

minutes

Art Collection and Advisory Committee

MEETING HELD ON **TUESDAY 22 SEPTEMBER 2009**

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CITY OF JOONDALUP

MINUTES OF THE ART COLLECTION AND ADVISORY COMMITTEE MEETING HELD IN CONFERENCE ROOM 2, JOONDALUP CIVIC CENTRE, BOAS AVENUE, JOONDALUP ON TUESDAY, 22 SEPTEMBER 2009.

ATTENDANCE

Committee Members:

Cr Kerry Hollywood	<i>Presiding Person</i>	North Ward
Mayor Troy Pickard		
Cr Geoff Amphlett		Central Ward
Cr Russ Fishwick		South Ward
Mr Garry Hunt		Chief Executive Officer

Officers:

Mr Gavin Taylor	Manager, Leisure and Cultural Services
Mrs Katrina Bercov	Co-ordinator, Cultural Services
Mrs Janet Foster	Administrative Services Coordinator
Ms Anne Purdy	Administrative Secretary

There were no members of the Public or Press in attendance.

DECLARATION OF OPENING

The Presiding Person declared the meeting open at 1920 hrs.

PUBLIC QUESTION TIME

Nil.

PUBLIC STATEMENT TIME

Nil.

APOLOGIES/LEAVE OF ABSENCE

Nil.

CONFIRMATION OF MINUTES

MINUTES OF THE ART COLLECTION AND ADVISORY COMMITTEE MEETING HELD ON 14 OCTOBER 2008

MOVED Cr Fishwick **SECONDED** Mayor Pickard that the Minutes of the meeting of the Art Collection and Advisory Committee held on 14 October 2008 be confirmed as a true and correct record.

The Motion was Put and

CARRIED (5/0)

In favour of the motion: Crs Hollywood, Amphlett, Fishwick, Mayor Pickard, and Mr Hunt

ANNOUNCEMENTS BY THE PRESIDING PERSON WITHOUT DISCUSSION

Nil.

DECLARATIONS OF INTEREST

Nil.

IDENTIFICATION OF MATTERS FOR WHICH THE MEETING MAY SIT BEHIND CLOSED DOORS

Nil.

PETITIONS AND DEPUTATIONS

Nil.

REPORTS

ITEM 1 PHOTOGRAPHY COMPETITION OPTIONS REPORT

WARD: All

RESPONSIBLE DIRECTOR: Mr Clayton Higham
Acting Planning and Development

FILE NUMBER: 64629

ATTACHMENTS: Attachment 1 Winner – 2007 Invitation Art Award

PURPOSE

To review a range of options for the implementation of a new City co-ordinated photographic competition.

EXECUTIVE SUMMARY

At the October 2008 meeting of the Art Collection and Advisory Committee, it was requested that a report outlining options for a photography competition be developed. A review of photography competitions conducted across Perth has been investigated to establish a range of options that could be considered by the City.

This report explores four possible formats for the delivery of a photography competition. The City currently offers the community the opportunity to showcase photographic pieces through the annual Community Art Exhibition and Invitation Art Award. Over recent years the number of submissions of photography pieces has been relatively small in comparison to the other art work mediums.

Whilst a new photography competition may attract an increase in submissions from the community as compared to the existing Art Awards, it was considered the cost and resources required to deliver such a competition were significant.

Based on these options, it is recommended that the Art Collection and Advisory Committee recommends that Council NOTES that it will continue with the status quo of accepting photographic entries in the Community Art Exhibition and the Invitation Art Award, including a specific photographic category in the Community Art Exhibition.

BACKGROUND

The City's annual calendar of events includes two long-standing art exhibitions:

- City of Joondalup Community Art Exhibition held in June, for community members.
- City of Joondalup Invitation Art Award held in October, for professional artists.

Based on the 2008/2009 budget, the total costs including staff wages for the existing awards, are as follows:

Invitation Art Award	\$ 57,373
Community Art Exhibition	\$ 58, 239

At the October 2008 meeting of the Art Collection and Advisory Committee, it was requested that a report outlining options for a photography competition be developed and that the criteria specifically address the people, places, culture and the environment within the City.

Many local governments throughout Australia have a dedicated annual photography award with these open to any state resident, rather than being restricted to local residents.

Industry Comparison

The following is a summary of three of the major photography exhibitions staged by Local Governments in WA:

Area	Entry Criteria	Venue & timing	Logistics
City of Stirling	<ul style="list-style-type: none"> • Anyone may enter • Photographs must be taken in City of Stirling within the last 12 months • Artists may submit up to three works 	<ul style="list-style-type: none"> • Westfield Innaloo Shopping Centre • February 	<ul style="list-style-type: none"> • Exhibition of selected works only • Prize pool of \$2250 • 3 categories of Stirling buildings, landscapes and characters.
Town of Vincent	<ul style="list-style-type: none"> • Open to all residents and visitors • Photographs must be original work • Photographs must be taken in Town of Vincent. 	<ul style="list-style-type: none"> • Town of Vincent Library & Local History Centre – Leederville • March/April 	<ul style="list-style-type: none"> • All entries hung • 1 themed and 1 open category – work must be entered into one • Prize pool of \$1900.
City of Subiaco	<ul style="list-style-type: none"> • Open to all residents of Perth metro area • Photograph must be original work of the artist • Work must be entered into specific category. 	<ul style="list-style-type: none"> • Subiaco Arts Centre • October 	<ul style="list-style-type: none"> • Exhibition of selected works only • Prize pool of \$1900 • 4 categories of people, culture, environment & centenary of Subiaco Oval.

It is noted that the City of Perth previously held a bi-annual Photomedia Award, but are no longer doing so, due to lack of internal staff resources and Council's strategic direction. The Photomedia Award was replaced by the City of Perth now sponsoring the externally run "City of Perth Black Swan Prize for Portraiture".

DETAILS

Issues and options considered:

Option 1: Status Quo – photography as part of the Annual Community Art Exhibition and Invitation Art Award \$0 new costs

Photography opportunities are already available in the City, through the photography section of the annual Community Art Exhibition (CAE). The Invitation Art Award (IAA) is also open to photographic works, without a specific category, but entrants must be professional artists, chosen to exhibit.

Currently, Community Art Exhibition entrants can be considered for a specific photography prize, along with being eligible for other awards. Each year the photographic works in both exhibitions are high quality, but consistently comprise less than 10% of total entries received.

In 2007 the winner of the Invitation Art Award was a photographic piece as shown at Attachment 1.

The table below outlines the advantages and disadvantages of retaining the status quo which would see the continued inclusion of photography as part of the City's existing art awards, with no new photography competition created.

ADVANTAGES	DISADVANTAGES
No additional funding or resources required.	Does not allow non-professional photographers from outside the City of Joondalup to participate.
Existing awards cater for both emerging and professional artists.	Has less appeal to photographers than dedicated photography competition.
The Awards allows for equal support of all artistic media and does not prioritise a category that traditionally receives fewer entries over others with greater submissions.	Less photographs are submitted than works in other media (eg painting) therefore the opportunity to purchase photographic works for the Art Collection may be decreased.
Maintains the prestige and appeal of the City's two art awards.	
Photographic pieces are displayed in a high exposure venue – Lakeside Shopping Centre.	

Option 2: Online and postcard exhibition

\$30,997 new costs

This option involves an annual, online competition where all entries are displayed in an electronic gallery on the City of Joondalup's website and the winning images are reproduced as a set of promotional postcards.

The general accessibility of the internet and its compatibility with the photographic medium mean online exhibitions are becoming an increasingly popular method of display. See Attachment 2 for links to examples of other on-line exhibitions. This format allows for unlimited images to be displayed and such exhibitions often attract visitors who may not patronise a gallery.

In this option, entries would be sought from any Western Australian photographers, with every eligible entry exhibited.

Photographs would be submitted online to the competition over a number of weeks and a panel of external industry judges would then choose winners in theme driven categories based on the people, places, culture and the environment within the City of Joondalup. A launch event involving Elected Members, VIPs, participants and stakeholders would be held where winners of each category would receive a cash prize. Up to ten highly commended works would each be reproduced on a postcard and made available for free at City outlets and in new residents' packs. Postcards could also be assembled as a packaged collectors' set for use as corporate gifts. The inaugural online exhibition, and subsequent exhibitions, would remain on permanent display on the City's website.

This approach represents an opportunity for the City to host a new and innovative exhibition, whilst creating promotional benefits through the postcards for the City. Whilst this option does offer benefits, it also represents an increase in costs and resources to deliver and may not appeal to all sectors of the community due to the on line format.

The table below outlines the advantages and disadvantages of an online exhibition.

ADVANTAGES	DISADVANTAGES
On-line format simple to administer.	Greater production costs than Option 1.
Unlimited entries allowed.	May lack appeal or accessibility for people not familiar with the internet.
Easy and accessible format for a wide variety of participants.	May reduce the appeal of existing art awards for photographers.
Online format provides wide promotional benefits.	May result in the City receiving requests for other specialist art work competitions.
Dedicated exhibition allows for focus on specific 'people, places and culture' type categories.	Increased administration time to process entries.
Postcards offer a unique memento, chronicling the changing life of Joondalup, and are suitable as a distinctive corporate gift.	No visual exhibition of all photographic pieces.

Option 3: Outdoor exhibition

\$33,977 new costs

This option involves an annual, outdoor exhibition where selected entries would be reproduced on large, weatherproof, vinyl banners (1.5 x 8m).

The banners would then be displayed as part of the Joondalup Festival, providing an added attraction. They could also be used as a display resource for other special events.

Selected banners could also be permanently displayed in City-owned community buildings.

A panel of judges would select final images for exhibition, including winners of award categories based on people, places, culture and the environment within the City of Joondalup. Winners would receive a cash prize and entries would be open to any Western Australian artist.

A launch event involving Elected Members, VIPs, participants and stakeholders would be held where winners of each category would receive a cash prize. This could be incorporated into the existing Festival or held as an independent event immediately prior.

Western Australia's temperate climate and outdoor lifestyle mean that open air exhibitions are a feasible alternative to a traditional gallery location. In 2008, outdoor exhibitions of note have included the critically acclaimed 'Hard Rain' exhibition in Kings Park and the 'Earth from Above' exhibition in the Perth Cultural Centre.

This non-traditional approach to the display of photographs would take the exhibition into the public realm and enable the community to engage with local images in an informal setting.

ADVANTAGES	DISADVANTAGES
Dedicated exhibition allows for focus on specific 'people, places and culture' type categories.	Greater production costs than Option1.
Banners offer a unique memento, chronicling the changing life of Joondalup and suitable for display at special events.	Only a selection of entrants would be exhibited in the final display, potentially disappointing the majority of entrants.
Offers an added attraction at the Joondalup Festival.	Success of the exhibition is linked to fair weather.
Large scale photograph reproductions would be high impact.	May reduce the appeal of existing art awards for photographers.
	May result in the City receiving requests for other specialist art work competitions.
	Increased administration time to process entries.

Option 4: Traditional exhibition**\$58,993 new costs**

This option involves a traditional indoor exhibition in a gallery space, delivered in a similar format to the City's existing Art Awards.

Entries would be open to any West Australian artist. The City's Curator would curate the exhibition, selecting the final images for exhibition from the entries submitted. A panel of external industry judges would then choose winners in nominated categories with the winners receiving a cash prize.

A launch event similar to existing Art Awards would be held.

Possibilities for the location of such an exhibition would be dependent on venue availability and cost; however the following options may be explored:

LOCATION	SPACE AVAILABLE
Lakeside Joondalup Shopping City	Could be held in "The Great Space" like the City's existing Art Awards. However, Lakeside may prove unwilling to sponsor a third award.
Whitfords Shopping Centre	Some open plan space may be available – rental costs would be negotiated on approach.
Blend(er) Gallery	Space for a small, curated exhibition at a cost of \$680 for 3 weeks.
Edith Cowan University	Small gallery space on Joondalup campus – initial enquiry suggests ECU may be happy to host a curated exhibition (as opposed to all entries hung) with works of high quality.

If a large space was secured, the City could undertake to exhibit all entries, however, it is recommended that the City choose to use the blend(er) gallery and deliver a smaller exhibition of curated works (ie: selected works only). By curating the exhibition, the quality of the works can be assured and the overall exhibition would be of a high standard.

ADVANTAGES	DISADVANTAGES
Consistent format to other COJ Art Awards.	Significantly greater production costs than other options.
Accessible by the community.	Replicates existing exhibition formats.
Increase patronage to the blend(er) gallery.	Venue size may limit number of entries exhibited.

Legislation/Strategic Plan/Policy Implications:

Legislation Not Applicable.

Strategic Plan

Key Focus Area: Community Wellbeing

Objective: 5-3: To facilitate culture, the arts and knowledge within the community.

Policy

Policy 5-3 "*The City's Art and Memorabilia Collections*" directs the City's approach to art and collections for the Joondalup community and refers specifically to the two existing art awards.

Policy 5-3 states that the City will adopt a multi-criteria approach to its collection, acquisitions and awards. This approach ensures the inclusion of contemporary art and art demonstrating local content and context.

Should a new photography competition be implemented, it would be governed by Policy 5-3. In options 2, 3 and 4, the new photography competition would have a theme of "people, places, culture and the environment within the City of Joondalup" to ensure the competition demonstrated local content and context.

Risk Management considerations:

Not Applicable.

Financial/Budget Implications:

The following amounts are provided as the estimates of new expenditure for each option. Option 1, which supports photography submissions through the Community Art Exhibition and Invitation Art Award, would not require any additional funding to the existing budget allocations.

It is noted that no budget has currently been allowed to cover Options 2, 3 or 4.

Options	Production Cost	Prizes	Salary Cost	TOTAL	New costs
1: Status Quo (no additional cost – Community Art Exhibition figures shown for comparison)	\$23,328	\$5,250	\$33,422	\$57,321	\$0
2: Online exhibition	\$13,700	\$5,750	\$11,547	\$30,997	\$30,997
3: Outdoor exhibition	\$16,680	\$5,750	\$11,547	\$33,977	\$33,977
4: Indoor exhibition	\$35,899	\$5,750	\$23,094	\$58,993	\$58,993

Regional Significance:

By offering a photography competition category in the Community Art Exhibition, along with accepting photography entries into the Invitation Art Award, residents have access to local photography competitions, with the broader Western Australian community being well served in terms of photography exhibitions. In addition to the City's Art Awards there are dozens of other local, state, national and international private and community run photography competitions which are open to Western Australians each year.

Sustainability Implications:

Environmental

Not Applicable.

Social

Arts and cultural initiatives of all kinds have strong potential to enhance the communities social sustainability and engage diverse sectors of the community.

However, given that the City's existing art awards already involve photography and achieve these outcomes, the proposed photography competition may offer limited potential to actually increase Joondalups social sustainability.

Economic

For a photography competition to be ongoing, it would require a similar budget each year, increasing with the Consumer Price Index, in order to continue to deliver the same outcomes.

While income generated from entries may increase over time, and there is a possibility of seeking sponsorship to offset a small proportion of costs, exhibitions such as those proposed will always represent an expense to the City and are highly unlikely to ever become cost neutral.

Consultation:

Not Applicable.

COMMENT

The City of Joondalup Annual Art Awards involve community and professional artists respectively and offer the opportunity to feature photographic works, with the Community Art Exhibition specifically offering a dedicated photography category.

Local photographers are well served by the Community Art Exhibition and this already offers a “Celebrating Joondalup” category, which encourages artists of all mediums to capture people, places, culture and the environment within the City.

The City has not received any community requests for a dedicated photography exhibition and the small number of photographic entries received for the existing Art Awards suggest that there may be limited demand for a new photography competition.

Whilst the options for implementing a new photography competition may generate a level of interest from the community, it is hard to estimate the level of demand for the competition from local residents. The new photography competitions options listed in this report offer a range of unique competition formats; however, they each require additional resources and increased costs for their delivery, without a demonstrated need being established.

The need to establish a dedicated photography competition in the City is somewhat reduced as local photographers can showcase their art through either submitting entries into the City’s Art Awards or by submitting entries into any of the other photography competitions available throughout the State.

In the future, should demand for a photography competition increase through direct request to the City or through the increase in photography submissions to the City’s Art Awards, the implementation of a new photography competition could be reconsidered.

Offering photography competition opportunities through the City’s Community Art Exhibition and Invitation Art Award, is considered the most cost effective approach, while still offering residents involved in photography an opportunity to participate in established and well recognised art competitions.

For these reasons, it is suggested that there is insufficient need for a new photography competition and it is recommended that the City remain with the status quo, accepting photographic entries as part of the City existing Art Awards.

VOTING REQUIREMENTS

Simple Majority

MOVED Mr Hunt, SECONDED Cr Fishwick that the Art Collection and Advisory Committee RECOMMENDS that Council NOTES that it will continue with the status quo of accepting photographic entries in the Community Art Exhibition and the Invitation Art Award, including a specific photographic category in the Community Art Exhibition.

The Motion was Put and

CARRIED (5/0)

In favour of the motion: Crs Hollywood, Amphlett, Fishwick, Mayor Pickard, and Mr Hunt

Appendix 1 refers

To access this attachment on electronic document, click here:

[Attach1agn220909.pdf](#)

MOTIONS OF WHICH PREVIOUS NOTICE HAS BEEN GIVEN

Nil.

REQUESTS FOR REPORTS FOR FUTURE CONSIDERATION

Nil.

CLOSURE

There being no further business, the Presiding Person declared the Meeting closed at 1940 hrs; the following Members being present at that time:

Cr Kerry Hollywood
Mayor Troy Pickard
Cr Geoff Amphlett
Cr Russ Fishwick
Mr Garry Hunt, Chief Executive Officer