

Jam Factory

Annual Review
2016-17



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Medici Dinner, 2017. Photo: Josh Geelen. Cover: JamFactory Glass Studio. Photo: Andre Castellucci.



Medici Dinner, 2017. Photo: Josh Geelen.

OUR MISSION

JamFactory is Australia's leading contemporary craft and design organisation. We contribute to the cultural vibrancy of South Australia by providing training, support and development opportunities for practitioners and by engaging communities through our exhibition, retail and education programs.

OUR GOALS

To be recognised internationally as a leading centre for training, supporting and promoting outstanding entrepreneurial craftspeople and designers.

Significantly increase our audiences and contribute to greater understanding and awareness of contemporary craft and design in society.

Sustainably build and manage resources to achieve our sector and audience development ambitions

VALUES AND PRINCIPLES

JamFactory is an organisation that:

is committed to promoting the value of artists, craftspeople and designers to a vibrant culture

promotes design, craftsmanship and creative thinking as vital to a healthy society

is forward thinking, innovative and prepared to take risks

encourages and celebrates excellence

supports learning through engagement

is welcoming, open and community-focused

is committed to principles of equal opportunity and recognition of cultural diversity

safeguards the pride and goodwill invested in it by its many stakeholders

encourages teamwork and recognises the individual skills and viewpoints of its staff in a safe and supportive work environment

promotes collaboration and seeks to collaborate

is accountable, transparent and well governed

is environmentally responsible and financially sustainable



Textile artist, Lilly Buttrose. Photo: Andre Castellucci.

OUR STORY



Established in 1973 by the South Australian Government, JamFactory is one of South Australia's great cultural assets and Australia's leading contemporary craft and design organisation.

JamFactory has a large purpose-built facility in the west end of the Adelaide CBD – with specialised studio facilities, public galleries and a retail shop – as well as a satellite facility at Seppeltsfield Winery in the Barossa Valley – with studio spaces for professional artisans, a public gallery and a retail shop. These facilities provide valuable creative hubs and contribute to South Australia's vibrant cultural tourism offering.

We are an entrepreneurial not-for-profit organisation with a unique and dynamic business model. Our current activities

include: offering training to emerging artists and designers; developing, presenting and touring exhibitions with a specific emphasis on craft and design; leasing studio space and hiring out specialist workshop facilities; design and production of bespoke items from jewellery and awards to interior fit outs and public art; running workshops and short courses; manufacturing of homewares, lighting and furniture; wholesale sales; retail sales; and publishing.

JamFactory is committed to ongoing professional development within the craft and design sector and our most significant activity is the delivery of our two-year intensive Associate training program for designer-makers working in ceramics, glass, furniture or jewellery and metalwork.



Since its establishment, JamFactory has nurtured local talent and attracted outstanding artists and designers from around Australia and across the globe. Some of these have come to work as staff, some to rent studio space or use facilities and many others to undertake the training program. Many of these talented people have subsequently chosen to stay in South Australia to contribute to the culture and economy of the state.

Over more than four decades, JamFactory has provided employment and/or training for more than 500 leading Australian craft and design practitioners and has assisted in the career advancement of many more. We have contributed consistently and significantly to the income of creative practitioners through wages, fees and sales.

JamFactory currently has 42 staff, 22 Associates and another 27 studio tenants across our two sites. We also have more than 50 independent artists who regularly hire the hot glass workshop to create their work. We represented over 200 artists and designers through our shops and more than 100 through the exhibition program in this past year.

JamFactory Morphett Street Retail Store. Photo: Andre Castellucci. Opposite page: Graham Cain, 1975. Photo: courtesy of JamFactory.



JamFactory Furniture Collection. Photo: Sven Kovac.

CHAIR'S REPORT

Throughout the year JamFactory has continued to perform well above its weight, delivering outstanding and dynamic training, exhibitions and retail programs.

The organisation has been willing to take prudent creative and commercial risks and has achieved strong growth and further increased its influence and impact at a national and cross-sector level.

JamFactory's year-end audited financial result was a surplus of \$523,730. This figure includes recognition of capital funding of \$490K received from Arts South Australia in June for projects commencing in the following year. The effective trading result of \$33,730 is our sixth successive surplus and continues to build on JamFactory's strong financial position and will further enable us to manage aging facilities and pursue exciting new opportunities.

THE EFFECTIVE TRADING RESULT OF \$33,730 IS OUR SIXTH SUCCESSIVE SURPLUS.

We have made a number of upgrades and improvements to the Morphett Street building this year, including, new LED lights in the shop and gallery areas, replacing one and reconditioning other kilns in the Ceramics Studio and replacing the phone system which was more than 20 years old.

JamFactory's main operations are housed in a purpose built, State Government-owned building which remains critical to our ongoing viability. In addition to the building, Arts South Australia also

provides JamFactory with around 24% of our operating revenue through on-going funding and I must thank the Honourable Jack Snelling, Minister for the Arts for this on-going support. I also want to thank the Minister and Arts South Australia for recent new funding of \$490,000 for new facilities and equipment in our studios and to fit out a new shop in the North Terrace cultural precinct.

JamFactory recently received increases in core funding through the Visual Arts and Crafts Strategy (an initiative of the Commonwealth, State and Territory Governments) and the Australia Council for the Arts through its new Four-Year Funding program. We are also very grateful for this support.

I would like to take this opportunity to acknowledge the wonderful contribution of my fellow Board Members Noelene Buddle, Jim Carreker, Shane Flowers, Jane Lomax-Smith and Anne Moroney along with outgoing Members Kay Lawrence and Libby Raupach, whose Board terms ended in May 2017. It is a pleasure to work with such a committed and united Board.

I would also like to thank our donors and sponsors, the staff, the Associates, and all of the artists and designers associated with JamFactory. Their collective support, hard work, creativity and passion have ensured another year of outstanding outcomes.

Peter Vaughan

CEO'S REPORT

2016/17 has been another great year for JamFactory and it has been a privilege to witness so many accomplishments by the many talented people who make up JamFactory's wonderful creative community - our training Associates and alumni, our creative and curatorial staff, our studio tenants and the many other artists and designers who supply our shops, exhibit in our galleries or use our studio facilities.

The organisation continued to experience strong growth across most areas with our total turnover increasing to \$4.6million (not including capital funding of \$490K received from Arts South Australia in June) up from \$4.1million the previous year. This growth follows a steady pattern since 2011/12 when total turnover was just \$2.9million. Our audience numbers across the three venues and touring exhibitions for the year were 230,461 compared to 258,319 in 2015/16 and 222,213 in 2014/15.

At the heart of JamFactory's activities is the two-year post-tertiary training program that we offer across our four studio areas. At the end of the calendar year nine individuals completed the program with most since winning grants, awards, private commissions, manufacturing agreements or major exhibiting opportunities. 11 new Associates have come from France, Mexico, the United States, New South Wales, Victoria, Australian Capital Territory and South Australia, joining the 11 continuing second years from Iran, the United States, Victoria, Australian Capital Territory and South Australia and they are each embracing the opportunities to develop their design, making and business skills. Many of the most recent alumni from the

program have stayed on as rental tenants in our access studios where they continue to contribute to, and benefit from, the dynamic JamFactory community.

Our creative studio staff continued to provide outstanding leadership and mentoring for our Associates and continued to maintain their own high level practices. I acknowledge the great work done this year by the Creative Directors in particular; Jon Goulder in Furniture, Damon Moon in Ceramics, Christian Hall in Jewellery and Metal and Karen Cunningham in Glass.

11 NEW ASSOCIATES HAVE COME FROM FRANCE, MEXICO, THE UNITED STATES, NEW SOUTH WALES, VICTORIA, AUSTRALIAN CAPITAL TERRITORY AND SOUTH AUSTRALIA.

The great strength of our exhibition programming continues to be demonstrated through outstanding projects. In February 2017 we launched *STEEL: art design architecture* the third in a biennial series of ground-breaking shows that focus on innovative uses of a particular material in contemporary Australian art, design and architecture. *STEEL* will tour nationally to 14 venues and is accompanied by a 264-page catalogue.

Throughout the year we managed three major touring exhibitions that were seen in 10 venues across Australia. The touring program is generating new audiences for JamFactory and I congratulate Senior Curator Margaret Hancock Davis on the two successful funding applications

submitted this year to support new touring exhibitions - \$27,000 from Visions of Australia for the early development of *CONCRETE: art design architecture* and \$29,000 from the Australia Council's Contemporary Touring Initiative to tour *JamFactory Icon 2017 Catherine Truman: no surface holds*.

JamFactory is continuing to run three separate Award programs as part of our strategy to promote outstanding craft and design; our South Australian emerging designer prize *Drink Dine Design*, presented at Adelaide Airport to a passing audience of more than 500,000 travellers; the biennial *FUSE Glass Prize* for Australian and New Zealand artists working in Glass; and the biennial *Australian Furniture Design Award (AFDA)*, presented in partnership with Stylecraft which recently saw Alice Springs-based designer Elliot Rich win the prize for 2017 including \$20,000 cash, a residency at JamFactory, manufacturing and distribution through Stylecraft and separate acquisition of the winning prototype by the Art Gallery of South Australia.

The market growth, and range of, JamFactory products has progressed well, in large part due to the development of our new furniture collection. The product range generated \$176,978 at wholesale and the new furniture collection a further \$46,220 at trade, totalling \$223,198 (compared to \$185,838 previous year). These products provide income for JamFactory and our Associates and contribute significantly to the skills and business training in the studios. We currently distribute the product range to 24 stockists nationally and 2

internationally. In April 2017 we appointed a part-time Sales Manager to specifically represent the furniture collection to the commercial interiors sector.

Our retail operations have also continued to grow, achieving \$1,421,511 in sales (compared to \$1,297,553 previous year) generating important income for JamFactory and the many artists and designers we represent in our shops. This excellent result is a reflection of the great vision and leadership of Retail and Product Creative Directors Daniel To and Emma Aiston and Retail Manager Lucy Potter.

OUR RETAIL OPERATIONS HAVE CONTINUED TO GROW, ACHIEVING \$1,421,511 IN SALES (COMPARED TO \$1,297,553 PREVIOUS YEAR) GENERATING IMPORTANT INCOME FOR JAMFACTORY AND THE MANY ARTISTS AND DESIGNERS WE REPRESENT IN OUR SHOPS.

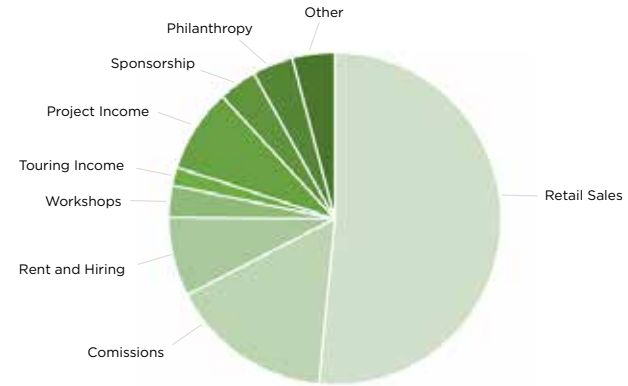
Development revenue through sponsorship and philanthropy has remained strong, achieving \$247,890 (compared to \$285,633 the previous year, which included \$70K raised for the biennial FUSE Glass Prize which takes place every second year). Our Medici Collective donor program grew again in its third year and we were delighted to sign up our first two Medici Patrons at \$10,000 per annum. Our \$45 annual Individual membership has remained steady and at 30 June we had 837 members (compared to 851 in the previous year).

We are particularly pleased to have continued mutually rewarding relationships with our five major sponsors - ANZ, the University of South Australia, Seppeltsfield, Canvas Group and Stylecraft.

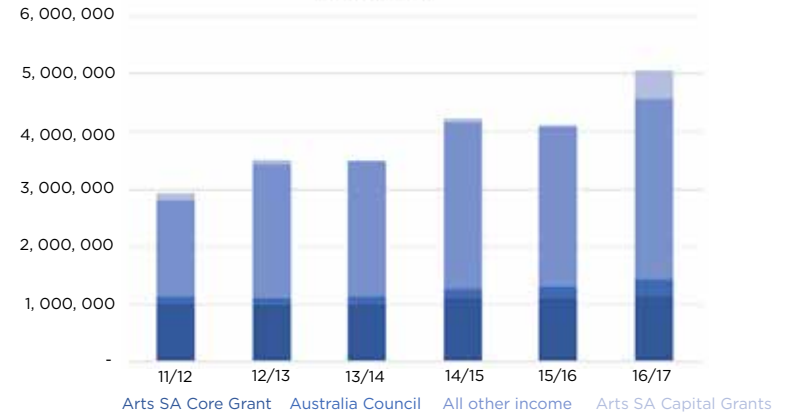
I would like to thank our Board, Staff, Associates, Tenants and Volunteers as well as the many people who have supported us during the year. South Australia has an extraordinary wealth of talent within contemporary craft and design media and I am personally very proud to be leading an organisation that plays such a vital role in nurturing and celebrating that strength.

Brian Parkes

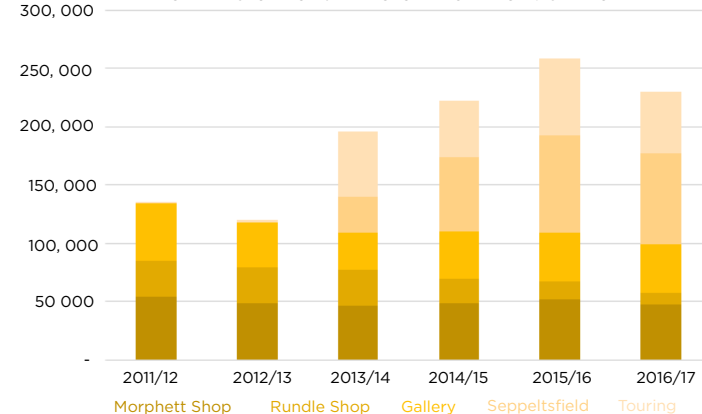
BREAKDOWN OF EARNED REVENUE FOR 2016/17

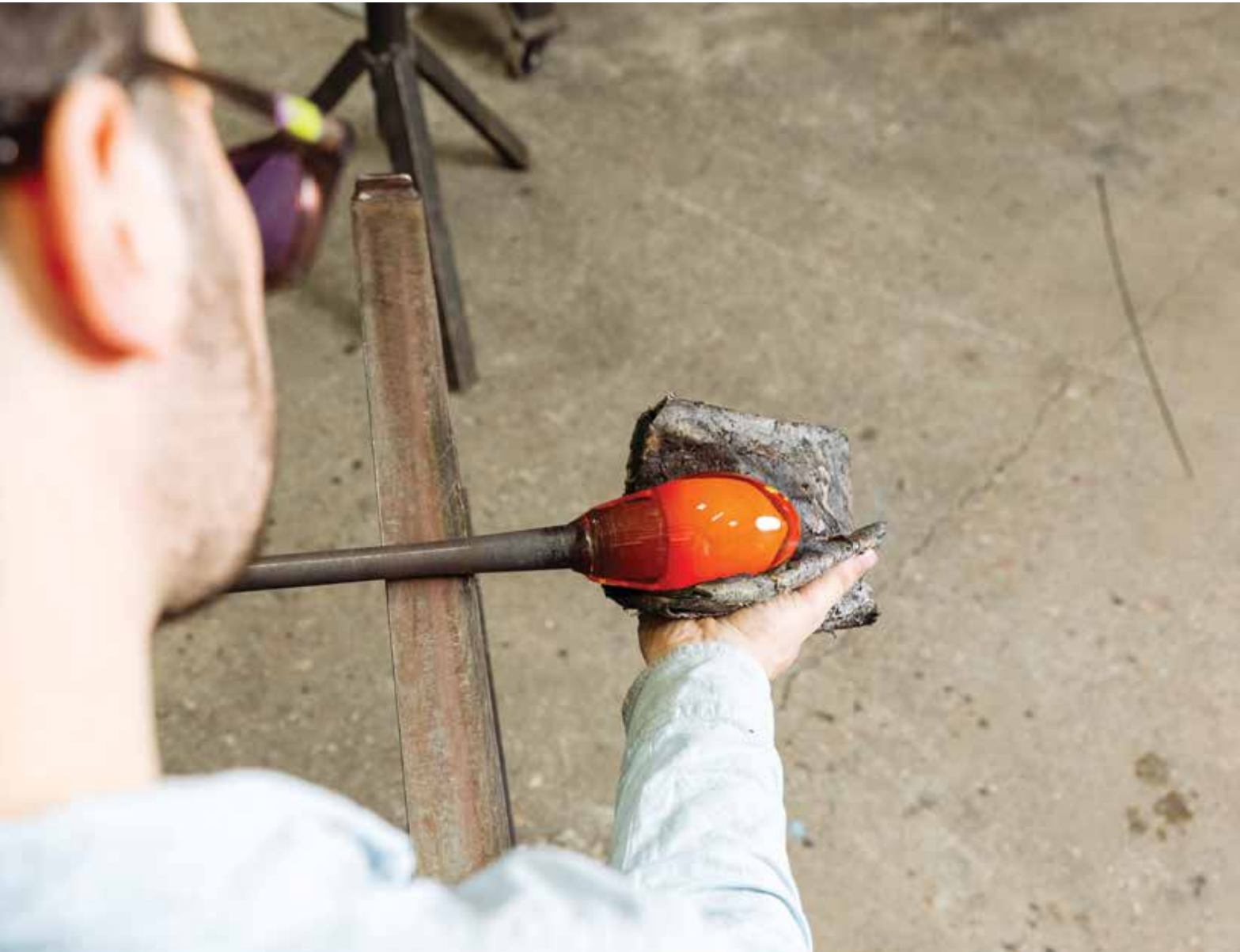


RECENT HISTORY OF JAMFACTORY INCOME INCLUDING CORE FUNDING



RECENT HISTORY OF JAMFACTORY AUDIENCE VISITATION





First Year Glass Associate Renato Perez. Photo: Andre Castellucci.

GLASS STUDIO

The Glass Studio continued to deliver successful outcomes in a number of areas including community involvement, studio commissions, training, production and upgrading of studio equipment. The studio continues to be well led by Creative Director Karen Cunningham with outstanding support from five part-time staff. In January we welcomed three new Associates - Bastien Thomas from France, Billy Crellin from Sydney and Renato Perez from Mexico and in May, due to visa complications, a fourth new Associate Aubrey Barnett from the USA joined the team.

Throughout the year Associates helped design and manufacture a range of commissions and prototyping projects in the studio including work for Cara disability services, Novita, Le Cordon Bleu Dux Awards, National Pharmacies, the NAWIC Awards, Arts South Australia Ruby Awards, Robinson Institute, Bird in Hand Winery, Simulation Australia, SA Climate Council, the Art Gallery of New South Wales, Museums and Galleries NSW, Meals on Wheels, Monash University, the Tour Down Under Awards, the Walford Alumni Awards, Tennis Australia Awards, the Australia Council Lifetime Achievement Awards, South Australian Screen Awards, the SA Public Health Awards, Design Institute of Australia, the South Australian Media Awards, the Volunteers Awards and the Adelaide Festival Centre's Cabaret Award.

Staff and Associates have also been busy throughout the year with industry manufacturing, primarily producing glass



lighting components for various Australian design companies including Ross Gardam (Vic), Articolo (Vic), Bradley Cole (WA) and Caren Ellis (SA).

The studio hosted a series of workshops to provide professional development for Associates, including week-long workshops in September with United States glass artist Jen Elek and in February with Pablo Soto, also from the United States. Local internationally acclaimed artist, Giles Bettison took the Associates on a visit to his studio and then gave a demonstration in our studio the following week with the visiting United States artists Megan Stelljes and Conor McLellan. The studio also supported travel for several JamFactory staff and Associates to attend the 18th Ausglass conference in Canberra in January.

Studio production remained focused on the manufacture of KINK oil and vinegar bottles with almost 1,400 units delivered to Production Sales for 2016/17. The new KC Pendant Light commenced production during the year with 22 units

produced. Individual Associates continued to develop product for regular product review sessions and subsequent inclusion in JamFactory retail shops.

THE GLASS STUDIO IS NOW ABLE TO OFFER TWO ANNUAL INTERNATIONAL SCHOLARSHIPS FOR ASSOCIATES. FIRST-YEAR ASSOCIATE BILLY CRELLIN WAS THIS YEAR'S PILCHUCK SCHOLARSHIP RECIPIENT AND THE CORNING SCHOLARSHIP WAS AWARDED TO FIRST-YEAR ASSOCIATE BASTIEN THOMAS.

The Glass Studio is now able to offer two annual international two-week scholarships for Associates - at the acclaimed Pilchuck Glass School in Seattle, USA and at the Corning Museum of Glass Studio in Corning, New York, USA. First-year Associate Billy Crellin was this year's Pilchuck scholarship recipient and the Corning scholarship was awarded to first-year Associate Bastien Thomas -

enabling him to take a class with renowned US glassblowers, Boyd Sugiki and Lisa Zerkowitz.

The year continued to see active participation by studio staff and Associates in exhibitions and placements at JamFactory and externally. Program Manager Kristel Britcher travelled to the Czech Republic undergoing a mentorship focussing on specialist glass cutting techniques; Studio Technician Tim Edwards held a solo exhibition at Sabbia Gallery in Sydney; Production Manager Liam Fleming travelled to India for six weeks to undertake a residency; and Creative Director Karen Cunningham was successful in an application for a new work grant from the Australia Council to support her upcoming solo exhibition.

Studio Technician Tim Edwards took the month of April off to travel to Oaxaca, Mexico, to assist recent Glass Studio alumni, Diego Vides Borrell (Associate from 2013-2014), to set up a hot glass studio. This development is a positive

indicator of the influence and quality of our training program and will create new international opportunities for Australian glass artists and designers. Diego now has Marcel Hoogstad-Hay (also an Associate from 2013-2014) working in this new studio in Mexico.

The year saw two exhibiting opportunities for Studio staff, Associates and recent alumni. The first was a Studio group exhibition, *Benchmark* at Fisher Jeffries in Adelaide in May and the second was an exhibition of work by five emerging artists from Canberra Glassworks and five artists from JamFactory called *Made in Australia*, presented as part of the *Australia Now* cultural program in Berlin, Germany in June. JamFactory artists included were Emma Young, Renato Perez, Kristel Britcher, Liam Fleming and Billy Crellin.

The studio normally closes over January to undertake annual maintenance, however this year, with only minor maintenance required the studio remained operational.



Pablo Soto Workshop. Photo: Courtesy of JamFactory. Opposite page: Second Year Glass Associate, Emma Young. Photo: Andre Castellucci.



CERAMICS STUDIO

The Ceramics Studio is continuing on the excellent trajectory set by Creative Director Damon Moon with a strong focus on the production of hand-thrown functional tableware and continuing education classes. David Pedler remained as the studio's Production Manager and in January we welcomed three new Associates – Ashlee Hopkins, Kerryn Levy and Ebony Heidenreich, all from South Australia. This is the first time that the studio has had a full complement of six Associates in at least seven years.

Emphasis continues to be placed on the THROWN product range featuring beakers, bowls, plates and platters in two glaze colours, with more than 1,500 units supplied to Production Sales for the year. Associates are heavily involved in production along with contracted studio potters – creating valuable employment for skilled craftspeople. The common materials and methodologies across the range have resulted in significant efficiencies in the studio and the material palette has formed the basis of the studio's tableware commissions.

Commissions income continues to be steady with several jobs for leading restaurants including the recently refurbished Jacob's Creek restaurant, Fino at Seppeltsfield, Tulum in Melbourne and Mount Lofty House. One of the most significant commissions for the year was the design development and production of a range of plates and platters illustrated with drawings by John Olsen for the Art Gallery of New South Wales. Hundreds of units were supplied with a total wholesale

Ceramics Associates Connie Augoustinos and Kerryn Levy. Photo: Andre Castellucci.



value of \$30K. Individual Associates also successfully undertook various restaurant commissions including jobs for Penfold's Magill Estate restaurant and Hentley Farm.

ONE OF THE MOST SIGNIFICANT COMMISSIONS FOR THE YEAR WAS THE DESIGN DEVELOPMENT AND PRODUCTION OF A RANGE OF PLATES AND PLATTERS ILLUSTRATED WITH DRAWINGS BY JOHN OLSEN FOR THE ART GALLERY OF NEW SOUTH WALES. HUNDREDS OF UNITS WERE SUPPLIED WITH A TOTAL WHOLESALE VALUE OF \$30K.

The studio also hosted several independent artists, including JamFactory 2016 Icon artist Gerry Wedd, who needed access to larger and more specialised facilities to complete private commissions. This access contributes to a sense of the

studio as a ceramics hub and provides income through studio rent and kiln hire. Independent JamFactory studio tenants working in ceramics also contribute to this energy. Current tenants at the end of June are Bruce Nuske, Sophia Nuske and Gus Clutterbuck.

During this year the Studio re-established its Indigenous residency programs and we were pleased to host NSW-based Aboriginal artist Kevin Welsh, with support from Outback Arts (NSW) in May and Peggy and Jan Griffiths from Warangari Arts Centre (WA) in April. We are also excited to be working with Warangari Arts separately on the development of a production range of tableware featuring designs by Gloria Mengil for release as high end merchandise.



The short-course teaching program, held in partnership with Adelaide Central School of Art, has grown again in 2016/17 - currently six per week over four terms per year. These classes are generally oversubscribed with waiting lists, and are held in addition to periodic classes for school groups and scheduled visiting artist's workshops. The studio also hosted a successful summer school.

Facilities and equipment have been further enhanced through the year with one new kiln installed and some of our existing kilns upgraded with new timers and refurbished elements. These updates have improved the reliability of the firing process and have increased our production capacity. We also modified and expanded the plaster studio, in which we have been busy prototyping new products for possible inclusion in the JamFactory range including a variety of pendant light shades.



Creative Director Damon Moon has continued to build the profile of his own work and expand his influence as a writer and curator in the field of ceramics. He held a solo exhibition in JamFactory's Gallery Two space in December and has recently been appointed as guest curator of the official exhibition accompanying the National Ceramics Conference in Tasmania in 2018.

Throughout the year the Associates have worked on their own product ranges for JamFactory shops with all six current Associates gaining the benefits from sales and market exposure in this way.

JamFactory for John Olsen AGNSW Commission. Photo: Courtesy of AGNSW; JamFactory Ceramics Studio. Photo: Andre Castellucci. Magill Estate Commission. Photo: Andre Castellucci.



JamFactory Furniture Studio. Photo: Andre Castellucci.

FURNITURE STUDIO

The Furniture Studio has undergone further change and consolidation through the year under the creative direction of Jon Goulder, with successful initial production of the new furniture collection and significant changes in personnel. In September Production Manager Adam Cantwell left to pursue a career in the building industry and was replaced by recent alumnus and talented designer-maker, Nicholas Fuller. In April we were pleased to appoint Saul Scanlon to the new role of Sales Manager - Furniture and Interiors. Through this new position, Saul is representing the furniture collection and JamFactory's bespoke commissions capabilities to the commercial interiors sector. The Studio also welcomed three new Associates in January - Dean Toepfer from Melbourne, Andrew Carvolth from Canberra and Matthew Potter from Sydney.

JamFactory Furniture collection sales are steady and growing, with \$46K in sales at trade price for the year. Most of these orders have been for private residential clients through our shops, however we are now seeing more interest from commercial specifiers and committed orders for the new year have already exceeded the 2016/17 figure.

The studio remained active in producing JamFactory product and undertaking commission projects including: cabinetry and credenza for the award-winning Adelaide Botanic Gardens Restaurant and the display furniture for JamFactory's touring exhibition *STEEL: art design architecture*. The studio was also



successful in pitching for the design of custom seating ottomans and registration benches for the UniSA Pridham Hall project. The project, involving the design development and fabrication of prototypes was in progress at the end of June and JamFactory will be invited to competitively tender for the fabrication of this work in the new year. At year-end we were also in the final stages of negotiating a major project with Arts South Australia to design loose furniture for the refurbished foyers of the Adelaide Festival Centre in conjunction with Hassell architects.

JAMFACTORY FURNITURE COLLECTION SALES ARE STEADY AND GROWING, WITH \$46K IN SALES AT TRADE PRICE FOR THE YEAR.

The Studio was invited to exhibit at Denfair in Melbourne this year as part of an emerging design showcase

called Front/Centre. This was a very different presentation and context to our commercial presentation the previous year when we launched the JamFactory Furniture Collection. This year's opportunity focused on the work of the Associates and promotion of the training program and all Associates were able to travel to Melbourne to represent their work, develop networks and promote the studio.

Associates continued developing their skills designing and manufacturing their individual work with successful product reviews resulting in a strong presence in the retail shop. A focus on developing new work to specifically target Australian design competitions and exhibitions was set again this year with Huw McConachy, Matt Pearson and James Howe among the 10 finalists for the *Drink Dine Design Emerging Designer Award* in October, James Howe selected as one of six finalists in the *Australian Furniture Design Award* in May, Matt Potter and



Dean Toepfer shortlisted for the *Vivid Design Competition* in Melbourne in July, works by Matt Potter, Dean Toepfer and James Howe selected for the annual Workshopped showcase in Sydney and Andrew Carvolth and James Howe, along with Production Manager Nicholas Fuller, selected as finalists for the *Clarence Prize* in Tasmania, both in August.

During the year a scholarship was created to send a Furniture Associate to travel to France with all expenses paid and the opportunity to participate in Domaine de Boisbucbet's renowned Summer Workshops Program. Second year Associate Jake Rollins was selected for the first year and undertook an intensive three-week program in July 2017. We anticipate this will be an annual opportunity for an Associate from the studio.

Studio staff are continuing to achieve personal success and raise the profile of the studio. Production Manager Nicholas



Fuller exhibited in a major two-person exhibition at Craft ACT in Canberra and was also awarded best emerging designer at Denfair in Melbourne in June.

Creative Director Jon Goulder exhibited at the Milan Furniture Fair in April as part of the critically acclaimed LOCAL DESIGN project. He showed his *Settlers Chair* and a series of small tables produced in collaboration with Glass Studio Production Manager Liam Fleming. Jon is also developing work for a solo exhibition, for which he received Australia Council funding, that draws on the narrative of his four generations of family furniture makers. The show will launch in early 2018 with Broached Commissions and will be shown in Melbourne, Sydney and the USA.

LOCAL MILAN exhibition. Photo: courtesy of LOCAL DESIGN. AFDA Finalist James Howe. Photo: Andre Castellucci. Opposite page: Pridham Hall Work in progress. Photo: Andre Castellucci.



JamFactory Jewellery and Metal Studio. Photo: Andre Castellucci.

JEWELLERY AND METAL STUDIO

Led by Creative Director Christian Hall and Production Manager Alice Potter, the studio undertook a range of activity across three main areas; education, commissions and manufacture of studio product.

The studio recruited one new Associate for 2017, Danielle Lo from Sydney College of the Arts, and retained recent alumnus Zoe Grigoris as alumni in residence. The studio also continued to host local trade jeweller Alan Tilsley as a jeweller in residence.

A steady stream of small to medium scale commission projects came through the studio throughout the year including the Bay to Birdwood Preservation Class Trophy and commemorative gifts for the National Motor Museum; a small run of special edition Brand SA Lapel Pins for the Anzac Centenary Coordination Unit for South Australia; exhibition design and component fabrication for the JamFactory touring exhibition *STEEL: art design architecture*; a corporate gift sculpture for Adelaide Airport to give to China Southern Airlines; bespoke brass lighting components for Genisen Design Studio as part of a restaurant fit-out; 200 special edition Brand SA Lapel Pins with "CLUB" stamp and 18ct gold plating; custom brass table tops and edging for two dining tables made for the new Sean's Kitchen exclusive dining room; and for the second consecutive year the South Australian Science Excellence Awards trophy.



The studio continued to develop and produce JamFactory product with more than 500 units supplied to Production Sales across the suite of eight existing products. The CURVE salad servers and the ECLIPSE pinch bowls continue to be the most successful products in the range. Product manufacture is underway and in this reporting period the studio supplied CURVE Salad Servers and CUBE Paperweights to Production Sales. Alice Potter designed a new desktop clock as a companion to the FOLD desk wares range and Christian Hall designed a set of trays in powder coated steel and brass for beta testing through JamFactory shops.

The short-course workshop *Introduction to Silver Jewellery Making* continues to be a staple of the Studio's education profile. The community education classes are run by Associates and alumni, and present professional development, income and

community liaison opportunities in one package.

THE STUDIO CONTINUED TO DEVELOP AND PRODUCE JAMFACTORY PRODUCT WITH MORE THAN 500 UNITS SUPPLIED TO PRODUCTION SALES ACROSS THE SUITE OF EIGHT EXISTING PRODUCTS.

Workshops have been growing in numbers and attendance. This year the studio has run both beginner level and intermediate level workshops as well as Lost Wax Casting, Bezel Setting, Resin Jewellery and Spoon Making workshops by Sylvia Nevistic and a stone setting course run by Alan Tilsley.

During the year the studio hosted external mentor workshops for the Associates with acclaimed contemporary jeweller, Julie Blyfield.



Creative Director Christian Hall continued to represent the studio and his own practice at a national and international level, delivering talks at SCA (NSW), UNSWAD (NSW), ANU (ACT) and Craft ACT. In May Hall delivered a major solo exhibition *Next* at Craft ACT in Canberra for which he received Arts South Australia project funding. Christian also exhibited at Design Shanghai in March as part of the San W Gallery exhibit, undertook several private commissions and was appointed to the Australia Council for the Arts peer assessors pool. Production Manager Alice Potter further developed her profile through the year with numerous private commissions and participation in group exhibitions at San W Gallery, Zu Design and Studio Melt.

In June we advertised the Studio's Creative Director role as Christian's contract will end in December 2017 following nine successful years in the role.



STEEL: art design architecture, 2017. Photo: Grant Hancock; Science Excellence Award Trophy designed by Christian Hall and Danielle Barrie. Photo: Craig Arnold. Opposite Page: Second Year Jewellery and Metal Studio Associate, Danielle Barrie. Photo: Andre Castellucci.



STEEL: art design architecture. Photo: Grant Hancock.

EXHIBITIONS

JamFactory presented a dynamic program of exhibitions and events to the South Australian public, the arts community and interstate and international visitors. The Exhibitions area was led by Senior Curator Margaret Hancock Davis with support from Assistant Curator Lara Merrington and an able team of contract and casual staff.

JamFactory presented a total of 15 exhibitions (in three gallery spaces across two JamFactory venues in Adelaide and at Seppeltsfield in the Barossa Valley, including three touring exhibitions, with work by over 100 artists and designers.

Opening in July 2015 was the fourth exhibition in our annual Icon series *Gerry Wedd: Kitschen Man*. A 20-page catalogue was designed by James Brown of local Adelaide graphic design firm MASH, with words by Anne Brennan and Ken Gelder, with photography by award winning photographer Andrew Cowen. The catalogue won best small catalogue in the Museums Australia Publishing and Design Awards (MAPDAs). Thanks to Australia Council Contemporary Touring Initiative funding of \$118,500 this exhibition is touring to 13 venues nationally. Anne Keates and Lucy MacDonald developed a schools' education kit for the tour and the artist will be travelling to each venue to participate in public programs.

Our most ambitious exhibition project for the year was *STEEL: art design architecture*, the third exhibition in our biennial art design architecture series. The exhibition was curated by Margaret Hancock Davis and is accompanied by a



beautiful 264-page catalogue designed by Stephen Goddard with nine writers contributing five essays and 29 artist profiles. A Symposium for *STEEL* was jointly presented by JamFactory and UniSA on Saturday 1 April. MC for the event was Andrew Wallace - Program Director of Interior Architecture at UniSA's School of Art, Architecture and Design and the speakers for the event were Matthew Harding - artist and designer, Simon Thomson - director of Thomson Rossi Architects, David Retallack - CEO, FCT Flames and Seaton Mckean - industrial designer. With the support of funding through the Visions of Australia program, *STEEL* will tour to 14 venues nationally.

Our national touring exhibitions program continued throughout the year, with three exhibitions across eight venues, other than our own, reaching an audience of

52,988 visitors (down from last year's 65,758 visitors to 4 exhibitions across 12 venues).

JAMFACTORY PRESENTED A TOTAL OF 15 EXHIBITIONS, INCLUDING THREE EXHIBITIONS TOURING NATIONALLY TO EIGHT VENUES OTHER THAN OUR OWN IN 2016/17, WITH WORK BY OVER 100 ARTISTS AND DESIGNERS.

We were again pleased to report positive outcomes from applications for project funding throughout the year with funding of \$29K secured from the Australia Council's Contemporary Touring Initiative to support an eight-venue tour of *Catherine Truman's 2017 JamFactory Icon* exhibition; funding of \$27K from Visions of Australia to support the early development of *CONCRETE: art design*



architecture, which will be the fourth and final exhibition in the series; and our nomination of Clare Belfrage for the 2018 SALA monograph to Arts South Australia was also successful. Coinciding with the launch of this funded monograph will be the opening of Belfrage's 2018 JamFactory Icon exhibition.

Our exhibitions, public openings, guest speakers and artist talks, attracted strong interest from the public, arts community, students, practitioners and collectors. Attendances for JamFactory's gallery in Adelaide reached 42,168 (41,418 in 2015/16). Attendance for our gallery at Seppeltsfield reached 78,369 (83,771 in 2015/16)



Throughout 2015/16 JamFactory has partnered or collaborated with a number of organisations in the development and presentation of exhibitions including SALA Festival, the University of South Australia School of Art, Architecture and Design, Australian Design Centre, Workshopped, Fringe Festival, Hutton Vale Farm and North City 4.

Silent Nature. Photo: Lara Merrington; *Generate 2016*. Photo: Lara Merrington. Opposite Page: *JamFactory Icon Gerry Wedd: Kitschen Man* exhibition opening. Photo: Anna Fenech Harris.

EXHIBITIONS PROGRAM



22 JULY - 11 SEPTEMBER
GALLERY ONE

JAMFACTORY ICON 2016 GERRY WEDD: KITSCHEN MAN

JamFactory's Icon series is an annual solo exhibition celebrating the achievements of one of South Australia's leading craft and design practitioners. Our 2016 Icon Gerry Wedd enjoys a national reputation for his hand-built blue and white ceramics that brim with a dry wit oscillating from the humorous to the darkly disturbing. Launching in Adelaide as part of the 2016 SALA Festival this exhibition is currently part-way through a 12-venue national tour. Supported by Arts South Australia and the Contemporary Touring Initiative through the Australia Council.

22 JULY - 11 SEPTEMBER
GALLERY TWO

SOAP SCORE

Ceramics studio alumna Honor Freeman presented a solo exhibition of porcelain objects reflecting on how to measure a life and mark time's passing. Creating beautiful still life tableaux that capitalised

on slip-cast porcelain's mimetic qualities, Honor produced her most ambitious installation to date, 656 cast soaps, a project that reflects life's journey through everyday objects. Supported by Arts South Australia and presented as part of the 2016 SALA Festival.

16 JULY - 25 SEPTEMBER
JAMFACTORY AT SEPELTSFIELD
FUSE GLASS PRIZE

The FUSE Glass Prize, a new biennial prize for Australian and New Zealand glass artists, is Australasia's richest prize for glass. Showcasing 15 outstanding finalists including established artists Clare Belfrage (SA); Mel Douglas (ACT); Tim Edwards (SA); Wendy Fairclough (SA); Brenden Scott French (SA); Elizabeth Kelly (NSW); Jessica Loughlin (SA); Nick Mount (SA); Richard Whiteley (NSW); and Kathryn Wightman (NZ). Emerging finalists were Lewis Batchelar (SA); Hannah Gason (ACT); Marina Hanser (ACT); Andrew Plummer (NSW); and Alex Valero (SA).

JamFactory Icon Gerry Wedd: Kitschen Man, 2016. Photo: Grant Hancock.



23 SEPTEMBER - 27 NOVEMBER
GALLERY ONE

HOMELAND: RETURNING, REMEMBERING, REIMAGINING

Home is the place where first memories are made, where security and love are bounded within and the intricate details of the physical place and familial realms are etched and devotedly recalled. Curated by Jo Cys and Jane Lawrence, the exhibition invites alumni and associates of the 50 year history of the University of South Australia's Bachelor of Interior Architecture to consider the meaning of home. Presented by the University of South Australia as part of the 2016 APSDA Conference.

23 SEPTEMBER - 27 NOVEMBER
GALLERY TWO

BUILDING BLOCKS

Buildings as a source of inspiration may seem unusual for a jeweller, but many jewellers reflect upon architectural modes of construction, materials, forms and even scale within their works. Featuring Claire

Agostino & Brown, LONG chair, 2016. Photo: Will Matthews.

Brooks, Christian Hall, Courtney Jackson, Jessamy Pollock and Andrew Welsh.

23 SEPTEMBER - 23 OCTOBER
RETAIL

COLLECT: SIT DOWN

An exhibition exploring the concept of the 'seat' by South Australian designers and makers including Rhys Cooper, Jon Goulder, Takeshi Iue, Genesin Studio, Matt Taylor and Studio Gram.

8 OCTOBER - 4 DECEMBER
JAMFACTORY AT SEPELTSFIELD
SILENT NATURE

In 2014 a fire ripped through Eden Valley, including large portions of the Angas' property, Hutton Vale Farm. Some of the fallen and extensively damaged gum trees on the land were over 500 years old. In a project to creatively preserve the memory of these trees, 8 South Australian artists have been invited to create new works. Featuring Jennifer Ahrens, Adam Cantwell, Chris De Rosa, Helen Fuller, Heidi Kenyon, Sue Kneebone, Adrian Potter and James Tylor.



9 DECEMBER 2016 - 22 JANUARY 2017

GALLERY ONE

GENERATE 2016

Celebrating tomorrow's talent this annual exhibition of work by JamFactory Second Year Associates showcases future directions in glass, metal and furniture design. Featuring Lewis Batchelar, Emma Field, Laure Fradin, Zoe Grigoris, Madeline Isakson, Alice Mahoney, Huw McConachy, Matt Pearson and Daniel Tucker.

9 DECEMBER 2016 - 22 JANUARY 2017

GALLERY TWO

MESSING WITH MODERNISM

An exhibition of new work by Creative Director of JamFactory's Ceramic Studio Damon Moon, presenting a range of works reflecting on his interests in the history of modernism and ceramics making in a global context.

9 DECEMBER 2016 - 8 JANUARY 2017

RETAIL

COLLECT: GRID

In this exhibition of new jewellery and sculptural works, Peta Kruger and Janice Vitovsky explore city layouts, grid systems and Otto Hajek's Adelaide Festival Centre Sculpture, City Sign.

17 DECEMBER 2016 - 29 JANUARY 2017

JAMFACTORY AT SEPPELTSFIELD

JAMFACTORY ICON GERRY WEDD:

KITSCHEN MAN

JamFactory's Icon series is an annual solo exhibition celebrating the achievements of one of South Australia's leading craft and design practitioners. Our 2016 Icon Gerry Wedd enjoys a national reputation for his hand-built blue and white ceramics that brim with a dry wit oscillating from the humorous to the darkly disturbing.



17 FEBRUARY - 23 APRIL

GALLERY ONE

STEEL: ART DESIGN ARCHITECTURE

Curated by JamFactory's Senior Curator Margaret Hancock Davis, *STEEL: art design architecture* showcases innovative works by 29 contemporary Australian artists, designers and architects, providing an extensive cross-section of current creative practices, modes of thinking and relationships to this essential material.

17 FEBRUARY - 23 APRIL

GALLERY TWO

SCAPE

Ceramic artists Alterfact (Ben Landau and Lucile Sciallano), Roderick Bamford, and Kenji Uranishi, look to urban-scapes and architecture to create works contemplating the tensions between built and broken, natural and unnatural, intention and chance

10 FEBRUARY - 23 APRIL

JAMFACTORY AT SEPPELTSFIELD

GENERATE 2016

Celebrating tomorrow's talent, this annual exhibition of work by the emerging artists and designers who completed JamFactory's two year Associate training program in 2016 showcases future directions in glass, metal and furniture design.

17 FEBRUARY - 19 MARCH

RETAIL

COLLECT: NATURAL LANGUAGE

Chris De Rosa, Leslie Matthews and Clare Belfrage each have long standing obsessions with aspects of the natural world. In this exhibition the artists come together to offer contrasts and similarities through their work, interpreting drama, rhythm and time elements within nature, touching on the intersection with human experience.

Generate 2016. Photo: Lara Merrington.

Tony Hobba Architects, *Third Wave Kiosk*, 2012. Photo: Rory Gardiner.



5 MAY - 9 JULY
GALLERY ONE

RESOLVED: JOURNEYS IN AUSTRALIAN DESIGN

An Australian Design Centre exhibition of works from 12 designers from the highly acclaimed *Workshopped* exhibitions held in Sydney. Go behind the scenes and uncover their design journey from inspiration to final resolution.

5 MAY - 9 JULY
GALLERY TWO

NORTHCITY4 KICK OUT THE JAMS

Eleven Northcity4 tenants showcase contemporary jewellery. This exhibition highlights the intensely productive, varied and creative practices cultivated by a community of jewellers and artists within a shared work space in Brunswick, Melbourne.

5 MAY - 4 JUNE
RETAIL

COLLECT: RITUAL OF TEA

A selection of emerging and established ceramic and metal artists create objects that they use in their daily tea ritual. Featuring Susan Frost, Ghost Wares, Alison Jackson, Sylvia Nevistic, Bruce Nuske, Sophia Nuske, Yoko Ozawa, Studio Kyss and Ulrica Trulsson.

20 MAY - 23 JULY
JAMFACTORY AT SEPPELTSFIELD

STEEL: ART DESIGN ARCHITECTURE

Following its Adelaide season, this presentation of *STEEL: art design architecture* is the first stop of the exhibition's extensive 15 venue tour thanks to Commonwealth funding provided through Visions of Australia.

TOURING EXHIBITIONS PROGRAM



GLASS: ART DESIGN ARCHITECTURE
Toured to Western Plains Cultural Centre, Dubbo, NSW
July - September 2016

Lake Macquarie Regional Gallery, Booragul, NSW
September - November 2016

QUT Art Museum, Brisbane, QLD
November 2016 - March 2017

Cairns Regional Gallery, Cairns, QLD
March - April 2017

Caboolture Regional Art Gallery, Caboolture, QLD
May - June 2017

JAMFACTORY ICON 2016, GERRY WEDD: KITSCHEN MAN
Toured to JamFactory at Seppeltsfield, Seppeltsfield, SA
December 2016 - February 2017

Manningham Art Gallery, Manningham, VIC
February - March 2017

Port Augusta Cultural Centre, Port Augusta, SA
April - June 2017

STEEL: ART DESIGN ARCHITECTURE
Toured to JamFactory at Seppeltsfield, Seppeltsfield, SA
May - July 2017



JamFactory Morphett Street Retail Store. Photo: Andre Castellucci.

RETAIL AND PRODUCTION SALES

Our total retail sales for the year were \$1,421,511 (compared to \$1,297,553 in 2015/16) including on-line sales of \$24,413 (compared to \$14,167 in 2015/16). We achieved significant growth at Morphett Street (+10%), modest growth at Seppeltsfield (+7%) and further decline at Rundle Mall Plaza (-9%)

Of the more than 200 independent artists and designers represented in JamFactory shops, the 10 most commercially successful for the year were Llewelyn Ash, glass, SA; Andrew Baldwin, glass, SA; Brenden Scott French glass, SA; Alice Potter, jewellery, SA; Caslake and Pedlar, glass, SA; Ida Maglai jewellery, SA; Jane Burbidge ceramics, SA; FINK & Co, metalwork, ACT; Mel Fraser, glass, SA; and Tom Moore, glass, SA.

OUR TOTAL RETAIL SALES FOR THE YEAR WERE \$1,421,511 (COMPARED TO \$1,297,553 IN 2015/16) INCLUDING ON-LINE SALES OF \$24,413 (COMPARED TO \$14,167 IN 2015/16).

The Associate product review sessions continued throughout 2016/17 encouraging Associates to prototype new products of their own design for consideration within the shops. This stimulated activity within the studios, increased Associate incomes and ensured that the Associate program and each of our four studios are appropriately represented within the shops.



From 4 November to 24 December we presented a pop-up store in the Koskela showroom in Sydney. The aims of the pop-up were to signal our intentions to expand our activities into Sydney over the coming years; test the market viability of our offering; build new networks and connections to support our ambitions; and increase awareness of the JamFactory brand in Sydney. The pop-up achieved a slightly better than break-even result and generated significant industry and media attention including coverage in the Sydney Morning Herald, Broadsheet, Indesign Live, Habitus Living, Adelaide Now, The Design Files, The Advertiser, Furnishing International, Sitchu and Imgrum.

In the wake of steadily declining visitor numbers to the Rundle Mall Plaza site, the Board and Management decided not to renew the lease on the premises there when it expired in May, preferring to explore alternative options for a second Adelaide CBD store. A successful end of lease sale was held and the shop officially closed on 7 May 2017.

Piloted in the second half of the previous year, the *Collect* series of exhibitions in the Morphett Street shopfront have now become a permanent feature of our retail activity. The exhibitions of dynamic new work in a variety of media are commercial in nature and aim to promote collecting of contemporary craft and design to new and already committed collectors. The following exhibitions were held in 2016/17 as part of the *Collect* series;

23 SEPTEMBER - 23 OCTOBER
COLLECT: SIT DOWN

9 DECEMBER - 8 JANUARY
COLLECT: GRID

17 FEBRUARY - 19 MARCH
COLLECT: NATURAL LANGUAGE

5 MAY - 4 JUNE
COLLECT: RITUAL OF TEA

During the year we formalised agreements with several new stockists for JamFactory product including two in New South Wales, two in Victoria, one in the ACT, one in Shanghai and



one in Singapore. Current stockists of JamFactory product are;

Art Gallery of New South Wales Shop (NSW)
Artisan (QLD)
Aspects of Kings Park (WA)
Blue Mountains Cultural Centre (NSW)
Bokeh Gallery (Vic)
Canberra Glassworks (ACT)
Happy Valley (Vic)
Kick Arts (QLD)
Kif and Katast (Vic)
Lake Macquarie City Art Gallery (NSW)
Made by Others (NSW)
Make Design Objects (Vic)
Mercato (SA)
One Girl Studio (QLD)
Portrait Gallery Shop (ACT)
Precinct Galleries (NSW)
Safari Living (NSW)
Spence and Lyda (NSW)
Store by Fairfax (online)
Timber and Tailor Shop (ACT)
Top 3 By Design (Vic)
Top 3 By Design (NSW)
William Topp (WA)

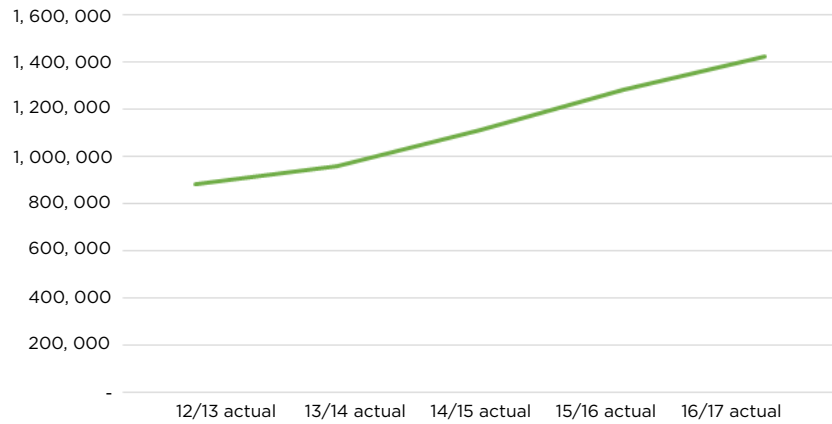
Workshopped (NSW)
Naiise (Singapore)
San W Gallery (China)

JamFactory once again presented a selection of JamFactory product at Big Design Market in Melbourne in the first weekend of December. Sales exceeded \$8,500 over the three-day event (a \$2,000 increase on the previous year).

Problems throughout the year relating to consistency of supply of JamFactory product contributed to lower than budgeted production sales. Supply bottlenecks and competing commission jobs have held up production of JamFactory product in the studios. These problems were highlighted in a successful proposal to State Government seeking funds to purchase equipment to increase our in-house manufacturing capabilities and we look forward to better meeting the increasing demand for our products.

Collect. Photo: Daniel To. Opposite page: JamFactory x Koskela Pop-up Store opening. Photo: courtesy of Habitus.

JAMFACTORY RETAIL SALES



PRODUCT SALES BY VOLUME

PRODUCT	DESIGNER	QTY SOLD 2016/17	PRODUCT	DESIGNER	QTY SOLD 2016/17
CHOP Board	Jon Goulder	14	SHARE Board	Jon Goulder	56
CUBE Paperweight	Daniel Emma	29	STORE Desk Tidy	Jon Goulder	49
CURVE Salad Servers	Christian Hall	145	THROWN Cup / Saucer	Damon Moon	42
ECLIPSE Nest Bowls	Christian Hall	56	THROWN Cup	Ceramics Studio	11
ECLIPSE Pinch Bowls	Christian Hall	135	THROWN Dessert Bowl	Ceramics Studio	187
FOLD Bookends	Alice Potter	32	THROWN Pasta Bowl	Ceramics Studio	357
FOLD Letter Holder	Alice Potter	52	THROWN Side Plate	Ceramics Studio	180
FOLD Card Holder	Alice Potter	42	THROWN Dinner Plate	Ceramics Studio	253
FOLD Clock	Alice Potter	16	THROWN Salad Bowl	Ceramics Studio	177
GRIND Salt Mill	Jon Goulder	70	THROWN Platter	Ceramics Studio	151
GRIND Pepper Mill	Jon Goulder	75	THROWN Bowl Small	Ceramics Studio	40
JAMJAR Storage Jar	Jones, Mirams, Parkes	21	THROWN Mug - White	Ceramics Studio	77
KINK Oil Bottle	Deb Jones	763	TURN Bowl Small	Daniel Tucker	9
KINK Vinegar Bottle	Deb Jones	556	TURN Bowl Large	Daniel Tucker	14
SERVE Board	Jon Goulder	24			



Christmas Campaign 2016. Photo: Sven Kovac.



JamFactory at Seppeltsfield Retail Store. Photo: Andre Castellucci.

SEPPELTSFIELD

JamFactory in the Barossa is continuing to grow steadily in sales turnover and is attracting broad new audiences. Visitation for the year was 78,369 (83,771 last year and 63,008 the year before).

Shop and Gallery Supervisor Kristy Pryor and casual staff are working closely with Retail Creative Directors Daniel To and Emma Aiston and Retail Manager Lucy Potter to develop the retail shop and provide an engaging and educational cultural tourism experience.

For 2016/17 the exhibition program included five JamFactory produced exhibitions: *2016 Fuse Glass Prize*; *JamFactory Icon Gerry Wedd: Kitschen Man*; *Generate 2016*; *STEEL: art design architecture*; and *Silent Nature* a group exhibition specifically developed for the Seppeltsfield site. *Silent Nature* focused on the destruction of a significant number of very old river red gums on the Hutton Vale Farm property in the 2014 Eden Valley bushfires.

Studio tenants Barry Gardner (knife-maker), Julie Fleming (milliner), Angela Walford (ceramicist), Sonya Moyle (ceramicist), Brenden Scott French (glass artist), Sue Garrard (jeweller) and Rose-Anne and Michael Russell (shoe-maker and leather-worker) are running successful creative businesses including the delivery of workshops and the production of retail, exhibition and commission work. This group of tenants continue to contribute to the valuable cultural tourism experience through their direct engagement with visitors.

JamFactory's relationship with Seppeltsfield and FINO restaurant continues to strengthen through joint ventures.



Medici Dinner 2017. Photo: Josh Geelen.

DEVELOPMENT

Sponsorship and Membership remained steady for the year while philanthropy continued to grow. Total Development income across all areas for the year was \$247,890 (compared to \$285,633 the previous year, which included \$70K raised for the biennial *FUSE Glass Prize* that takes place every second year, and \$135,274 in 2014/15).

Throughout the year JamFactory maintained strong relationships with five major sponsors (contributing cash or in-kind services at \$20K per annum or greater) ANZ, the University of South Australia, Seppeltsfield, Canvas Group and Stylecraft.

JamFactory also received cash or in-kind support from several event sponsors and presenting partners including Adelaide Airport, McLaren Vale Brewing Company, Adelaide Flower House, Fisher Jeffries, The Adelaide Review, Visualcom, Design Institute of Australia, Grieve Gillett Andersen Architects, Mossgreen, Seppeltsfield Wines, The Louise and Appellation, Martyn Cook Antiques, Pol Roger, Antipodes and The David Roche Foundation.

OUR MEDICI COLLECTIVE DONOR PROGRAM, NOW IN ITS THIRD YEAR, HAS SEEN STEADY GROWTH IN DONATIONS FROM \$58,000 IN 2014/15 TO \$62,500 IN 2015/16 AND TO \$77,000 IN 2016/17.

Our Medici Collective donor program, now in its third year, has seen steady growth in donations from \$58,000 in 2014/15 to \$62,500 in 2015/16 and to \$77,000 in 2016/17. At 30 June we had

two Medici Collective Patrons and 27 Medici Collective Members. This dynamic donor program enables patrons to collectively invest in, and directly engage with, the talented emerging artists and designers undertaking JamFactory's acclaimed Associate training program and provides the Associates with the valuable opportunity to communicate with and relate to donors.

JamFactory is grateful for the generous support of the Medici Collective and all our general donors:

2017 Medici Collective Patrons

William Boyle
David & Dulcie Henshall Foundation

2017 Medici Collective Members

Paul and Janelle Amos
Noelene Buddle and David Shannon
Jim and Helen Carreker
John Chambers and Dawn Taylor
Annette Coleman
Geoff Day OAM and Anne Day
Shane and Kate Flowers
Denise George
Paul and Angela Gillett
Colin and Marie Goodall
Patricia Roche Greville and
Dr Hugh Greville
Steve Grieve and Dr Christine Putland
Deborah and Craig Hosking
Philippe and Diana Jaquillard
John Kirkwood and Wendy Alstergren
Professor Kay Lawrence AM
Nicholas Linke
Paul and Fatima McHugh
David and Pam McKee
David and Sue Minns
Anne Moroney
Libby Raupach OAM and Mark Lloyd OAM
Roger and Helen Salkeld
David and Allison Smallacombe
Peter Vaughan and Anne Barker
Alan Young AM and Sue Young

Association of Australian Decorative & Fine Arts Societies
JPE Design

General Donors

Jane Andrew
Susanna Bilardo and Judd Crush
John and Rose Caporaso
Joanne Cys
John and Penny Diekman
Robert Farnan
Catherine and Eugene Fleming
Shane Flowers
Denise George
Donald and Rhonda Gilmour
Sanghamitra Guha
Helen Hagen
Dr Graham and Clair Hamdorf
Anthea Heal
Diana Hetzel
Jane Lawrence
Jane Lomax-Smith
Michelle MacKrell
Anne Moroney
Helen and Ross Nash
Pam O'Donnell
Brian Oldman
Alison Sanger
Chris and Robyn Schacht
Patricia Stretton
Sydney Myer Fund
Alli Symons
Barbara and Ray Tanner
Caroline Treloar

A JamFactory Benefit Auction was held in June at The David Roche Foundation. The ticketed event hosted a capacity 120 guests, and funds raised from the silent auction, live auction and raffle exceeded the budgeted outcome, raising \$16.5K after expenses.

JamFactory's Membership Program remained steady through the year and was enriched through a program of Members Circle events including exclusive previews of exhibitions, behind the scenes tours and special shopping nights. The total number of members at the end of June 2016 was 837 individual (851 at June 2016 and 507 at June 2015) and 46 Corporate (46 at June 2016 and 43 at June 2015).

A series of Chairman's Lunches hosted by Peter Vaughan were held throughout the year with a number of distinguished guests attending. The aim of these events is to achieve increased high-level awareness and appreciation of JamFactory, new contacts for our guest lists and fundraising campaigns, and the possibility of new sponsorship, commission and corporate gifting opportunities.

A JAMFACTORY BENEFIT AUCTION WAS HELD IN JUNE AT THE DAVID ROCHE FOUNDATION. FUNDS RAISED FROM THE SILENT AUCTION, LIVE AUCTION AND RAFFLE EXCEEDED THE BUDGETED OUTCOME, RAISING \$16.5K AFTER EXPENSES.

Businesses and organisations who we engaged with through corporate gifts and commissions included: Hill of Grace Restaurant, Jacobs Creek, Magill Estate Restaurant, FINO, Adelaide Oval, Voice Design, Art Gallery of New South Wales, Department of State Development, Brand SA, History SA, Anzac Centenary Coordination Unit, Adelaide Airport, Economic Development Board, Genesis Studio, Justin Hermes Design, South Australian Museum, Botanic Gardens, University of South Australia, Arts South Australia, Articolo, Caren Elliss Design,

Bird in Hand Winery, Adelaide City Council, Simulation Australia, National Pharmacies, Ross Gardam Design, SA Health, Le Cordon Bleu, Santos Tour Down Under, Adelaide Wine Research institute, Robinson institute, Museums and Galleries of NSW, Meals on Wheels, Food SA, Climate Council, Walford School for Girls, Monash University, Bradley Cole Design, Tennis Australia, Adelaide Wine Show, Australia Council for the Arts, Media Resource Centre, Adelaide Cabaret Festival, Volunteers SA and Design Institute of Australia.

JamFactory provided support to a number of organisations in their fundraising activities including: 10x10 Philanthropy, Adelaide Victory Football Club, Amnesty International Australia, Australian Medical Association (SA), Australian Medical Placements, Bellevue Philanthropy, Campbelltown Squash Club, Canteen, Catherine House, Ethiopian Maternal Health, Hang it up for Poverty, Happy Haven OSHC, Heart Foundation, HYPAs, Marie Clark Musical Theatre, National Breast Cancer Foundation, Nature Foundation, Nuriootpa High School, Pinery Fire Recovery, Red Faces 2017, Ronald McDonald House, SA Nursing & Midwifery, SA Olympic Council, Starlight Children's Foundation, State Theatre of South Australia, Sunrise Cambodia, The Adelaide University Art History Club, The Hospital Research Foundation, The Law Society of South Australia, University of South Australia, University of Adelaide and Unley High School.



AFDA 2017. Photo: Andre Castellucci.

MARKETING

JamFactory's Marketing activities are led by Marketing and Graphic Design Manager Sophie Guiney with outstanding support from Marketing and Communications Coordinator Vanessa Heath who joined the organisation in August and Alice Potter who coordinates social media activities. The Marketing and Communications team are responsible for audience and market development through brand building, promotional campaigns, publications, awards programs and events.

Ongoing development and maintenance of the JamFactory website is a key focus for the department with most communications directing audiences to it for further information.

The current website was designed and built by Canvas Group and launched in June 2016 and has undergone regular updates and seen an improved layout providing a more accessible showcase of events and activities. The site has seen an increase in online purchases of products, memberships and workshops and won best organisation website in the Museums Australia Publishing and Design Awards (MAPDAs). The website attracted 106,088 visits, up slightly from the previous year's visitation of 104,486.

During the year we redeveloped our primary printed marketing collateral. The new 12-panel A5 brochure is being produced twice yearly for distribution in March and August. With a greater focus on the tourist market, the brochure presents specific visitor information for both Adelaide and Barossa sites as well as an overview of the exhibition, public/members events and workshop program.

15,000 copies are being printed with 10,000 going to Impact Advertising for distribution in brochure racks in prime locations (hotels and tourist centres) across the city and suburbs. 1,500 were mailed directly to members with the remainder distributed to Barossa based tourism centres and through Passing Out distribution to cafes and shops throughout the CBD.

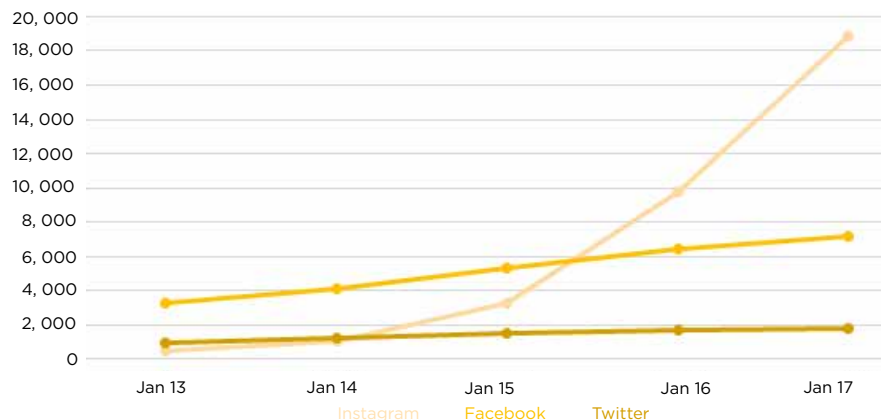
DURING THE YEAR WE REDEVELOPED OUR PRIMARY PRINTED MARKETING COLLATERAL. WITH A GREATER FOCUS ON THE TOURIST MARKET, THE BROCHURE PRESENTS SPECIFIC VISITOR INFORMATION FOR BOTH ADELAIDE AND BAROSSA SITES AS WELL AS AN OVERVIEW OF THE EXHIBITION, PUBLIC/MEMBERS EVENTS AND WORKSHOP PROGRAM.

We also developed new formats and schedules for our electronic direct marketing. The new format digital newsletters feature three editions per

month; 'What's On' highlighting events, workshops and exhibitions; 'What's In Store' showcasing retail product; and 'What's Up' focusing on news and industry content. The e-newsletters are currently distributed to 4,605 e-subscribers (up from 4,070 in previous year and 3,515 the year before). The website and electronic direct marketing platforms have been increasingly supported by a strong focus on growing social media followers.

Another of JamFactory's primary communication tools is the annual Marmalade magazine. The fourth issue of the magazine, designed by Sophie Guiney, won the best organisation magazine at the Museums Australia Publishing and Design Awards (MAPDAs). The 64-page 2016 issue was distributed in December - mailed to a targeted VIP list of over 300 and to our growing membership of over 900.

SOCIAL MEDIA STATISTICS



JamFactory presented the second biennial *Australian Furniture Design Award (AFDA)* in partnership with major sponsor Stylecraft. Coordination activity included design of collateral, website re-development, judging process, winner announcement event and general promotion. Entries closed in May 2017 with 103 eligible entries received from across Australia including some from eligible Australian designers in the US, Canada and Singapore. The 2017 judges were Rebecca Evans, Curator of European and Australian Decorative Arts, Art Gallery of South Australia; Stephen Todd, Design Editor, Australian Financial Review Magazine; Jon Goulder, Creative Director, Furniture Design Studio, JamFactory; Tony Russell, Brand Director, Stylecraft; and Susan Standing, Practice Director, Carr Design Group. Six outstanding finalists were selected Mitchell Eaton (Vic), James Howe (SA), Trent Jansen

(NSW), Adam Markowitz (VIC), Elliot Rich (NT) and Damien Wright and Bonhula Yunupingu (VIC / NT) with Elliot Rich announced as the winner on 5 July 2017.

The Marketing team also coordinated the annual *Drink Dine Design Emerging Designer Award* and the presentation of works by the ten finalists to more than 500,000 visitors at Adelaide Airport from 1 October to 6 November. The judges were Ryan Genesin, Director, Genesin Studio; Jane Lawrence, Associate Head of School, School of Art, Architecture and Design, UniSA; Nathan James Crane, Designer and Writer at Adelaide Review; Sharon Romeo, Owner and Restaurant Manager, FINO; and Brian Parkes, CEO JamFactory. The winner was the *COFFEE Bondi Beach Project*, a collaboration featuring Liam Mugavin, Liam Fleming, Liam Somerville, Steve Soeffky, Ulrica Trulsson and Sebastian Vivian.

Homeland exhibition Opening. Photo: Anna Fenech Harris.



The Adelaide Review People's Choice Award winner was second-year Glass Associate Alice Mahoney.

Other regular marketing activities for the period included marketing of all exhibitions at JamFactory galleries in Adelaide and Seppeltsfield; dedicated campaigns for the JamFactory pop-up store at Koskela in Sydney and for the Christmas trading period; coordination of exhibition openings, Members' events and artist talks; and the organisation of photo shoots of people and products throughout the year for use in marketing activity.

JamFactory continued to receive excellent editorial coverage across print media with highlights locally being *The Advertiser*, *Adelaide Review*, *InDaily*, *Adelaide Matters* and *CityMag* and nationally with *Habitus Living*, *The Design Files*, *Indesign Live*,



Green Magazine, *Sydney Morning Herald*, *Vogue Living*, *AFR Magazine*, *Virgin Voyeur* magazine, *Grand Designs Australia Magazine*, *Kilter Journal*, *Habitus Live*, *NAVA online*, *Home Beautiful*, *Vogue Living Australia*, *Inside Out*, *Art Guide Australia*, *Delicious Magazine*, *Arts Hub*, the *Daily Telegraph* Facebook page, *The Weekend Australian*, *Art Collector* and *practicemakes.com*. JamFactory did not use formal media monitoring to capture media coverage throughout the year.

44 guided tours of our studios, gallery and shop were held during the period consisting of 18 groups/clubs, 24 schools and 2 private groups with a total of 830 people.



Art After Dark workshop. Photo: Alex Kwong. Opposite Page: Winner AFDA 2017, Elliot Rich. Photo: Andre Castellucci. Christmas Campaign 2016. Photo: Sven Kovac.

SUPPORT

BOARD OF DIRECTORS

Peter Vaughan (Chair)
Noelene Buddle
Jim Carreker
Shane Flowers
Prof. Kay Lawrence AM (until May)
Dr. Jane Lomax Smith AM
Anne Moroney
Elizabeth Raupach OAM (until May)

ADMINISTRATION

Chief Executive Officer

Brian Parkes

General Manager

Kate Cenko

Development Manager

Nikki Hamdorf

Executive Assistant

Claudine Fernandez

Finance Manager

Carolyn Seelig

Accounts/Payroll Officer

Tracy Peck

Accounts and Administration Assistant

Anna Fenech/Berna Dogan

Maintenance

Matt Pearson

SALES AND MARKETING

Marketing and Graphic Design Manager

Sophie Guiney

Marketing/Communications Coordinator

Vanessa Heath

Sales Manager - Furniture and Interiors

Saul Scanlon

Creative Directors - Retail and Product

Emma Aiston/Daniel To

Retail and Gallery Manager

Lucy Potter

Shop Supervisors

Alison Carpenter
Kristy Pryor
Roxanne Ambrose (until May)

Sales Assistants

Bettina Smith
Connie Augoustinos
Zoe Grigoris
Zarah Witzman
Catherine Buddle
Sonya Moyle
Naomi Howard
Margot Holbert
Juno Holbert

EXHIBITIONS

Senior Curator

Margaret Hancock Davis

Assistant Curator

Lara Merrington

Assistant Curator

Caitlin Eyre

Installers

Peter Carroll
Rhys Cooper
Daniel Tucker
Benden Scott French
Matthew Pearson

CERAMICS STUDIO

Creative Director

Damon Moon

Program Manager

David Pedler

Production/Teaching Contractors

Yuro Cuchor
Deb O'Dell
Mark Heidenreich
James Edwards
Charmaine Hourder
Gus Clutterbuck

Studio Associates

Connie Augoustinos
Jordan Gower
Madeline McDade
Ashlee Hopkins
Kerryn Levy
Ebony Heidenreich

Studio Hirers

Peggy Griffiths
Jan Griffiths
Kevin Wilson
Gerry Wedd
Bruce Nuske
Gus Clutterbuck
Sophia Nuske

GLASS STUDIO

Creative Director

Karen Cunningham

Program Manager

Kristel Britcher

Production Manager

Liam Fleming

Commissions Assistant

Llewelyn Ash

Glass Technicians

Tim Edwards

Madeline Prowd

Studio Associates

Thomas Pearson

Emma Young

Cole Johnson

Billie Crellin

Bastien Thomas

Aubrey Bennett

Renato Perez

Studio Hirers

Emma Klau

Llewelyn Ash

Clare Belfrage

Mark Douglas

Amanda Dzeidzic

Tegan Empson
Mel Fraser
Bek Hartman Kearns
Yhonnie Scarce
Liam Fleming
Karen Cunningham
Kristel Britcher
Tim Edwards
Alex Valero
Danielle Rickaby
Madeline Prowd
Janice Vitkovsky
Mariella Macinley
Max Klubal
Katie-Ann Houghton
Randall Sach
Nicole Ayliffe
Andrea Fiebig
Georgina Agius
Catherine Aldrete Morris
Brendon Scott French
Zoe Woods
Marcel Hoogstad Hay
Tom Moore
Nick Mount
Drew Spangenberg
Andrew Baldwin
Verity Burley
Alice Mahoney
Eva Novakova
Thomas Yeend
Brenden Scott French
Lewis Batchelor
Nicole Ayliffe
Stephen Skillitzi

FURNITURE STUDIO

Creative Director

Jon Goulder

Production Manager

Nicholas Fuller

Studio Associates

Pantea Roostae

James Howe

Jake Rollins

Dean Toepfer

Andrew Carvolth

Matthew Potter

JEWELLERY AND METAL DESIGN STUDIO

Creative Director

Christian Hall

Production Manager

Alice Potter

Metal Tenant

Sylvia Nevistic (until January)

Zoe Grigoris (from February)

Design Associates

Antonia Field

Danielle Barrie

Danielle Lo

Artist in Residence

Alan Tilsley

STUDIO TENANTS (AS AT JUNE 2017)

Studio 1

Llewelyn Ash

Tegan Empson

Studio 2

Alice Mahoney

Lewis Batchelor

Madeline Prowd

Drew Spangenberg

Studio 3

Matt Pearson

Lilly Buttrose

Studio 4

Snohetta

Studio 5

Rhys Cooper

Daniel Tucker

Studio 6

Stephen Roy

Studio 7

Kate Sutherland

Courtney Jackson

Sylvia Nevistic

Emma Field

Studio 8

Bruce Nuske

Gus Clutterbuck

Sophia Nuske

Studio 10

Daniel Emma

Seppeltsfield Studios

Brenden Scott French

Julie Fleming

Barry Gardner

Rose-Anne Russell

Michael Russell

Angela Walford

Sue Garrad

Sonya Moyle

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JamFactory receives core funding from the State Government through Arts South Australia and federally through the Australia Council. Support is also received through the Visual Arts and Craft Strategy - an initiative of the Federal and State Governments.

We thank the Premier of South Australia, the Honourable Jay Weatherill MP and the State Minister for the Arts, the Honourable Jack Snelling MP along with the Commonwealth Government Minister for the Arts, Senator the Honourable Mitch Fifield.

