



McCARTHY MENTORING

**One2One interview with
Andree McIntyre, Philanthropy Manager
Black Swan State Theatre Company
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Most successful strategy to achieving fundraising goals in the past year?

In the past three years since I started at Black Swan we have tried to develop hubs of supporters and ambassadors for the company. We approached people who had an interest in us and enabled them to develop their own way of supporting us. This evolved into our White Swans and Local Larrikins giving circles where people are invited to join and pay a fee. These circles jointly give to make a bigger difference. They also act as ambassadors to drive further support and patrons for the theatre.

In 2013, the White Swans supported Black Swan's production of *Day One, A Hotel, Evening* by Joanna Murray-Smith. In 2014 they will be bringing Sigrid Thornton to Perth to perform in *A Streetcar Named Desire*. They are an inspiring group of very passionate supporters and are wonderful to work with.

Local Larrikins is a donor circle, that was started by Janet Holmes a Court and working with someone who has given so much to the development of the arts in WA is amazing for us at Black Swan and our other supporters.

In the beginning many donors were not necessarily subscribers as we were a new player with a small subscription base. That has now changed and our subscription base is growing. We have strong personal relationships with these supporters and one of the reasons for our success is that the whole company shares this commitment. The board, management and the people that answer the phone at reception all know who our key supporters are and how they contribute to Black Swan's growth.

What's next?

Our next big project for 2014 is our Patrons Club. We have developed a category of Patrons who will contribute \$30,000 - \$50,000 per year for the next three years to support Black Swan. We have asked four people so far and they've all said yes! We are feeling very excited. We have also created Wild Swans, a giving circle that reaches out to the under 30s. We have five very dedicated committee members who each pay \$4000. In some cases half or all of this fee is paid for by their employer, who encourages their involvement and sees it as a great professional development opportunity.



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Mentoring

The most valuable part of the mentoring process is that my mentor, Alan Dodge AM, has a lot of experience and is truly interested in the success of our programs and the arts sector in WA. He is someone I can bounce ideas off. He also gives me energy to manage a big workload as my role can be quite isolating.

We talk a lot about how to engage the different groups of supporters we have and come up with better strategies.

Andree McIntyre works part time and has a part time coordinator to support her role. Her role is responsible for philanthropy and corporate sponsorship.

Philanthropic revenue increased 27% in the past year. Since 2011, Black Swan's earned income from box office, sponsorship and philanthropy has grown by \$1.9 million or 90% (2012 Annual Report).

In the past five years the company has had new management, a new board, two chairs; Sam Walsh and recently Mark Barnaba and in 2011 moved to the new State Theatre Centre of Western Australia located in Northbridge. The new venue has resulted in a surge of popularity for Black Swan.

Andree's mentor, Alan Dodge AM, is a Non-Executive Director of the National Portrait Gallery. He worked for 21 years at the National Gallery of Australia before being appointed Director of the Art Gallery of Western Australia.