inspired spoon artwork created by Clytie Meredith for 'Spoonville' program Following pages: Caravan created for *Heide at Home* online workshop

## **Extending the experience**

#### **Public Programs**

Heide offers a range of workshops, talks, events and tours that complement exhibitions and the museum's unique architecture and gardens, giving visitors opportunities to connect with artists, ideas and nature, and enrich their experience of art and creativity.

With limited opportunities to present programs in person and onsite we pivoted to deliver online book and garden talks and workshops for adults and children. Highlights were the weekly member talks presented by the Heide Volunteer Guides and the monthly challenges to create artworks inspired by the Heide Collection. These programs kept the Heide community connected and engaged during the two extended closures.

#### Heide Learning

Heide's Connect and Create Program was significantly impacted by the lockdowns of 2020, requiring a swift adaptation to online modes of program delivery. Volunteer staff were trained to use a range of platforms such as Zoom, Webex and Google Classroom to suit individual institutional requirements. As well as offering 'live' webinars, some pre-recorded content was hosted on a web-conferencing platform for students and teachers to access at any time.

The Learning and Public Programs team also developed *Heide at Home*, providing resources for teachers and students, and parents facilitating remote learning. *Heide at Home* won Time Out Magazine's *Time In Award* for the Favourite Arts Class or Activity in the Arts and Museums category.

Heide continued its partnership with RMIT University and their Work Integrated Learning teams. The year began with an eventful site visit to Heide, during which a State of Emergency was declared and talks and tours were cut short. Despite the limitations, we continued to engage Communication Design, Landscape Architecture and School of Art students in way-finding concept development and audience engagement projects.

Our new Youth Advisory Committee, launched in 2020, engaged 12 young people aged 15 to 21, who quickly moved to online platforms to meet regularly to support one another and generate ideas for youth programming at Heide. All committee members accepted our invitation to continue in their roles in 2021, and to participate in more onsite programs.

#### Heide Members

Heide's members are loyal supporters who enjoy unlimited free admissions, discounts on programs and in the museum's shop and café, and for member events and previews. Their ongoing commitment to the museum is greatly appreciated.

All subscriptions were paused during the eight-month closure of 2020, and reactivated upon reopening in November.

#### Heide Volunteers

During the year 2020, 257 volunteers contributed a total of 4,049 hours of service to the museum. There was one recruitment, resulting in the successful appointment and training of 50 new volunteers across Visitor Services and the gardens. We kept in touch with our volunteers throughout the year by sending regular emails, running Culture Club activities, Garden Club and Book Club, celebrating National Volunteer Week and offering volunteer-run seminars.

Heide's continued commitment to volunteer engagement and wellbeing was recognised by Volunteering Victoria when we were shortlisted for the COVID-19 Support and Connection State Award.



#### **Events**

Heide's grounds offer a picturesque setting for events, weddings, filming and photography, and picnics.

The popular Heide Market took place 5 times during 2020, in collaboration with the Rose Street Artists' Market. Operating in Heide's sculpture park on the second Saturday of each month from spring through autumn, the market offers a diverse range of handcrafted goods with a focus on art, design and local makers.

#### Café Heide

Heide Café is managed by the Orletto group, and features a seasonal menu with organic produce and herbs grown on site in Heide's two kitchen gardens and orchard.

Heide Café provided catering support for a range of Heide public programs in 2020 and for external venue hire bookings.

During the COVID-19 lockdown period while the café was closed, produce from the Heide Cottage kitchen gardens normally utilised by the café was instead donated to local food relief organisations.

In March Heide commenced making weekly donations to local food relief organisations including Fawkner Commons, who used the Heide produce to support 55 families in need. In total around 200 crates (approximately 600 kg) of fresh organic produce was donated, including kale, broccoli, cauliflower, cabbage, lettuce, silver beet, herbs and other seasonal items.

The organisations were particularly thankful to receive an ongoing supply of fresh greens to complement the non-perishable items that are most commonly donated.

#### Heide Shop

The Heide Shop showcases products related to the museum's exhibitions and collection, the Heide Circle artists, and selected partners.

The collaborative Heide X Gorman range of products was a highlight of the retail offer in 2020, featuring a stylised graphic of Emily Floyd's *Abstract Labour*. The range was well received and contributed significantly to the year's sales. Similarly, the popular exhibition *Joy Hester: Remember Me* provided an opportunity for retail to produce a new range of related products.

In 2020 a concentrated effort was made to cultivate a strong online presence and expand the online product offering into structured categories, with an emphasis on Heide-exclusive merchandise. We achieved a 400+% increase in online sales for the year.

> Heide X Gorman headband Photograph: Claire Campbell Following pages: Heide X Gorman product Images courtesy of Gorman Mirka Mora jigsaw puzzle Photograph: Seren Little









A range of initiatives commenced or continued in 2020 to improve visitor experience, enhance our facilities and gardens, and make important contributions to our broader community context.

#### **Reconciliation Action Plan**

Heide commenced work on its first Reconciliation Action Plan (RAP) in 2019, which will equip the museum with practical actions to contribute to reconciliation by fostering and embedding respect, building and encouraging relationships, and developing opportunities for Aboriginal and Torres Strait Islander peoples.

The RAP is being managed by a staffled working group and will be submitted to Reconciliation Australia in 2021.

#### Fair Play

At the beginning of 2020 Heide was selected to participate in the Fair Play project, funded by Creative Victoria and implemented by Diversity Arts Australia. Fair Play is an equity and inclusion capacity building program that seeks to address barriers to participation by underrepresented groups in Victoria's creative industries, with a focus on developing organisations' skills and capacity in working with three groups:

- -First Nations people;
- -people with disabilities; and
- people from underrepresented cultural and linguistic backgrounds.

The program was delivered online in 2020 instead of face-to-face, and commenced with a series of digital workshops with nine other arts organisations and specialist training providers, followed by a supported audit of Heide's operations to investigate opportunities for change in leadership, creative programming, recruitment, community engagement, marketing and audience development.

Based on the results of the audit, Heide was matched with a mentor, writer and psychologist Hoa Pham, who together with the Diversity Arts Australia staff supported the development of Heide's three-year Equity Action Plan (EAP).

The EAP will be implemented from 2021 and includes measurable short- and longterm goals for every area of the museum and its people.

#### **Sustainability**

Heide has a constantly evolving environmental sustainability program across every aspect of the museum and grounds, from buildings and services to the gardens and sculpture park, exhibition protocols, marketing and retail, public and education programs, and office and work procedures. During 2020 the staff-led Sustainability Committee reviewed our performance and refined procedures, introducing a number of recommendations in each area—notably around recycling, waste management, and the use of improved environmentally friendly products.

Significant projects completed in 2020 included the installation of energy-efficient LED lighting systems in the collection store and loading bay, and the establishment of a gas and power monitoring management system to facilitate benchmarking for gas and power consumption that will indicate where reductions in energy requirements and future savings can be made. The groundwork was laid for the installation of LED lighting systems throughout the Main Galleries and Heide Modern, and costings were sought for the installation of solar panels.

#### **The Healing Garden**

Supported by The Shine On Foundation, Heide engaged urban design firm Openwork in 2019 to research and design a new Healing Garden adjacent to the Heide Cottage, a project that reflects museum founder Sunday Reed's aspiration for the gardens to be both a creative outlet and sources of respite and rejuvenation. The Healing Garden will be a place for sensory experiences, with plants that are scented or tactile, a meadow of wildflowers, and edible indigenous plants.

Work on the garden continued apace in 2020 with the installation of bespoke seating and the consolidation of paths, irrigation and plantings, and consultation with program providers to ensure that the launch of the garden in spring 2021 is supported by a range of wellbeing activities.

#### Yaluk Langa (River's Edge project)

In 2020 we were very pleased to be granted a Woiwurrung language name—Yaluk Langa (River's Edge)—for our ongoing indigenous garden project, which aims to protect, preserve and rehabilitate Heide's riparian zone and bring to the fore the cultural history of the tract of the Yarra River on which the museum is located. Funded through a three-year grant of \$25,000 per annum from the Albert & Barbara Tucker Foundation, the project has been extended to a 10,000 square metre area across Heide's entire river frontage and will incorporate five experiential zones, including a gathering space and Reconciliation Garden.

Heide gardeners progressed with clearing and revegetation throughout the year while consultation and collaboration continued both online and onsite with representatives from the Land Management (Narrap), Research, and Education Units of the Wurundjeri Woi Wurrung Cultural Heritage Corporation and Urban Initiatives landscape and urban design practice towards the development of a comprehensive design framework, interpretation plan, and land management plan for the site.

#### Facilities and gardens

Throughout the two lockdown periods our facilities and garden staff continued the essential work of ensuring the safety and maintenance of our galleries, sculpture park and gardens. We were pleased that many local residents took the opportunity to utilise our site for their exercise.

With the support of Creative Victoria, during 2020 Heide successfully completed the installation of storm water drainage between the upper car park and the Sidney Myer Education Centre on the north eastern boundary of the site. The new drainage will greatly reduce the ongoing path and garden damage caused by seasonal storms.

Stage two of the storm water project saw the installation of new Turfgrid paths from the upper car park leading down to and alongside the Heide Modern and Education Centre buildings.

In other garden works a section of dead boxthorn hedge at the Templestowe Road entrance to the property was replaced with Indian hawthorn hedges.

> Following pages: Heide Modern kitchen garden Photograph: Alice Crowe The Doll's House Photograph: Clytie Meredith





Aleks Danko Moments of mind... of Sweeney Reed) 2021 4 parts, ebonised American oak, plywood and vinyl Commissioned with funds from The Shine On Foundation 2020 Photograph: Clytie Meredith Sunday Reed in the Heide Cottage kitchen garden c.1946 Photographer unknown



#### The Doll's House

We were delighted that the restoration of the original milking shed or 'Doll's House' was able to be completed in 2020, despite the lockdown. Steered by heritage architects Lovell Chen, the project was seed-funded by The Shine On Foundation in 2019 and later the recipient of a Living Heritage grant from Heritage Victoria.

The milking shed dates to the 1890s when the surrounding land formed part of a dairy farm, and it was later used by Heide founders John and Sunday Reed as a storeroom for their growing art collection.

The Doll's House is an important part of the Heide story in terms of the Reeds' sustainable, self-sufficient approach to living, its use as a play space by Sweeney Reed, and its use for a time to store Sidney Nolan's famous Ned Kelly paintings, created in the Heide Cottage during 1946 and 1947.

The meticulous and beautiful work of Dean Wilson and the team from McCorkell Brown Construction has realised a remarkable transformation of the dilapidated structure, and we are very grateful to Howard McCorkell and Damien Newton-Brown for their generous pro bono contribution to the project, as well as that of landscape architects Mark Jacques and Liz Herbert at Openwork.

Visitors in 2021 will not only be able to fully appreciate the layers of history represented in this modest, impeccably reconstructed building, but also to engage with new site specific artworks by Aleks Danko that have been installed inside.

Heide Museum of Modern Art / Annual Report 2020

25,000	followers on Facebook
81,000	followers on Instagram
7,200	followers on Twitter
18,491	enews subscribers
90,200	video impressions



## **Communications**

Heide's Marketing and Communications team highlights the museum's activities across several channels comprising earned, owned and paid media. This is usually to support attendance and revenue-generating activities, however, in 2020 the marketing focus shifted to support a range of online programs and activities created as part of the *Heide at Home* program. This continued to build Heide's profile and retain audience engagement while the museum was closed.

Highlights include an integrated marketing campaign for *Joy Hester: Remember Me* including a short film of the exhibition created by production company SIRAP https://vimeo.com/405981918.

Integrated marketing campaigns for Heide's re-opening in June and again in November were executed, together with preparatory work for the inaugural Heide Summer Festival.

The marketing team also worked with MASS digital studio on the design and installation of digital screens in the main reception area. The screens display exhibition and program content as well as general admission information and donor, sponsor and partner information in the foyer.

#### **Partnerships**

The following partnerships extended the reach and impact of Heide's marketing efforts: Gunn & Taylor, Broadsheet, The Saturday Paper, The Design Files, Cinema Nova, Vault Magazine, Gorman, and MASS Digital Studio.

#### <u>Digital</u>

Heide's website continued to be a key source of information for visitors with 161,874 users and 524,313 page views.

#### **Publications**

Joy Hester: Remember Me Curator: Kendrah Morgan Description: 168-page hard cover catalogue Print run: 1,500 RRP: \$35.00

Carolyn Eskdale: Memory Horizon Curator: Lesley Harding Description: 40-page online catalogue

Archie Barry: Fistimuff Curator: Brooke Babington Description: 16-page online catalogue

> Exhibition publication Joy Hester: Remember Me Following pages: Kira Puru at Heide as part of Midsumma Festival 2020 Photograph: Bernadette Alibrando



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# \$4,908,896 total operating revenue \$1,247,950 Federal Government JobKeeper and Cash Boost support \$658,568 donations, sponsorship and

- \$658,568 donations, sponsorship and philanthropic support
- \$253,546 Victorian Government COVID-19 support grant funding
  - 1,012 supporter surveys returned

#### Financial statements

For the 2020 financial year Heide's revenue from operating activities was \$4,908,896. In addition, works of art valued at \$603,780 were donated.

As at 31 December 2020 Heide has net assets of \$82,851,704, which includes Heide's collection valued at \$73,136,709. The full audited financial statements can be found at www.heide.com.au/ about/annual-reports.

#### Funding sources

In a normal year, around a third of Heide's annual income is derived from ticketed admissions, retail sales and membership. In 2020 as these sources of income dried up we were grateful for the support of government grants and philanthropy to assist the museum. Our focus became the retention and wellbeing of our people, and ensuring the future viability of the organisation and our programs.

The Federal Government's JobKeeper Support Package and Creative Victoria's COVID-19 Investment Packages were a lifeline for Heide, enabling us to support our employees and ensure the sustainability of the museum.

This support, together with private donations from individuals and philanthropic trusts and foundations, enabled Heide's staff to work diligently behind the scenes, mostly from their homes. Their efforts helped to ensure our forward program remained achievable, and that relationships with donors, members, and philanthropic and corporate partners were nurtured.

Further, Creative Victoria's Strategic Investment Package Stage Two grant enabled Heide to undertake its first Heide Summer Festival in the summer of 2021, providing a crucial outdoor venue for performing artists from Melbourne International Jazz Festival, Songlines Aboriginal Music and Midsumma Festival.

#### Supporter survey

In June, mindful of the loss of income experienced by many supporters, Heide undertook its first Supporter Survey instead of the more usual end-of-financial-year fundraising appeal. More than 1,000 people participated, with many choosing to make a donation as well as completing the survey. In fact, this was the most financially successful June campaign the museum has experienced in many years, raising just over \$100,000, as well as improving our understanding of our audiences and focus areas for Heide's future program, audience development and partnerships. The support and heartfelt feedback we received through the Supporter Survey helped to buoy the spirits of our staff, who were working so hard either remotely from home or in the Heide gardens and grounds, to ensure we were ready to welcome visitors back with a strong and vibrant program and beautiful surrounds.

The survey affirmed some of our assumptions, and also provided new insights about Heide visitors, who are:

- deeply loyal, with 48% having been regular visitors to Heide for over 20 years, and 85% for more than five years;
- community minded, with 95% volunteering, donating or members of other not for profit or community organisations;
- highly educated, regular visitors to other arts organisations and readers of the news;
- interested in our exhibition program above all else (90%), followed by the gardens (65%), sculpture park (48%), history (48%) and architecture (42%);
- 80% women, though a good proportion of participants were completing the survey on behalf of their households.

We thank everyone who contributed to this important project for Heide.

#### **Philanthropy**

More than ever in 2020, philanthropy proved critical to Heide's ongoing operations. We were tremendously grateful to the funders who allowed flexibility on the timing and shape of projects to which they had committed funds. Our particular thanks are extended to The Shine On Foundation, who are amongst Heide's most loyal and empathetic donors and who not only continued to support existing projects at the museum but also provided significant funds towards a major exhibition in 2021 of the work of British artist Bruce Munro, which we anticipate being a vital part of Heide's COVID recovery.

Philanthropic and grant funders who kindly allowed Heide to defer or extend projects included the Albert & Barbara Tucker Foundation, the Copland Foundation, the City of Manningham Community Grants Program, Perpetual Impact Philanthropy, and the Packer Family Foundation with Crown Resorts Foundation. We were also particularly grateful for the continued support, advice and encouragement of our current Board Directors, as well as former Board Directors and longstanding supporters John Downer AM and Rose Downer, Kerry Gardner AM and Andrew Myer AM, Jennifer Darbyshire and David Walker, Dr Alison Inglis and Kate Jenkins.

#### Heide is where the heart is

In December, Heide ran a successful end of year fundraising campaign under the banner of 'Heide is where the heart is', in support of the COVID-safe reopening of the museum and the planned Heide Summer Festival. Individual donors gave generously to the appeal, which also received discretionary funding from the Lord Mayor's Charitable Foundation. Further funding for the Festival and Heide's reopening measures was gratefully received from the Besen Family Foundation. The Sidney Myer Fund with Kerry Gardener AM and Andrew Myer AM provided a donation that enabled Heide to distribute free Festival tickets to people and communities facing financial or other barriers to participation.

#### Founding Benefactors John & Sunday Reed

#### Principal Benefactors

M S Newman Family Foundation Truby & Florence Williams Charitable Trust, Equity Trustees Barbara Tucker Albert & Barbara Tucker Foundation

#### Major Benefactors Valma Angliss AM Kate Bechet & Helen Dick Estate of Beverly Brown Erica McGilchrist OAM Bequest Tony Hancy & Cathie Hancy Craig Kimberley OAM & Connie Kimberley The Shine On Foundation Loti Smorgon AO The Yulgilbar Foundation

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The Saturday The Design Files

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1993 1993 1994 1995 1997 1998	Loti Smorgon AO Victor Smorgon AC Barrett Reid AM Dr Tom Quirk Maudie Palmer AO Stephen Charles
1999 2000 2000 2002	Christine Collingwood Albert Tucker A0 Barbara Tucker Tom Lowenstein William J. Forrest AM
2005 2006 2006 2007 2008 2009	John Gollings AM Neil Everist Mirka Mora David Walsh
2009 2010 2011 2012 2013 2014	Craig Kimberley OAM & Connie Kimberley Lady Nolan Mark Newman & Hyeon-Joo Newman Joan Clemenger Richard Haese
2014 2015 2017 2017 2018	John Downer AM & Rose Downer

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Following pages: Zoom staff meetings 2020 Tree above Heide Cottage roof Photograph: Clytie Meredith

