

A letter from the Board

Dear Members and Friends of Territory Craft,

In September this year the Board of Territory Craft met to develop its 3 year business plan and would like to share with you the outcomes of this meeting and its plans for the future direction of your organisation. This was the first such meeting with Territory Craft as an independent entity, having separated from the Katherine Division as at 1st January this year and it was therefore appropriate to review the mission and vision statements as follows:

Our Mission (purpose, reason for existing): To promote participation and excellence in contemporary and traditional craft and design, by supporting, educating and encouraging individuals and groups.

Our Vision (where we would like to be): A stronger membership, known by all Territorians and a financial capacity for growth.

The goals coming from the planning session reflect a desire for the organisation to have a better image, a higher profile, more involvement of members and the community, and to be financially secure. Some of these goals can be achieved relatively quickly and others will span the full length of the strategic plan.

2010 has been a successful year for Territory Craft culminating in a boom Christmas Craft fair and a wonderful members' exhibition with high sales. We had a very successful exhibition program throughout the year and look forward to further great exhibitions in the coming years.

We put on offer an increased number of workshops and had higher participation numbers but not all workshops went ahead and we hope to improve in that area. We have been very fortunate to acquire some talented new tutors and to introduce a number of new workshops, notably the shoemaking workshops which have been extremely popular and will continue in 2011. In the office we have made a number of improvements to our processes and technology which will position us to better service members and be more responsive to change.

Also during 2010 changes were made to policies in relation to access to the studios. This has been done to make this great space and facilities more accessible to a greater number of members.

2011 will see the benefits from efforts of the current year across all parts of the organisation. The Library will once again be in good shape and we encourage members to take advantage of this wonderful resource. Our exhibition calendar is about to be launched and promises to be inspirational to all, regardless of your craft of interest. We are hopeful of bringing an interstate ceramicist to Darwin to conduct a master class in public artwork. This project will provide the foundation for the creation of a public art sculpture in our grounds, symbolic of our culture and activities and to become the basis for Territory Craft's future image and logo.

Following feedback from stall holders and a review of the day, it has been decided to replace the April Craft Fair (Hi to the Dry) with an alternative fundraising event. This will also allow us to concentrate on further building the other 2 fairs with hopefully some new concepts. Details of the new event will be communicated in the New Year.

Another focus for 2011 will be on the retail outlet in Parliament House. Over the Christmas period we will be installing a Point of Sale system which will provide for better customer service and more efficient stock management. We have added some wonderful new craft throughout the year and will be better promoting the shop in 2011. Thank you to all the volunteers who man the shop throughout the year.

Territory Craft continues to be dependent on assistance from the Northern Territory Government and we cannot be confident that funding will rise to meet the ever increasing costs of running an organisation such as ours. These costs, mainly electricity and maintenance, have regrettably forced us to increase prices in certain areas which are outlined below. We have kept these increases to a minimum and where possible, unchanged.

- Casual rates for hire of the studios will rise from \$6 to \$10 for up to half a day and from \$10 to \$20 for a full day. Permanent rentals charges will also increase and those affected will be notified directly.
- For those members who are frequent users of the kilns, these prices will increase by approximately 20% and by a further 5% in 2012. For a full list of

prices please contact the office. Unfortunately, the rising cost of electricity directly affects the running costs of the kilns.

- The commission rates on sales in the Parliament House shop will increase from 15% to 20% for volunteers and 30% to 40% for non-volunteers. A separate correspondence will be issued shortly explaining this change in detail.
- A small increase in membership fees will be implemented from 2012. The fee will remain unchanged for the coming year.

We regret having to make these price increases and we will continue to contain costs where we have control.

For the longer term, we are in the early planning stages of establishing a Territory wide Craft Award to be launched in 2013. This is an ambitious project and if successful will raise the profile of local craft and craft artists throughout the Territory and nationally.

Lastly, the Board is delighted to announce that Clare Martin, the former Chief Minister of the Northern Territory has agreed to become our patron. Clare, of course, brings an intricate knowledge of Government and the business community and will be invaluable in assisting us to establish and grow those relationships. She currently holds the position of Professorial Fellow at Charles Darwin University and has already offered some inspiring suggestions.

Territory Craft is a unique organisation and we encourage you to take full advantage of your membership.

Andrea McKey
Chair Territory Craft