

# ART COLLECTION POLICY

## PURPOSE

- 1 To ensure sound management of the City of Whitehorse Art Collection and adherence to the City's Art Collection Mission Statement.

## OBJECTIVES

- 2 To conserve, document and develop the Art Collection in accordance with current museological practices.
- 3 To facilitate public access to the Art Collection.
- 4 To implement the Art Collection Mission Statement.

## STATEMENT OF PURPOSE

The Whitehorse Art Collection reflects, engages and inspires our diverse community. The City of Whitehorse preserves and develops the Collection for the benefit of residents and visitors.

## SCOPE

- 5 The policy applies to all art works in the Council's collection, which includes art in public places but excludes City entrance signs and memorials.

## POLICY

### 6 **Role of the Collection**

Council holds the Art Collection in trust for the community. Council is responsible for the proper stewardship of this valuable asset and will provide maximum exposure, utilisation and benefits for the community and Council.

### 7 **Benefits of the Collection**

The City of Whitehorse Art Collection;

- identifies the City's heritage and honours creative work in all media, including Indigenous art and, in particular, recognises the area as the genesis of Australian Impressionism
- assists in building a community identity
- integrates works of art into the community so the community is regularly exposed to quality art
- reflects the culture and interests of the community
- provides an educative function which allows residents to enjoy a range of quality visual art, thereby enriching their lives
- provides access to key aspects of the development of fine art and craft in Australia
- has an ambassadorial role for the City
- is a valuable drawcard for cultural tourism
- acts as an important reference point for historical studies
- is a valuable resource for schools and tertiary institutions
- maintains the tradition established by the foresight of early Councillors

### 8 **Visual Arts Advisory Committee**

The Council will maintain a Visual Arts Advisory Committee, subject to the Terms of Reference. The Council will adopt terms of reference for the Visual Arts Advisory Committee.

## **9 Conservation & Management**

The collection will be managed and documented by appropriately qualified staff.

Council will endeavour to keep the collection housed at current museum industry standards.

The City will seek community and industry expertise to advise on management of the collection. This expertise will be harnessed by way of the Visual Arts Advisory Committee, and other recognised museum, educational and visual arts professional organisations.

Council in appointing the Visual Arts Advisory Committee acknowledges that the Committee is a body with specific expertise with the role of maintaining high standard of advice for management of the collection and making recommendations on acquisitions to the collection and deaccessioning works from the collection.

## **10 Acquisition & Development**

The works in the collection will be of the highest affordable quality and consist of professional work displaying excellence in that medium. Such an Art Collection will stimulate the community and encourage it to aspire to greater creative accomplishments.

New acquisitions will consolidate the existing collection, its themes and its media.

The developing collection will primarily be from emerging and established artists living and working in Victoria. New additions should strengthen long established collecting media, namely works on paper, ceramics, paintings, sculpture, textiles and jewellery.

Acquisitions will be made taking into account the strengths and holdings of neighbouring collections.

Donations to the collection will not be accepted if they do not accord with the acquisition policy for the collection.

The City will not be bound to acquire work from any exhibitions held within the City.

All acquisitions will be made on advice and recommendation of the Visual Arts Advisory Committee.

Consideration will be given to public safety, display, storage, conservation and transport issues of a potential acquisition at the time of acquisition.

The following themes will be the main focus for the future direction of the collection, being mindful of Indigenous and multicultural responses to each theme. Priority for acquisition will be given to filling "gaps" in the collection to ensure a comprehensive body of work across these themes.

- Australian Landscape - showing the landscape as it has developed from bush to pastoral or orchards and smallholdings, through to an urban/suburban landscape. This theme relates to both regional and historical aspects of the collection
- Urban/Suburban - This is a logical extension of the Australian landscape theme and is a development of a theme already represented in the collection. This is a theme that both reflects and challenges residents' lifestyles and perceptions. The urban/suburban landscape has a broad appeal and is a growth area both in terms of the number of artists pursuing it and the academic interest in it.

- Heritage - Building on the core of the more valuable historical nineteenth century works in the collection – namely the ‘en plein air’ Australian Impressionist works. Ideally works of all significant artists in this period with works relating specifically to the Box Hill Artists Camp or surrounding district would be included. Development of this aspect of the collection is a long-term goal and requires special funding from Council over and above budget.

Additionally, the following practise will continue to be collected:

- Craft - Inclusion of exemplary examples of craftwork that represent a maker’s continued and skilled practise and which address issues of relevance to the cultural heritage of the City. The maker must have an identifiable connection to the City of Whitehorse.

Purchases recommended by the Curator and the Visual Arts Advisory Committee on items of up to \$7,500 require the approval of the Manager Arts & Recreation Development. Recommended purchases of items in excess of \$7,500 need to be approved by the Council.

Council will endeavour to secure a non-exclusive copyright licence from the artist when new works are acquired for the collection. This will allow for reproductions of works for educational, promotional and research purposes. In developing this agreement Council will use the 'General Permission (Non-exclusive copyright licence),' currently used by the National Gallery of Victoria.

In the longer term all artists with works currently in the collection will be approached in an endeavour to secure a non-exclusive copyright licence for those works.

Consistent with the City Of Whitehorse Conflict of Interest Policy, no works by members of the Advisory Committee, or their connections, can be considered for purchase whilst they are members of the Committee.

## **11 Donations & Bequests**

Every effort should be made to encourage gifts of works to enhance the City’s collection consistent with this Policy.

At the time of acquisition the costs associated with conservation, restoration, preparation, presentation and storage will be estimated and considered as part of the cost of acquiring the work.

Conditional gifts will be discouraged, and other than in exceptional circumstances, donors of works of art will relinquish all rights, except copyright, to the object, if the donor is the copyright holder.

## **12 Deaccession & Disposal**

Works from the collection which are in poor condition or damaged beyond reasonable repair or do not meet with the requirements of “Acquisition and Development” will be considered for removal from the collection.

The Curator will from time to time recommend works for deaccession to the Visual Arts Advisory Committee, with reference to Council’s Asset Management Policy. A review of the Art Collection for this purpose will take place every 5 years.

Where a work has been nominated for removal from the Art Collection it will be fully documented before disposal. Undamaged works to be deaccessioned will either be offered to the artist, offered to a non-profit organisation, put up for public auction or otherwise disposed of.

Deaccessioned works will not be made available for acquisition by Councillors, Visual Arts Advisory Committee members or Staff.

Where works are recommended for deaccession because of irreparable damage a similar work by the artist of the damaged work could be selected at the discretion of the Committee if such a work is still available and affordable.

In the event that proceeds have been collected from the sale of deaccessioned works, funds will be used to conserve works in the Art Collection.

### **13 Public Access, Display & Exhibitions**

To be read in conjunction with Exhibition Policy 2009 - 2014.

The collection will be documented and research information made available to public.

The Collection will be exposed to as wide an audience as possible, and this may encompass the use of temporary displays in appropriate public places, including council buildings and facilities.

Display spaces will be established within the City to museum standards. This will facilitate loans to the City of significant works, which will complement the City collection.

The possibility of work from the collection being included in travelling exhibitions will be considered subject to appropriate loan agreements being negotiated.

Display of artworks in any council building or facility is at the discretion of the Curator, taking into consideration the care and preservation of the collection.

### **14 Public Art**

Artwork commissioned or acquired for the outdoors, such as sculpture or built form, will be included as an integral part of the Whitehorse Art Collection. The use of Public Art has the capacity to enhance the environment and to engender a great sense of community pride.

Public Art sites should be significant or strategically important public places, with high visibility and/or accessibility. In addition the site must be in public ownership.

Public Art sites may be selected because they are

- highly visible to the community generally
- places of high pedestrian activity
- places of high recreational activity
- places of civic importance and/or cultural significance

Public land within key shopping precincts, transport interchanges, major intersections, key capital works projects, key recreation sites and Civic Centres are all considered as appropriate sites for Public Art.

Public Art will be acquired either by acquisition, commission or bequest.

Council will maintain a commitment to Public Art with specific projects being identified each second year for recommendation for inclusion in Council's annual budget. Projects to be developed under this scheme will be recommended by the Visual Arts Advisory Committee taking into account the major capital works projects under consideration by Council.

Public Artworks are to be designed and created by an accomplished artist/s and be of a robust nature, needing minimal maintenance over the first ten-year period, except where a temporary installation work is specifically commissioned.

## **RELATED LEGISLATION**

15 Local Government Act 1989