

BUNBURY REGIONAL ART GALLERY EXHIBITIONS COUNCIL POLICY

POLICY STATEMENT

As the preeminent regional art gallery in Western Australia, dedicated to excellence in exhibitions, public programs, and collecting, The Bunbury Regional Art Gallery's mission is to enrich the lives of citizens through meaningful engagements with art, the environment, and Aboriginal culture, and to research, exhibit, and preserve the legacy of artists practicing in the South West of Australia.

Situated on Wardandi Noongar Boodja, and at the gateway to one of the world's most important biodiversity hotspots, BRAG places a focus on exhibiting and collecting Aboriginal, ecological, and West Australian art. Further, the gallery is dedicated to supporting community-oriented artists, and to cultivating public scholarship, intellectual curiosity, and a creative local economy. All of this situates BRAG as the central hub for visual arts and culture in the South West of Australia, and as a driver for sustainable communities of the future.

This policy guides the development of the Bunbury Regional Art Gallery (BRAG) exhibition program and sets out the considerations and processes that BRAG will consider when developing and presenting exhibitions. Exhibitions are defined as a display of works of art, which may include works from the City of Bunbury collection, loans, and commissions. Exhibitions have a curatorial rationale; a finite display period, title, and may be presented at Bunbury Regional Art Gallery or at other venues nationally or internationally. An exhibition may also have a publication, online content, performance elements, and associated public and educational programs.

POLICY SCOPE

This Policy applies to exhibitions programmed and managed by the Bunbury Regional Art Gallery.

This Policy does not apply to exhibitions programmed and managed by other City of Bunbury departments.

POLICY DETAILS

1. Objectives

- 1.1 To define the process for determining a balanced and varied exhibition program that maintains BRAG's regional and national reputation.
- 1.2 To establish criteria to ensure that BRAG's exhibition program is considered, researched, innovative, accessible and focused centrally on audience engagement.

- 1.3 To provide a framework for sustainable management of the exhibition program, and ensure that BRAG plans and produces the exhibition program on terms that are transparent and ethical.
- 1.4 Bunbury Regional Art Gallery will apply professional art museum 'best practice' standards to developing, managing and delivering exhibitions.

2. Principles

The BRAG Exhibitions Program will:

- 2.1 Align with the gallery's mission as described in the Policy Statement.
- 2.2 Acknowledge the Wardandi Noongar people as the traditional owners of the land on which the Gallery is located, and support programs, services and processes that promote Aboriginal and Torres Strait Islander art and culture.
- 2.3 Have a foundation of curatorial rigour, introducing new research and scholarship where possible, and including a focus on innovative approaches to interpretation and presentation of content.
- 2.4 Consider the relevance of exhibition content to Bunbury, the South West Region and Western Australia.
- 2.5 Deliver memorable and engaging projects that demonstrate the critical role that arts and cultural experiences play in affirming cultural identity and sense of place.
- 2.6 Consider the relevance of exhibition content to education, tourism and the role of Gallery.
- 2.7 Adhere to international and national professional art museum 'best practice' standards as far as resources and facilities permit.
- 2.8 Be diverse and accessible to a wide range of both specialist and general audiences; and provide understanding to existing and new audiences through interpretation, display, public programs, and online content including social media and marketing.
- 2.9 Engage in partnerships and collaborations locally, nationally and internationally to develop exhibitions and related publications, public programs, and online material, with the intention to tour gallery produced exhibitions
- 2.10 Responsibly use human and financial resources.

3. Content

The BRAG exhibitions program will:

- 3.1 Support and celebrate the work of South West artists and artists with established links to the South West, with both historical and contemporary content, in a wide range of media.
- 3.2 Support visual arts projects exploring issues and ideas with particular relevance to Bunbury and the South West.
- 3.3 Support the State and National exhibitions touring network through programming of appropriate exhibitions which provide Bunbury audiences with a range of the best visual arts experiences.

- 3.4 Interpret and contextualise the City of Bunbury Art Collection through curated temporary exhibitions and endeavour to exhibit work from the Collection at all times in the Gallery.
- 3.5 Demonstrate a commitment to consulting with relevant communities during the curatorial process by forming and engaging a reference group, especially in the development and exhibiting of Aboriginal and Torres Strait Islander exhibitions.
- 3.6 Support emerging and experimental practitioners of the South West region.
- 3.7 Continue to expand the City of Bunbury Art Collection through regular acquisitions from exhibitions, including but not limited to the Noongar Country and the biennial survey exhibition of the South West (SWAN).
- 3.8 Nurture creativity in young people, and strengthen the educational role of the Gallery through an annual exhibition of high school students' art.
- 3.9 Endeavour to acknowledge and celebrate significant artists who are based in the South West through major solo survey exhibitions.
- 3.10 Provide audiences with access to art of State, National, and International significance through exhibitions, which may include Western Australian, Australian and International art with both historical and contemporary content, in a wide range of media.
- 3.11 Endeavor to work with other City of Bunbury Departments and external organisations to facilitate occasional projects of wider cultural significance.

POLICY PROCEDURE

Exhibitions Approval

4. Proposals

Curators and artists may initiate temporary exhibitions by preparing a proposal for review.

Any groups exhibiting at the gallery must appoint an Exhibition Coordinator to ensure there is one point of contact for communication between the exhibiting artists and the gallery. The Exhibition Coordinator will be responsible for:

- Filling out and submitting Exhibition Proposals and Agreements.
- Adhering to the Exhibition Program Handbook.
- Providing Exhibition Statements and Images for publicity purposes.
- Completing the Artwork Information Template by the due date and ensuring all work is delivered and removed according to the Agreement.

In all instances, exhibition proposals must include:

- Exhibition concept outline and research
- Scope and type of work included
- Target audience and approach to public engagement
- Proposed timeline
- Space and equipment requirements including any unusual considerations
- Evidence of the capacity of the curator/artist to deliver the exhibition

The BRAG Director may initiate exhibitions by identifying exhibition concepts for development and appointing an appropriate internal or external curator to develop a proposal for consideration.

5. Assessment

Proposals will be considered by the Exhibitions Committee, composed of the BRAG Director and at least two of: City of Bunbury Collection Curator, Education Officer, Exhibitions Officer, and/or Gallery Officer. Staff must declare and may not assess any application which creates a conflict of interest. All approved exhibitions should be presented to the reference group for feedback prior to scheduling, issuing of contracts, and commencement of production.

The Exhibitions Committee will be mindful of the need to ensure that proposed exhibition content is not unlawful or defamatory but will otherwise have curatorial independence and not be influenced by external pressure if an exhibition is critical of particular parties.

6. Approvals

Following assessment, proposals will be approved or declined by the Exhibitions Committee. Artists/curators will be advised of the outcome by the BRAG Director or a nominee.

If a proposal is approved in principle by the BRAG Exhibitions Committee the artist/curator will develop the proposal in consultation with the Exhibitions Committee for final approval by the BRAG Director. This developed concept will include:

- A detailed concept outline
- Illustrated list of work
- Detailed budget
- Complete list of public programs
- Potential sponsors, supporters and/or touring venues
- Detailed marketing plan
- Indicative concepts for exhibition design

In exceptional cases, such as externally developed touring packages and small-scale exhibitions, the steps for initial approval and final approval may be condensed into a single step to be approved by the Exhibitions Committee.

Exhibitions Programming and Resourcing

7. Gallery space

The exhibitions assessment and approval process must consider how proposed exhibitions will fit into available exhibition space. Consideration of gallery space requirements will be made by the Administration and Operations Officer and the Exhibitions Officer working in close collaboration.

8. Installation

The exhibitions assessment and approval process must consider how proposed exhibition installation can be achieved within available staffing and budget resources. Consideration of installation requirements will be made by the Administration and Operations Officer and the Exhibitions Officer working in close collaboration.

9. Scheduling

Once a proposal is given final approval it will be added to the BRAG exhibitions schedule by the Administration and Operations Officer. Only the Administration and Operations Officer,

Team Leader / Director or the Manager Community Connection may add or amend the content of the schedule.

10. Exhibition Celebratory Events

Subject to available resources and as detailed in relevant exhibition agreements, BRAG will provide an exhibition celebration event for all exhibitions. Whenever possible BRAG will schedule multiple exhibitions to share a celebration event on the same day to make better use of resources.

11. Publications

Subject to available resources and as detailed in relevant exhibition agreements, BRAG will provide a publication for all major exhibitions. Labels, a wall didactic, and a room sheet will be provided for all exhibitions.

12. Duty of Care

BRAG and exhibitors will practice duty of care according to the exhibition policy by:

- Exercising diligence and care when handling, storing, displaying, and packing art work, and will undertake to supply suitable display mechanisms, security, lighting, fire prevention and environmental controls.
- Ensuring that technical equipment and lighting is fully functional during exhibition open hours and that there is public access to the gallery.
- Notifying the artist promptly of unexpected technical difficulties or damage to artwork, and follow artist instructions on repairing the work.
- Never withdrawing an artwork from an exhibition without first consulting the artist.

Transparency and Ethics

13. Copyright

BRAG will adhere to current Australian copyright laws on the reproduction of works of art and will enter into a written agreement with artists to be granted a limited license for the reproduction of images for exhibition purposes.

14. Artists' Fees

BRAG will pay fees to artists based on the National Association for the Visual Art's (NAVA) Scale of Fees and Wages. Community art groups, school groups, organisations and collectors who are invited to exhibit at the gallery will not be eligible for a fee.

Where an external curator proposes an exhibition, BRAG will pay a curatorial fee. BRAG will pay no fee to artists for exhibitions that are primarily competitions.

Artists exhibiting at BRAG are not required to pay a gallery hire fee.

15. Sale of Artworks

As a publicly funded gallery, BRAG's role is to support artists through high quality and high profile exhibition opportunities. Sale of artwork is of secondary consideration, but will be permitted if the artist presents a compelling case that this will be of benefit. BRAG will take a commission on all artwork sales to cover administrative costs. In instances where an artist is represented by a commercial gallery, the commission on artwork sales will be split between the artist's gallery and BRAG.

16. Contracts

BRAG will enter into appropriate written contracts with artists, agents, writers and lenders when seeking works for exhibition or publication.

17. Moral Rights

BRAG will respect the moral rights of the artist including appropriately attributing the creator of artworks and not altering or doing anything to compromise the integrity of the artwork while in the care of the gallery.

18. Record Keeping

The BRAG Administration and Operations Officer will maintain physical and electronic files of the research and development of an exhibition, the exhibition approvals process, any legal contracts entered into, and all relevant correspondence.

The Gallery Officer will produce a report for each exhibition, which includes attendance statistics, copies of all publicity material, and photographic documentation. A list of all exhibitions will be published on the Gallery's website.

COMPLIANCE REQUIREMENTS

LEGISLATION

- *Local Government Act 1995*
- *Copyright Act 1968*
- *Aboriginal Heritage Act 2006*

INDUSTRY

- Museums Australia, Code of Ethics for Art, History and Science Museums (1990)
- National Standards for Australian Museums and Galleries (Version 1.2)
- UNESCO Cultural Convention 1970

ORGANISATIONAL

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