



# xponential group

Xponential Group Pty Ltd

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## The Art Gallery of WA's TomorrowFund campaign reaches its \$25 Million Goal

Xponential Philanthropy was chosen to partner with the Art Gallery of WA on their TomorrowFund capital campaign. The TomorrowFund was an inspired campaign to create a \$25million endowment for the acquisition of works of contemporary art. It was an ambitious program designed to transform and build the State Art Collection through an expanded contemporary collection of Indigenous, Western Australian, Australian and international art.

The TomorrowFund was launched with not **one** but **four** \$1million gifts by leading companies; BHP Billiton, National Australia Bank, Wesfarmers and Woodside, in addition to a significant \$10 million contribution from the State Government. The Government pledged a further \$5million when the Gallery reached its own \$10 million target, which it has exceeded through the generous support of the WA business and broader community, and with a final generous donation of over \$3million by Andrew and Nicola Forrest.

The significant milestone was celebrated at an event at the Art Gallery of Western Australia attended by Xponential Director, Brian Holmes and Xponential's Campaign Manager, Angela Bowman. In acknowledging Xponential's role in the campaign, Lyn-Marie Hegarty, Head of Development and Access for the Art Gallery said "I wanted to thank you for your very valuable support and advice in setting up the TomorrowFund campaign"

Robert Juniper, renowned West Australian artist, and Honorary Arts patron of the TomorrowFund donated works of art that were presented to lead supporters of the campaign Andrew and Nicola Forrest, as well as Michael Chaney, President of the campaign, and Adrian Fini, Chair of the campaign and Art Gallery Board member.

Speaking at the event Stefano Carboni acknowledged the importance of each contribution to the TomorrowFund and collectively what a significant role the pledges play in establishing a State Art Collection legacy for future generations. "It is today's artists who become tomorrow's icons, and we're pleased to have the ability to support artists through the purchase of their works."

Stefano Carboni, Director of AGWA, said, "I am delighted to report that with income already generated by the TomorrowFund, we have in the past 18 months, acquired 148 works of contemporary art for the State Art Collection, including 95 Western Australian, 49 Australian and four international. We're particularly delighted with our increased ability to acquire works by local artists."

Xponential is delighted to have been chosen to partner with the Art Gallery for the TomorrowFund campaign and congratulates the Art Gallery of WA in achieving its \$25 million target.

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