

ATTACHMENT 1

COMMUNITY EDUCATION PROGRAM

A Community Education Program would focus on connecting members of the general public with the visual arts and both extend and enhance the yearly Visual Arts calendar in the City. A thought-provoking series of conversations and events organised by the Visual Arts Officer would present discussions between artists, art historians, curators, critics, directors, dealers and the general public. The program would draw on the distinctions and affinities between socially engaged artistic, curatorial, writing and administrative practices in the region.

Advantages	Disadvantages
Further promotes the City as a cultural destination.	Additional \$15,000 cost to the City.
Further contributes to community amenity and the creation of a sense of place.	
Further creates and enhances cultural tourism.	
Further animates and enriches the City of Joondalup and contributes to urban regeneration.	
Further facilitates community cultural development.	
Further supports the integration of contemporary art and daily life.	
Further encourages community interaction with the arts.	
Continues to display and support the development of local arts.	
Continues to promote the character and identity of the Joondalup region.	

It is proposed that four elements of an education program require additional attention, support and funding (\$15,000):

- \$4,000 artist development talks
- \$5,000 a family program
- \$1,000 art tours
- \$5,000 additional for a supporting art catalogue.

Detailed description of the education program:

1. Artist development talks



Artist development talks are informal discussions that are held to provoke discussion and alternative insights into artistic practice for local artists. A series of multi-media presentations by invited artists and industry professionals would educate local artists and general public on current arts practice. Open to general public for free admission where all are encouraged to attend and contribute. It would present an educational and networking opportunity for the community.

It is anticipated that an ongoing series of talks organised in collaboration with blend(er) and/or other arts organisations taking place during exhibition would enhance public appreciation of the arts within the region. Topics would be jointly conceived with our artists and related to themes addressed within the exhibition and current influences.

2. Family program (including children's workshops)



Previous Invitation Art Award Exhibitions have not engaged visiting families. A special family-focused tour and children's hands-on workshops led by Curator and City officers focusing on concepts and elements in contemporary and modern art would be provided.

It is anticipated that an ongoing series of family-focused tours organised in collaboration with blend(er) and/or other arts organisations taking place during the Exhibition would enhance public appreciation of the arts within the region.

3. Guided art tours



An introduction of public art tours from the Curator and Visual Arts Officer would educate local artists, general public and businesses on the contemporary arts. These tours would be marketed to the general public for free admission where all are encouraged to attend and contribute. It would present an educational and networking opportunity. These tours would be offered as complimentary, tailored tours for each specific group: VIPS, collectors and general public.

4. Art catalogue



The aim is to have a publication that supports Joondalup's cultural identity and lives beyond the exhibition while raising international awareness of selected Western Australian artists and Joondalup arts.

Introducing a commission to create the visual identity for each Invitation Art Award would set the aesthetic for the Award's look, be featured in all of the Award's advertising and marketing materials and be showcased in the catalogue.

It is anticipated that a developed catalogue would enhance public appreciation of Joondalup arts within the State.

REVIEW OF CURRENT VENUE (LAKESIDE JOONDALUP SHOPPING CITY)



Image: 'Zamels' shop stand – situated in front of the main entrance to 2012 Community Art Exhibition and remained intrusive throughout the exhibition.

The Invitation Art Award has been situated in the 'Great Space' at Lakeside Joondalup Shopping City since its inception in 1998. Although originally suitable, Lakeside is becoming increasingly challenging as a location for visual arts events. This review provides detail of the advantages and disadvantages of mounting the Invitation Art Award at Lakeside Joondalup Shopping City.

For Joondalup to grow in reputation as a cultural city in and of its own right, a more appropriate and specialised venue is required to host this event in future years. This recommendation has featured in the evaluation of each award from 1998–2011. During the 2011 Invitation Art Award an artist withdrew their work from the exhibition in protest at the exhibition's location.

While the event has high passing traffic due to its location at Lakeside Joondalup Shopping City, it is not clear that large numbers of passer-by equate to quality of engagement with the exhibition.

As a public walkway centred in the Lakeside Joondalup Shopping City, 'The Great Space' creates a variety of challenges and obstacles to the natural evolution of the event. The contradictory atmosphere and lack of professional display facilities hinder the Invitation Art Award from its further development. Below is a table highlighting the advantages and disadvantages of Lakeside Joondalup Shopping City as a suitable venue to host the Invitation Art Award.

Lakeside Joondalup Shopping City

Advantages	Disadvantages
<p>The delivery of a cultural event in Lakeside Joondalup Shopping City contributes to public programming in the city centre.</p>	<p>Lakeside's rules and regulations are suited to the functioning of a shopping centre and prove both expensive and restrictive for a contemporary art event. These issues include: trading hours affecting staffing costs; restrictions on installation access and display; and public safety protocol for the venue.</p>
<p>It is the traditional venue for the Invitation Art Award.</p>	<p>While hosting exhibitions in a non-gallery space attracts new visitors, the exhibition does have members of the public attend who do not understand the etiquette for attending exhibitions and persistently touch artworks, causing extensive damage in some cases.</p> <p>In 2012, three insurance claims were lodged against City of Joondalup due to patrons damaging or thieving artwork. During a cultural event one work was stolen from the space while a gallery sitter was on duty during shopping hours. Two other claims involved damage to work from patrons touching work.</p>
<p>A large number of people use the Lakeside Joondalup Shopping City. This allows events to capitalise on large numbers of visitors.</p>	<p>'The Great Space' situated in the middle of the shopping centre is a thoroughfare for shoppers. A large proportion of the public does not engage with the exhibition and it is not clear that the environment encourages a quality of engagement.</p>
<p>Currently Lakeside Joondalup Shopping City is a venue sponsor, so there is no additional cost to rent the space.</p>	<p>\$16,000 annual exhibition costs associated with temporary infrastructure is required for the Lakeside Joondalup Shopping City site.</p>
<p>'The Great Space' is a large open venue with the ability to hold large number of attendants for the opening event.</p>	<p>The space does not contain the basic requirements for displaying artwork to a high standard. Lighting is extremely harsh and not suitable for a professional art exhibition. Temporary infrastructure imposes on artists' capabilities, whilst surrounding stalls are visually distracting.</p>
<p>Large public car park and convenient for public transport.</p>	<p>Visitors to Joondalup region focus entirely on Lakeside Joondalup Shopping City and remain unaware of the other features of the City. Moving the venue for the Invitation Art Award may be an opportunity to activate another area of the City with a different, more cultural vibe.</p>