

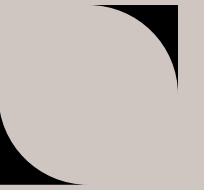
Design Tasmania

Annual Report 2023



Design Tasmania
acknowledges the
palawa people
(Tasmanian aborigines)
as the traditional
owners of this island
lutruwita (Tasmania).

Acknowledgment of Country



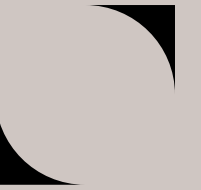
Design Tasmania acknowledges the *palawa* people (Tasmanian Aborigines) as the traditional owners of this island - *lutruwita* (Tasmania).

In this meeting place for creativity, we recognise the six original tribes who converged on the land where Design Tasmania, Launceston, stands today: the *litarimirina* and *panina* from Port Dalrymple and Norfolk Plains; the *tayarinutipana*, *rrulinamirimina* and *mawimirina* from Stoney Creek and the North Midlands; and the *plintamirimina* of Ben Lomond all came together here in the same way as the three rivers—*laykila* (North Esk), *plipatumila* (South Esk) and *kanamaluka* (Tamar).

We recognise and respect the deep history and culture of the Tasmanian Aboriginal community; on whose unceded lands we work, gather and engage. We pay respects to Elders, past and present.

(Names of tribes and places in *palawa kani*, the language of the Tasmanian Aboriginal people, are used with thanks to the Tasmanian Aboriginal Centre)

Design Tasmania



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Snapshot



4
exhibitions

5
public programs

155
participants in our public programs

Absolutely beautiful!
Such a calm and inspiring place to visit, and the smell of the timber is so good for my soul!

Exit Survey

Love the smell here
- wood & innovative designs!

Iain & Cori
Guestbook

15,717
visitors

19,318
online visitors

5,499
actively participating in our program²



Beautiful & so many life challenging books! Wish I could read them all!

Mae
Guestbook

22%
of audience identified with diverse demographics¹

27%
of audience from regional areas

Great gallery, fantastic exhibition, amazing exhibits, friendly service and classy souvenirs. Thanks!

Barbara
Guestbook



The place always makes my heart sing.

Debra Westbrook
Guestbook



The People’s Library activated the intimate space of Price Hall as a living library, creating future memories and new opportunities for its author’s voices to be heard, and to leave a trace in the places they call home.

Margaret
A Published Event, 2023

88%
of survey respondents found that Design Tasmania held interest and attention

89%
of survey respondents found that the exhibitions and work on display was well produced and presented



92%
of survey respondents would visit Design Tasmania again

86%
of survey respondents found that Design Tasmania moved and inspired them

87%
of survey respondents found that Design Tasmania’s program has importance to the local community.

66
designers supported

96%
from Tasmania

\$200K
went to artists through our artistic program and through direct retail activities



12,479
social media followers

24
media features

¹CALD, Aboriginal & Torres Strait Islander, Living with a disability, emerging artist, young person, LGBTQ+. ²All events, Design Labs, workshops, fairs and forums participants.

Image credits from top left: Designer: Sabine Pagan, Melanie Kate Photography, Tasmania Makes opening; Designer: Takira Simon-Brown, Kishka Jenson Photoraphy, Silk Stockings; The People’s Library, Melanie Kate Photography (x3);Brad Moss Wishing Pots, Design Tasmania Store

Design Tasmania

Vision	Design Tasmania is the recognised leader for our island's design culture and enterprise.
Purpose + Values	<div>Design Tasmania exists to:</div> <ul style="list-style-type: none">- Highlight the value of craft and design to people's lives- Champion Tasmanian practice- Support Tasmanian designers and makers- Connect artists and audiences- Preserve legacy through our heart centre for craft and design
	<div>Community</div> <p>Through our people, programs and practices we embrace diversity, encourage inclusivity and promote access.</p>
	<div>Sustainability</div> <p>We pursue a vibrant design culture based on ethical practices, responsible use of materials, environmental sustainability, organisational accountability and the wellbeing of staff and stakeholders.</p>
	<div>Impact</div> <p>Everything we do advances the critical role that design plays in the creative, cultural and economic life of Tasmania.</p>
Goals	<div>To promote curiosity, engagement, diversity, and inclusivity, while also championing originality and innovation in Tasmanian design and supporting local designers and makers through exhibitions, commissions, and retail sales.</div> <div>To engage new audiences, promote inclusivity and critical conversations around creative practices in Tasmania by exploring cultural context, history, materials, and collaborating with diverse communities.</div> <div>To partner with industry stakeholders, educational institutions, and professional associations to support career development, resilience, and sustainability of the design sector.</div> <div>To prioritise the wellbeing and success of its people, practices responsible organizational management, and promotes Tasmanian design by showcasing new work and supporting local designers and makers.</div>

Design Tasmania is a not-for-profit organisation dedicated to nurturing and championing creative practice in Tasmania, facilitating new work, and collaborating to broaden the national and international audience for Tasmanian design and craft.



Image credit: Takira Simon-Brown, photo by Ness Vanderburgh



From our Chair

Megan Perkins

2023 was a year of stability and positive developments for Design Tasmania. In my third year as Chair, we welcomed Artistic Director Michelle Boyde into a part-time role, resulting in excellent cultural programming to engage diverse audiences and support 155 design and craft practitioners.

We bade a fond farewell to CEO Sarah Blacklock in September, who contributed significantly to the organisation over five years in various roles. Her great stewardship during the challenging pandemic period is deeply appreciated. Christina Graham also stepped down from her role in communications, IT, retail, and admin to prioritise her creative practice. We thank her for her valuable contribution.

The organisation was fortunate to have Jane Haley transition from the Board to operations as an effective CEO Locum, overseeing a successful last quarter and bringing an incredible wealth of experience to the leadership. Sharyn Walker took on the Retail Manager role with great success, and we welcomed Julia Gosling as our new Administration Manager.

Christie Sweeting joined the Board, bringing invaluable networks and expertise across government, tourism, PR, communications, and industry. She has facilitated important relationship-building and taken on the Public Officer role. Miao Yu moved from an advisory role to a Director position, contributing additional financial expertise to round out the Board skillset and diversity mix. In 2023 we built on our 2022 governance improvements to enhance our risk management, policies, and procedures, and to optimise our governance framework further to ensure our small operational team of 3 FTE continues to excell.

Our cultural program featured a wealth of makers and projects. *Silk Stockings at the Babel Island Store*, in collaboration with Walantanaliny Palingina (WAPA), was the first dedicated exhibition of Tasmanian First Nations fashion and textile design. The accompanying presentation, featuring kin as runway models, was a notably special experience for all present.

Our Melbourne Design Fair showcase connected 11,000 visitors to the best of Tasmanian design, providing significant profile and brand building across the sector. Designed in conjunction with Melbourne Design Fair, the inaugural *Tasmania Makes* program championed new and innovative work, enhancing Tasmania's reputation for craft culture, distinctive design, and ethos of sustainability. This annual program featured new works by 11 Tasmanian practitioners and received a strong audience response.

In 2023 we saw improved sales in our all-Tasmanian retail offering, which plays a crucial role in helping makers sustain viable professional practice. This success was bolstered by 64% interstate and 9% international visitation and assisted the organisation towards its earned income goals.

Design Tasmania secured multi-year funding from Creative Australia (from 2025) and Arts Tasmania (from 2024). This ongoing support underpins our operations, cultural programming success, and the benefits we provide to our design and craft community. We thank both major funding bodies for their confidence and ongoing partnership.

Additional partnership support came from Tasmania's Department of State Growth, for a significance assessment of our Design Tasmania Wood Collection, and from the national Regional Arts Fund towards First Nations professional development. Our ongoing partnership with the City of Launceston is highly valued, and we look forward to continuing our work together to provide quality Tasmanian cultural experiences in Launceston.

We also acknowledge with thanks the partnerships with A Published Event, Cherie Schweitzer, City Park Radio, Clover Hill Wines, Delamere Vineyard, Detached, Du Cane Brewery, Hydrowood, Lark Distillery, Material Institute, Melbourne Art Foundation, MONA, the National Gallery of Victoria, Negative Press, Pitt & Sherry, Taylor & Smith, Trade Tasmania, and the University of Tasmania.

A big thank you to our brilliant staff, volunteers, and volunteer Board of Directors, with special mention to Jane Haley. Your efforts are appreciated and form the backbone of our not-for-profit organisation.

As an organisation we remain committed to championing Tasmanian practice and look forward to continuing to provide a welcoming and inspiring space for visitors to connect, learn, and appreciate design.

Meg Perkins
Chair

From our CEO

Jane Haley OAM

Design Tasmania experienced a year of development and growing stability in 2023, despite the inevitable tests and trials that affect a small-medium arts organisation.

Key Developments and Significant Changes

The biggest changes for Design Tasmania in 2023 were related to change over of key staff with Sarah Blacklock and Christina Graham departing after respectively three and five years. Against a rising tides of challenges, they, with Michelle Boyde as Artistic Director, formed the core team, kept the doors open and delivered strong results.

Business Development

Design Tasmania was pleased to welcome PR and marketing agency Pax Mondo to enrich our brand through publicising and showcasing our events, exhibitions, activities, and people. Principal Amanda Vallis and Launceston-based Georgie Gow have brought expertise and highly valued networks as well as creative ideas for sharing our stories and those of the designers with whom we work.

At the beginning of 2023, Design Tasmania commissioned cultural retail advisor, Marita Madden, to complete a retail strategy. With those recommendations in place, we were fortunate to secure highly experienced retail executive, Sharyn Walker as our Retail Manager. Under her leadership and direction, Design Tasmania has experienced a significant improvement in our retail environment and a notable uplift in revenue, which is a terrific outcome for designers and makers whose work we are proud to offer for sale through our physical and online Store. Sharyn and Michelle are developing strong, positive relationships between the organisation and designers and makers of Tasmania, reiterating the important role Design Tasmania plays in the design ecology of the island. Our retail casual 'team' of Aimee Eather and Elias Stent continued to provide great support on weekends.

Team and Professional Development

Over the year our team comprised CEO (.8), Artistic Director (.6), Retail Manager (.6) and Administration Manager (.4), with five casual retail and event staff, and a volunteer pool of 10.

To ensure robust processes to protect our collection and exhibitions, Design Tasmania was pleased to work with Arts Tasmania's Roving Curator program to offer skills development to our gallery technicians, who have worked to draft a new Collections Policy and will complete a Manual for handling works for exhibition and touring in 2024.

Through our partnership with the University of Tasmania, Design Tasmania provided Work Integrated Learning experiences for Honours student, Sharon O'Donnell, who has subsequently become a much-valued member of our gallery technicians team and has been engaged to work as an artist in residence for one of our major exhibitions in 2024.

Volunteers

Design Tasmania is fortunate to have a marvellous team of volunteers who provide front of house services, greeting visitors to our galleries and providing information and advice about the Tasmanian Wood Design Collection and our changing exhibitions in Gallery One. They often provide information about other experiences and opportunities in Launceston and the region. As with many small organisations, Design Tasmania faces challenges in recruiting and retaining volunteers, but we are rewarded with loyalty and commitment from our small but mighty team.

Funding Partners

Design Tasmania's operational funding is provided by the Tasmanian government's arts funding and policy agency, Arts Tasmania, through the Minister for the Arts and by the Australian Government through the Australia Council for the Arts, (now Creative Australia). We appreciate the investment in our organisation that enables us to provide advocacy and support, work and opportunities for the design and craft sector in Tasmania. In 2023 we received funding from the Tasmanian Department of State Growth towards the costs of documentation of the Tasmanian Wood Design Collection and additional funding from Arts Tasmania for artist travel. From the Regional Arts Fund, Design Tasmania was grateful to secure support for the expenses for the mentoring and skills development component of the First Nations project, Silk Stockings from the Babel Island Store.

Board

Much of Design Tasmania's strength is founded in the leadership and vision of the Board, ably led by design professional Meg Perkins, in the Chair, with the active support of Directors, most notably accountant Dave Kewley as Treasurer. During 2023, the Board's suite of skills and experience was enhanced by the recruitment of Christie Sweeting, who brings expertise in brand and tourism marketing and working with government, complementing the legal knowledge of Suzanne Derry, the design practice and education capacity of Rohan Nicol, the First Nations knowledge and networks of Zoe Rimmer, and the financial capability of Miao Yu.

Conclusion

The permanent and casual staff team achieves remarkable outcomes for an effective fulltime equivalent of three – they are passionate, focussed, and adept at realising a significant return on the investment of our modest resources.

Design Tasmania continues to build connections and networks, to push boundaries and explore new pathways, all in the service of designers and makers and the design sector of Tasmania. We respect the contribution of designers and seek to amplify their impact through our exhibitions, Store and representation, locally, nationally and internationally.

Jane Haley
CEO

Artistic Program

Exhibitions

Resonance

the instinctive designs of Brodie Neill

24th November - 26th March

Curated by Michelle Boyde

EXPORT

for Melbourne Design Fair

18 May - 21 May

Curated by Michelle Boyde

Melbourne Design Fair

for Melbourne Design Fair

1 April - 21 May

Curated by Michelle Boyde

The People's Library

A Published Event

3 June - 3 September

Curated by Margaret Woodward + Justy Phillips

Silk Stockings at the Babel Island Store

a Frist Nations fashion story

15 October - 3 December

Curated by Michelle Boyde and Michelle Maynard

Tasmania Makes

Crafting the Future

8 December - 17 March

Curated by Michelle Boyde

Programs

The People's Library

public engagement program for the community to listen and interact with authros and artists

3 June - 3 September

Silk Stockings

3 workshops with indigenous artists under the mentorship of Lisa Waup, Ingrid Verner and Michelle Boyde

January - June

Tasmania Makes

2 workshops with 12 makers

June - August



Image credit: Photo by Melanie Kate, Tasmania Makes 23 Opening.



Image credit: Photography by Peter Whyte
Opposite: L-R: Lola Greeno, Belinda Winkler, Jane Bamford, Laura McCusker

EXPORT

Presented by Design Tasmania
for Melbourne Design Fair
Curated by Michelle Boyde

“Our involvement
in the Melbourne
Design Fair helps to
broaden the reach
of Design Tasmania
and to realise our
goal to showcase
excellence in
Tasmanian design
on the international
stage”

– Curator, Michelle Boyde



Simon Ancher | Kelly Austin | Jane Bamford |
Samantha Dennis | Lola Greeno | Laura McCusker
| Brodie Neill | Kevin Perkins | Matthew Prince |
Belinda Winkler | Lillian Wheatley | Scott van Tuil



In May Design Tasmania presented an exhibition of contemporary Tasmanian design drawn from our showcase at the inaugural Melbourne Design Fair (MDF) 2022, alongside new work we would tour to MDF 2023.

EXPORT celebrated the wealth and diversity of design talent across the island, and showcased the unique, resourceful, and material-driven design for which Tasmania is renowned. From ceramics formed with earthen materials of the West Coast Range, to necklaces of maireener shells gathered in north-east sea Country, and furniture crafted in the far south from torched Fiddleback Eucalyptus, every piece spoke to a deeply special place and the making it inspires.

Tasmanian designers for MDF 2023 included cultural jeweller Lola Greeno, renowned furniture maker Kevin Perkins with sculptor Belinda Winkler, artist/ceramicists Kelly Austin and Samantha Dennis, and furniture designer/makers Simon Ancher and Matthew Prince.



Image credit: Melanie Kate Photography

Tethered in everyday acts of writing and reading, The People's Library is an ambitious act of public telling.

The People's Library

A Published Event with Negative Press and Cherie Schweitzer



Design Tasmania was proud to present *The People's Library*, an ambitious act of public telling, part performance library, part installation of radical, social publishing, The People's Library revealed a once-in-a-generation narrative of reading, writing and fugitive study from across lutruwita/ Tasmania.

Gathering together a unique library of 113 books, written by 170 Tasmanian authors and informed by the hugely influential colour system, Werner's Nomenclature of Colours, this newly conceived iteration for Design Tasmania's Price Hall by A Published Event (Justy Phillips and Margaret Walker), Negative Press (Trent Walter) and designer Cherie Schweitzer, delivered a dynamic, interactive and accessible experience in the heart of Launceston, in harmony with Design Tasmania founder Gary Cleveland's vision for Design Tasmania as a 'living room for the city'.

From June to September Design Tasmania offered a complementary public engagement program that provided opportunities for the community to listen to and interact with authors and artists and to experience the extraordinary breadth and depth of the exhibition.





Image credit: L:R design by Michelle Maynard, Takira Simon-Brown, Lillian Wheatley. All photography by Ness Vanderburgh

Silk Stockings at the Babel Island Store

A First Nations Fashion Story. Curated by Michelle Boyde & Michelle Maynard

Designers: Michelle Maynard |
Lillian Wheatley | Takira Simon-Brown

“Through the creation of three micro fashion collections, a time that is not often spoken of was given voice and playfully and endearingly acknowledged.”

– Michelle Boyde, Curator



In partnership with Walantanaliny Palingina (WAPA), a Tasmanian Aboriginal community multi arts initiative, Design Tasmania developed and presented *Silk Stockings at the Babel Island Store*.

The first of its kind, the project sought to nurture and promote First Nations design and making in traditional and contemporary contexts. Early in 2023, artists and designers Michelle Maynard, Lillian Wheatley, and Takira Simon-Brown, began a design development under the mentorship and creative guidance of Gunditjmara and Torres Strait Islander artist Lisa Waup, Melbourne based fashion designer Ingrid Verner of renowned collaboration Lisa Waup X Verner, and Michelle Boyde.

Silk Stockings at the Babel Island Store was the culmination of the project that brought the three artists and designers together. The collections featured printed fabrics, accessories, upcycled, regenerated, or renewably sourced fabrics, and garment designs depicting story, place, and memory. *Silk Stockings at the Babel Island Store* was the first time Tasmanian First Nations fashion and textile design have been showcased in a dedicated exhibition.

To accompany the opening of the exhibition, a live runway was presented at Design Tasmania, wholly designed by the three designers, utilising their kin (friends, children, and grandchildren) as models and for styling. This in turn, provided a valuable opportunity for the broader community to participate in the work, engendering much pride and inspiration to pursue further development in the field.





(L:R: Sabine Pagan, Sean O'Connell, Elliot Hall
All photos by Melanie Kate Photography

“Known for our thoughtful, resourceful, and naturally sustainable way of working, Tasmania boasts a growing reputation for its reliably good design and distinct designer/maker vernacular.”

– Michelle Boyde
Curator, Tasmania Makes



Tasmania Makes 23

Simon Ancher | Nanna Bayer | Christopher Clinton
| Geoffrey Cameron-Marshall | Benjamin Grieve-
Johnson | Elliot Hall | Sean O'Connell | Sabine Pagan
| Matthew Prince | Scot van Tuil | Isaac Williams



Tasmania Makes launched as a new annual platform designed to celebrate and invigorate Tasmania's rich culture of creativity and craftsmanship in design.

Tasmania Makes offered an opportunity for designers and makers to come together through peer workshops in a bid to make new work that reflected the diversity and ingenuity of Tasmanian Design in proposition, prototype, or new product form. The 11 design innovators included an architect crafting small-scale objects for ageing in place, to a timber craftsman exploring sustainable surfboard materials and a master ceramicist exploring composting toilet designs, epitomising the distinctive Tasmanian approach to crafting the future.

The audience response has been very strong, with excellent feedback on the originality of design and innovation in techniques and materials in work that is uniquely Tasmanian. Designers gained new peer relationships, as well as opportunities including media representation, new exhibition invitations at the Australian Design Centre Sydney, and presentation opportunities within Tasmania in corporate and hospitality industries.

Our Board + Team

Board of Directors

- Megan Perkins**
Chair, since 2021
Director since 2020
- David Kewley**
Director since 2020, Treasurer
- Suzanne Derry**
Director since 2022
- Zoe Rimmer**
Director since 2022
- Rohan Nichol**
Director since 2022
- Christie Sweeting**
Public Officer, Director since 2023

Staff

- Jane Haley OAM**
CEO
- Michelle Boyde**
Artistic Director
- Julia Gosling**
Administration Manager
- Lauren Barker**
Accounts
- Retail Manager**
Sharyn Walker
- Retail Assistants:**
Elias Stent
Aimee Eather
- Gallery Techs:**
Isaac Johnson
Sharon O'Donnell
- Volunteers**
Anna Jacobson, Jo Richelme,
Geoff Counsell, Gloria Karagianis,
Helen Graham, Jade Cleary,
Debbie McGrath, Beverley
Costello, Annie Edney, Simon
Coultras, Ellen Chen



Photo by Melanie Kate

Program Statistics



Image credit: Kevin Perkins, Cape Barren Goose Cabinet, photo Juanny Tan

Workshops + Participants

Season 4 Workshop 1-3 (27/01 - 23/4)	18
Reader in Residence with Trent Walter (08-09/06)	7
The People’s Library (TPL) Public Program (5-16/07)	123
Reading and discussion with Kyle Perry (26/08)	15
Sisters Askousmatica workshop + reading by Fiona Stocker (02/09)	10

Exhibition Openings

EXPORT (01/04)	50
The People’s Library (04/06)	44
Silk Stockings (14/10)	137
Tasmania Makes (08/12)	125

Events

Mona Foma Forest Management (17-19/02)	265
UTAS Architecture Student Tour (25/07)	26
Agricultured 5-6/08)	75
5 x Private Events	420

Statistics

Visitation

Physical visitors	15,717
Melbourne Design Fair³	10,522
Online visitors	29,872
Total visitor numbers	56,111

Audience by location:¹

Launceston	1617
Tasmania	2,746
Australian Capital Territory	295
New South Wales	2,223
Northern Territory	25
Queensland	1,307
South Australia	371
Victoria	1,915
Western Australia	505
Overseas	962

Designer Participation

Artistic program	22
From Tasmania	22
Store	68
Total	80

Communications

Mail List	4,692
Mail Outs	17
Total Facebook followers	5,774
Number of Facebook posts	175
Total Instagram followers	7,935
Number of Instagram posts	238
Total Social Media	14,024
Media features	23

Volunteers

Volunteers	22
Volunteer hours	1432
Valued at (\$)²	\$41,323

Media

- Architecture AU
- Aerts Hub
- Australian Wood Review
- Broadsheet
- Green Magazine
- Hobart Magazine
- Koori Mail
- Stir Pad
- Sunday Tasmania
- Tasmanian Times
- The Examiner
- The Mercury

Exhibition Partners

- Mona Foma
- Melbourne Design Fair

¹5059 undisclosed location. ²At \$29.04/hour, ³all Melbourne Design Fair attendees

Design Tasmania

Corner of Brisbane and Tamar Streets

Launceston 7250

designtasmania.com.au

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