



# **Goulburn Regional Art Gallery: Exhibitions, Public Programs, Education and Outreach Policy**

## GOULBURN MULWAREE COUNCIL GOULBURN REGIONAL ART GALLERY: EXHIBITIONS, PUBLIC PROGRAMS, EDUCATION AND OUTREACH POLICY

### POLICY OBJECTIVE

To establish guidelines and criteria in regard to Exhibitions, Public Programs, Education and Outreach for the Goulburn Regional Art Gallery.

### LEGISLATIVE PROVISIONS

*Local Government Act 1993*

*Local Government (General) Regulation 2021*

*Privacy and Personal Information Protection Act 1998*

*Copyright Act 1968*

*Copyright Amendment (Digital Agenda) Act 2000*

*Copyright Amendment (Disability Access and Other Measures) Act 2017*

### RELATED DOCUMENTS

- Indigenous Cultural and Intellectual Property (ICIP) laws and moral rights (rights of artist attribution/ acknowledgement) covered under Copyright Act 1968
- National Cultural Policy – *Revive*
- NSW Arts, Culture and Creative Industries Policy
- National Association for the Visual Arts - Code of Practice for Visual Arts, Craft and Design
- Regional Public Galleries New South Wales member. Adherent to best practice protocols.
- National Standards for Australian Museums and Galleries 2016
- Significance 2.0: a guide to assessing the significance of collections 2009
- Australian best practice guide to collecting cultural material 2015
- Goulburn Mulwaree Council Policies
- Goulburn Regional Art Gallery: Permanent Collection and Public Art Policy
- Goulburn Regional Art Gallery Strategic Plan
- Goulburn Regional Art Gallery Significance Assessment 2020
- Goulburn Regional Art Gallery Permanent Collection Valuation 2023

### POLICY STATEMENT

Goulburn Regional Art Gallery is the major visual art and cultural resource for the region of the Southern Tablelands and Southern Highlands. It is one of a network of Regional galleries in Australia that serve to promote and recognise the vital role that Regional art practice has in expressing the cultural identity of the Nation, and to bring art from around the Nation and internationally to Regional communities.

The arts are an integral part of the community's cultural identity. Artists are interpreters of culture through their artistic practice, sometimes using their work to question, comment and provide diverse representations of communities, regions and beyond.

Goulburn Regional Art Gallery encourages cultural expression of all kinds through its exhibitions, public programs and acquisitions.

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### Definitions:

**Art** refers to all forms of art, including Public Art, made using any materials, techniques, and or/practices, including but not limited to visual art, performance art and sound art.

**Artist** refers to any person/s who makes art as defined above.

The **Goulburn Region** refers broadly to the Region within the radius of approximately 120 kilometres from Goulburn, including the ACT.

**Regional artists** describes artists living in the Goulburn Region.

**Professionally curated** exhibitions are displays of art works that have been selected according to a particular theme or present a body of work by particular artist/s by a curator, including but not limited to the Gallery's professional staff. Guest curators and curators associated with travelling exhibitions may be engaged throughout the artistic program. Exhibitions can also evolve from meetings, residencies or curatorial seminars involving participating artists working with the curator.

### **MISSION AND SCOPE**

Goulburn Regional Art Gallery's mission is to deliver visual arts engagement opportunities that are relevant, responsive and accessible to the communities of the Goulburn region. To enrich the experience of living in and visiting a regional city, we work with living artists and embed them and their work within the community. Conversation, care and curiosity are at the core of our engagement activities.

The principles of excellence and experimentation drive our artistic program. We contribute to a vital, brave and sustainable arts sector by commissioning new work, facilitating innovative curatorial practices and by caring for, growing and exhibiting our permanent collection.

Goulburn Regional Art Gallery is committed to commissioning new work from living artists to stimulate and diversify the experiences, knowledge and capacity of the community. The Gallery was inaugurated in 1982 and is located next to the Council Civic Centre, in the central business district of Goulburn.

The Gallery delivers exhibition, education, arts access and outreach programs; manages a growing collection of 500+ objects; and commissions new work for Goulburn Mulwaree Council's public art initiative across the local government area.

### **1. EXHIBITIONS**

The Gallery will present an annual program of temporary exhibitions covering the broad range of artistic media and conceptual investigation with an emphasis on presenting contemporary artworks.

### **OBJECTIVES AND PRINCIPLES**

The Gallery's exhibition program includes exhibitions presented at the Gallery, specific off-site projects and occasional touring exhibitions developed by the Gallery and presented at other venues. In developing the exhibition program, the Gallery will consider the following objectives and principles:

- Exhibitions will seek to maintain the Gallery's reputation for excellence, innovation, professionalism and originality.
- Exhibitions will demonstrate curatorial scholarship and consider best practice protocols for presenting works of diverse artists.
- Exhibitions will follow best practice guidelines set by peak bodies in relation to content, interpretation, display and access.
- Exhibitions will consider a diverse overall annual program, presenting original work made by different artists and working with different medium and techniques.
- Exhibitions will encourage access and engagement for diverse audiences through employing considered approaches to display, online content, associated public programs, and marketing and communications.
- Exhibitions will consider the Gallery's context and locale, paying attention to fostering and strengthening partnerships, connections and engagement in the Goulburn region.
- Exhibitions will also consider opportunities for education and engagement.

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### PRIORITY AREAS

Exhibitions will consider the following priority areas and may meet one or more of the criteria:

- Demonstrating artistic innovation, excellence and ambition.
- Providing opportunities to engage with identified priority groups specified in local, state and national frameworks including people living and working in Regional NSW, Aboriginal and Torres Strait Islander people, people with disability, young people, CaLD communities and LGBTQIA+ identifying people and allies.
- Creating new relationships or strengthening partnerships, collaboration and initiatives.
- Providing a high-quality and engaging experience for the Goulburn region and visitors.
- Increase cultural tourism in the Region.
- Promote and increase local and regional cultural education and awareness.
- Fostering and supporting emerging, mid-career and established artists with opportunities to present existing work or to create new work.
- Support, collaborate with and promote artists and creatives of the Goulburn Region.
- Support access to the Gallery's permanent collection.
- Responds to the Gallery's building, site, locale and/or history.

### GALLERY SPACES

The annual exhibition program feature professionally curated exhibitions with consideration to collaborating with and/or presenting the work of artists living and working in the Goulburn region. Exhibition types include but are not limited to: solo exhibitions, group exhibitions, collaborative exhibitions, exhibitions toured from other Galleries, awards or competitions, permanent collection exhibitions and more. There are four distinct spaces within the Goulburn Regional Art Gallery to exhibit works of art; Gallery 1 (main gallery), Gallery 2, Gallery 3 and 'The Window'. See Gallery floor plan for more details. A broad breakdown of the use of these spaces is as below:

- **Gallery 1** and **Gallery 3**, are both spaces dedicated to Gallery curated solo and group exhibitions as well as space for partnership and touring exhibitions with major Galleries across Australia. Artists are selected to bring diverse people and ideas to the Goulburn region, to complement, comment on and challenge the way we live, today;
- **Gallery 2**, is dedicated to artists living and working in a 120km radius with an emphasis on creating new work;
- **The Window**, is dedicated to curated presentations from the permanent collection.
- The Gallery's expansive **Public Art** is on display for all to enjoy 24 hours a day, 365 days a year.

### EXHIBITION STANDARDS

Goulburn Regional Art Gallery is broadly classed as a professionally run medium sized public Gallery. It is the only gallery of its size and operational capacity within an eighty-kilometre radius. It is a non-commercial venue, with the exhibition program designed to represent artistic excellence, innovation and merit, present diverse artists and provide educational value. Works of art on display are usually not for sale. If it is the artists desire to sell works on display this will be agreed upon in writing, with the Gallery receiving 33.3% commission (including GST) on sales. However, this is not a requirement of display.

All exhibitions are professionally curated by the Gallery Director and the Gallery team with great care and thought dedicated to the safe, appropriate and exciting display of works of art. Occasionally, the Gallery will engage an external curator to curate a group exhibition or collaborate closely with an artist. All exhibitions will consider the best method of display in order to communicate the artist's intent. The curation will also consider the loan or partnership requirements related to an artwork. The curation will also consider the needs of the general public including for instance, warnings for those sensitive to light flashing, egress clearances that are accessible for wheelchair users or person(s) with prams or for who require assistance in environments with low light, subject to the requirements of the artwork and the limitations of the building.

### EXHIBITION TYPES

Exhibitions presented at the Gallery broadly fall in the categories defined as per below. Exhibitions are not limited to these definitions:

Group Exhibitions: These will be primarily group exhibitions based specifically or broadly on a relevant theme or be united by a shared use of a specific medium. These exhibitions will feature a diverse range of artists who have distinctive practices. These exhibitions may focus on featuring the work of artists in the region and/or feature

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some artists in the region displayed alongside artists living and working interstate and internationally in different contexts in order to situate and contextualise the work of artists in the region.

**Solo Exhibitions:** One person or solo exhibitions may either present a recent body of work, a survey exhibition of an artist's career or present a newly commissioned body of work for display. This may be a recent body of work, survey or commission of work of a regional artist who has achieved significant recognition within and beyond the Region. The Gallery may also present solo exhibitions of significant artists living and working throughout Australia who in presenting their work would be of benefit to the region.

**Touring Exhibitions:** This is defined as an exhibition which may be touring to multiple venues from an initial host institution. These represent important partnerships for the Gallery to create connections with leading university, state or national Galleries. The best-known example of this is the Archibald Prize which tours from the Art Gallery of New South Wales to regional NSW venues, providing the opportunity to tour to the Gallery once every several years. Such exhibitions will be selected on the basis of their national significance and/or their particular relevance and/or significance to the Region.

**Collection Exhibitions:** The Gallery program aims to incorporate display of the Permanent Collection. Selections of key works will be presented at intervals, within its program where appropriate, during the year. Where appropriate there may be major exhibitions celebrating the collection.

**Goulburn Art Award:** Every two years the Goulburn Art Award will be held, open to application by artists 18+ of any career stage living and working in a 120km radius of Goulburn. The Award's finalists and category winners will be judged by an external judge appointed by the Gallery, usually a prominent arts leader with an esteemed record. The Gallery team will facilitate the administration for this Award including advertising, processing applications and fees, and compiling information for judging. There is a specific Young Artist category for artists below the age of 18 to encourage creativity from people of all ages in the broader region.

**Community Based, Regional or Student Exhibitions:** The Gallery will consider opportunities for presenting the work of artists of different ages and skill levels. At present, the Gallery sponsors an annual prize exhibition which supports a recent graduate from a local professional art school to create new work and display this in the Gallery. The Gallery works with community-based arts, health and/or education organisations including not-for-profit groups and schools to engage with the Gallery's permanent collection. These organisations typically focus on developing opportunities and skills for priority groups including young people, people with disability and Aboriginal and Torres Strait Islander persons. The Gallery may assist in developing discrete displays and presentations outside of the Gallery, where appropriate and resources available.

### **ARTISTS' FEES FOR PROFESSIONAL EXHIBITIONS**

Recognising the professional role of arts practitioners and the non-commercial status of the Gallery's professional exhibitions, the Gallery will pay exhibition fees to artists, curators, writers, installers and other professionals involved in its professionally curated exhibitions. The Gallery will endeavour to ensure that exhibition fees reflect standards set by national arts bodies, such as the National Association for Visual Artists (NAVA). This fee will not be applicable to:

- a) Exhibitions toured by other galleries except as part of an exhibition fee payable to the gallery touring the exhibition,
- b) Student and/or community-based exhibitions
- c) Exhibitions featuring works from the Permanent Collection

### **TOURING OF THE GOULBURN REGIONAL ART GALLERY'S EXHIBITIONS**

In order to promote the cultural image of the Gallery and the Region, the Gallery will, where appropriate, tour exhibitions to galleries outside the Region. These exhibitions will be primarily those curated by the Gallery, but may also be professional exhibitions for which the Gallery has been invited to be the tour organiser; the latter touring exhibitions will tour under the name of the Goulburn Regional Art Gallery

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### 2. PUBLIC PROGRAMS

The Gallery acknowledges the importance of public programs as an activation to foster creative learning and engagement and to establish meaningful relationships with the Goulburn community and visitors to the region. The Gallery will organise information and public programs that activate the exhibitions on display and make the artworks on display engaging for broad audiences. These programs are tailored to people of different ages, skill levels and interests. These offerings include but are not limited to:

- Written information in the form of a pamphlet, catalogue, labels, text panels at the Gallery; information published online; and supplementary audio or video content.
- Talks by professional Gallery staff for visiting school and tertiary education groups and other groups.
- Where possible, in conversations, Q&A's, seminars, discussions, sessions, floor talks, Master classes with exhibiting artists and/or lectures by relevant curators, artists, academics and writers.
- Where relevant, forums for discussion about exhibition themes.
- Hands-on workshops led by artists or creatives that look at the conceptual themes, materials or processes featured in the exhibition.

### 3. EDUCATION

The Gallery will serve as a visual art educational resource centre for the Region, providing public access to exhibitions, Permanent Collection, educational activities, and research information and material. The Gallery will maintain close liaison with educational institutions, community groups and individuals to determine and meet their art educational needs, which may include workshops and professional development seminars.

The Gallery will organise art-based workshop programs that aim to develop skills, artistic interest and creative thinking. These include but are not limited to:

- Workshops for babies and toddlers and their parents/carers, to encourage creativity at a young age.
- Afternoon Art Club delivered after school for primary and high school aged students during school terms.
- School Holiday Workshops delivered each school holiday period.
- Workshops and tours for visiting schools delivered onsite to complement their experience of the current exhibition.
- Outreach opportunities for schools delivered offsite.
- Workshops for people with diverse learning needs and from diverse backgrounds.
- Holiday and after-school workshops for young people.
- Workshops for school students to equip them with skills to create works of art.
- Workshops for primary school teachers to develop their art, art historical and/or interpretive communication skills.
- Workshops for adults.

In order to promote the role of Regional artists, the Gallery will involve appropriate regional artists in its education program on a fee-for-service basis, particularly in its workshop programs.

Recognising the growing cultural diversity of the Region, the Gallery will consult with relevant groups and individuals to develop suitable projects that reflect cultural diversity and to promote cultural awareness and understanding.



# GOULBURN MULWAREE COUNCIL

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### 4. OUTREACH

Recognising its role as a regional educational resource, the Gallery:

- Has established an outreach program for rural and isolated primary schools in the region who have access issues. This program will focus on works currently on exhibition in the gallery and/or selected from the Permanent Collection but may also include works borrowed specifically for the artistic program.
- In partnership with Goulburn Public School and the Department of Education operates the Schools as Community Centres program – outreach for young children and their families.
- Delivers Public Art in towns and villages in the region.
- Provides advice and, where appropriate, assistance to regional communities on areas like exhibition presentation and development and facilitating arts-based workshops.
- Provides arts activities for young people for community festivals and events as required.

The Goulburn Regional Art Gallery's budget for exhibitions, acquisitions, education and public programs will be set as part of the annual Operational Plan process. The delivery of exhibition outcomes is part-funded by Create NSW.

Exhibitions, acquisitions, education and public programs are included as part of the Gallery Strategic Plan and the Forward Plan.

Version	Council Meeting Date	Resolution	Adoption Date	Effective From
1	16 April 2013	13/136	7 June 2013	7 June 2013
2	6 April 2017	17/192	6 June 2017	7 July 2017
3	2 August 2022	2022/261	2 August 2022	30 August 2022
<b>All policies can be reviewed or revoked by resolution of Council at anytime.</b>				

**DIRECTORATE:** Corporate & Community Services

**BUSINESS UNIT:** Marketing, Events and Culture