

ART EXHIBITION

PURPOSE

- 1 To provide guidelines for visual arts exhibitions in Council managed venues.

OBJECTIVE

- 2 To ensure a diverse exhibition program to display the City's art collection or selected external exhibitions which have a particular relevance for residents of the City.

SCOPE

- 3 This policy applies to exhibitions mounted in the following venues;
 - The Box Hill Town Hall Arts Space
 - The Whitehorse Civic Centre foyer and offices
 - The Whitehorse Centre foyer
 - The Council Chambers foyer and Committee Rooms A and B

POLICY

- 4 The exhibition program will focus on providing and promoting access to the City art collection through exhibitions/displays which present the collection in innovative and informative ways.
- 5 The program will provide for occasional exhibitions by education groups such as art departments in education institutions following submission of an exhibition proposal. Such submissions will be assessed according to the policy objective, the quality of the items to be displayed, the interpretation of the items and the ability of the group to independently install, monitor and dismantle the exhibition.
- 6 The exhibition program may occasionally include exhibitions from external sources such as packaged traveling exhibitions and exhibitions arranged with other institutions. All such exhibitions are to be of a high professional standard and must support the policy objectives.
- 7 The exhibition program will:
 - integrate works of art into the community so the community is regularly exposed to quality exhibitions
 - encourage the exhibition of high quality community art
 - provide an educative function which allows residents to enjoy a range of quality exhibitions thereby enhancing their lives
 - assist in building a community identity reflecting people's experience of life and the culture and interests of the community
 - represent the environment and encompass a sense of history, people, place and identity, which indicates the dynamic nature of the community
 - provide for special focus exhibitions acknowledging national and international occasions such as Aboriginal Reconciliation Week, Senior Citizens Week, ANZAC Day, etc.
- 8 Exhibitions shall be display exhibitions only. As the exhibitions aim to provide the educative and access role appropriate to a public collection none of items displayed from the City's art collection will be for sale.

- 9 The exhibition program will target the following audiences:
- Residents – to encourage a sense of ownership of the City’s collection and its wider visual arts programs by the community
 - Education institutions – to provide a high level of exposure to the collection and a wider educative function within the City
 - Visitors – to encourage visitors to the City with quality exhibitions
 - Nationwide art museums and scholars – the art collection is widely recognised as an important part of Australia’s national collection. Works from the collection have been and will continue to be exhibited in major exhibitions staged by other institutions.
- 10 The exhibition program will be subject to ongoing evaluation. The following information will be employed in this process:
- records of visitor numbers where possible
 - press and media coverage
 - public perception via resident surveys
 - wider recognition of the collection measured by requests for loans and reproductions
 - the number of education groups visiting displays and information and access requests from teachers and lecturers
 - comments book
- 9 Items not on display may be housed either in the storage spaces or displayed on a rotational basis in the Whitehorse Civic Centre foyer and offices.

RELATED LEGISLATION

- 10 Local Government Act 1989