



STAGE
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For more information, or to arrange a confidential discussion
around your interest in supporting Arts Centre Melbourne's *Stage Left* program,
please contact:

The Gifts in Wills team

Email: stageleft@artscentremelbourne.com.au
Call: 03 9281 8059

Or complete the online **Reply Form** on the website below.

artscentremelbourne.com.au/stage-left



CREATIVE VICTORIA

A life for the arts.
A heart for the people.

Sharing the legacy of Betty Amsden AO DSJ

Front cover image left: Betty Amsden at the Participation Program *Home*. Photo: Andy Drewitt. Front cover image right: *Supersense*. Photo: Mark Gambino.
Back cover image left: *Supersense*. Photo: Mark Gambino. Back cover image right: Arts Centre Melbourne. Photo: Mark Gambino.



"I'm led by the great
joy that comes
from giving."

Betty Amsden AO DSJ
(1926-2017)

Meet Miss Betty

Betty's patronage to the arts spanned decades

Born in Sandringham, Melbourne in 1926, Betty Amsden grew up in the depression years.

She learned the value of giving at a young age, when her parents told her to always give half of her sixpence to someone less fortunate. A hard lesson for a child to learn – but the first recipient of Betty's gift became her lifelong friend.

Leaving school at 14 years old, Betty became fiercely independent. She worked various jobs before investing in private care homes in the 1960s.

As Betty saw it, there was a lack of caring with dignity in these homes – a gross negligence that Betty desperately wanted to fix.

Following her entrepreneurial success in residential aged care facilities, Betty made her first major donation to Arts Centre Melbourne in 1992.

Quickly, she became one of Victoria's leading individual donors to the arts.

Betty saw giving as a natural extension of being part of any family, and for her, Arts Centre Melbourne was just that: family.

Today, her zealous spirit and altruistic dreams live on – in the lives she touched and the audiences who will benefit greatly from her care and generosity.



The vital role of Arts Centre Melbourne

Together, we're connecting our community through the arts

Like so many others, Betty saw Arts Centre Melbourne as the heart of performing arts in Victoria; a place where everyone is welcome.

Each day, Arts Centre Melbourne unites people of all ages and backgrounds through a shared love of the arts.

We do this through our diverse and extensive programs, which emphasise inclusion, accessibility and participation. We're also devoted to ensuring children can connect with their creative spirit.

Arts Centre Melbourne plays a vital role in sustaining Victoria's artistic life – and upholding our reputation as Australia's cultural capital.

These are just some of the reasons Betty – and people like you – give to Arts Centre Melbourne.

We're so grateful for your generosity. It's only with your support that we can keep producing world-class performing arts experiences for all to enjoy.

Image left: *Supersense*. Photo: Mark Gambino. Image top: State Theatre. Photo: Arts Centre Melbourne. Image right: Betty Amsden Participation Program *A Mile in My Shoes*. Photo: Cat Lee. Image bottom right: *Invisible Orchestra*. Photo: Jason Lau. Image bottom middle: Betty Amsden Participation Program *Those Who Rock*. Photo: Tobias Titz. Image bottom left: Opera Australia costumes bought at auction by Australian Performing Arts Collection. Photo: courtesy of Opera Australia.

Betty Amsden Participation Program

Where every Victorian can nurture their creative self

There's creativity in all of us. That's what Betty thought. It's also why she seed funded the Betty Amsden Participation Program at Arts Centre Melbourne.

So today, thanks to Betty's vision, the Betty Amsden Participation Program allows people of all ages and backgrounds to engage with Arts Centre Melbourne.

This annual community event inspires people all over Victoria to embrace their creative spirit.



Image: Betty Amsden Participation Program Music Play. Photo: Pia Johnson.

Image: Betty Amsden Participation Program Play Me I'm Yours. Photo: Arts Centre Melbourne.

A legacy that enriches lives

Thanks to Betty's choices and landmark gift in her Will, we can keep connecting young people and our community with the arts for generations to come.

Similarly, this is the impact of a gift in your Will to Arts Centre Melbourne.

Leaving a gift in your Will to Arts Centre Melbourne also expands our endowment fund, enabling our programs to flourish – year after year.

Together, we're building something special

As an invaluable member of our legacy circle, you will safeguard the performing arts well into the future.

You will also help build the careers of our emerging artists, preserve the heritage of the arts – and ensure our programs remain accessible.

We can't thank you enough.



Image: Betty Amsden Participation Program A Mile in My Shoes. Photo: Kate Raworth.

Image: Betty Amsden Participation Program Dominoes. Photo: Ben King.