

2.5 MONASH GALLERY OF ART MEMBERSHIP PROGRAM FEE STRUCTURE

(Author: AP)

EXECUTIVE SUMMARY

The Friends of Monash Gallery of Art (MGA) was a membership program that was initially established to support MGA. In 2020 a review of the Friends of MGA Incorporated was initiated. In 2021 the Friends decided to de-register as an incorporated association. The deregistration was submitted to the regulatory agency in June 2022 and confirmed in September 2022. As a result, MGA is to launch a new in-house membership program in 2023.

PURPOSE

This report requests approval to establish the fees and charges schedule for MGA's membership program, beginning in 2023.

KEY CONSIDERATIONS/ISSUES

The Friends of MGA membership program was previously managed by an Incorporated Association. They delivered the Friends program and set the membership fees. MGA hosted the initiatives.

The new MGA membership program will be brought inhouse and, within three years, is projected to become self-sustainable with the income generated from membership fees.

FINANCIAL IMPLICATIONS

Bringing the membership program in-house has given officers the opportunity to reflect and refine on the offer for our members. It is proposing a price increase as the current Friends of MGA Membership fees are too low to service and grow the membership program. The financial modelling indicates that if membership costs were to remain as they are, the program will operate at a loss. Officers will work to renew current members and grow membership by 50 new members per year. MGA will be required to reach 300 members to cover costs. This income will grow earned income and support the museum's programming.

CONCLUSION/RECOMMENDATION

To approve the recommend membership fee structure for the MGA Membership program.

MONASH GALLERY OF ART MEMBERSHIP PROGRAM FEE STRUCTURE

(Author: Anouska Phizacklea)

Responsible Director: Russell Hopkins

RECOMMENDATION

That:

Council approves the recommend membership fee structure for the Monash Gallery of Art Membership program as outlined in this report, to take effect as of March 2023.

INTRODUCTION

Council is requested to approve the recommended fee structure for the Monash Gallery of Art (MGA) Membership program.

BACKGROUND

In 2020, a review of the Friends of MGA Incorporated was initiated. In 2021, the Friends decided to de-register as an incorporated association. The deregistration was submitted to the regulatory agency in June 2022 and confirmed in September 2022. As a result, MGA is planning to launch a new in-house membership program in 2023. This report to Council requests approval to establish the fees and charges schedule for MGA's membership program.

The new MGA membership program will expand on benefits that were previously provided by the Friends of MGA. The program will hold a strong focus on engagement with photography, including photography skills development, and provide unique and tailored experiences to increase access to photography. The program will meet the needs of key target audiences, including practicing photographers, photography enthusiasts and MGA's community of supporters who seek engagement in MGA's activities and events. The new Membership Program will have a soft launch in February 2023 for key stakeholders, with the hard launch in March 2023. This will coincide with rebranding of MGA to the Museum of Australian Photography (MAPh) which will include the launch of MGA's new website that incorporates a members' area.

POLICY IMPLICATIONS

There are no policy implications.

CONSULTATION

In 2021, MGA surveyed current members for feedback on what they enjoy about the Friend's membership program and requested feedback on what

they would like to see in the future via Culture Counts. 37% of respondents had concession memberships, 23% individual, 37% family and 3% institutional. The members most valued the following benefits: MGA Shop discount, MGA Cafe discount, discounted prices to MGA programs, Friends of MGA newsletter and members' exclusive annual 'behind the scenes' tour with MGA curator.

The proposed membership structure has been discussed with and is supported by the MGA Committee of Management.

SOCIAL IMPLICATIONS

The new MGA members program has been developed with community feedback in mind and reflects the preference to have social events and photography programs and initiatives that connect them to MGA programming and staff, with more opportunities to network and connect to the photographic community and other like galleries.

The benefits of an in-house membership program are significant. The program will increase integration with MGA's operations and programming and allow for an holistic and true alignment with MGA. The program will create efficiencies in staff time and operational requirements.

A launch of a new identity for the members program will coincide and align with MGA re-brand to MAPH (Museum of Australian Photography) which was detailed in MGA's new Strategic Plan (2022-26) that was endorsed at the Council Meeting on 26 April 2022. Membership categories have also been revised. The concession and individual categories will remain the same. Two previous categories will retire: Family (up to 4 associates) and Institution membership. This will be revised to a Dual (2 people membership), Family (2 adults & 3 children) and a 10 year membership contribution that incorporates a donation component establishing Founding MAPH members. These categories better reflect user groups and provide more flexibility for members. The institutional memberships will be provided within the other categories and a more appropriate offering developed for Corporates within MGA's Corporate Partnerships Program.

MGA will continue to honour current memberships of the Friends of MGA until the end of the financial year, as well as offer a free 12-month extension to existing members. Other promotional opportunities to reignite lapsed members will also be implemented.

Special features of the new MGA members program will include:

- Limited edition annual postcards to collect
- Annual members' photography competition
- Excursions to partner galleries with guided tours
- Bonus MGA Shop birthday discount

- Each Family membership will include a kids activity set/craft kit for each child
- A quarterly newsletter
- Photography workshops
- Members only events
- Discounted tickets to pay-for events
- Members' website login
- Members' priority access in new MGA site
- The launch of the program will act as a membership drive and increase marketing opportunities for MGA.

An MGA Members' photography competition is to be showcased in 2023 in the Atrium alongside the Bowness Photography Prize exhibition.

The new MGA membership program will include a vibrant and eventful annual calendar that will encourage the community to join social events and actively engage with the gallery throughout the year.

HUMAN RIGHTS CONSIDERATIONS

There are no human rights implications with the proposal

FINANCIAL IMPLICATIONS

The Friends of MGA membership program was previously managed by an Incorporated Association. They delivered the Friends program and set the membership fees with MGA hosting the initiatives.

The new MGA Members Program will become self-sustainable with income generated from membership fees. This is based on a baseline of 150 members that will be rolled over into the new program. The fees will cover the costs associated with collateral, postcards, guest speakers and events for the year, as well as offset the discount that members receive to attend/pay for workshops and tours.

Bringing the membership program in-house has given officers the opportunity to reflect and refine on the offer for our members. We are proposing a price increase as the current Friends of MGA Membership fees, as detailed below, are too low to service and grow the membership program. The financial modelling indicates that if membership costs were to remain as they are, the program will make a loss. Officers will work to renew current members and grow membership by 50 new members per year. MGA will be required to reach 300 members to cover costs. This income will grow earned income and support the museum's programming.

		First year		Year 1		Year 2		Year 3	
New membership types	Fee	150 members		200 members		250 members		300 members	
Concession	\$ 30	56	\$ 1,680	75	\$ 2,240	93	\$2,800.00	112	\$ 3,360
Individual	\$ 45	34	\$ 1,530	44	\$ 1,980	56	\$2,520.00	67	\$ 3,015
Dual (2 people)	\$ 75	45	\$ 3,375	60	\$ 4,500	75	\$5,625.00	90	\$ 6,750
Family (2 adults & 3 kids)	\$ 85	15	\$ 1,275	20	\$ 1,700	25	\$2,125.00	30	\$ 2,550
Life Member	\$1,500			1	\$ 1,500	0	\$ -	1	\$ 1,500
Subtotal		150	\$ 7,860	200	\$ 11,920	250	\$ 13,070	300	\$ 17,175
Annual cost of program			\$ 12,080		\$ 13,380		\$ 14,680		\$ 15,980
Establishment costs			\$ 1,000						
Netprofit/loss			-\$5,220		-\$1,460		-\$1,610		\$1,195
Ave cost per member			\$81		\$67		\$59		\$53

For all new members, we are proposing a new pricing structure as listed below. This is in line with other public galleries. This price increase will bring us in line with industry standards.

Current membership fees	Annual	2 year	3 year
Concession	(+1) \$20	(+1) \$40	NA
Individual	(+1) \$30	(+1) \$60	NA
\$40 Family (up to 4 associates)	(+1) \$40	(+1) \$80	NA
\$60 Institution	(+1) \$60	(+1) \$120	NA
New membership types			
Concession (students included)	\$30	\$50	\$70
Individual	\$45	\$80	\$110
Dual (2 people)	\$75	\$140	\$200
Family (2 adults & 3 kids)	\$85	\$160	\$230
MAPh founding member 10 years of Membership + \$1200 donation	\$1500		

The membership program fees will contribute to both maintenance and growth of the program, including:

- Administration costs of membership management
- Membership card and promotional material
- Membership material including newsletter, correspondence and activity books
- Artist fees for specialised programs
- Subsidised costs for workshops, excursions and public programs
- The management and production of the annual Members prize, including opening night events, installation, judging and prizes
- Shop discount - 20% of our profit margin at 10 % discount

CONCLUSION

MGA's proposed membership program will ensure that it meets the needs of the many members of the community who have long supported MGS, particularly through the now disbanded Friends of MGA. It will also attract new members through affordable access to a range of programs and benefits provided at MGA.