Art Education Association of Western Australia

RECORD OF MEETING

Planning Day
Venue: 90 Bessell Ave COMO
Saturday 15th March 2008 10.00 – 12.30

Attendance: Trish Cestrilli, Gen Baker, Carmen Stewart, Pauline O'Brien, Rosie Edmiston, Kath Neeling, Anita Ganz, Lynda Kuntyj, Olga Mawhinney, Marietta Farrant
Apologies: Dionne Garvey.

1. President Welcome

- Thanks to all members for attending and mostly to Carmen for hosting the planning day.

2. Constitution

- General discussion about the Constitution that is accessible through the website. The objects were read out and discussion highlighted the work of the Association as cultural development and fostering professional development of members by any means.
- Currently there is no elected committee. Committee should consist of President, Vice President, Treasurer, Secretary and five ordinary members. Provided there are student members of the Association one ordinary committee man shall be elected by the members from the Student Members.
- Discussion about the common seal – there isn't one in existence and is not legally required as yet.
- The constitution indicates that an Auditor shall be elected at the Annual General Meeting– friends of Treasurer have done the auditing for free in the past.
- The Department of Consumer Employment Protection is currently drafting model rules for the Associations Incorporation Bill. This may be timely for reviewing and updating the Art Education Association of Western Australia Constitution. The committee should be responsible for driving this review and update, in consultation with its members.

3. Vision Statement

- Existing mission statement was read from the Art Ed journal; general consensus was that we were happy with vision statements.

4. Taglines

- Catch phrases and slogans to promote the Association were brainstormed. Theses could be used on website and for other promotional materials such as stickers, bookmarks and magnets. Phrases could be modified and changed through the year for different purposes.
- Suggestions-
    - Creative connections
    - Creatively connecting
    - The marks you make count
    - Take a risk
    - It is your life all of your life
    - Arts are all around you
    - Arts, learn live, love

5. Image header

- A visual image could be used on envelopes, website etc to promote the creative/artistic nature of the association.
- Forward high resolution image to President, Lynda Kuntyj to compile visual header.
- Logo submissions for a new Art Ed logo from Central TAFE graphic design students were viewed. The Association redesign was coordinated by lecturer Brendan Hibbert.

Action: *Trish to organise book prizes for Boffins ($50, $30, $20) and seek possible discount for members also.*

6. Overview

- The Association overview chart needs to include tertiary sector and professional others such as Art on the Move, studios, artists and galleries.

Action: *Carmen to draft a process for working and developing partnership with tertiary and other sector/systems.*

7. Committee Roles

- Intention to clarify roles and responsibilities of each committee member.
- Handbook requested for job descriptions to facilitate in the change over of roles for each position

Action: *Members to forward role statements to President for compilation.*

8. Goal Setting, calendar of events and communications

<u>Professional Learning</u>

- good opportunities for a variety of PD's at Central TAFE
- one off PD to be available and can be tailored to the group needs
- some courses to be held on Saturday mornings .

Action: *Anita to receive PD suggestions from members. Anita to liaise with Rosie regarding primary PD. Overview of time, date, cost, venue and short details of PD to be sent to President. Information about PD will be sent to members via yahoo.*

<u>Membership</u>

- Previous membership member fostered promotion of the Association
- Every member promotes the Association but this role requires an overseer
- Should students receive a discounted membership?
- Promotion should include discounts to members. Non-members full price
- Trish offered to help Membership secretary with mail collection
- Possibly send promotion promo letters to existing members to then forward to five non-members.

Action: *Gen to brainstorm and establish flow diagram for membership role.*

Action: *Lynda to give Trish list of school addresses to be put into a mail merge.*

<u>Communications</u>

- Discussion on making the website more visual – static pages and blog pages
- Journal themes subjects/topics can be repeated (for example textiles, ceramics). A suggestion was to relate themes of the new course starting from 1A and 1B– Experiences/Explorations with sub themes - contemporary forms and printmaking

- Media Release for each of our PD's – via website, School Matters, Access Asia, Local Papers, CEO, ASWA
- Letterheads only to be used by the Secretary and President
- Discussion regarding setting up a blog site for Art Ed, 'look and feel' proposal will be explored for re-brand and web presence.

  Action: *Lynda to explore options for a new website 'look and feel'.*

  Action: *Olga to write letter of thanks to companies for providing discounts to members and send condolence card to Janet Hummerston (re father)*

  Action: *Gen to provide Olga with details of the companies who provide discounts and Janet's address.*

Meeting closed at 12.30

- Seven committee members remained to select the best logo submission. Three designs were short listed for minor adjustments and resubmission.