



Annual Report 2024

Mansfield  Pottery Festival

MAD Potters

Report of Committee 2024

Welcome to the second Annual General Meeting of MAD Potters. It is with great pleasure that we celebrate our second year of operation. So much has happened since we instigated this new organisation and set out to achieve a pottery festival and a community pottery studio.

It's not hard to know where to begin, because in the beginning all we had were aspirations and a plan about bringing them to a reality. After deciding to become an incorporated organisation with a mission "that aims to bring the clay lovers of Mansfield and surrounds together, fostering a welcoming environment in which to share ideas, knowledge and skills in the craft of pottery", we started our Mansfield Pottery Festival. It's old news now but that first year in 2023 was a blockbuster event, with potters from all around Victoria coming to Mansfield and over 2000 visitors attended. Having such a significant 'thumbs up' by the local community, tourists and the visiting potters, it gave us the confidence and know-how to make the Festival an annual event!

What a thrill it was at the Australia Day Awards to receive the 'Community Event of the Year'. Receiving the Award to the applause of our community was so encouraging. This Award is something MAD Potters will always be proud of. We also received a Commendation for the Australian Event of the Year, another significant recognition of the Mansfield Pottery Festival.

For 2024, buoyed by enthusiasm of the previous year's successes, we upped the ante and included a new event in the Festival. The 'Poets of Pottery exhibition'. A call out to artists to submit works that showed imagination and expression through pottery had a fantastic response. 40 artists participated and we had good sales. The event, held at the Masonic Hall, opened on Friday of the Labour Day weekend and finished on Sunday. We included an award, which was judged by two local identities, Liz Bannister and Kym Clark. Both ladies have a love of art and experience in design. Kym Stubbs won the Award with her piece 'Cradle'.

Thanks to Arts Mansfield for the loan of plinths to showcase this exhibition and thanks to MP Cindy McLeish for opening the event, which attracted about 300 people over the weekend.

Expressions of Interest are being sought for the 2025 Poets of Pottery exhibition, which will be held this year in our own community pottery studio venue, The Clay Stables.

This year the Saturday event was re-badged as the 'Potters Market' and over 47 pottery stalls (up from 35 in the previous year), set up in the median strip. Clay-Play was again a great success with over 100 children participating. There were demonstrations on the wheel and we included 3 trade stalls that reported successful sales. Steiner School had its wheels rolling and many children got to make pots with art teacher, Anthony Jensen.

The weekend was very hot and media outlets were asking people not to come to national parks areas due to fire risk, so visitor numbers were down across the whole weekend.

Gauging by the response of those potters who came this year, there is still strong appetite to return for the 2025 Potters Market and we are currently locking in sites. With 25 on the waiting list we are in a strong position to maintain the momentum of the Potters Market event.

We have engaged nationally acclaimed ceramicist, Fleur Schell, to hold two workshops over the Festival weekend in 2025. Fleur is famous for her hand-built artworks using porcelain. She is strongly influenced by native animals and story telling. Fleur will travel from Western Australia.

In partnership with Mansfield Council Youth Services, MAD Potters will provide 3 youth pottery scholarships. A component of the scholarships is attendance at the Fleur Schell workshops. It's a great new initiative and we are excited to be working so closely with our local youth and Mansfield Council.

Communications, via our website, have been upgraded to include more user-friendly forms for our Poets of Pottery entry and stall holder application. Our grateful thanks to Miriam Zolin who, as a volunteer, has implemented this for us. Miriam has been a supporter of MAD Potters from its inception and her contribution has provided us with a professionally managed website.

Community Pottery Studio – The Clay Stables

Mansfield Council has again been a strong supporter and they invited us to enter an EOI late in 2023 for the lease of the renovated Old Police Stables in Curia Street. An historical building built in the 1880's and not used since the 1960's. MAD Potters applied and at the Council meeting on 28 November 2023 our EOI was accepted and we signed a 5 x 5 year lease with a peppercorn rent. The building still had its historical building classification as a horse stable. Council has worked to install electricity and improve access to meet the criteria for re-classification to reflect the new use of the building. We expect to be in residence and operating by the end of the year.

The Committee made a decision to name the community pottery studio 'The Clay Stables'. We recognise the significance of the original use of the building and we wanted to reflect its new use. The Clay Stables would commemorate the memory of Joy Forrest. Joy was our friend, a fellow potter and valued community person. Her passing is such a loss and we wanted to make the community pottery studio a positive loving reminder of her. She was a doer and an innovator and we love that we can remember Joy in this way and are so happy that Bill, her husband, will be part of making the journey with us as we establish this community facility in her memory.

Future plans for The Clay Stables include gardens around the building, a disabled toilet, community projects, more equipment, workshops, heating & cooling.

Fundraising for Equipment

This year, having now permanent premises to establish the community pottery studio, we embarked on a campaign to raise funds for equipment. Many funding applications have been submitted and we have been successful in receiving funding from Regional Arts Victoria to purchase a pugmill. Dysons Bus Lines a wash up sink, Delatite Hotel equipment and materials for Clay Play and Bendigo Bank, funding to enable us to purchase a kiln. Clarissa Leatham donated funding for a clay extruder.

In order for us to receive donations from people who require a tax receipt we set up an arrangement with the Australian Cultural Fund (ACF), a Federal organisation. They can receive donations on our behalf and the money comes to us in the form of a grant.

Through this fund, donations from local residents, Rose Gilder, Will Twycross and another generous couple have enabled us to purchase a second kiln, a top of the range Rohde kiln, along with other important equipment.

It's almost beyond our dreams that we have been so lucky to have this amazing local financial support. The Clay Stables will be real and long lasting thanks to these generous people. We imagined, shared our vision & plans and the whole community is helping make it happen.

MAD Potters is a social enterprise

Since our last AGM, MAD Potters has run 'pinch-pot bird' making workshops for youth and seniors. Proving that creating with clay has no gender or age barriers. These workshops enable us to raise funds for The Clay Stables and we are proud of our ability to be a social enterprise with the goal of being able to operate independently.

Outgoing Committee

As we welcome a new Committee we thank two outgoing founding Committee Members, Nicky Sanders and Marly Brown who have made significant contributions to our 'start-up'.

The Committee is small but everyone contributes unique skills to create what is a very efficient and well-run organisation.

Thanks also to Amanda Hudson, Rob Mackenzie and Miriam Zolin for your work with the Committee over the year.

2024 Committee:

Karen Pirie (President), Fiona Wareham (Vice President), Lynn Taylor (Secretary), Linda Junghenn (Treasurer), Kirstie-Lee Smith, Marly Brown, Nicky Sanders





Balance Sheet

Mansfield & District Potters Incorporated As at 30 June 2024

30 JUNE 2024

Assets

Bank

Mansfield & District Potters Inc	18,412.19
Total Bank	18,412.19

Current Assets

Accounts Receivable	4,862.00
Total Current Assets	4,862.00

Fixed Assets

Equipment	4,406.81
Total Fixed Assets	4,406.81

Total Assets	27,681.00
---------------------	------------------

Net Assets	27,681.00
-------------------	------------------

Equity

Current Year Earnings	26,591.96
Retained Earnings	1,089.04
Total Equity	27,681.00

Profit and Loss

Mansfield & District Potters Incorporated For the year ended 30 June 2024

2024

Trading Income

Interest Income	109.64
Other Revenue	22,493.00
Sales	6,690.65
Total Trading Income	29,293.29

Cost of Sales

Cost of Goods Sold - Art to Go	505.40
Total Cost of Sales	505.40

Gross Profit	28,787.89
---------------------	------------------

Operating Expenses

Bank Fees	1.26
Entertainment	385.25
General Expenses	814.34
Income Tax Expense	5.15
Office Expenses	133.81
Printing & Stationery	74.99
Subscriptions	781.13
Total Operating Expenses	2,195.93

Net Profit	26,591.96
-------------------	------------------

Community Event of the **year** 2024

Presented to **Pottery Festival**

By **Steve Rabie**

Position **Mayor - Mansfield Shire Council**

Signed 

Date **26 January 2024**



Thank you to our sponsors



“Mansfield & District Potters is a not-for-profit member based community organisation that aims to bring the clay lovers of Mansfield and surrounds together fostering a welcoming environment in which to share ideas, knowledge and skills in the craft of pottery”.



Email: secretary@madpotters.org.au

www.madpotters.org.au

www.mansfieldpotteryfestival.com.au



[mansfieldpotteryfestival](https://www.facebook.com/mansfieldpotteryfestival)



[@mansfield_pottery_festival](https://www.instagram.com/@mansfield_pottery_festival)

[@mansfield_and_district_potters](https://www.instagram.com/@mansfield_and_district_potters)