

**/ CRAFT**  
2024 In Review



## /Acknowledging Country

Craft respectfully acknowledges Aboriginal and Torres Strait Islander people as the Traditional Owners and Custodians of the place we now call Australia. Our workspace and gallery are located on the unceded lands of the Wurundjeri Woi Wurrung people of the Eastern Kulin Nations.

Recognising Aboriginal and Torres Strait Islander People as the first artists and makers, we pay our respects to Elders past and present as guardians of the world's oldest continuous culture.

Craft is committed to embracing a future based on supporting First Peoples leadership through self-determination, collaboration and respect.

*Cover image: Public artwork commission by Vipoo Srivilasa in Home Docklands Art Collection, 2024.  
Opposite image: Artwork by Zaachariaha Fielding in Home Docklands Art Collection, 2024.  
Photographer: Claire Armstrong*

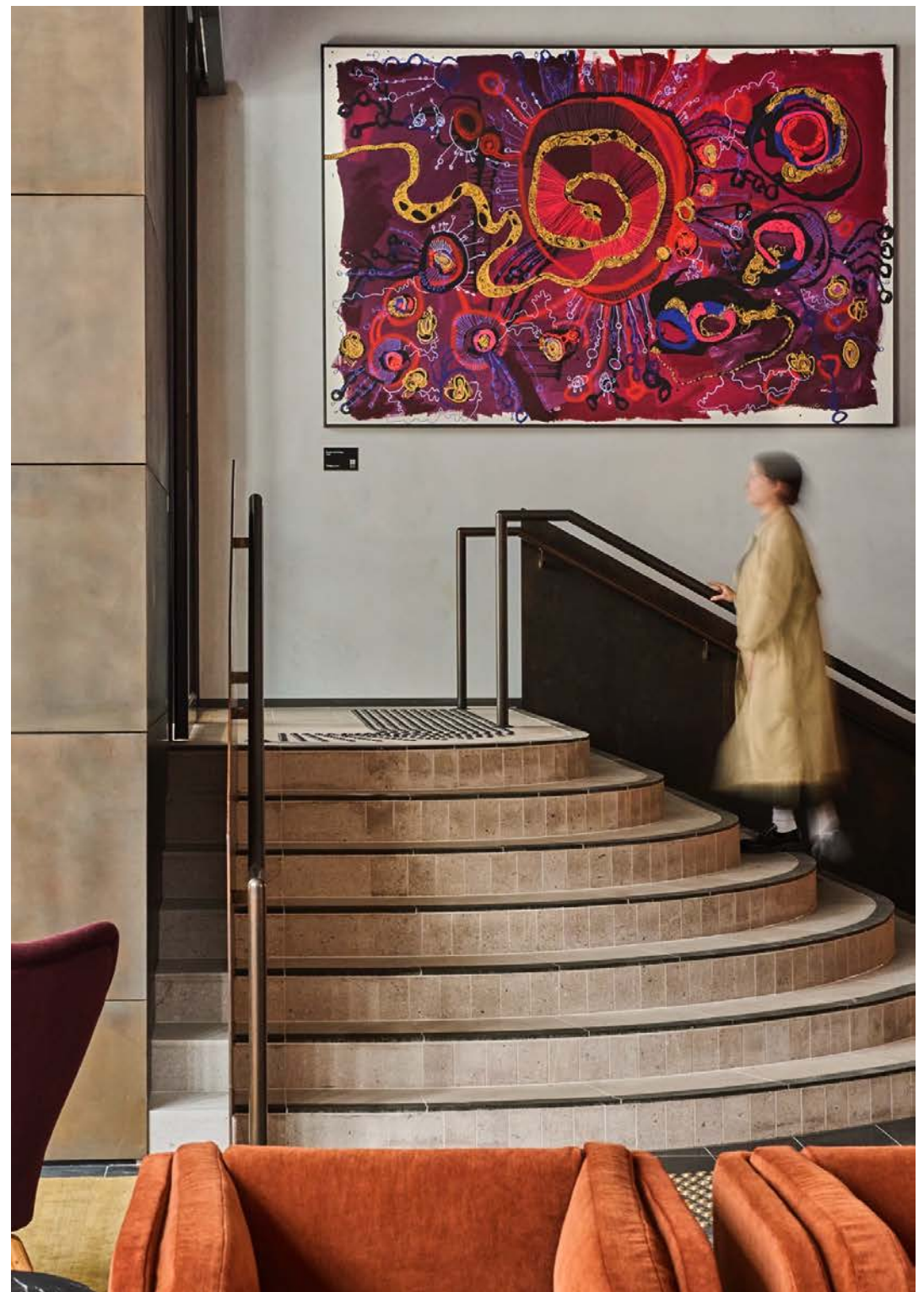






Image: Artworks by Caro Pattle, Nicholas Aylward, Scott Elk, Billy Horn, Locki Humphrey, Studio Kaytar, Claudia Bloxsom, Georgia Harvey.  
Featured in *Fables and Folklore*, 14 November 2024 - January 25, 2025. Photographer: Sarah Forgie



## / Our Story

Established 1970, Craft is a creative hub, a connector & a collaborator.

**Craft Victoria** is the only craft and design focused not-for-profit organisation in Victoria, with unique and unparalleled scope in Australia.

Our mission is to make connections through the sharing of stories and experiences via exhibitions and creative programming. We seek to make positive change and shape a better future by providing a platform where audiences can connect with innovative ideas and engaging experiences – generating a sense of wonder and promoting the exchange of knowledge.

For over 50 years, Craft has been a cornerstone of support for thousands of craft and design artists. We are committed to nurturing talent and fostering creative leadership.

As a Membership organisation, we are deeply invested in the creativity community, playing a vital role in advancing the profile of independent artists, championing local production and supporting sustainable economic exchange.

Our social footprint is built on meaningful partnerships and collaborations that strengthen the ties between creativity and social responsibility.

Artists and audiences are central to our purpose. Our artistic program reflects our society, it's informed by how we live our lives, the spaces we inhabit, and the world we want to create.

Image: Artworks by Liam Fleming and Anastasia La Fey. Installation view of *Luminosity*, 10 August - 21 September 2024. Photographer: Claire Armstrong.



## / 2024 In Review

Alongside Craft's key programming areas of exhibitions, creative public programs and Member engagement, we continued to focus on strengthening the organisation's impact through meaningful and measurable outcomes.

2024 was a year of many firsts for Craft, with several new programs and initiatives launched and delivered during the year.

We also continued to invest in our staff, building a structure that supports collaboration, entrepreneurial thinking, sustainable revenue streams, and builds our capacity to generate long-lasting impact. Our Board continues to be highly effective and engaged, with strong governance and financial leadership providing ongoing guidance to achieve the aims of our strategic plan.

Outlined in our Strategic Plan 2024-28, we are guided by our Strategic Objectives:

- #1 Creative Programming with Purpose
- #2 Collaboration and Engagement with our Communities
- #3 Organisational and Financial Sustainability
- #4 Supported People and an Inclusive Culture

Through our operations we are focused on three key areas of activity to deliver on these objective:

- / **Championing Artists**
- / **Connecting Audiences**
- / **Building Capacity**

This report outlines the impact delivered in 2024 across these key areas.

## / 2024 Our Impact

32

Exhibitions

168

Artists Exhibited

780+

Works Exhibited

494

New Works Exhibited

47,004

Gallery Visitors

\$670K

Income Generated for Artists

712

Creative Professional Development Participants

3,403

Workshop & Event Audience



*"Working with Craft on this project was a very rewarding experience. As art curators, they were not only incredibly supportive but also deeply aligned with my vision, offering valuable guidance through the specific challenges and requirements of the project."*

**Marta Figueiredo, Artist**



Image: Artwork commission by Marta Figueiredo in Home Docklands Art Collection, 2024. Photographer: Claire Armstrong



## / **New Programs & Initiatives Launched in 2024**

2024 was marked by the launch of multiple new initiatives ranging from professional development, educational engagement and entrepreneurial programs to strengthen Craft's ongoing mission and impact.

- **Agency** was formally established in 2024 to provide consultancy services to a broad range of clients to foster and develop opportunities for Australian artists and designers. In 2024 alone, projects included four large-scale public artworks, site-specific lobby commissions, a large-scale public laneway mural and two large textile installations. Alongside these projects Craft also placed numerous Australian made artworks into public, corporate and private art collections across the country and internationally.
- **Conscious Craft** is an initiative launched in 2024 to showcase the artists and designers who are leading the way with innovative solutions to the world's depleting resources. This will be an ongoing feature across all Craft's programming, highlighting the sustainability and ethics in material sourcing, production and consumption. Conscious Craft provides solutions to how we can all play our role in living more sustainably. Supported by The Amaeah Foundation.
- **Craft Club** formed in response to the increasing demand from our audience to engage on a deeper level with the artists and their works. Kicking off in October 2024, this club is designed for craft and design enthusiasts to connect with the artists directly and expand their knowledge of contemporary craft and design practices.
- **Craft Crits**, founded in early 2024, is a quarterly program offering artists the opportunity to meet one-on-one with Craft staff to obtain feedback and current industry informed perspectives across different aspects of professional creative practice.
- **Creative Professional Development** was established to meet the growing need for locally focused support to guide the creative development of artists and creatives across Victoria. Delivered through strong partnerships with regional and outer-metro local councils, each program is thoughtfully designed to foster sustainable and intentional creative career development. Craft's unique approach helps establish valuable professional networks across the local sector and create connections beyond.
- **Fresh Fellowship** is a 12-month professional development and mentorship program. Established in 2024, the fellowship is designed to further foster the creative potential of emerging artists and is supported by The Amaeah Foundation.
- A record-breaking **Fundraising Milestone** of \$111,711 was achieved in 2024, with thanks to our generous donors and the support of Creative Australia's Plus1 fund-matching initiative.
- **Visionaries**, a new annual exhibition series, was introduced in November 2024. The inaugural exhibition *Fables & Folklore* was curated by influential stylist Simone Haag. This ongoing series will showcase what the future of Australian art, craft and design looks like through the lens of the country's most influential creatives.

*Craft is a place where I can go to see excellence in making and design and which provides opportunities and advice to makers. I particularly like to see the exhibitions which always provide food for thought and enquiry into the making of fine objects.\**

*\*Feedback from Engagement Survey*





## / Championing Artists

Since our formation over 50 years ago, Craft has supported thousands of craft and design artists at all stages of their careers to achieve their creative aspirations. We play a unique role in the creative sector, operating as an advocate and incubator for artistic talent, encouraging growth and cultivating creative and economic opportunities.

*Supporting local artists allows for more diverse voices and perspectives to be seen and heard. Additionally, this kind of support helps sustain the careers of artists, enabling them to continue creating meaningful work that resonates with the local audience.*

**Vipoo Srivilasa**, Artist

### 2024 snapshot

**168**

Artists engaged & exhibited

**\$670,000**

Total income generated for artists

#### Agency & Projects

53 artists commissioned & engaged  
\$184,640 paid in artist fees

**494**

New works exhibited

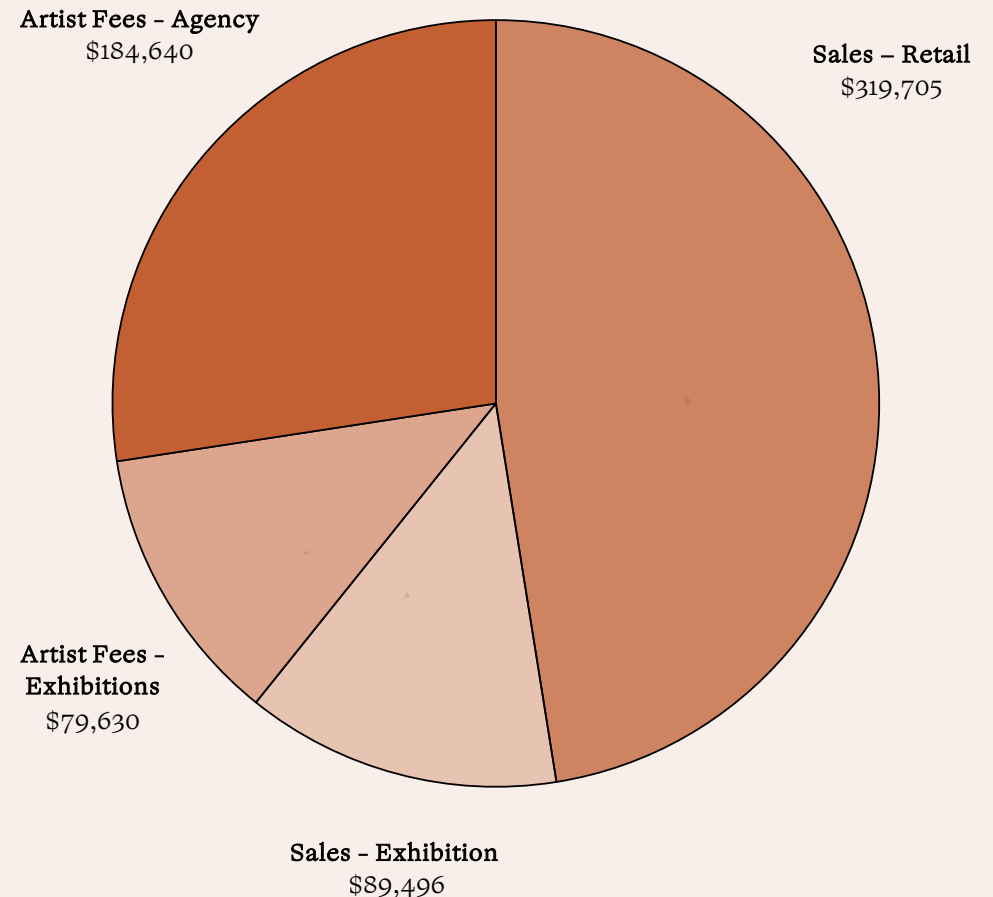
**\$79,630**

Paid in artist fees

#### Artists Engaged

23% First Nations artists  
49% emerging artists  
40% mid-career artists  
11% established artists

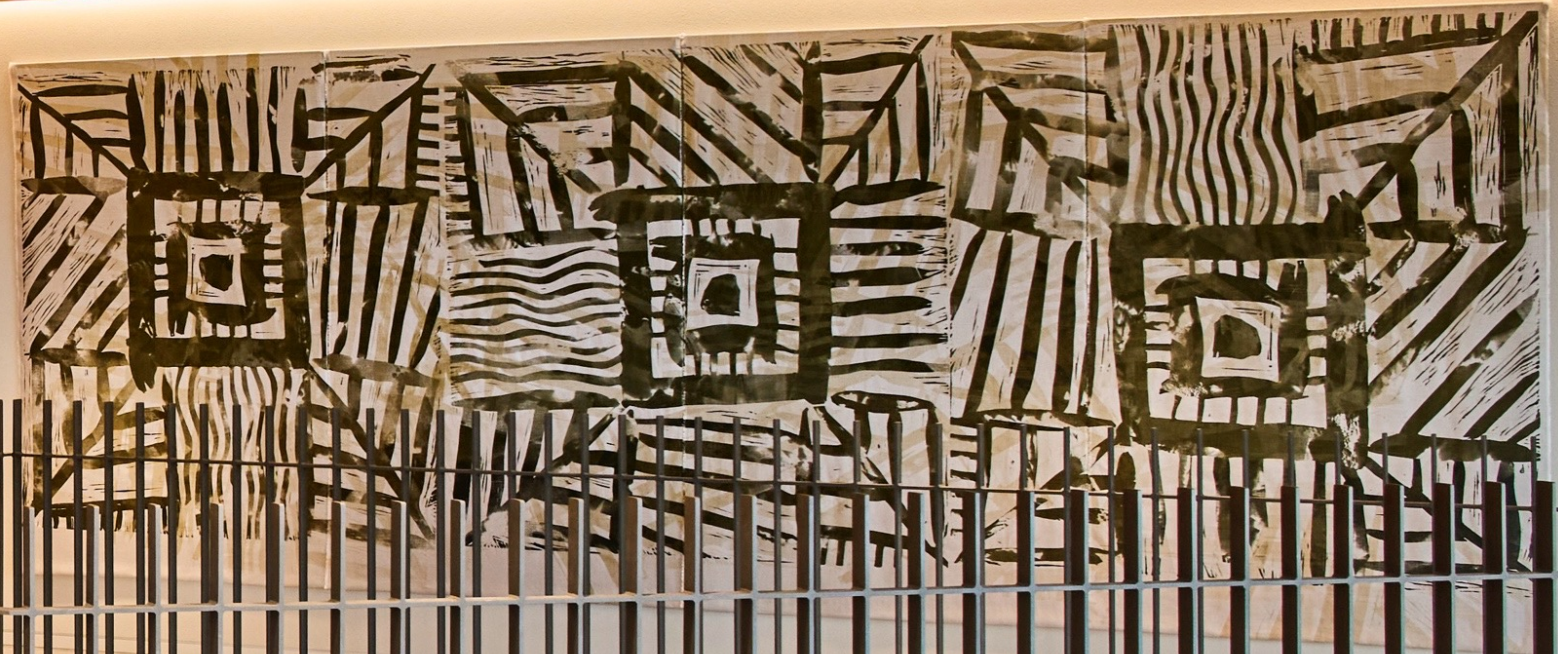
### INCOME GENERATED FOR ARTISTS





*"I think this work is important because we see ourselves in spaces. As a First Nations woman, I feel it is really important to see ourselves within this landscape."*

**Lisa Waup, Artist**





## / Connecting Audiences

Craft is a hub for creative exchange, connection and experience. Our audiences are central to our purpose of sharing and telling stories about who we are and what connects us.

Active engagement and collaboration through small, medium and large-scale partnerships is of critical importance to a healthy creative eco-system and reaching new audiences.

With a series of new initiatives and programs launched in 2024, our focus continues to be centred on supporting deeper and meaningful engagement and how we using our resources to connect with audiences.

### 2024 snapshot

**47,000+**

Gallery visitors

**32**

Exhibitions presented

**3,403**

Workshop & event participants

**94**

Workshops, talks and events

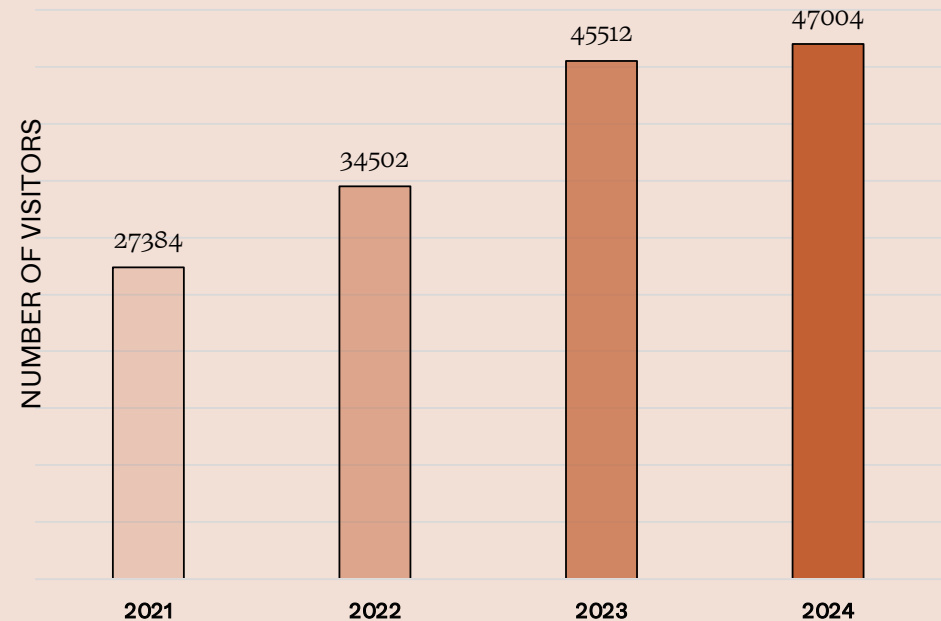
### Online Engagement

444,437 website views

87,747 social media followers

13,140 e-news subscribers

### YOY Gallery Visitation





*The social events were amazing when I was really in need of creative support. I have also always enjoyed the exhibitions. It is so inspirational to see Australian makers being given a platform.\**

*\*Feedback from Engagement Survey*



Image: Artworks by Troy Emery, Thomas Lentini and Luke George. Installation view of opening of PET SHOP, 16 March – 4 May 2024. Photographer: Michael Pham.



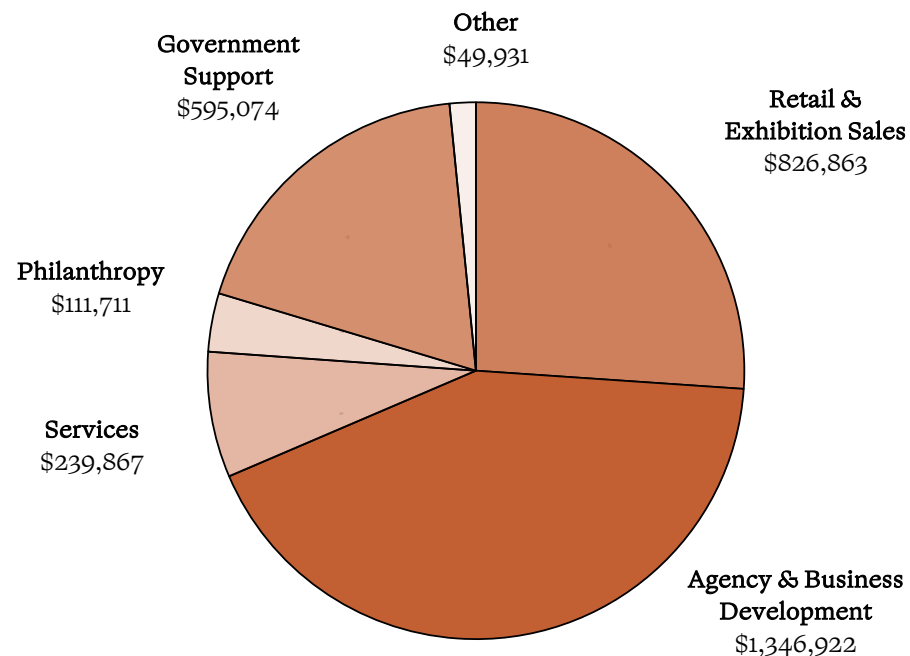
## / Building Capacity

Craft's earned income in 2024 continued to demonstrate our capacity to generate diverse revenue streams, allowing us to further leverage the critical government investment we receive.

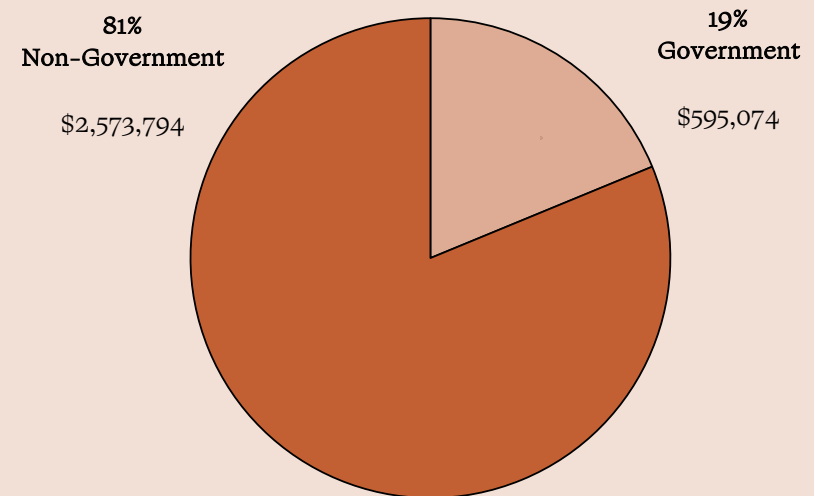
Our success in our self-generated income is a direct result of ongoing strategic planning aimed at building a robust, sustainable business model with an entrepreneurial mindset.

Looking ahead, we remain focused on how our revenue empowers us to maximise our impact to reinvest in both the organisation and our creative community.

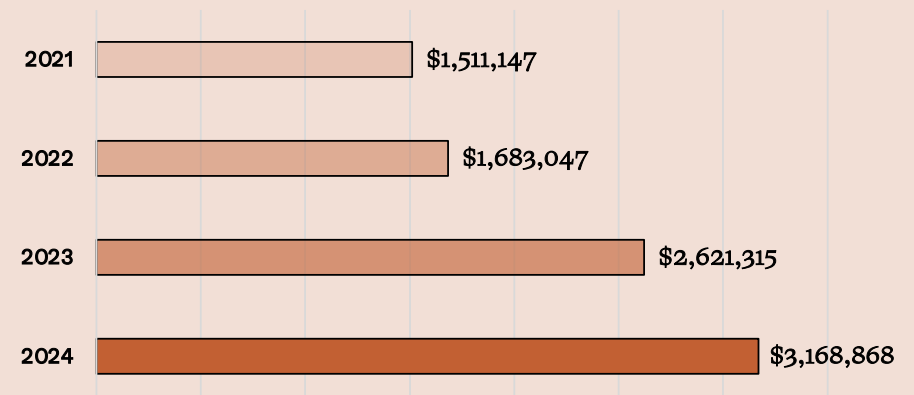
### OVERVIEW OF TOTAL INCOME



### NON-GOVERNMENT VS GOVERNMENT INCOME



### YOY Total Income





*"Collaborating with Craft on this public art project was a rewarding and dynamic experience. Through this work, I aim to challenge and inspire individuals to reimagine their connection to the built environment, light, and architecture, while fostering ongoing dialogue about the role of light in shaping our shared consciousness and public spaces."*

**Meagan Streader, Artist**





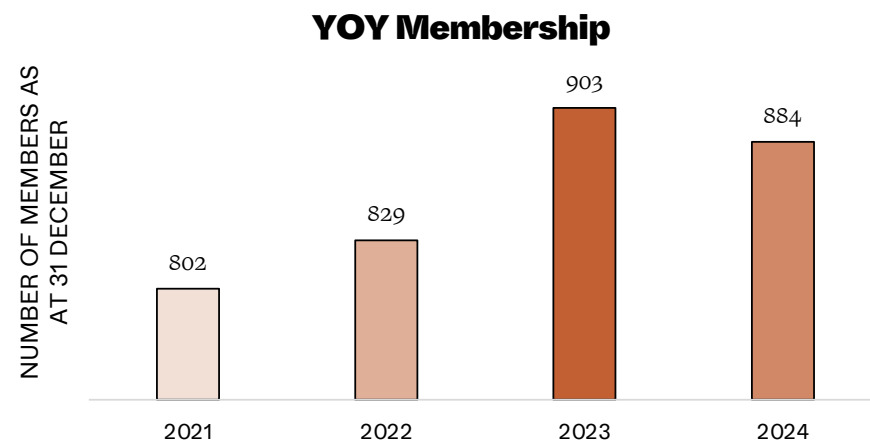
## / Membership In Focus

As a membership organisation, Craft plays a unique role in the creative sector as an artist centred organisation. Across 2024, we continued to reflect on the needs of our Members, engaging in direct dialogue and responding throughout the year to the valuable feedback provided in the survey conducted in the late stages of 2023.

We know the cost of living is having a direct impact on many artists, which translated to a small decrease in Membership numbers in 2024. Craft continued to remain dedicated and focused on our commitment to offering affordable and accessible offerings.

### Key highlights of 2024 include:

- Launching a dedicated quarterly e-newsletter for our members featuring grant opportunities, career development programs and sector relevant information.
- 25 public programs via our Advice Clinic series connecting Members with cross-industry experts.
- Introduced an ongoing series of quarterly Craft Crits sessions, encouraging direct engagement between Members and Craft staff to navigate their individual career goals.



## / Insurance In Focus

Whilst insurance isn't a topic that sparks joy for most, it is a fundamental requirement for artists and arts workers. Professional activities such as teaching workshops, holding market stalls, selling products, installing work in exhibitions all are dependent on artists and arts workers having suitable insurance.


Craft is a key national provider of highly affordable professional insurance that is specific to those working in visual arts, craft and design fields, including curators, art installers, conservators and more.

### Key insurance activity for 2024 include:

- Ongoing research and negotiations with insurance brokers to secure cost-effective affordable professional insurance options for our Members.
- Advocacy and collaboration with peer organisations nationally to collectively secure a partnership with a new insurance broker, *Cover for Creatives* (launched in February 2025).
- Secured Public & Products Liability and Personal Accident insurance cover with very limited exclusions through *Cover for Creatives*, removing onerous restriction such as working from heights, flame and hot work.
- Introduced access to numerous extended insurance options with *Cover for Creatives* including travel, contents and property cover.

This behind-the-scenes advocacy reinforces the critical role Craft has at the national level for our Members and broader creative community to stay connected to trends and issues that impact the creative sector and the careers of artists.



A high-angle photograph of a woman with long blonde hair, wearing a brown long-sleeved top and black boots, kneeling on a concrete floor. She is using a purple and black folding ruler to measure a large, rectangular sand sculpture. The sculpture is made of light brown sand and has a dark, possibly blue or black, material embedded within it. The woman is looking down at the ruler with a focused expression. The background is a plain, light-colored concrete floor.

*Facilitating insurance cover is an example of the ‘behind the scenes’ support Craft Victoria gives my practice. Without it I can’t rent a studio or sell stuff.\**

*Craft facilitates ongoing professional development opportunities for me to grow my professional practice. Craft provides a space for me to see cutting edge craft and design through its exhibition program and provides a retail space, both online and in the Maker Showcase, where I’m able to sell my work.\**

*\*Feedback from the Engagement Survey*



## / Craft Staff

**Safiya Alhassan** - Gallery & Retail Officer  
**Celia Dottore** - Creative Projects Manager  
**Nicole Durling** - Executive Director  
**Anni Hagberg** - Program & Engagement Coordinator  
**Aida Innocente** - Finance Manager (until October 2024)  
**Cristal Johnson** - Retail & Creative Assistant Manager  
**Sarah Kelk** - Commerce and Creative Manager  
**Kathy Leung** - Strategic Partnerships & Communications Manager  
**Georgina Loughnan** - Creative Projects Assistant  
**Lisa Miyagi** - Gallery & Retail Officer  
**Ryan Mueller** - Gallery & Retail Officer  
**Claire Robertson** - Communications & Engagement Coordinator  
**Gemma Robertson** - General Manager (until November 2024)  
**Pip Stevenson** - Creative & Commerce Manager  
**Eliza Tiernan** - Curatorial & Exhibitions Manager

## / Craft Board

**Matthew Lucas** - Chair  
**Shaun Dennison** - Treasurer  
**Hilary Scott** - Secretary  
**Anne-Laure Cavigneaux**  
**James Makin**  
**Jenna Lee** - Maker Director  
**Lisa Ramsay**  
**Abby Seymour** - Maker Director (until May 2024)  
**Paula Toal**  
**Anna Varendorff** - Maker Director (from August 2024)

Image: Installation of artwork by Jenna Lee in *Luminosity*, 10 August - 21 September 2024.  
Photographer: Claire Armstrong.





*“Craft was instrumental in making this complex project a reality. In making public art, you are often undertaking a process that is largely unknown, and that requires a lot of skillful navigation. There were many logistical challenges that were negotiated and overcome as a professional team, and I felt well supported by Craft during the entire process.”*

**Jamie North**, Artist

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# / Partners & Collaborators

## Agency Collaborators

Greystar  
Hecker Guthrie  
Home Apartments  
Jones Lang LaSalle (JLL)  
Meridian Sculpture  
Tilt Industrial Design  
Simone Haag  
S.P Setia  
Spacecraft  
Urban Art Projects (UAP)

## Creative Professional Development Partners

City of Casey  
City of Greater Bendigo  
City of Ballarat  
City of Kingston

## Educational Network

Federation University  
La Trobe University  
La Trobe College of Art and Design  
Melbourne Polytechnic  
Monash University, MADA  
RMIT University  
VCA Melbourne University

## Exhibition Partners

ADFAS (South Yarra)  
Boom Studios  
Cellarhand Wine  
David Passmore Painting  
Flowers Vasette  
HomePro  
Jenny Jones Rugs  
Porters Paints  
Zepel

## Foundations & Trusts

The Amaeah Foundation  
Bowness Family Foundation  
The Calvert-Jones Foundation  
The Macfarlane Fund

## Fresh! Supporters

The Ameah Foundation  
Bobby Corica  
Desa Artist's Residency, Bali  
Future Leaders  
InteriorsAU  
James Lemon  
Louise Meuwissen  
Lucy Feagins  
Nadia Hernandez  
The Macfarlane Fund  
Wardle Architects

## Craft Club Members

A. Cavigneaux	J. Samios
A. Hirschhorn	K. Bauer
A. Milani	K. McVey
B. Pratt	K. Raymond
B. Ranken	L. Nicholson
C. Lengyel	L. Ramsay
C. Phanthong	L. Vary
D. Bos	M. Lucas
D. Dorevitch	M. Madden
D. Freeman	M. Pizzi
E. Leslie	P. Toal
G. Slade	R. Cahill
H. Scott	R. Irons
H. Zhang	R. Taube
I. Ambrozic	S. Charisiou
I. Annett	S. Dennison
I. Pribilovic	S. Seifman
J. Humzy	S. Weston
J. Lane	T. McDonald
J. McComish	W. Jennings
J. Morgan	W. Tiernan

## Supporters & Partners

171 Collins  
Botanik Kyneton  
Creative Partnerships Australia  
Jahkarli Felicitas Romanis  
John Wardle  
Kait James  
Koorie Heritage Trust  
Linden New Art  
Meghean Dwyer  
Mabu Mabu  
Melbourne Design Week  
MPavillion  
National Gallery of Australia  
National Association for the Visual Arts (NAVA)  
Nicholas Building  
Pollon Flowers Melbourne  
Powerhouse Museum  
RMIT Culture  
Simone Haag  
The Australian Tapestry Workshop  
The Design Files  
The Melbourne Art Foundation  
The Robin Boyd Foundation  
Vogue Living





Image: Installation view of *Fables and Folklore*, 14 November 2024 - January 25, 2025. Photographer: Kate Shanasy.

## / Government Partners



Craft is supported by the Victorian Government through Creative Victoria's Creative Enterprises Program.



Australian Government  
Visual Arts and Craft Strategy

Craft is supported by the Australia Council through the Visual Arts and Craft Strategy, an initiative of the Australian, State and Territory Governments.



Craft is supported by the City of Melbourne's Arts and Creative Investment Program.

## The Artist Fund

Craft's 2024 Fundraising Campaign was Supported by Creative Australia through Plus1.



### Artist Fund Donors

Anonymous x 4  
A. Hirschhorn  
C. Morris  
C. Mouzouris  
C. Ryan  
D. Hart  
L. Herd  
M. Pizzi

R. Sadler  
R. Taube  
S. Farrell  
V. Srivilasa

The Amaeah Foundation  
Bowness Family Foundation  
The Calvert-Jones Foundation



Australian Government

**Craft is part of the Australian Craft and Design Centres network along with;**

Artisan (QLD)  
Australian Design Centre (NSW)  
Australian Tapestry Workshop (VIC)  
Canberra Glassworks (ACT)  
Central Craft (NT)  
Craft ACT: Craft and Design Centre (ACT)  
Design Tasmania (TAS)  
FORM (WA)  
Guildhouse (SA)  
JamFactory (SA)  
TactileARTS (NT)

# / CRAFT

**A leading center for contemporary craft and design**

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Victoria, 3000  
Australia

[craft.org.au](http://craft.org.au)



Image: Artwork by Nadège Desgenétez. Installation view of *Material Language*, 28 September - 9 November 2024. Photographer: Claire Armstrong