



# Manly Art Gallery & Museum

Fundraising Strategy

2024-2030



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Cover image: Fiona Lowry and Merran Esson,  
*Destination Sydney: The Natural World*, 2022

## Why are we fundraising?

MAG&M is both a gallery and a museum, a gateway and destination, and a place for people and ideas. It shares, illuminates, and preserves stories with its diverse audiences, connecting people to Australian culture, place, and each other. As the **oldest metropolitan purpose-built regional gallery** in NSW, Manly Art Gallery & Museum (MAG&M) is a treasured cultural icon that has been a vital part of Sydney's cultural life on the Northern Beaches for 100 years. Today, MAG&M forms the heart of a network of creatives and activity across the Northern Beaches region.

MAG&M is an Australian story of vision, generosity, intergenerational commitment, and, at points, sheer determination. **Giving is at the core of MAG&M's DNA**, with the gallery itself built to house its first work *Middle Harbour from Manly Heights* by James R Jackson, both funded through community donations and local council support. Originally a bandstand transformed into an art gallery, MAG&M remains in its original location, a few steps from the shoreline of Gayamay/Manly Cove.

### Since 1924, dedicated supporters have maintained a strong tradition of giving.

Early artists including Antonio Dattilo-Rubbo, James R Jackson, Sydney Long, Norman Lindsay and Ethel Carrick through contemporary artists Belinda Fox, Fiona Lowry, Fairley Kingston, Noel McKenna, Rodney People, Garry Shead and Joshua Yeldham have generously donated artworks to MAG&M's impressive collection.

Private bequests and donations have been fundamental to MAG&M's evolution. Significant contributions have been received from Lady Mollie Askin, Theo Batten, P.S. Garling, Colonel Alfred Spain and Sir Phillip Street, as well as the Friends of MAG&M. Community action and public fundraising, along with the consistent support of Local and State governments have supported MAG&M's renewal for 100 years. The Australian Government's Cultural Gifts Program has facilitated many donations from private donors and artists.

**A proudly public gallery and museum,** MAG&M's nationally significant collection currently contains over 5,000 objects including paintings, ceramics, works on paper, photographs, museum objects, documents, and public art. The artwork collection comprises paintings and works on paper from the 1800s to 2023, including paintings by pivotal Australian artists Tom Roberts, Ethel Carrick, Joan Ross, Wendy Sharpe and Blak Douglas.

MAG&M's unique ceramic collection represents a survey of key, post-war, small-scale objects across functional, sculptural and narrative ceramics. It includes works by renowned Australian artists Gwyn Hanssen Pigott, Marea Gazzard, Peter Rushforth, Les Blakebrough and Alison Milyika Carroll.

Since the 1980s, MAG&M has focused on creating a strong collection of swimwear, memorabilia and photographs reflecting the Northern Beaches' role in the emergence of Australian beach culture. The collection now comprises over 3,000 museum objects (including surf skis, surfboards, woollen one-piece bathing suits, bikinis, towels, beach toys and more) and photographs historical documents and traces the story of the Gallery's donors and artworks. It is also **the custodian** of an extensive public art collection, with over 30 artworks across the Northern Beaches, including historical and contemporary works by Australian artists such as Michael Snape, Merrilyn Fairskye and Frances Belle Parker.

## What is the vision for MAG&M

As MAG&M embarks on its second centenary, it aims to continue partnering with its community of supporters and build its enduring cultural legacy for future generations, growing its collections of Australian art and diverse cultural histories.

By engaging visitors in uniquely Australian stories through the presentation of innovative exhibitions and programs in contemporary spaces across the Northern Beaches, MAG&M will remain a cultural institution treasured locally, nationally and internationally.

As an incubator for interdisciplinary creativity, MAG&M's new Centre for Environmental Art and Design will bring together dynamic communities of artists, designers, traditional knowledge holders, scientists, economists and the community to explore and inspire action on critical social and environmental issues through innovative programming.

## What is our current funding story?

MAG&M operates through the support and generosity of many partners and friends, including:

**Northern Beaches Council**  
Operating costs

**Theo Batten Bequest**  
Programs and acquisitions

**Friends of MAG&M**  
Acquisitions and youth programs

**Volunteers**  
Front of house, exhibitions,  
and collections support

### Corporate partners

Program support

### Artists

Donations and programs

### Community members

Donations

### Government partners

Exhibition and project grants

### Industry partners

Exhibition and project support



R.H. Robertson, West Esplanade Reserve Bandstand (Manly Art Gallery & Museum), 1924  
MAG&M Collection - donated by Mrs Crowley 1987 (detail)

## What are our fundraising goals?

2024 marks 100 years of collecting for MAG&M. It also marks 100 years of the beginning of a community campaign to establish an art gallery in Manly. As MAG&M approaches its centenary in 2030, it faces key challenges that must be addressed to ensure it is fit for purpose as Northern Beaches' major cultural institution into its second centenary. It is also the centre of creative spaces and outreach programs across the Northern Beaches.

MAG&M has a critical need for additional space that is fully accessible – space for larger-scale exhibitions, collection display and storage and public programs including workshops, talks and multimedia events. Limited space also means limited access to MAG&M's collection of nationally significant artworks and objects; collections that will continue to grow for the benefit of current and future generations. Enhanced space will allow more of this amazing collection to be enjoyed, pondered, and studied by the community, artists, students and visitors. With MAG&M's impressive ceramics collection only accessible by stairs, there is an urgent need to ensure MAG&M is fully inclusive.

MAG&M was one of the founding members of the NSW Regional Galleries Association and has maintained its status as one of the few metropolitan-based regional galleries in the NSW. While MAG&M meets many criteria for a regional-level cultural facility such as excellent positioning within a strategic local centre and a high level of accessibility by public, active and private transport, its current capacity of 200 people does not meet industry standards for a regional-

level creative facility. Most regional-level facilities have a capacity for 1,000+ people, and MAG&M's current floor space of 577 square metres is well below the industry standard of 1,000+ square metres.\*

By increasing its capacity through increased floor space, contemporary facilities and world-class collections including public art across the Northern Beaches region, MAG&M will be able to meet its community expectations and maintain industry standards as a significant regional Australian cultural institution into the future.

\*2022 Northern Beaches  
Cultural Mapping Audit



Viewing of installation work by artist Cathe Stack, Manly Dam Project, 2019

**Goal 1: Sustainable growth of the community’s collection through new acquisitions of visual art, ceramics and public art**

Actions	2024-2026	2027-2028	2029-2030
1. Increase awareness of MAG&M’s significance as an enduring cultural institution and build community pride and ownership of this public asset.	✓	✓	✓
2. Prepare a collection acquisitions strategy and promote key collection targets.	✓	✓	
3. Conduct specific fundraising campaigns for public art, including the ongoing development of public art on the Coast Walk.	✓	✓	✓
4. Deliver the Collection 100 program in 2024 to mark 100 years of collecting and to launch the MAG&M Fundraising Strategy 2024-2030.	✓		
5. Deliver the MAG&M 100 program in 2030 to mark MAG&M’s centenary.			✓



Lady Askin Ceramics Gallery, Manly Art Gallery & Museum

**Goal 2: Capital renewal ensuring MAG&M meets the needs of future generations by its centenary in 2030**

Actions	2024-2026	2027-2028	2029-2030
1. Masterplan the refurbishment of the gallery including the addition of a second level, workshop and event space, increased collection display and management areas.	✓		
2. Develop and deliver the Centenary Capital Campaign to commence in 2025 targeting individual giving.	✓	✓	✓
3. Seek government and corporate support through grants to complement individual giving.	✓	✓	✓



Joan Ross, Destination Sydney: The Natural World, 2021

**Goal 3: MAG&M's Centre for Environmental Art and Design is renowned as an incubator for interdisciplinary creativity, connecting people to inspire real-world change**

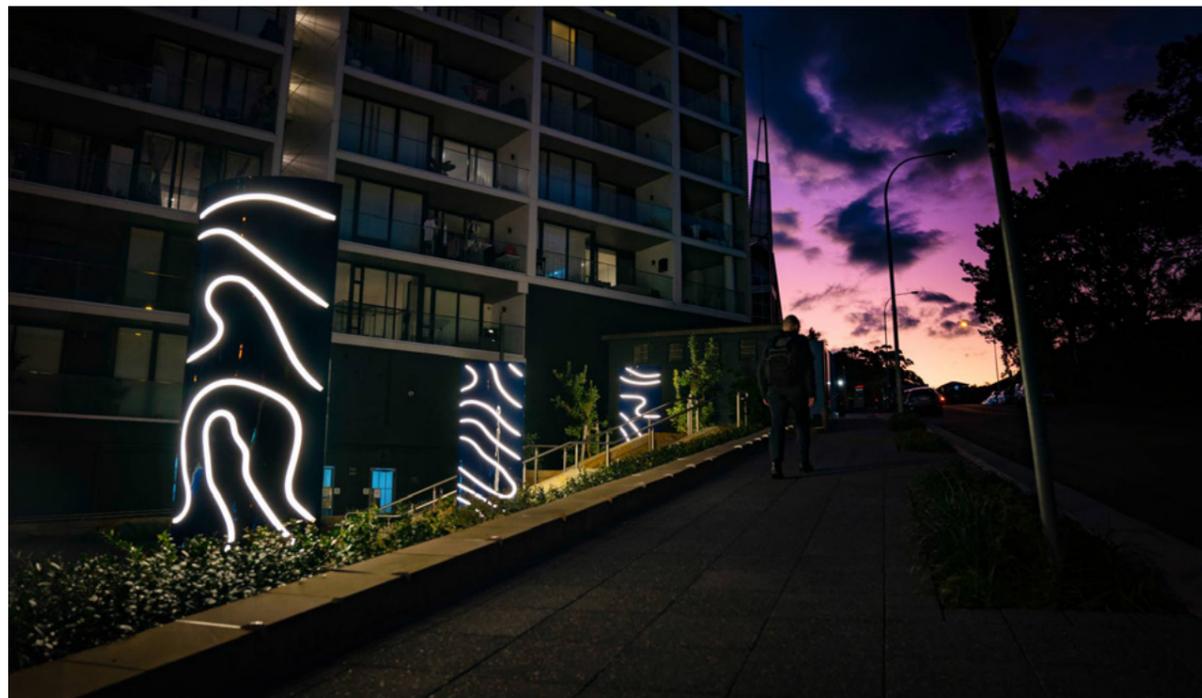
Actions	2024-2026	2027-2028	2029-2030
1. Deliver an annual giving campaign to support the development and delivery of CEAD to contribute to growing a culture of sustainability.	✓	✓	✓
2. Promote CEAD through an innovative and dynamic program of workshops, events and exhibitions, including the Environmental Art & Design Prize.	✓	✓	✓
3. Develop a strong network of interdisciplinary partners working across the arts, design, traditional knowledge, science, economics, and mental health.	✓	✓	✓



Jennifer Turpin & Michaelie Crawford, Seaweed Arboretum, 2020

### Goal 4: MAG&M is supported by a strong culture of giving, ensuring its sustainable future and cultural legacy

Actions	2024-2026	2027-2028	2029-2030
1. Undertake research to identify potential donors and to connect them with MAG&M, its significance, collection and programs.	✓		
2. Work in partnership with Friends of MAG&M to engage and grow our members' group through events and marketing.	✓	✓	✓
3. Host regular events at MAG&M to explain legacy giving and its benefits.	✓	✓	✓
4. Host in-person and online events for potential donors to engage them in our fundraising goals.	✓	✓	✓
5. Identify incremental giving opportunities, including members, volunteers and friends who may like to make a substantial gift/bequest.	✓	✓	✓
6. Acknowledge our community of supporters and partners in MAG&M's foyer, publications and social media.	✓	✓	✓
7. Identify government and corporate partners for touring exhibitions and arts and cultural programs.	✓	✓	✓
8. Develop an engagement plan for supporters and share the impacts and successes of fundraising initiatives.	✓	✓	✓



Dennis Golding with Collide Public Art Initiative, *Through the wind and water*, 2022

### Goal 5: Donating to MAG&M is easy

Actions	2024-2026	2027-2028	2029-2030
1. Provide comprehensive information on giving on MAG&M's web pages.	✓	✓	✓
2. Create an online giving platform with 'donate now' links from MAG&M's web pages, MAG&M What's On, and Quarterly Program.	✓		
3. Establish a visible donations box and online giving facility in MAG&M's foyer and promote upcoming fundraising campaigns.	✓		
4. Include a donation option with public program tickets and Design Shop sales.	✓		
5. Promote MAG&M's Deductible Gift Recipient Status to potential donors.	✓	✓	✓



Alan Constable & David Atkins, *Ceramix*, 2020

Goal 6: Fundraising is resourced for success

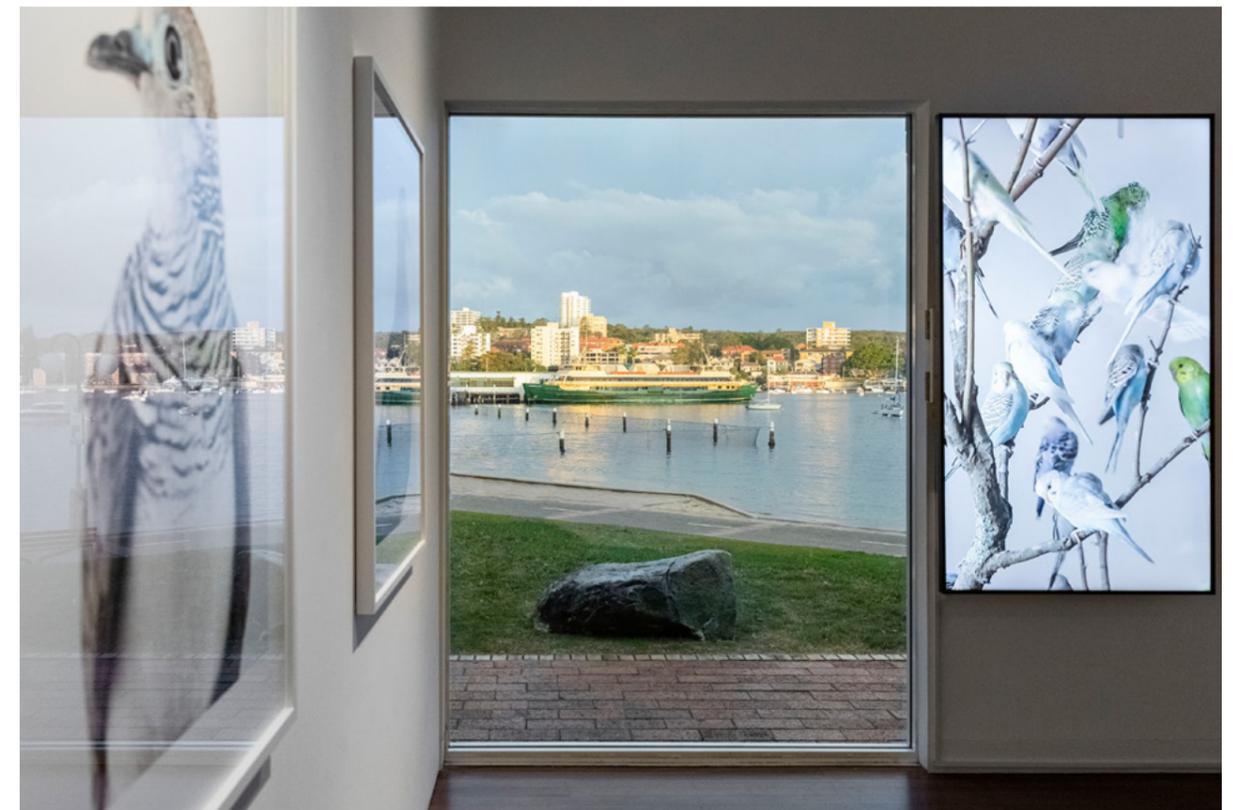
Actions	2024-2026	2027-2028	2029-2030
1. Establish a MAG&M Giving Group, including community experts to support the implementation of the Fundraising Strategy.	✔		
2. Engage specialist support to deliver campaigns, build relationships and attract targeted financial resources.	✔	✔	✔
3. Seek philanthropic support to fund specialist fundraising staff/contractors for 2-3 days per week.	✔	✔	✔
4. Allocate fundraising responsibilities to staff from the executive to officer levels including strategy implementation, donor relationships and fundraising projects.	✔	✔	✔
5. Recruit volunteers to assist with the delivery of fundraising activities.	✔	✔	✔
6. Establish an annual operating budget for fundraising based on proposed annual campaigns including contractor fees, publications/printing and events.	✔		
7. Establish protocols and processes to manage donor relationships, data and fundraising activities.	✔		



Children's workshop – Seaweed Forest Festival, 2020

Review/Evaluation

The commitments in this Strategy will be prioritised and included in MAG&M's annual operational and business plans over the period 2024-2030. A final strategy evaluation in 2030 will contain an evaluation of our performance against the Strategy outcome indicators. Council will monitor and review our ongoing progress by keeping track of the progress of key actions and specific fundraising campaigns.



Leila Jeffreys, Birdland, 2020



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