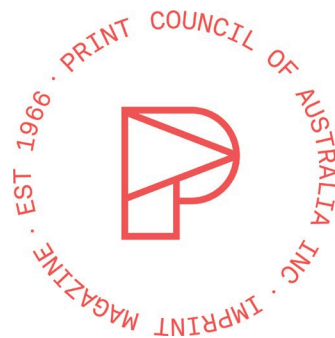


Annual Report 2021



2021 Round-Up

by PCA President, Akky van Ogtrop

This year commemorated the Print Council's 55th anniversary, a milestone for the organisation that has operated since its inception in 1966. However, as with most arts organisations around Australia, 2021 was no better than 2020, with Covid 19 restrictions waxing and waning, causing many cancellations and postponements in the arts community.

As a result, the 55th anniversary of the PCA became a low-key event. The highlight was celebrating this achievement by launching the first issue of the 'new-look' IMPRINT magazine.

This flagship journal has been updated with a new masthead and contemporary design, acknowledging the unique history of the organisation. While the design changed, the editorial focus remained consistent. Congratulations to IMPRINT Editor Andrew Stephens who managed the redesign project, and Lachlan Young and Rose Leahy from design agency 3sidedsquare, who created the dynamic design concept.

PCA People

I was again honoured to be re-elected as president of the PCA and look forward to being at the helm with the General Manager, executive members and staff. As always, there were some changes to the PCA Committee at the 2021 AGM, with new Committee members joining the team and others standing down.

This year we were sad to see long-standing committee members Tory Richards (Treasurer) and Dr Richard Harding (Secretary) resign from their positions to take on other challenges in their busy lives.

I'd like to give special thanks to these long-serving committee members for their hard work, commitment and dedication to the organisation for many years. I hope they continue to be involved with the PCA.

Current committee

We welcomed to the PCA National Committee August Carpenter (VIC), Bronwyn Rees (VIC), Dian Darmansjah (QLD), Alexandra Lundy (ACT) and Clare Jackson (ACT) who were voted in by financial members at the 2021 AGM.

Re-nominated to serve another term on the Committee were: Sandi Hook and Dr Jill O'Sullivan (QLD), Dr Monika Lukowska and Dr Sarah Robinson (WA).

Kate Gorringer-Smith was re-elected as Vice-President, Dr Therese Kenyon was elected as Secretary, and Dr Bridget Hillebrand as Treasurer.

Members continuing their terms in 2021

We thank the following committee members for continuing their work supporting the PCA: Dr Therese Kenyon, Dr Thomas Middlemost, Susan Baran, Akky van Ogtrop and Andrew Totman (NSW); Chips Mackinolty (NT); Mei Sheong Wong (SA); James Pasakos, Dr Bridget Hillebrand, Georgia Steele, and Kate Gorringer-Smith (VIC); Jan Hogan and Melissa Smith (TAS); Clare Jackson and Alexandra Lundy (ACT).



Staff

As for most of us, 2021 was again an extraordinary year for the Print Council of Australia, and we were extremely lucky that our small but dedicated team of staff members were able to ride out the Covid wave from home.

Marguerite Brown led the team again through the challenges to continue to deliver our longstanding programs, until November when she went on parental leave. We were very lucky to secure Claire Albrecht as Acting General Manager in December. Priscilla Ambrosini took over from Georgia Steel as casual Administrative Assistant.

Sharron Okines continues as Advertising & Membership Manager, attentively looking after our members' needs and our network of advertisers in IMPRINT. Accounts Manager Julian Twigg continued to lend his financial expertise to the organisation and Andrew Stephens continues to produce our flagship publication IMPRINT with vision and integrity, lending his creative direction to this long-running publication. Dr Bridget Hillebrand joined as Education Manager in December to lead our new Access Artists program.



Rainer Doecke

There's nothing we can do about that now

Volunteers & Interns

Thanks go to Georgia Steel and Marguerite Brown for packing print commission prints for postage.

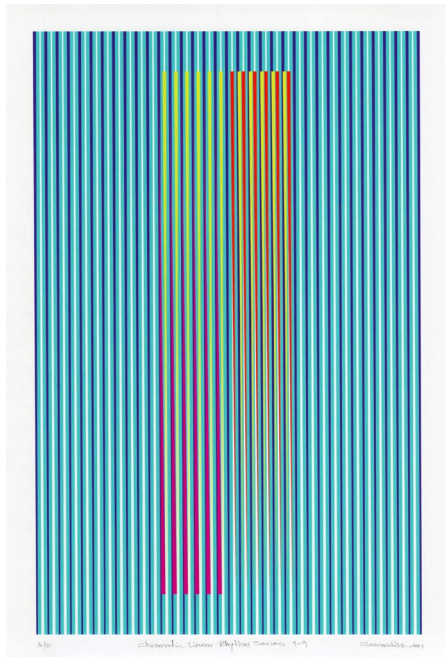
PCA Print Commission 2021

The PCA Print Commission is a significant initiative aimed at fostering the creation of new work in print media and promoting the development of Australian printmaking, while also raising funds for the organisation and supporting artists' professional development. The Print Council thanks our judges for 2021, Noreen Grahame, Grahame Galleries + Editions and Tim Mosely, Head of Printmaking at Queensland College of Art.

Congratulation to the commissioned artists: Rainer Doecke, Christine Johnson, Gwen Scott, Anita Laurence, Laura Castell, Mark Graver and Carlos Almenar Diaz

The Print Council of Australia gratefully acknowledges the support of Arthouse Direct and Clairefontaine as sponsors of the 2021 Print Commission program.

Commissioned artists received paper for their editions from these sponsors, payment from the PCA, and promotion of their work through national exhibitions and IMPRINT magazine.



Carlos Almenar Díaz

Chromatic Linear Rhythm

Due to the cancellation of the 2021 Sydney Contemporary Art Fair, the popular Paper Contemporary, the works on paper segment of the Fair curated by Akky van Ogtrop, was cancelled along with so many other exhibitions. Instead, Sydney Contemporary 2021 was held online as Explore Sydney Contemporary, a digital edition of the Fair created to provide crucial support for the arts community.

Although the PCA was able to present the Print Commission online, it meant we could not launch the Commissioned Prints at the Fair, promote the Council or seek new members and the many exhibiting and visiting artists were deprived of this wonderful opportunity to meet other printmakers and mingle in the wonderful atmosphere of Paper Contemporary. Fingers crossed for 2022!



Christine Johnson

Saltbush



Gwen Scott

Beautiful Entanglement

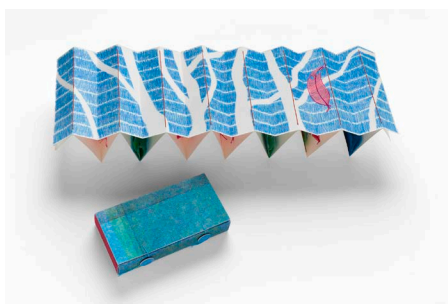


Mark Graver
Rangihoua



Laura Castell
The Pleasure of Making

Elizabeth Banfield
amendment



Anita Laurence
Millimur Billabong

Projects 2021

Bookish

In celebration of the Print Council of Australia's 55th anniversary in 2021, we invited PCA members to participate in BOOKISH, an exhibition devoted to the unique artform of artist books. The exhibition was launched on the PCA website and was live during August and September. The plan was to feature the exhibition at PAPER Contemporary (2021 Sydney Contemporary Art Fair). This event was another casualty of Sydney COVID-19 outbreak, and became an online event. However, we were able to announce that Bookish would be exhibited at the Melbourne Athenaeum Library in March 2022 to coincide with the Melbourne Art Book Fair at the National Gallery of Victoria.

Superpowers Project continued

Following a successful grant application to Creative Victoria in 2020 by IMPRINT Editor Andrew Stephens, the PCA was proud to launch the landmark Superpowers project. The project involved four print-media artists teamed with four writers, working in pairs: Kyoko Imazu and Tyson Yunkaporta; Eugenia Flynn and Yasbelle Kerkow; Belinda Briggs and Kasia Fabijanska; and Lisa Waup and Hannah Presley.

Each group explored one of four different forms of 'energy' — air, sun, water and plant-life — in the context of the global climate emergency, and informed by Indigenous heritage and knowledge.

The final essay and art work was published in the Autumn 2021 IMPRINT issue.

Access Artists Program

This year, in a drive to attract new members and extend our role as the peak representative of Australian printmakers and printmaking, the PCA concentrated a fresh focus on engaging with educational institutions by contacting heads of art departments in private and public schools and TAFE institutions across all states and territories.

PCA treasurer, Dr Bridget Hillebrand set up a special education interest team and won funding from Regional Arts Victoria's 'Sustaining Creative Workers Initiative 2021'. The grant will support the development and promotion of printmaking education programs to facilitate networking opportunities between artists and schools.

It will also help us set up a database of institutions, teachers and printmakers/artists who would be willing to give demonstrations, talks and workshops in schools and TAFE colleges. The grant also funded Bridget's new position to head the Education Team as PCA Education Manager. Many thanks to Bridget who is a powerhouse of energy for bringing this project to fruition. Members who would like to learn more or participate in the Access Artists Program can email the Education Team at education@printcouncil.org.au.

IMPRINT

IMPRINT continued strongly as the PCA's flagship publication. The magazine built on its well-earned reputation as Australia's only quality journal devoted to print-related media, and weathered the continuing strictures of the COVID-19 pandemic confidently, with advertising reviving and editorial content reflecting the cultural impacts of this global phenomenon.

The first issue of 2021 (Autumn) included the last of four articles connected to the ambitious 'Superpowers' project, under the auspices of a \$21,000 grant from Creative Victoria. This issue also reflected the initiation of a major re-design of IMPRINT to give it a more contemporary design and image, with special attention devoted to its front cover. Design agency 3sidedsquare was engaged to do the overall design work. The Editor (Andrew Stephens) and issue designer Kerry Aker continued to adhere to the principles of the new design and evolve it slightly where necessary.



Valmai Todd
Survival

New regular columns have been introduced – World of Print, cataloguing a range of international news; From the Archive, with a short essay devoted to a work from the PCA's extensive archives; and Zine Lover, exploring zine culture around Australia. These have all been successful with positive responses. By contrast, the long-running 'Australia in Print' section, listing print-media exhibitions around the country, has suffered severe depletion: members do not respond to persistent call-outs to let us know about their exhibitions. This may be due to pandemic-induced uncertainty about shows going ahead or, more likely, they have found that digital platforms are an easier and more fruitful way to promote shows.

This latter trend is therefore taken advantage of with the PCA blog, where current shows are written about on the blog and promoted via social media. The blog is an excellent opportunity to give artists a way of sharing their work and exhibitions easily, with excellent reach across PCA and other communities.



Lisa Waup
Pocketful of Seashells

New address

Earlier in 2021 our director Marguerite Brown was keen to move to a more flexible space that could include a gallery to promote the prints that enter the collection each year and provide members with exhibition opportunities. She also suggested we create a Print Study Room at our Fitzroy Town Hall address, where students and curators could view the collection. Shortly after Marguerite went on parental leave in December, an exciting opportunity arose to sublet a property managed by the City of Melbourne in Melbourne's Southbank Arts Precinct. The new premises are conveniently close to the National Gallery of Victoria, the Victorian College of the Arts and, perhaps most importantly, right beside an excellent café.

Acting General Manager Claire Albrecht developed a winning proposal to occupy the space, and negotiated with both Fitzroy Town Hall and the building manager at the City of Melbourne. The move is to take place over April/May 2022.

Claire was also successful in applying for a Gordon Darling Foundation grant to assist in buying additional plan drawers on castors to move into the planned Print Study Room at Fitzroy Town Hall. These will be useful in the new space instead, which will take on some elements of the Print Room plan.

As so many other organisations have found, one unexpectedly positive outcome of the pandemic restrictions was that all committee members were able to meet on zoom without the cost

Summary

So, after a slow start to the year there was a decided sense of renewed energy as artists, galleries and curators resumed exhibitions. Art Fairs resume in 2022, the Print Commission is reconsidered for 2022 [HOW?], and a new venue and hub for the Print Council is now in progress! Perhaps we've learned from the lockdowns that a change could be the best thing for the organisation. And so towards the end of the year things began to be energised.

We would like to thank sincerely all those members who continued to express interest and commitment to the PCA during these difficult times. We appreciate your participation in our artist focussed programs such as the Print Commission, the biennial PCA members' Print Exchange and the support of Imprint and our blog and newsletter. Keeping your membership up to date has never been easier!

PCA Finances

Advertising revenue

Advertising sales for 2021 totalled \$41,296 (ex GST), increasing from 2020. Artists and their supporting galleries want to get their art out there to be seen in the world!

Our social media presence continues to grow and we include complimentary additional advertising through these channels for our Imprint advertisers, giving even more value for their advertising dollar.

In a concerted effort to remain accessible to our members, particularly through these continuing uncertain times, the PCA has not increased advertising rates since 2015. The PCA thanks its loyal regular advertisers whose ongoing support plays a vital role, enabling us to continue to produce IMPRINT magazine.

Membership

Our 2021 membership numbers are higher than 2020, with a slight drop in some states and territories, and increases in others.

We continue to work hard on increasing benefits (especially with free promotion opportunities), discounts and experiences for our members, which along with our strong digital presence, offers many options to connect and stay in touch.

We would like to thank our loyal members who are the backbone of the PCA. We received a very generous \$1,654 in donations.

The PCA is funded largely through its membership base with no continual external grant funding. Every resource available is focused on delivering and improving our programs and benefits to members.



	2021	2020
ACT	31	37
NSW	319	301
NT	5	10
QLD	143	131
SA	57	47
TAS	43	45
VIC	327	331
WA	66	67
INT'L	39	32

As at 31 December 2021, 2020 respectively

Major revenue sources were

	2021	2020
Membership	\$77,447	\$80,944
Print Commission	\$17,961	\$17,266
Subscriptions		
Grants Received	\$10,000	\$21,000
Imprint Advertising	\$41,296	\$38,207
Donations	\$1,556	\$7,261
Print Sales	\$13,129	\$8,577
COVID-19 Government support		\$93,900

2021 Budget Actuals were

	2021	2020
Income	\$196,909	\$270,009
Expenses	\$212,844	\$237,736
Operating Profit/Loss	-\$15,935	\$37,531

Significant costs for 2021

	2021	2020
Imprint contributor fees, design, print, distribution	\$51,149	\$52,069
Wages*	\$121,830	\$130,322
Print Commission	\$6,217	\$3,793
General operations, rent, phone, internet, electricity, web, software subscriptions	\$18,428	\$8,174
Postage	\$2,717	\$2,520

*includes superannuation and bookkeeping



Adrian Kelleth at Sunshine Editions
Photographed by Georgia Steel