

protecting heritage

Our goal: To protect and promote our built, natural and cultural heritage for present and future generations to enjoy.

There has been a major emphasis this year on addressing issues relating to **climate change** and its effects on places of historic and natural significance. While ecological sustainability has always underscored the Trust's basic conservation work there has been renewed focus on issues such as the potential siting of nuclear power stations, and the development of assessment criteria for the siting of windfarms. The Trust has developed a **Climate Change Policy** which addresses key aspects of climate change adaptation and mitigation. The policy is a work in progress which can be updated as research evolves on climate change and methods to address it.

A key aspect of the Trust's long historic commitment to sustainability has been the launch this year of the **National Trust Sustainability Program**. The Program aims to begin retrofitting the Trust's own properties with renewable energy and water conservation technologies. Under this Program, the Trust will foreground its capacity, unique amongst conservation groups, to demonstrate sustainability in action at its own properties on a significant scale. The Program is dependent on resources, and the Trust has conducted several major fundraising activities to support it, such as a member appeal and gala fundraising dinner at Government House in May.

The Trust welcomed the **listing of Old Government House at Parramatta on the**

National Heritage List, which affirmed the property's great heritage and historic significance. OGH was also nominated by the Commonwealth with a series of other convict-related sites for listing on the **World Heritage List**.

Of continuing and great concern to the Trust has been the **erosion of public participation and influence on the planning process through the increasing use of Part 3(A)** of the Planning Act and other mechanisms reducing local councils' role in the planning process and decision making on major developments, with the potential to adversely impact historic, scenic and natural heritage. As a non-government community-based conservation organisation, the Trust will need to repeat its key role of the 1950s to the 1970s when governments failed to protect historic, cultural and natural heritage to the expectations of the community.

As the year closed the Minister for Planning, Frank Sartor, foreshadowed a **review of the 30 year old Heritage Act**, to reduce "red tape" in the planning process. The Trust was instrumental in the establishment of the Act in 1977. The first stage of the review is consultations with key stakeholders including the Trust. Areas of concern to the Trust are consistency in the nomination and listing process, and the approvals process across all levels of government.



Seidler House and its adjoining bushland were listed by the Trust in 2007, while Ku-ring-gai Council gazetted the bushland and renamed it the Harry Seidler Reserve in memory of one of Australia's leading architects. Pictured at the Reserve, from left: Tina Jackson, Penelope Seidler, Polly Seidler, Ku-ring-gai Deputy Mayor, Councillor Anita Andrew, and Trust Deputy President, Dr Zeny Edwards

Some Highlights of 06/7

- The **Heritage@Risk Program**, part of a national initiative, was launched on World Heritage Day, 18 April, to draw public attention to threatened heritage. The Trust (NSW) nominated Ku-ring-gai's Blue Gum High Forest and the Ku-ring-gai Urban Conservation Area; the Hammerhead Crane at Garden Island, one of only three remaining in the world; and the Eveleigh Railway Workshops in Redfern, which is of national and world significance. **Heritage@Risk** provided a strong focus for the Trust's advocacy, and received extensive media and community support.
- The Trust's pioneering **Bush Management program** reached its landmark 30th year. The state's largest bush regeneration service, its revenues increased over the 06-07 year. A program of corporate volunteer training began, and grants were received for work on endangered plant communities at Everglades, Leura, and Blackwood Sanctuary, Beecroft.
- Key Listings: Places as diverse as the Seidler Property at Killara and Chinese/German market gardens at Rockdale were listed on the **National Trust Register**. A popular DVD version of the Trust's Register was released.
- UNESCO added the **Sydney Opera House to the World Heritage List**, recognising its outstanding international significance. The Opera House was listed on the National Trust Register in 1983.
- The **2007 Conference on Places in Context – Natural and Cultural Landscapes**, which focused on cultural heritage in all its varieties from food to migrant histories, was a great success. The Trust plans to make the presentations available on DVD and in print.
- Following the Trust's earlier *No Skills, No Future* Conference, the Trust conducted **Home Owners' Courses**. The Trust sought to establish a skilled trades training program but neither the State nor Commonwealth Governments were willing to assist with start-up funding this year.
- The Trust welcomed the Land & Environment Court's rejection of the development proposal for **Rippon Grange, Wahroonga**, which would have adversely impacted on the endangered Blue Gum High Forest on the property.
- Another rare vegetation type in Sydney, **Cumberland Plain Woodland**, was threatened by a proposal in the State's Growth Centres Commission's Draft Growth Centres Conservation Plan. The

proposal for “biodiversity certification” was rejected by the Trust as flawed.

- The Trust campaigned against plans for a major **transport interchange southeast of Goulburn** at Gundary in an historic area under consideration for listing by the Trust as a Cultural Landscape. The interchange would involve a massive industrial development.
- Another longstanding campaign was for the **Currawong** area at Pittwater, listed on the Trust Register in 2001 for its social significance, which has been sold and is threatened by major development. The Trust welcomed its nomination for the State Heritage Register.
- There were mixed results in the Trust’s longstanding **historic cinema and theatre conservation campaign**. The Birmingham Gardens Regal theatre closed its doors in October 2006 after 60 years, but local community action appears likely to open it again. Despite Trust campaigning, the historic **Valhalla Cinema**, Glebe, will become offices.
- A highlight of the Trust’s ongoing theatre conservation campaign was the listing on the Trust Register of the **Regent Theatre Wurlitzer Organ**. This organ, originally installed in Sydney’s Regent Theatre in 1929, was rescued before the theatre’s demolition and fully restored.
- The decision by Sydney City Council to retain the **Wireless House**, in Foley Park, Glebe, was very welcome. Wireless House was built in the late 1930s so that local people who could not afford a radio could gather to hear the broadcasts of the period.
- The Trust campaigned to conserve **Catherine Hill Bay** on the Central Coast, threatened by a huge urban development of 600 dwellings which is contrary to the zonings for the area and would be very damaging to the area’s historic, low-key fabric.
- The Trust gave evidence at a **Land and Environment Court case into further sand mining at Kurnell** and was delighted that the Court has rejected the development.
- Despite strong protests by the local community and the Trust the Roads and Traffic Authority cut down more than 90 mature eucalypts along the **Moss Vale Road in Kangaroo Valley**, but the Authority is refusing to lower the speed limit along this scenic drive.

promoting access, education and enjoyment of heritage

Our goal: To inspire the widest possible audience to value, participate in, understand and enjoy our heritage.

Throughout the year, the Trust held **property-based educational programs for school students** at Old Government House, Experiment Farm Cottage, Dundullimal and Cooma Cottage, continuing a long tradition of quality education provision by the Trust. This year, lack of funds meant that less promotion was possible than previously. Resources are required to continue and expand this key aspect of the Trust’s work, and funding proposals were developed which include educational programs as a major component. As well as playing a major role in our collective responsibility to ensure that children grow up with a strong understanding and appreciation of environmental and cultural heritage, these education programs encourage the support of younger generations for the Trust and its conservation mission.

The annual program of **open days and house inspections** in Sydney and the regions, organised by the **Women’s Committee**, continues to be a favourite among our members, with strong attendances.

The National Trust Heritage Festival 2007

In 2007 we saw the largest ever **National Trust Heritage Festival**, with 450 events across NSW. Following the theme of *Places in Context – Natural and Cultural Heritage*, many events celebrated the beauty of the Australian landscape, its distinctive flora

and fauna, our built heritage and the people who have shaped Australia. National Trust properties opened their historic gardens free on special days, and two travelling picture shows toured regional historic cinemas.

Major supporters of the Festival included Sydney Harbour Foreshore Authority, Heritage Office NSW Department of Planning, EnergyAustralia, Commonwealth Bank, ABC 702 Sydney, ABC Local Radio, Georges, Media Monitors, RTA, Three Little Pigs, NRMA, Carrington Hotel, Westin Sydney, Captain Cook Cruises, Spicers Paper, Think and Grow Pty Ltd, Department of Ageing, Disability and Home Care, Hopscoth Films and Ipoh.

Now in its 14th year, the **EnergyAustralia National Trust Heritage Awards** continue to set an industry benchmark for the field of heritage conservation. Seventy entries were received, their ingenuity reflecting Australia’s growing awareness of the need to conserve built heritage and green spaces. Richard Francis-Jones of fjmt architects chaired the judging panel, with the Lifetime Achievement Award going to Dr James Semple Kerr AM. Heritage adviser Barbara Hickson received the Cathy Donnelly Memorial Award.

The first ever **National Trust Day** was held on 18 March, with around 40,000 people attending at the National Trust Centre on Observatory Hill. Food markets, bands, stalls from each department and exhibitions kept



National Trust Day brought around 40,000 people to the Trust Centre



From left: Dr Meredith Burgmann MLC, Trust President John Niland AC, Dr James Semple Kerr AM (winner of the Lifetime Achievement Award) and Tina Jackson at the 2007 EnergyAustralia National Trust Heritage Awards presentation ceremony



Hundreds of students attended the annual presentation of Awards in the Schools Competition, a National Trust Heritage Festival event sponsored by the Commonwealth Bank

the crowd engaged. Andrew O'Keefe of Channel 7 expertly MC'd, and Her Excellency Professor Marie Bashir AC CVO, Governor of NSW, launched the National Trust Time Capsule Project. A popular exhibition of artwork by Mavis Turner, *Historic Trees: Hardy Wilson and Beyond* was held, and award winning photographer Robert Billington exhibited his acclaimed photographs, *75 Years of the Harbour Bridge*, in celebration of the Bridge's 75th anniversary.

The launch of the **online cemeteries masterlist** also took place, with a talk on our "deadly heritage". *Table Talk: Lunch with Margaret Fulton*, the first event in our Treasures of the Trust series honouring the Trust's National Living National Treasures, was hosted by food journalist Joanna Savill at the Tearoom, QVB. Margaret delighted the 100 guests with her tales, followed by lunch. The **National Trust Schools Competition** attracted a record 210 entries from 45 schools statewide. The 100 finalists attended a special presentation to the winners at the National Trust SH Ervin Gallery. The National Trust Photography Competition *Lens Across The Land* had almost 200 entries from across NSW. The winner was announced at an exhibition of 23 finalists at the National Trust Centre.

Popular National Trust events during the year included:

- National Trust **Corporate Breakfasts** with speakers the Hon Bob Debus MP, Justice Brian Preston, Monica Barone, CEO of City of Sydney, and Professor John Niland AC, Trust President.
- Australia Day celebrations at key National Trust properties, open to the public free of charge.
- At **Cooma Cottage**, a weekend art workshop by Amanda McLean in October; community Christmas carols in December.

- At **Dundullimal**, a jazz festival in August; a history week lecture by Clive Lucas on Dundullimal in September; and an exhibition of local artists' impressions of Dundullimal in November.
- At **Everglades**, many popular events took place, including a Yulefest Serenade with candle-lit dinner in July; Cirquinox, the Circus celebration of the Spring Equinox in September; *The Singing Garden* by CJ Dennis in October; the *Leura Gardens Festival* in October; an exhibition by the *Lady Quilters of the Upper Blue Mountains* in December/January; and the *Easter Egg-stravaganza* in April.
- At **Experiment Farm Cottage**, a spring jazz festival in August; a colonial bush picnic for Australia Day in January.
- At **Golden Vale**, an open garden tour in October.
- At **Lindesay**, a *Garden Seminar*, featuring a panel of three speakers who discussed gardening and landscape architecture in July; the ever-popular annual *Christmas Fair* in November.
- At **Miss Traill's House and Garden**, popular events included the annual *House of Flowers* exhibition in October; an exhibition of the life of Miss Ida Traill in September; the traditional *Night Before Christmas* in December; a twilight music concert in February; the *Colonial Fair* in March; and the *Magic Egg* pantomime in April.
- At **Norman Lindsay Gallery**, many successful events took place, including an exhibition by Will Dyson in September; *Opera in the Garden* in October; a *Christmas Cocktail Party* in November; *Jazz in the Garden* in February; the annual *Jazz and Wine Festival* in May; and the ever-popular *Festival of Children's Literature* in March.

- At **Old Government House**, ghost tours every month; the *Colonial Wedding*, a cavalcade of authentic gowns and accessories in September; *Colonial Confrontations* in March with Paul Brunton of Mitchell Library discussing the Rum Rebellion; *Carols by Candlelight* in December.
- At **Saumarez**, an art exhibition by Edward Baker Boulton in September; a Christmas dinner at FJ White's table in December; a talk on the beauty routines of Victorian women in February; and *Unseen Saumarez* - a glimpse below the stairs in May.
- At **Sir Henry Parks Memorial School of the Arts, Tenterfield**, a commemorative dinner for Sir Henry Parkes' Federation Call to the People Speech made in 1889, in October.
- At **Tomago**, a weekend of camellia blooms, clocks and cards, the 10th anniversary of this event, in July; high tea with writer Barry Maitland in August.
- At **Vienna Cottage**, art exhibitions and talks by guest speakers on museums and heritage; a concert in August; a *Christmas Boutique* in November.
- At **Wirrimbirra Sanctuary**, a mammal day and wildlife fair in August and in May; a frog day with special presenters in November; an entertaining *Bush Christmas* in December.
- **Branches** of the National Trust also organised special events, including the Blue Mountains Branch, Parramatta Regional Branch, Lithgow Regional Branch and Lachlan Branch.
- Walks, talks, cruises and tours were organised by the **After Hours Committee**, from Leichhardt to the Hunter Valley. The committee also organised the *Young Trust Anniversary Function* at the SH Ervin Gallery in October.



The art of Chris O'Doherty aka Reg Mombassa, with a talk from the artist himself, was a powerful introduction to art for students at a recent S H Ervin Gallery Children's Workshop

National Trust S H Ervin Gallery

With such high profile exhibitions as the hugely popular summer survey exhibition – *The art of Chris O'Doherty aka Reg Mombassa* which attracted young and old – attendance at the Gallery continued to increase. Artist Chris O'Doherty participated in public programs, children's summer workshops, and his band *Dog Trumpet* performed in a fundraiser at the Gallery. **Other highlights** included *Witness to War* from the collection of the Australian War Memorial; *Sydney Prints: 45 years of the Sydney Printmakers*; *Janet Dawson survey*; and our annual

favorites *Salon des Refusés*, *Portia Geach Memorial Award* and *The Year in Art*.

The Gallery continued to receive good **media coverage** for its exhibitions and programs including profiles on ABC television and pay TV channel Ovation, reviews in the *Sydney Morning Herald* and great support from ABC radio and community radio stations. The Gallery's **e-ART newsletter** was distributed weekly to keep subscribers informed of exhibitions and events.

The exhibitions were supported by a **Sunday afternoon public program** of guest speakers,

education kits, *Art Detective* activity sheets for younger visitors, **guided tours** and weekly **floor talks** by gallery staff. **Educational programs** proved popular, offering school holiday workshops, school tours and focused learning programs. **School tours** attracted visits from school children in Sydney and across the state. **Tours by adult groups** including Probud, Rotary and University of the Third Age also increased in popularity.

Two **adult master classes** were conducted by leading artists Tom Carment and Anne Cape. The Gallery hosted three student **interns** from secondary and tertiary institutions to gain experience and understanding of career opportunities in the visual arts.

The annual **Spring Book Fair** continued to attract the crowds. The Gallery opened to the public on **Australia Day** free of charge, with activities for all the family. Special walking **tours of the artists' camps** at Mosman Bay and the artist studio sites in Sydney were devised for the Heritage Festival.

The S H Ervin Gallery's donors continued their generous support. The Gallery also received generous **sponsorship and in-kind support** including from **Arts NSW, Holding Redlich, Gordon Darling Foundation, Steensen Varming, the National Gallery of Australia, Ralbain and City of Sydney**.

Without the support of its **volunteers** the S H Ervin Gallery would simply not operate as successfully so special thanks go to all 130 volunteers, including those who have been with the Gallery since it opened in 1978. In 2008 the Gallery celebrates its 30th anniversary with special events planned to commemorate this achievement.

caring for our properties

Our goal: to manage, care for and interpret National Trust properties and collections for the education and enjoyment of people of all ages and on behalf of future generations.

The Trust currently owns or is responsible for 38 properties, 15 of which operate as house museums. The cost of operating these properties after income is very considerable, in the order of over \$420,000 per annum, and is a very significant ongoing challenge for Trust finances. A keynote achievement this year has been the launch of the **National Trust Property Endowment Fund**. The Fund is designed to provide for the ongoing conservation and maintenance of our properties, and the goal is \$10 million.

Currently, there is \$2.2m in the Fund. The recent sale of land at Golden Vale will boost the Fund to \$3.4m in the first half of 07-08

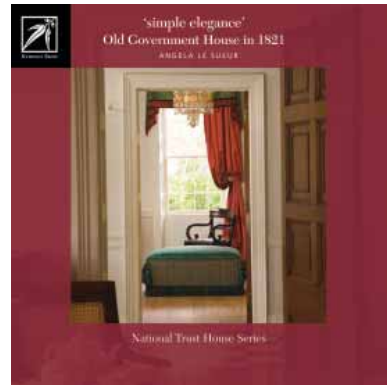
As noted above, a highlight of the year was the listing of **Old Government House on the National Heritage List**, a formal acknowledgement of its key heritage significance. Further reinforcing its importance, the House was nominated as part of a serial nomination of convict sites for UNESCO's **World Heritage List**. An extensive plan for the enhancement of Old Government House to a standard befitting its national and

international significance was developed, together with a proposal for a Living History Centre incorporating Old Government House, Experiment Farm Cottage and the National Trust Centre.

Education at Trust properties to promote the value of heritage for children and adults alike remains an important element of the Trust's work. Significant programs were undertaken at Experiment Farm Cottage and Old Government House, for both primary and secondary students. The Trust is grateful for the support it receives from the local Parramatta community in



Creative cavortings at Cirquinox, Everglades



'simple elegance' - Old Government House is 1821 is the second in the National Trust House Series, and outlines the recreation of the property as it was during the residency of Governor and Mrs Macquarie in 1821.

helping run these activities. Small programs operated at Dundullimal and Cooma Cottage during the year.

Trust museum properties attracted 142,530 visitors during the year, a slight decline on the previous year but a pleasing result given broader trends such as a worldwide decline in visitation to house museums. Every credit for achieving this result must go to the over **700 volunteers** who regularly contribute to the day to day running of these community assets across the state.

As highlighted elsewhere, the year saw a considerable "tightening of the belt", including the non replacement of several staff positions. Given a worldwide decline in visitation to house museums, and with a view to long term financial sustainability, the Trust is no longer able to provide the level of subsidy that formerly underpinned the operation of our properties. This situation has strengthened the organisation's resolve to review the way it manages its portfolio and, together with property staff, Branches, Committees and volunteers, the Trust is keen to explore models of management such as community affiliation (see the Our People section, below).

Several properties, such as Everglades, Miss Traill's and Harper's Mansion, underwent transitions to new management arrangements (see Our People, below). The Trust remains especially grateful for the continued dedication of all the wonderful property staff, volunteers,

Committees and other supporters who so generously committed their energies and expertise during a challenging year.

During the year the Museums and Properties Department implemented a number of key initiatives:

- **95 acres at Golden Vale, Goulburn, were sold**, enabling the creation of a Golden Vale Endowment Fund of over \$1 million. Interest revenue from the fund will cover running costs of the property. The Trust is very grateful to the late Hon WG Keighley and Mrs WG Keighley for the wonderful gift of this estate.
- Planning was completed for the expenditure of \$200,000 on the **upgrading of Everglades House and Gardens**, including improved interpretation, internal painting of the house and garden enhancements. This work is partially funded by a Commonwealth AusIndustry grant and partly by the Trust's Women's Committee.
- The reinstatement of **Lady Gipp's Bower and a new entrance gate at Old Government House**, funded by a Commonwealth Grant, were completed. This development, in tandem with the installation of a new picket fence, significantly improves the presentation of the property.
- Planning and research was completed on two new publications, a guide to

Grossman House and an overview of the Old Government House Soft Furnishings Program.

- The Trust attracted funding and support for collection management including upgraded storage of the **Norman Lindsay Gallery Collection** and the conservation of several important works.
- A **properties sustainability campaign** was launched with the aim of decreasing the dependence of our properties on town water and grid electricity, as part of the Trust's new Sustainability Program (see Protecting Our Heritage, above). **Dundullimal** was successful in obtaining funds to repair the historic windmill and install new underground water tanks.
- Some **\$140,000 was spent on significant property maintenance** and enhancement projects, including a new exhibition at Experiment Farm Cottage, installation of a computerised stock control system at Norman Lindsay Gallery, major repairs of the clerestory windows at Tomago, the external repainting of Everglades House, upgrade of visitor infrastructure at Warrimbirra and refurbishment of the Annie Wyatt Room at Observatory Hill (the latter made possible by the generosity of long standing supporters Clive Lucas Stapleton and Partners and Dr Zeny Edwards).

our people: membership, volunteers and staff

Our goal: to build and service the Trust's membership base; recruit and support volunteers to assist in the Trust's work; and to support staff in achieving the Trust's mission.

Membership is the very core of the National Trust, and our *raison d'être*. The Trust advocates on behalf of its members to protect cultural heritage and our members are our major source of untied income. During 06-07, the Trust continued to provide benefits to members, and the "discover more" member benefits program, including discounts on accommodation, entertainment and services was updated and expanded, with further expansion planned for 07-08.

In the membership area, the Trust continued its **multifaceted new member acquisition and retention program**. The Trust also continued a targeted series of approaches to major and mid-size corporations to take up Trust Corporate Membership. The total revenue generated from **new and existing memberships** including joining fees increased by about \$35,000 this financial year over 05-06.

There were 1813 new memberships in 06-07 compared to 1844 in the previous financial year. Three year memberships and renewals continue to increase – a 2.5% increase over 05-06 in new memberships and 22% increase in renewals. **Corporate membership** total revenue almost doubled to \$51,000. Higher membership revenues are partly a result of introducing a 10% across the board fee increase in July 2006 and a focus on the most cost efficient ways of generating new members. The lapsed member telemarketing follow-up program continues to retain members.

Our **online membership facility**, which enables website visitors to conveniently join and renew via the Trust website by credit card, saw

significant increases in transactions from an initial 10 in October 2006, shortly after the facility became operational, to around 35 in June 07 (maintained post June). If the current rate is maintained, online membership transactions will top 400 per year, and there is likelihood of further growth given the upward trend in take-up.

Member-get-member (MGM) nights were held in heritage properties in identified target areas, attracting approximately 20 new members each. National Trust Day in March and the Flight Centre Expo in November also generated many new memberships. **Mary Rossi Travel** generously supplied a luxury prize for new members with flights donated by Gulf Air. Affinity partners such as **NRMA** have continued to help acquire new members and create awareness via special offers. New advertising partnerships were developed with **SMH** subscribers and **YHA**. Other new membership initiatives included a Shop-a-Docket supermarket advertising test campaign, which has been continued into 07-08.

A new **Volunteer Membership Recruitment Manual** was distributed to all properties, and made available on the Trust website to volunteers and committees. The revenue from memberships recruited at our properties goes back to the relevant property.

Our many **committed volunteers** work with us around the state. Their efforts in caring for our properties, raising money for the Trust, and contributing their skills and energies, are crucial. Volunteer numbers remain stable this year relative to 05-06. This year, plans began

for incentives to better acknowledge the contribution of volunteers, including awards for achievement in recruiting Trust members.

Trust Branches and Committees operate throughout the state making an indispensable contribution of time and expertise to the Trust. Visits by Trust staff and an annual conference helped maintain communication and commitment. Every two months, the Trust sent a newsletter updating Branches and Committees on news and membership and marketing campaigns, and encouraging feedback. This year's annual Committees Conference in February was a great opportunity for the sharing of information and ideas. It will be followed by "The Way Forward: Regional Forum 2007" in September 07, exploring new strategies for ensuring the properties' sustainability. At the time of writing, a subcommittee of the Board has been formed to examine the committee structure with a view to proposing the most effective arrangements for National Trust Committees into the future.

During the year, a number of properties experienced major staff and supporter group transitions. **Everglades**, Leura, has come through a challenging period of change to new management – the Friends were re-formed with a new chair and vice-chair, a Liaison Committee including members of the Everglades Branch was formed to assist transition, and support was provided by the ED, the President and especially Deputy President Dr Zeny Edwards and Board member Wendy Carlson. In the context of achieving a financially sustainable property portfolio, the Board considered a proposal to sell **Harper's Mansion** in Berrima. However, a new Friends of Harpers group formed to manage the property so that it can be self-sustainable. The goals of their Business Plans have been met successfully to date. Effectively, a community affiliation management model is now in place.

The Trust's committed and expert **staff** continue to give their all to the organisation and the cause. Staff have redoubled their efforts through the difficult financial times which have resulted in non-renewal or non-replacement of some positions. The challenges ahead are to remain focused on fiscal care, to adapt to changing circumstances, and to work effectively as a team across all departments and sites. At the Trust Centre regular all-staff meetings encourage communication and feedback.



Trust Bush Regeneration team members get into the swing on National Trust Day. L to R: Diana Picone, Elisabeth Dark, Pat Thomas

communications and media

Our goal: To communicate the Trust's work and promote the value of our shared heritage to members, supporters and people of all ages.

reflections magazine became **National Trust Magazine**, following member feedback and to better promote the National Trust brand. It continues to be our key communications channel with members, supporters and the community, providing information on Trust activities and analysis of current heritage, cultural and environmental issues. It continued to receive very positive feedback. A new look cost saving 32 page Magazine, including the Calender promoting Trust events, was successfully launched in May. This adjustment to the new format was necessary to reduce expenditure and ensure the ongoing viability of the publication. Work continues to maintain editorial standards in the smaller publication, and to deliver the highest possible production values within budget.

Last year's key innovation in Trust online communications, the regular **National Trust enews**, which is sent by email to subscribers and available to all on the Trust's website, continued to go from strength to strength. Produced every two to three weeks, it provided up to date news on issues, advocacy, events and special offers, with web links. Its database of subscribers has grown to over 7000.

A project was commenced to obtain those **Trust members' email addresses** which we currently lack, with a view to moving to electronic communications where appropriate to save paper and printing costs and protect

the environment. Progress was limited by lack of resources, but will continue in 07-08.

This year the major redevelopment of the **Trust's website** continued. A donate online function was set up, refinements were made to online membership, and new appeals pages were uploaded to align with the quarterly appeal mail outs. Design and content of many sections of the site were revised and improved. Plans were put in place for a content management system, which would enable non technical staff to update the site without specialist expertise, comprehensive redesign and resolution of navigation. Budgetary constraints put the project on hold until 07-08.

The Trust signed up to the free Google Analytics, enabling accurate statistical analysis of website usage. It was found that the website attracts around 120,000 'virtual' visitors per annum (extrapolating from figures available over eight months), about 86% of the number of visitors to Trust properties, confirming the web as a vital portal to the Trust.

Special **signature communications projects**, designed to raise the profile of the Trust's work in conserving cultural heritage, and generate high value media coverage, were devised. The **National Trust Time Capsule** project, launched on National Trust Day in March, invited people to purchase a *Message to the Future* card and write their wishes for 25 years hence. Cards will be buried in the

Capsule in the Trust Centre grounds for one generation. *Trust Living Treasures* such as Russell Crowe, Malcolm Fraser, the Governor of NSW and Steve Waugh provided inspirational messages. The public response has been overwhelming, with thousands of cards sold, and extensive media coverage including multipage colour features in the *Sun Herald* and in *Sunday Life* magazine. Feature coverage on Channel 9 and in the highest selling women's glossy title is slated for the first half of 07-08.

Once again, National Trust advocacy, events, properties and projects attracted a large volume of **coverage across a wide variety of media**. Coverage included the major dailies such as *The Sydney Morning Herald*, *Daily Telegraph*, *Sunday Telegraph*, *Sun Herald*, *The Australian*, glossy and specialist magazines, commercial and ABC Radio, commercial television and ABC Television and specialty channels, and regional newspapers. The Trust's signature annual event, the *Heritage Festival*, received over 400 mentions across all media. Along with the *Trust Time Capsule* and *Heritage@Risk*, the Soft Furnishings Program at Old Government House and the Wurlitzer Organ received strong coverage.

This year, the Trust benefited enormously from generous in-kind support provided by communications specialists and consultancies, including **Jon Dee and Issues Communications**, **Nigel Swinn and Yello**, **Bill McLaughlin, Mojo** and **Sue Cato and Graham Cassidy of Cato Communications**.

Resources permitting, an identified area for further development includes improved means, such as the intranet, for **internal communications** between Trust staff, Committees, Branches and volunteers.

financial sustainability

Our goal: to remain financially strong, viable and independent in the long term.

In 05-06 the Trust reported a surplus of \$112,700 because of a valuation adjustment of \$650,000, indicating an underlying structural deficit of \$537,300. As we contemplated the future, it was clear that generation of revenue was an urgent priority for all areas of the Trust to ensure its financial sustainability. This year we report a **surplus of \$101,600** and revaluations are no longer included in our operating accounts. Leaving aside bequest income which has been quarantined in the Property Endowment Fund, the **structural deficit has been reduced from \$537,300 to \$105,600**. Further steps have

been taken to reduce this to zero in the budget for the forthcoming 07-08 financial year. Some of the cost containment measures already implemented will have a greater impact in 07-08 than is apparent to date in the 06-07 figures, as they took effect in the second half of the 06-07 financial year.

A major factor at play this year has been the economy-wide upward pressure on wages and salaries, offsetting cost cutting measures. This was coupled with increasingly difficult fundraising conditions for charities across the board, vying for community, corporate and government support. In this challenging

context, a key component of the National Trust's good result has been increased revenue from fundraising, appeals, Bush Management, membership, grants, investments, and cash and in-kind sponsorships.

Over the last year the Trust has retained existing **major sponsors** such as the **Sydney Harbour Foreshore Authority**, which has generously renewed and increased its commitment to the Trust for a further three years, **EnergyAustralia**, **NSW Department of Planning's Heritage Office**, and the **Commonwealth Bank**. In addition, a major new sponsorship was secured with **Bonhams & Goodman Fine Art Auctioneers**, which became the official valuer to the Trust. Another major partnership was achieved with **American Express** – the *Partners in Preservation Program* – an exciting new program which will fund key heritage conservation works and provide the Trust with a cash amount for oversight.

annual review 2006-07

The NRMA helped sponsor our first *National Trust Day* in March, **Dymocks** renewed a three year contract to support the *Norman Lindsay Festival of Children's Literature*. A major grant from **AusIndustry** was secured for work at Everglades, as was a **Commonwealth grant** for projects at Old Government House, Dundullimal and Wirimbirra. State Government funding was received for work at Norman Lindsay Gallery, with funding from the **City of Sydney** for a living history exhibition at Observatory Hill. In kind sponsorships continued from a wide range of generous supporters including **Mary Rossi Travel, Steensen Varming, Media Monitors, Shop-A-Docket, Microsoft, Ralbain, Yello, Stream Solutions, and Tamburlaine Wines**, to name but a few. The **Women's Committee** continues to be a valued sponsor. (Full list of sponsors and supporters is on page 39.)

The **National Trust black tie fundraiser at Government House** on Wednesday 23 May very successfully launched the Trust's new Sustainability Program, raising a total of \$120,000. Trust Patron Her Excellency Professor Marie Bashir AC CVO Governor of New South Wales hosted the dinner in the ballroom of Government House. Ninety-five guests enjoyed dinner, a sustainability themed auction by **Tim Goodman**, CEO of Bonhams and Goodman and music by concert pianist **Ambre Hammond**. Tina Jackson outlined the Trust's new Sustainability Program. Auction items were generously donated by **Todae, Becasse Restaurant, Ian Kiernan AO, Dr Tim Flannery, Peasants Feast Organic Restaurant, Margaret Tuckson, Clarence St Cyclery, Blue Scope Water, Neoz, Akira Isogawa, Tetsuya's, Wollemi Pines and Parkers of Turramurra**, with wine provided by **Domaine Wine Shippers**.

The quarterly **appeal program** established in 05-06 generated a record amount – over \$163,000 from four direct membership appeals during the financial year – for Everglades; Experiment Farm; S H Ervin Gallery; and the Sustainability Program with the option in each appeal for donors to direct their contributions to 'where the Trust needs it most'. Donations directly from members via renewals have also increased by 25% over the previous financial year.

A new fundraising initiative, the **\$5 raffle**, was launched in November and drawn in June 07, raising \$16,025. **Auctions** became part of the Trust's fundraising repertoire, with Bonhams and Goodman conducting a charity auction of luxury items for the Trust. An auction of Rex Dupain works with a percentage of proceeds to the Trust is planned for September 07.

The **National Trust Benefactor Program** was launched at a Lindsay cocktail party in December 06, to enable the Trust to encourage individual donors and ensure that our benefactors are recognised appropriately.



Very special guests at the Trust's black tie fundraiser in May: Miss Helen Molesworth, Her Excellency Professor Marie Bashir AC CVO and Tim Goodman, pictured with Trust President John Niland AC and Tina Jackson

\$88,500 was raised in 05-06 via this program. A computerised benefactor management system was developed, enabling tracking of contact with benefactors, and better "customer care" of these important supporters.

The **National Trust Bequest Program** was widely promoted as a means of making a lasting contribution to our built, environmental and cultural heritage. Bequest reminders and articles were included in all new promotional material, the website and enews. However, during the financial year our Benefactor and Bequest Manager left the position, and resource constraints prevented a new appointment.

As noted above a facility for **online donating** was developed. The experience of other charities shows that online donating is increasing in popularity and is a huge growth area.

The Trust continued its **short-stay accommodation** at Norman Lindsay Gallery. Financial constraints prevented the Trust bringing Saumarez Homestead, Armidale, and Cooma Cottage into the program in 06-07; the program will be developed in the next year if resources allow.

The Trust developed the **hiring-out of rooms in the Trust Centre** building for corporate events, increasing revenue in this area. Building on the wonderful work of the Trust's Tours Committee, **National Trust Tours** targeted to the interests of our members were further developed and marketed, and enjoyed great popularity. Progress in the Trust's projected **online merchandising project** was precluded by a decline in human resources in the web development area, a product of the Trust's cost containment measures.

A summary of income and expenditure follows this report. A full statement of the National Trust's accounts is available on our website www.nsw.nationaltrust.org.au or can be mailed to you on request.

Highlights of 2006/7

- The final result for the year was a **surplus of \$101,600**. Leaving aside bequest income of \$204,300 which has been placed in the Endowment Fund, the structural deficit was \$102,700 for 06-07, reduced from \$537,300 for 05-06. Ongoing fiscal care and work to further increase revenue is required to ensure the Trust's ongoing sustainability. Pressure on salaries and wages continues to be a major challenge.
- The Trust's new **Properties Endowment Fund** was established, grew to **\$2.2 million in 06-07, and will reach \$3.4 million in the first half of 07-08 with the addition of funds from the sale of land at Golden Vale**. As we move to our goal of \$10m, the Fund will reduce pressure on Trust finances by providing a dedicated pool of money for maintenance of the Trust's portfolio of 38 heritage properties.
- Key **new sponsorships** and partnerships included those with Bonhams & Goodman, Steensen Varming and American Express. **Existing major sponsors renewed their support**, including Sydney Harbour Foreshore Authority, Commonwealth Bank, EnergyAustralia, Media Monitors, Mary Rossi Travel, Clayton Utz and the National Trust Women's Committee. Please see page 39 for the full list of sponsors. Our sponsors' support is vital and very much appreciated. The Trust is also extremely grateful to its government supporters: **Arts NSW, City of Sydney, NSW Department of Planning's Heritage Office, AusIndustry** and the **Commonwealth Department of Environment and Water Resources**.
- **New fundraising initiatives** which will continue in subsequent financial years, such as the Benefactor Program, the Governor's gala fundraising dinner and the formal quarterly appeal program, made considerable contributions to revenue.

National Trust honours 2006

Distinguished Service Award

Mara Barnes, Coordinator, Conservation Department

Honorary Life Membership

Margaret Durham
Dr Zeny Edwards

Voluntary Service Award

Gloria Campbell
Donald K Reynolds
Rosslyn Sweetapple
Helen Glad
Jennifer Maling
Neryl Metcalf
Hilma Ellis

Trust Commendation

Fred Stamp
Elizabeth Nock
Shirley Young
Claire Hunter
Lynette Howell
Iris Atkinson
Brian Atkinson
Joe Pilone
Julie Bush
Wendy Walters
Meg Phillips
Pam Whalley

committees of the trust

For full details see www.nsw.nationaltrust.org.au, phone (02) 9258 0123, email annualreport@nsw.nationaltrust.org.au or write to 2005-06 Annual Report, Watson Road, Observatory Hill, Sydney, NSW, 2000.

Trust and Board Committees

Audit
Conservation
Finance
Museums & Collections
National Trust Magazine Editorial
Trust Honours
Occupational Health & Safety

Technical Committees

Architectural Advisory
Bush Management Advisory Committee
Cemeteries
Historic Buildings
Industrial Heritage
Landscape Conservation
Parks & Gardens
Urban Conservation

Regional Branches and Committees

Bathurst & District Branch
Berrima District Branch
Blue Mountains Branch
Broken Hill & District Branch
Central West Region Women's Committee
Club 434 Committee - Miss Porter's House
Friends of Cooma Cottage
Friends of Everglades
Friends of Grossmann House
Friends of Norman Lindsay Gallery

Friends of Old Government House
Friends of Sir Henry Parkes School of Arts (Tenterfield)
Friends of Tomago House
Friends of Woodford Academy
Gulgong Mudgee Rylstone Branch
Hawkesbury Branch
Hunter Regional Committee
Illawarra Shoalhaven Regional Branch
Inverell Branch
Lachlan Branch
Lindesay House Management Committee
Lithgow Regional Branch
Macquarie Regional Committee
Miss Porter's House Management Committee
Miss Traill's House Advisory Committee
Norman Lindsay Gallery Advisory Committee
Northern Rivers Regional Branch
Old Government House Soft Furnishings Committee
Orange and District Regional Branch
Parramatta Regional Branch
Riverina Regional Committee
Saumarez Advisory Committee
S H Ervin Gallery Committee
Tours Committee
Trust After Hours House Committee
Vienna Cottage Management Committee
Wentworth Branch
Women's Committee
Women's Committee Special Events Panel

If you want to know more about the National Trust (NSW) and what is going on see www.nsw.nationaltrust.org.au



The National Trust Board. Front from left: Trust President Emeritus Professor John Niland AC, Deputy President Dr Zeny Edwards, Executive Director Tina Jackson. Back from left: Don Godden, Julian Bickersteth, Maisy Stapleton, Robyn Christie, Helen Lochhead, Trust Treasurer Will Holmes à Court, Paul Adam AM, Wendy Carlson, Janine Kitson, Peter Lowry OAM