

Geraldton Regional Art Advisory Committee

Meeting Minutes

Meeting Name	Geraldton Regional Art Advisory Committee (GRAAC)	Meeting No.	3 – GO/11/0032 D-22-070749
Meeting Date	Thursday, 16 June 2022		
Meeting Time	10.00am		
Meeting Location	Randolph Stow Meeting Rooms, Geraldton Regional Library - 37 Marine Terrace, Geraldton		
Attendees	Cr. Michael Reymond (MR) (Proxy Chair) Cr. Jennifer Critch (JC) Fiona Norling (FN) Susan Smith (SS) Annalise Fosbery (AF) Mark Lennard (ML) Trudi Cornish (TC) Rachael Vieraitis (RV) Moana Wilson (Minutes)	By Invitation	
		Apologies	Cr. Kim (Butch) Parker (KP) Cr. Steve Cooper (SC) Sari Jacobsen (SJ) Roni Kerley (RK) Marina Baker (MB)
		Leave of Absence	
		Distribution	
Purpose of Committee	To provide advice to Council on the Geraldton Regional Art Gallery and City public art initiatives, aligning these with the community's desired cultural outcomes, as detailed in the Strategic Community Plan (2031) and the Greater Geraldton Public Art Strategy 2020-2025. Refer to Committee Book		

All Committee Members, including external members, are subject to the same rules as a Council Meeting concerning confidentiality, public statements, conflicts of interest and behaviours of members, pursuant to the [Local Government \(Model Code of Conduct\) Regulations 2021](#).

The Presiding Member is to refer to the following Policy, Meeting Procedures and Regulations when chairing a meeting.

[Meeting Procedures Local Law 2011](#)

[Council Policy 4.4. Operation of Advisory Committees](#)

[Council Policy 4.2 Code of Conduct for Council Members, Committee Members and Candidates](#)

1 Welcome & Apologies

The Chair welcomed the members and apologies were noted from:

- Cr. Kim (Butch) Parker (KP)
- Cr. Steve Cooper (SC)
- Phil Melling (PM)
- Sari Jacobsen (SJ)
- Roni Kerley (RK)
- Marina Baker (MB)

2 Disclosure of Interests

Annalise Fosbery declared an interest regarding making sale of personal art within the Geraldton Regional Art Gallery.

Signed: _____

Councillor: _____

3 Minutes of Previous Meeting

Committee Recommendation:

RECOMMENDED that the minutes of the Geraldton Regional Art Advisory Committee held on Thursday, 17 March 2022 as previously circulated, be adopted as a true and correct record of proceedings.

COMMITTEE DECISION:

MOVED Cr Critch, SECONDED Susan Smith

RECOMMEND that the minutes of the Geraldton Regional Art Advisory Committee held on Thursday, 17 March 2022 as previously circulated, be adopted as a true and correct record of proceedings.

CARRIED

4 Action Log

Committee discussed the Action Log noting Items 2, 3, & 7 are tabled for the Agenda later in the meeting and will be discussed at length at this time.

Item 5 - Critter Trail Video Update (TC)

- Hits on Facebook as of 13 June were 2,219, viewed by 916 people with 38 likes and 5 comments
- Traction on the video has been noted with school groups taking interest, such as a recent visit by the Holland Street School.
- School holiday engagement proving successful with a future “clue activity” planned

Committee discussed updating the Chapman Road planter boxes. However, it was confirmed that renewal and expansion of the project will be discussed at the end of the 12 month trial, giving the Committee the opportunity to discuss review/refresh of the artwork at that stage.

Item 8 – Public Art Strategy (MR)

- Public art was flagged as not having enough significance in the community.
- Elevating the importance of public art with a separate committee was raised, noting the Geraldton Regional Art Management Committee had replaced the Public Art Advisory Committee and Geraldton Regional Art Gallery (GRAG) Management Committee in April 2017.
- There was a particular spotlight on GRAG and Public Art being two very different representations of visual arts and separating GRAG and Public Art would demonstrate their individual importance, noting the skills cross-over is still a valid consideration.
- Councillor Reymond noted that Public Art is often what is noticed or remembered about a city.
- Particular mention made of the approved Critter Trail, Mullewa Mural, bus shelters, bollards, Marine Terrace banners and calendars that have been completed in 2021/22.
- The Public Art Strategy is due for review in 2025

Item 9 – GRAG mural on rear Wall (TC)

It was confirmed to the Committee that the GRAG Garden Concept Plan was distributed in March. Funding for a mural on the rear of the GRAG is not in the current garden redevelopment budget. Grants will be sought locally in hopes of this project proceeding through other means of funding.

Item 10 – Future Public Art Budget (FN)

In response to the requested information on the operational budget, the segment of the City document “Range and level of services – Community Voice Project” was tabled, highlighting a snapshot of services – see attachment. Advice was sought internally regarding sharing operational budgets which was determined not to be appropriate. However, it was hoped that the information tabled would provide a sufficient snapshot. Some of the reasoning for this was due to items containing employee sensitive and personal information. General questions on the budget can be raised however specific lines of budget are not appropriate for sharing publicly. Questions surrounding the specific costs of installs and projects are appropriate, noting that often art items are donated. Comment was made that public art is fragile and requires enthusiasm and attention.

It was confirmed to the Committee that there is an annual budget for public art repairs and small projects/activities which needs to be equally spread across the City. Cr Reymond advised that he feels it's the committees' responsibility to keep the feeling of public art alive.

Signed: _____

Councillor: _____

It was queried whether there is currently an acquisitions budget for GRAG, to which it was confirmed that at present there is not budget line specifically and that acquisitions take place via the Mid West Art Prize and donations.

Mark Lennard explained that it's quite important for the Committee to understand that without a budget then there is no ability to curate the GRAG collection; the collection becomes very mixed and without strategy, the Norman Lindsay works were referenced and Mark Lennard advised that if the GRAG was to continue collecting intelligently then a budget is important.

It was agreed that there is clear demonstration that there is a need for both Public Art and GRAG budget items. Whilst it was wholly understood by the Committee that there is community interest in the Public & GRAG art spaces, concern was raised surrounding those in the community with financial constraints already and with increases to living expenses the intention for art from those already struggling in the community would not be there. Alternate community interests such as sports were also raised as being alternative priorities and that all of these items need to be considered when approaching the budget.

5 Agenda Items

5.1 Update on GRAG Garden Development (TC)

Progress report since previous meeting was provided by Trudi Cornish:

- Specific plantings as suggested by UDLA Consultants and Yamaji Art were followed up by Denielle Riley from the City of Greater Geraldton who sought advice from Aboriginal community representatives Derek Councillor and Donna Ronan
- Dual naming of plants has been discussed
- Plantings appear small however should thrive in their locations
- There have been delays to the Garden Project. However, should be set for completion by August 2022
- The suggestion by Annalise Fosbery of having children artworks contributed to the time capsule is proceeding, with children expected to attend and complete handprints for inclusion
- *Geraldton Guardian* article (14 June 2022) was tabled for review by Committee, which detailed the reasons behind some of the delays

5.2 Review of Geraldton Regional Art Gallery Strategic Plan 2021-2022 (TC)

At the 16 March 2022 GRAAC meeting it was decided that the Committee would take the same approach as the Heritage Strategy whereby Committee members were given the opportunity to review and submit feedback for today's meeting. Feedback requests were sent in March 2022 with a return date of 20 April 2022 – Susan Smith & Annalise Fosbery provided responses.

It was advised that the Department of Local Government, Sport and Cultural Industries (DLGSC) would want the Strategic Plan reviewed by August 2022 and must be ready for submission by 1 September 2022. Funding of \$170k from the DLGSC has been made available for 2022/23 and a requirement of this is the submission of the 2022/23 Strategic Plan. The plan is an operational document. Trudi Cornish expressed the urgency on feedback being received to ensure that the strategy is received by the City Executive Management Team and then potentially Council – which can have up to 6-8 week turn around.

Highlighted feedback received:

- Concerns over collection being unvalued: now confirmed as having been valued in 2019 (as per TRIM report) - valuations are ordinarily 5-6 years, therefore we are still within timeframe.
- The document was praised as being appropriate however it was suggested that there was a need to build the accountability of the document for example, the document denotes goals however without a measure there is no way to cite progress towards reaching those goals. Comment corrected by TC in that each goal in the 2021/22 Strategy clearly states at least 10-12 performance measures.
- Annalise Fosbery provided the following suggestions of measures on the strategy goals:
 - Goal 2 – measure feet through door and hits on the catalogue. Susan Smith noted that number of visitor numbers is already a performance measure under Goal 2.
 - Goal 3 – measure the days on display
- Events and activities – is there an opportunity to have a piece on display at all times with a biography, providing cultural and intellectual input from GRAG.
- In visiting other towns – showing relevance of older pieces is important and relevant to discussing displaying the importance of these pieces

Signed: _____

Councillor: _____

- Protect and preserve – forgetting the message is a greater risk rather than just the protection of the physical.

Query was raised as to why the due date was for the 21/22 financial year, Trudi Cornish explained that this strategy had related to the funding for that particular financial year.

The City will be offered the opportunity by the DLGSC to apply for a 3 year grant funding round in 2023, from 2023/24 to 2025/2026.

In order to complete the review for 22/23 on time it was suggested that there be just the glossary, administrative and appearance changes to the plan with a look to overhaul goals and full content for the 2023-2026 funding opportunity.

The following suggestions were highlighted for the 2022-2023 review:

- Page 5 – DRAFT strategy (administrative change required)
- Under goals – highlight key words through bolding eg; contributed and conserve
- Include item number with date of acquisition where presented in the Strategic Plan

The following suggestions were highlighted for the 2023-2026 review:

- Capturing the cultural importance of our mission and vision also needs to be a clear focus
- Highlighting how we manage and monitor success
- Annalise Fosbery compared Harvey Bay & Ballarat Strategic Plans to Geraldton and found that Harvey Bay was very systematic and administratively focused whereas Ballarat was very audience based. It was recommended that language be adjusted to be audience focused while maintaining goals but changing the words from operational to experiential.
- Mark Lennard supported Annalise's sentiments, additionally suggesting that the document needs a clear strategy on Geraldton and the GRAG being a centre of artistic excellence, as per the Committee's Terms of Reference.
- Trudi Cornish reminded the Committee that the document must closely respond to the stated objectives of the funding body in order for the grant opportunity to be successful. TC noted that in years past an additional separate plan was authored by the City (Creative Community Plan, 2013) which served as an umbrella plan for all cultural pursuits in the CGG.
- Fiona Norling agreed with Trudi Cornish in that the Strategic Plan is a template of requirement and while Mark's advice is valued it may be more prudent that we have a separate Art Strategy to encompass all sentiments.

It was raised with the Committee that at each meeting members need to take the opportunity to review the Strategic Plan so that ideas continually find their way into the long term 2023-2026 strategy review.

Councillor Critch left the meeting at 11:16am

The reviewed GRAG Strategic Plan is to be circulated to the group in the next 3-4 weeks, with the aim for this then to go firstly to EMT, with the possibility of being considered for the July or August Council Meeting Agenda, in order to stay in front of 1 September 2022 due date. Changes will be **highlighted** in the document to allow for the Committee to review the changes quickly. Please provide feedback quickly to assist Trudi Cornish in collating an item for the Executive Management Team and potentially Council.

5.3 Terms of Reference (MR)

Trudi Cornish reaffirmed that the Committee was advised that the Terms of Reference (TOR) were determined by GRAAC elected members in December 2021, then endorsed at the Council Meeting in February 2022, prior to the Community Representatives attending their first meeting in March 2022.

The Committee was advised that where a review of the TOR is requested by an advisory committee, this item must be brought forward at Council. The current Terms of Reference were recommended and endorsed so as to be in line with the current Strategic Plan. It was additionally advised that given that membership of the GRAAC will expire on 21 October 2023, and that a review of the TOR should take place at this time.

Susan Smith left the meeting at 11:32am.

Signed: _____

Councillor: _____

6 General Business

6.1 Report from Coordinator Gallery and Public Art (MB)

Trudi Cornish presented tabled document “Co-ordinator Gallery and Public Art Report” and spoke to same in Marina Baker’s absence – see detailed report attached.

Highlights from the report:

- Focus 2022 Geraldton Camera Club People’s Choice winner this year was Serena Schewtschenko with her photo ‘Incoming’.
- As a component of her exhibition, artist Helen Clarke gave an Artist’s Talk and joined local printmaker Lizzie Robinson in running a workshop. Special thanks to GRAG Arts Administration trainee Erin Cleghorn for her assistance in preparation for the event.
- Artist Panel Discussion lead by Marina Baker, gained a crowd of 20 participants.

6.2 Report from Community and Public Art Officer (RV)

Rachael Vieraitis presented tabled document “Community and Public Art Report” and spoke to same – see detailed report attached.

Highlights from the report:

- Mullewa Mural by artists Helen Ansell, Charmaine Green, Pauline Bell, Debra Maher and Susan Merry in final stages of preparation for painting
- Post Office Lane Lightbox gallery – “River Ocean Sky” by Nicole Dickerson currently on display
- Bus shelters are completed – 8 works selected
- Welcome Wall mural in Marine Terrace has been repaired with grouting and missing tiles replaced by local artist Sara Walker. Now awaiting positioning of additional artwork by Nicole Dickerson to cover unsightly utility box placed in recent years in front of mural.
- In consultation with Yamaji Art, repairs to Ilgarjiri (Emu Eggs Sculpture) is progressing, with work being undertaken by Sara Walker. Also requires sand replenishment.
- City Status Sculpture, Queens Park - fountain pump has been repaired and cleaned – discussion with artist David Jones on rust damage is underway
- Federation Park mural by Wonthella Progress Association and Phil Doncon has been installed after initially being approved in 2020

Query was raised with the Committee surrounding whether a map of public art was available. It was confirmed that a fold out brochure was previously created but is now outdated.

Trudi Cornish advised that the current focus was on the survey, repair and maintenance of the City’s public art collection, which is well underway. However, it is envisaged that an art trail could potentially be developed during the 2022-23 financial year and that an electronic draft had already been created.

6.3 Other General Business

Community Representative Leonie Taylor of the Greater Geraldton Crime Prevention Committee brought to their meeting on 15 June 2022 a public art project which may be referred to the GRAAC for review. That was to use the subject of crayfish as a project topic for a Public Art Project for youth engagement. The Committee discussed that while the Northampton sheep (Ewe Turn exhibition) and the Cowaramup Cows have certainly proved popular installs in other regions, this project does need to be considered financially among other aspects.

ACTION: An Agenda Item for this Public Art Project is to be prepared and delivered by Leonie Taylor if/when it is referred to the GRAAC Committee.

Bike rack art was also discussed as a possible future community project, with those in London provided as an example. Bike rack art has been progressed by the City in previous years eg. outside Salt Dish. On discussion, the Committee confirmed that Council has to allocate a carpark for such pieces and whilst a good idea, there is a range of Australian Standards that need to be met for same.

Signed: _____

Councillor: _____

7 Date of next meeting

The next meeting is scheduled for Thursday, 15 September 2022 – Trudi Cornish will make call out for Agenda Items prior to this date via email.

8 Close

There being no further business the Chair closed the meeting at 11:49am.

Signed: _____

Councillor: _____



City of
Greater Geraldton
a vibrant future



Geraldton Regional Art Advisory Committee Meeting

TABLED DOCUMENTS

- 3. Minutes of Previous Meetings**
- 4. Action Log**
- 5.1 Update on GRAG Garden**
- 5.2 Review of GRAG Strategic Plan**
- 5.2a Review of GRAG Strategic Plan 2021**
- 5.2b Review of GRAG Strategic Plan 2021 (Fosbery)**
- 5.2c Geraldton Regional Art Gallery**
- 5.2d Operational Policy – OP017 – Collection Policy**
- 5.2e Operational Policy – OP35 – Exhibition Programming**
- 5.2f DLGSC - Regional Touring Boost Agreement - Extracted Pages**
- 5.2g Target Outputs Excerpt**
- 5.3 TOR Extract from CGG Committee Book**
- 6.1 GRAAC Art Gallery Coordinator Report March - May 2022**
- 6.2 GRAAC Public Art Report, March to May 2022**

16 June 2022

Geraldton Regional Art Advisory Committee

Meeting Minutes

Meeting Name	Geraldton Regional Art Advisory Committee (GRAAC)	Meeting No.	2 – D-22-027892
Meeting Date	Thursday 17 March 2022		
Meeting Time	10.00am-11.00am		
Meeting Location	Geraldton Regional Library, 37 Marine Terrace, Geraldton		
Attendance by Electronic Means	In accordance with the <i>Local Government (Administration) Regulations 1996 regulation 14C (2) - Attendance by electronic means in public health emergency or state of emergency (Act s.5.25(1)(ba))</i> the Mayor authorised for Cr Cooper and Cr Critch to attend this meeting by electronic means [Reference: D-22-010168].		
Attendees	Cr. Michael Reymond (MR) Cr. Kim (Butch) Parker (KP) Fiona Norling (FN) Roni Kerley (RK) Susan Smith (SS) Sari Jacobsen (SJ) Annalise Fosbery (AF) Mark Lennard (ML) Trudi Cornish (TC) Marina Baker (MB) Marnie Facchini (MF) Devi Avani (Minutes) Cr. Steve Cooper (SC) (by electronic means) Cr. Jennifer Critch (JC) (by electronic means)	By Invitation	Rachael Vieraitis (RV) (CGG - Community and Public Art Officer)
		Apologies	Phil Melling (PM)
		Leave of Absence	
		Distribution	
Purpose of Committee	Refer to Committee Book		

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[Council Policy 4.2 Code of Conduct for Council Members, Committee Members and Candidates](#)

1. Welcome & Apologies

FN opened meeting and welcomed the members.

2. Disclosure of Interests

No disclosures of interest declared.

3. Minutes of Previous Meeting

Previous meeting held on 16 December 2021 did not meet a quorum, no decisions were made at this meeting. Therefore previous minutes were not required to be endorsed.

4. Action Log

TC advised there were no carry over items from the previous committee.

5. Agenda Items

5.1 Appointment of Chair and Deputy
FN called for nominations for Chair.

Cr Kim Parker nominated Cr Steve Cooper as Chair of the GRAAC.
Cr Jennifer Critch seconded. Cr Steve Cooper was voted in unopposed as Chair

CARRIED BY CONSENSUS

Cr Steve Cooper nominated Cr Michael Reymond as Deputy Chair of the GRAAC.
Cr Jennifer Critch seconded. Cr Michael Reymond was voted in unopposed as Deputy Chair.

CARRIED BY CONSENSUS

5.2 Amendment to Agenda

SC recommended moving general business items to main agenda items and grouping MR's items under Agenda and new items raised by MR towards end of the meeting.

Committee decision:

- General business items 6.1 and 6.2 (outlined under Agenda item) was moved to main agenda item. MR's agenda items were also moved and discussed together with new business. Minutes are noted on the order of discussion.
- MR's agenda items was added to the meeting agenda.
- Members agreed to extend meeting by 30 minutes to discuss additional items from MR.

5.3 Review of Geraldton Regional Art Gallery Strategic Plan 2021-2022 (TC)

TC tabled the GRAG Strategic Plan 2021-22, copies of which were distributed to members prior to meeting. She requested feedback and comments. She emphasised it is a key document for steering the Committee's functions. It is a working document and is a requirement of the City's funding agreement with the Department of Local Government, Sport and Cultural Industries (DLGSC). Whilst a due date is yet to be provided by the DLGSC, it is anticipated this will be in July 2022.

Items discussed:

- MR suggested since this is a new committee lead time is required for members to review and submit feedback.
- Process for collating members' feedback and aligning committees' priorities with Strategic Plan.
- Follow Heritage Advisory Committee (HAC) process to review document remotely and collating feedback prior to next quarterly meeting to speed up decision making.

Committee Decision:

- Adopt similar consultation and communication process of HAC.
- Any changes to Strategic Plan to be tabled at the GRAAC for a consensus.

ACTION:

- TC is sending relevant documents to Committee via One Drive Share File for collating comments/changes.
- Committee members to feedback online within a specified time period of date of 3 weeks from issue of One Drive Share File.

5.4 Update on GRAG Garden Development (TC)

TC updated on garden project – Underground services are currently being installed and paving is under way. Project is on track for June completion. Time Capsule is a new feature which is being guided the HAC.

RK elaborated on steps in process with regard to the cultural appropriateness of the planting scheme and the intended triple naming of species on planting plaques (Scientific name/Language name/Western name). She further added that there is a potential commissioned project for artists related to this project and a 3D public art display.

ACTION:

Time Capsule to be re-opened on 12 Jul 2057 (150 years since the old Geraldton Town Hall was opened). TC welcomed members to be part of the selection of items for the Time Capsule project and to contact her for further details.

5.5 Chapman Road Critter Trail Video (MF)

MF presented above video to committee. She explained aim and benefits of this video. A promotional video to be ready by April school holidays including a competition prize of \$100. MR queried about connecting with schools to increase participation. MF explained that information would be sent to local schools prior to the end of term, as well as via the City's Communications team. MR requested evaluation update on this project.

ACTION:

TC is emailing video link to committee.

MF to provide project evaluation update on this video at next meeting.

5.6 Mullewa Mural (MF)

MF reported this project which is a replacement for the current entry statement mural (located at 34 Gray Street, Mullewa) is progressing well. An Artist Brief has been advertised, following which two stages of evaluation will take place. The mural is required to be completed by 1 June 2022. MR asked about budget in relation to this project. MF explained budget for the commissioned artist (including all fees, materials and equipment) is \$10,000. Members of the GRAAC are invited to assist with the evaluation process and Cr. Critch has already agreed to ensure Mullewa representation. Officers from Mullewa will also be assisting with the evaluation process.

5.7 Public Art Bus Shelters (TC)

TC advised that the Public Art team had been approached by the City's Engineering Services team to assist with this new project which provides an opportunity for the display of community art on new bus shelters to be erected around Geraldton. An Artist Brief is in the process of being drafted. There are potentially 8 locations.

KP asked about art work suitability to site. TC explained that this requirement will be a part of the evaluation process.

MR sought clarification about evaluation process. MF and TC explained that the Expression of Interest (EOI) will have two stages and that members of the GRAAC will be invited to assist with the evaluation of submissions. When finalised, a copy of the Artist Brief will be circulated to Committee members.

SJ queried fees for artwork. TC advised Artists will be paid \$500 for each artwork selected for display. The works will need to be digital images which would then be printed and incorporated in

the structure of each shelter. Images can be of work in any medium, except photography as an art form.

5.8 Report from Coordinator Gallery and Public Art (MB)
See attached report.

Highlights:

After being closed for maintenance and building work, the Gallery re-opens on Friday evening, 18 March, with three exhibitions all with local connections.

MB is focusing on creating stronger community connection through workshops, artist presentations and film focus.

MR, ML and SJ suggested Coordinator Reports to be distributed prior to meeting for Committees' review and placed under main agenda. It also provides more time for constructive discussion.

TC explained that the timing of the submission of Coordinator and Officer Reports were at the discretion of the Chair. Not all Committees have this requirement.

Committee Decision: SC and TC to discuss further.

ACTION:

SC and TC to discuss the Coordinator/Officer update process and reporting structure for future meetings.

5.9 Report from Community and Public Art Officer (MF)
See attached report.

Highlights:

Ilgairjiri Sculpture – repairs have been significantly delayed but are now anticipated to be undertaken in coming weeks

Post Office Lane Lightbox Gallery – latest submissions have been received.

Welcome Wall Mural in Marine Terrace – repairs to damaged mural including refixing to wall, replacement of missing tiles and grout close to completion. Next item is art treatment to Power Distribution box which was added to site during construction of the Ghost Office.

Chapman River Road Bridge – extremely damaged mural (dating from 2002) was decommissioned following approval from Bluff Point Primary School, presents opportunity for new future mural.

RK congratulated team on their efforts and excellent project progress.

6. New Business

MR tabled following new agenda items 6.1 to 6.5.

6.1 Review of Terms of Reference (TOR)

MR requested a copy of official Term of Reference for the GRAAC. TC responded that the current TOR as endorsed by Council were included in the Tabled Documents for this meeting.

TC indicated to MR that the TOR do allow for further changes to be made, in response to MR raising this item.

ACTION:

MR requested that the TOR be included on the agenda for the next GRAAC Meeting.

6.2 Update on the replacement of *Horizon*

MR requested an update on the replacement of *Horizon*. TC advised that insurance claim was progressing and that the City was in discussion with the Artist with regard to a replacement. TC noted that the Mayor had two days previously provided an update to the community via social media.

6.3 Action Log

MR recommended Action Log to be provided at meetings.

TC responded that this was a standard practice where there were incomplete Action items on the log. However, at this meeting there were no incomplete Action Items to report (as per Item 4. on agenda).

6.4 Mural Policy

Moved from 5.2.1 from Agenda item.

MR tabled policy and goals for future murals (e.g. Wall of Faces) and called for Committee's feedback.

ACTION: Committee to include feedback/comments whilst reviewing Strategic Plan.

6.5 Public Art Strategy

MR recommended Committee recommendations to be forwarded to Council. SC responded that first step is to decide what priorities need to be presented through Council, noting the Public Art Strategy is not due for renewal until 2025.

Committee Decision:

MR to propose ideas for committee's review and consensus to be achieved whilst reviewing strategy. This helps streamline project development and achievement of goals.

ACTION:

MR to provide a draft proposal for committee's consideration.

6.6 GRAG Mural on Rear Wall – Trompe l'oeil (MR)

Moved from 5.4 under Agenda item.

MR tabled the need for this project which had also been discussed by previous Art Management Committees. MB explained about ongoing repairs and use of alternative space. AL asked had this been included in garden redevelopment plans to Council by consulting architects, Urban Design Landscaping Architects. TC explained that a large-scale, wrap around mural had been considered by Council for the Gallery rear wall during the approval of the tender process. However, art elements to the project were not included in the final budget approval.

ACTION:

TC to distribute Concept Plan to Committee as approved by Council.

6.7 Future Public Art budget (MR)

Originally listed as Item 5.5 under agenda.

MR recommended that Committee need to know what operational budget is available. MR and ML cited that previous budget information had been made available to the Committee.

TC clarified that all operational and capital budgets are allocated to department through decisions made by Council. Council strategic document form the basis for the recommendation of new and renewal projects. Additional funding for projects may be available through sources such as grant

opportunities, partner programs with other agencies and organisations and developer-led initiatives e.g. Percent for Art.

ACTION:

TC to seek permission from Director to share operational budget information with committee.

6.8 Digital Online Access to Public Art Collection (MR)

Moved from 5.6 under Agenda item

MR asked about the possibility digital online access for the public art collection, similar to that of the GRAG Collection via the Library online catalogue. TC advised that the GRAG online catalogue had been the team's first priority and although very close, this was still in the process of being completed. Gallery resourcing has meant that this cataloguing work needed to be undertaken by Library staff members. New photos of the public art collection (following repairs) are needed.

7. General Business

7.1 Bollard Art

KP raised reusing Bollard Art project materials for future works around Geraldton.

Committee Decision:

To be considered on a case-by-case basis.

7.2 Public Art Register

ML asked about current register for the City's Public Art Collection. TC explained that the City is moving towards a new asset management system across all departments and in preparation the update, the Public Art team is reviewing and updating previous records currently held in spreadsheet format. MF advised that the Committee would be updated with any future developments.

7.3. Changes to Agenda Items

Public art on the Foreshore Plaza, Durlacher Street (MR) was not raised by MR.

8. Date of next meeting

SC recommended changing meeting duration to 90 minutes in light of extensive agenda items.

Committee decision:

Future meeting duration is 90 minutes.

ACTION:

Committee to allocate 90 minutes for future meetings.

Date of next meetings: 16 June (Thursday) 10.00-11.30am; 15 September (Thursday) 10.00 11.30am

9. Close

There being no further business the Chair closed the meeting at 11:30am

Signed by: Chair – Cr. Steve Cooper

Date

Geraldton Regional Art Advisory Committee - Action Log (D-22-029021)

Log #	Meeting Date	Agenda Item #	Action	Resp. Person	Status (Ongoing / Complete / Next Agenda)
GRAAC-01	17/03/2022	5.3 Review of GRAG Strategic Plan 2021-2022	Send relevant documents to Committee via One Drive Share File for collating comments /changes.	Trudi Cornish	Completed emailed 23/3/22, with reminder sent 7/6/22.
GRAAC-02	17/03/2022	5.3 Review of GRAG Strategic Plan 2021-2022	Committee members to feedback online within a specified time period of date of 3 weeks from issue of One Drive Share File	GRAAC members	Ongoing , next Agenda, 16/6/22.
GRAAC-03	17/03/2022	5.4 Update on GRAG Garden Development	Time Capsule to be re-opened on 12 Jul 2057 (150 years since the old Geraldton Town Hall was opened). TC welcomed members to be part of the selection of items for the Time Capsule project and to contact her for further details.	GRAAC members	Ongoing , next Agenda, 16/6/22.
GRAAC-04	17/03/2022	5.5 Chapman Road Critter Trail Video	Email video link to committee.	Trudi Cornish	Completed by email 17/3/22.
GRAAC-05	17/03/2022	5.5 Chapman Road Critter Trail Video	Provide project evaluation update on Critter Trail video at next meeting	Marnie Facchini/Trudi Cornish	Noted for 4. Action Log, Meeting set for 16/6/22.
GRAAC-06	17/03/2022	5.8 Report from Coordinator Gallery and Public Art	Discuss the Coordinator/Officer update process and reporting structure for future meetings.	Cr Cooper, Trudi Cornish	Completed , with action taken that Coordinator and Public Art Officer Reports will now be sent out by email at the same time as the Agenda Callout to GRAAC members. Sent by email 27/5/2022.

GRAAC-07	17/03/2022	6.1 Review Terms of Reference	MR requested that the TOR be included on the agenda for the next GRAAC Meeting	Devi Avani/Trudi Cornish	Ongoing , next Agenda, 16/6/22.
GRAAC-08	17/03/2022	6.5 Public Art Strategy	MR to propose ideas for committee's review and consensus to be achieved whilst reviewing strategy. This helps streamline project development and achievement of goals. MR to provide a draft proposal for committee's consideration.	Cr Reymond	Noted for 4. Action Log, Meeting set for 16/6/22.
GRAAC-09	17/03/2022	6.6 GRAG mural on real Wall	Distribute Concept Plan to Committee as approved by Council.	Trudi Cornish	Completed , emailed 17/03/2022.
GRAAC-10	17/03/2022	6.7 Future public art budget	Seek permission from Director to share operational budget information with committee.	Trudi Cornish	Noted for 4. Action Log, Meeting set for 16/6/22.

Review of GRAG Strategic Plan 2021-2022 (Notes)

Overview

The Geraldton Regional Art Gallery (GRAG) is wholly owned and operated by the City of Greater Geraldton and actively seeks financial and in-kind support from government, community and corporate partners, as well as operating revenue from retail sales.

The Gallery is placed within Libraries, Heritage and Gallery team, under the Development and Community Services Directorate and is staffed by 3 FTE staff members (Coordinator Gallery and Public Art, Gallery Coordinator, Community and Public Art Officer), with additional support from a small casual pool and an Arts Administration Trainee (12 month tenure).

The Geraldton Visitor Centre is also co-located within the same building and reports to the Coordinator Gallery and Public Art.

The GRAG Strategic Plan 2021-22 presents goals for the 12-month period and the actions that will be taken to achieve them. Progress against the Goals established by this plan will be tracked through performance measure reporting.

The Department of Local Government, Sport and Cultural Industries provides an annual grant (Royalties for Regions) of \$170,000 under the Regional Exhibition Touring Boost Program 2020-2023. An extract from the 2021/22 Financial Assistance Agreement which details the required activity and program objectives has been included in this share file. The Strategy has also been informed by CGG strategic documents

Greater Geraldton 2031 Strategic Community Plan

Underpinning the GRAG Strategic Plan are the following community aspirations contained in the [Greater Geraldton 2031 Strategic Community Plan](#):

COMMUNITY - Our culture and heritage is recognised and celebrated. We are creative and resilient. We can all reach our full potential.

ECONOMY – A healthy and resilient economy that provides opportunities for all whilst protecting the environment and enhancing our social and cultural fabric.

Other Informing Documents

- [City of Greater Geraldton Corporate Business Plan 2021-2025](#)
- Operational Policy OP017 Geraldton Regional Art Gallery Collection
- Operational Policy OP035 GRAG Exhibition Programming
- [City of Greater Geraldton Public Art Strategy 2020-2025](#)

Review of 2021/2022 GRAG Strategic Plan

Please provide any comments/feedback/suggestions in the following and save a copy of this word document in the Share Folder, so that these may be previewed by all members of the GRAAC by **Wednesday 20 April**.

The space provided in the tables below is indicative only. Please feel free to add content as you wish.

PURPOSE:

PRINCIPLES:

GOAL ONE:

KEY STRATEGIES:

PERFORMANCE MEASURES:

GOAL TWO:

KEY STRATEGIES:

PERFORMANCE MEASURES:

GOAL THREE:

KEY STRATEGIES:

PERFORMANCE MEASURES:

EVENT/ACTIVITY IDEAS:

STRENGTHS:

WEAKNESSES:

OPPORTUNITIES:

THREATS:

ANY FURTHER COMMENTS:

Review provided by: _____

Date: _____

Review of GRAG Strategic Plan 2021-2022 (Notes)

Review of 2021/2022 GRAG Strategic Plan

Please provide any comments/feedback/suggestions in the following and save a copy of this word document in the Share Folder, so that these may be previewed by all members of the GRAAC by **Wednesday 20 April**.

The space provided in the tables below is indicative only. Please feel free to add content as you wish.

PURPOSE:

See Below

PRINCIPLES:

See Below

GOAL ONE:

See Below

KEY STRATEGIES:

PERFORMANCE MEASURES:

- This is difficult to measure.

GOAL TWO:

KEY STRATEGIES:

PERFORMANCE MEASURES:

- Measurement of “feet in the door” and online traffic to the catalogue

GOAL THREE:**KEY STRATEGIES:****PERFORMANCE MEASURES:**

- Measures hours/days on display

EVENT/ACTIVITY IDEAS:

Is there opportunity to have at least one piece of the GRAG collection on display at all times with a complete bio and information about the procurement, commentary on the cultural context and value of the pieces.

How does this address the strategy? Goal 3: Exhibit the collection

Funding: Seek a grant to **improve information** about the collection within the online catalogue. It would be valuable to include artists biography, artwork context and a curators comment: why is this piece valuable to Geraldton/ GRAG? Can we identify the procurement of the artworks shown in the strategy documents, such as the date they were exhibited or the date they were acquired by CoGG or by gift, as an acknowledgement of the success and action of the strategy. What was the context of the CoGG commission of E.Durack? Was it an Artist in Residence with acquisition?

How does this address the strategy? Goal 1: Improve engagement with the collection.
Perhaps this activity may be linked with the previous suggestion to exhibit the collection, so the grant funds the research for information that is presented as part of the exhibited work and can then be added to the online catalogue.

Art In Bloom style event: Participants are allocated (or can select) a piece from the GRAG collection. They reinterpret the artwork in a temporary display for an extended weekend. Example: AGWA had an annual floral exhibition where participants created a floral interpretation meeting strict quarantine guidelines and advice to prevent introducing bugs, grubs and creepy crawlies into the gallery. Participants included artists and volunteer participants as well as companies that sponsored displays too. Entry to the Friday/Saturday/Sunday exhibition was by gold coin donation with proceeds to the gallery collection. Process included Thursday install, Thursday opening gala, Friday twilight viewing.

Suggestions: This event may occur in balance with the MidWest Art Prize, or in conjunction with the wildflower season.

Our exhibition may be more open to other artforms for the reimagining, such as photography, mixed media or sculpture with constraints such as space (vertical wall space or floor space restrictions for each interpretation).

We may look to approaching artists, community groups and businesses etc. Perhaps a partnership/sponsorship with a key player in town such as MWPA or CBH.

How does this address the strategy? Goal 1: Engagement with the collection. Goal 2: Contribute to visitation. Goal 3: exhibit the collection.

STRENGTHS: It is a good foundation document to build upon. It presents in a visually-pleasing manner.

WEAKNESSES: In comparison to the *Art Gallery of Ballarat Strategic Plan 2019-2022* and *Hervey Bay Regional Gallery 21-26*- this strategy is very systems and administratively focussed whereas AGBSP is very audience-focussed.

OPPORTUNITIES: It would be powerful to adjust the language so that the focus tends towards an audience/viewer focus. The goals may remain essentially the same, but just adjusting the language in the document.

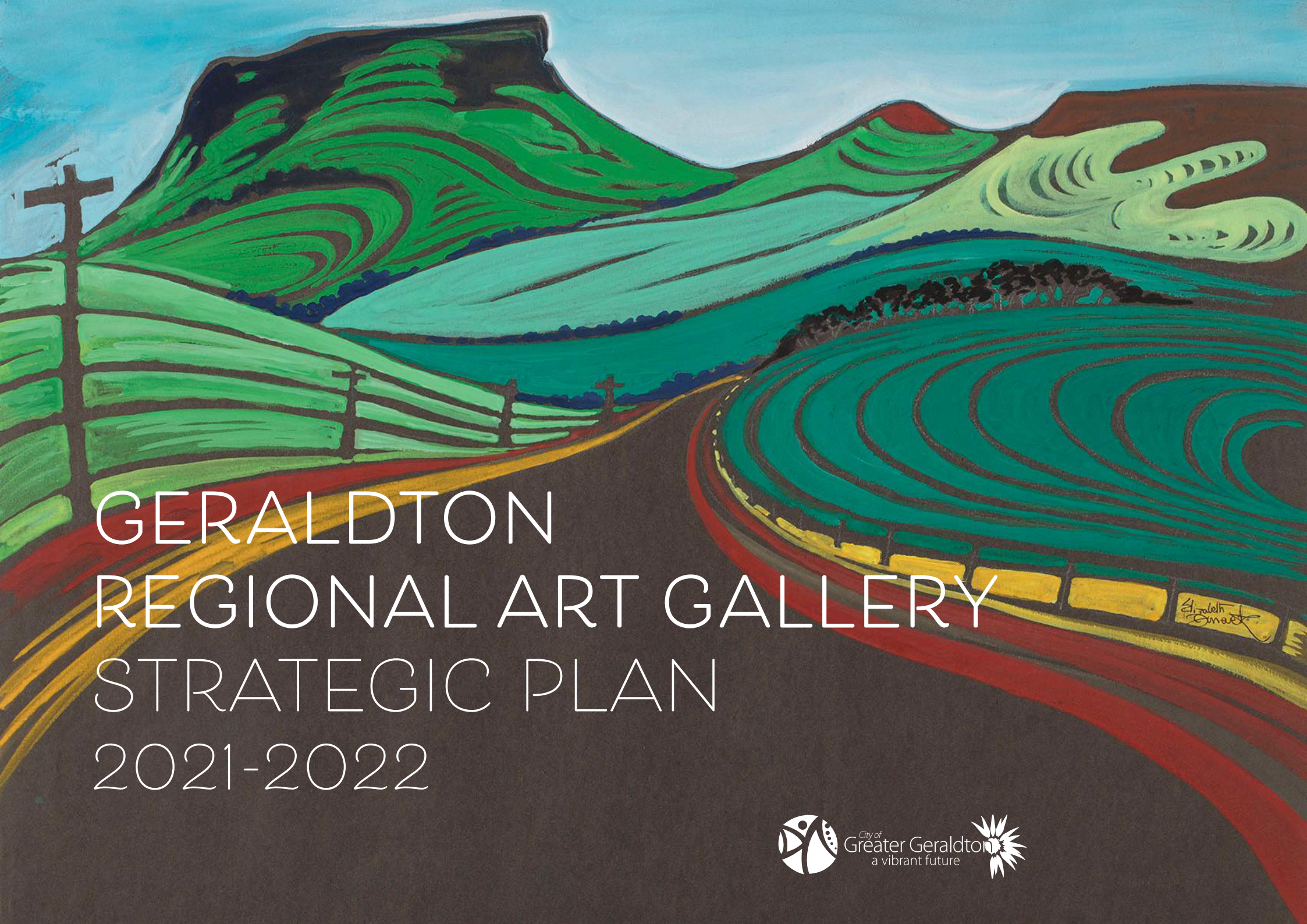
THREATS: \$\$\$ Should we have a goal to secure consistent and ongoing funding in order to support the other goals?
It is unclear how we monitor or measure success against the goals.

ANY FURTHER COMMENTS:

- Page 5: refers to this document as the “draft strategy” rather than the endorsed version. What is necessary to endorse the strategy?
- Typography Suggestion: Highlight key words in the Goals, to drive the narrative of the strategy. 1: **Engagement**. 2. **Contribute**. 3. **Conserve**.
- Has the collection been valued recently?

Review provided by: ___Annalise Fosbery_____

Date: ___20th April 2022_____



GERALDTON
REGIONAL ART GALLERY
STRATEGIC PLAN
2021-2022



City of
Greater Geraldton
a vibrant future





Rose of the West II, Helen Clarke, 2008.

CONTENTS

THE CITY OF GREATER
GERALDTON RESPECTFULLY
ACKNOWLEDGES THE
SOUTHERN YAMATJI PEOPLES
WHO ARE THE TRADITIONAL
OWNERS AND FIRST PEOPLE OF
THIS LAND. THE NHANHAGARDI,
WILUNYU, AMANGU. WE PAY
RESPECTS TO THE ELDERS PAST,
PRESENT AND FUTURE FOR
THEY HOLD THE MEMORIES,
THE TRADITIONS, THE CULTURE
AND HOPES OF THE SOUTHERN
YAMATJI PEOPLES.

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Cover image: *Road to Mullewa*, Elizabeth Durack, 1960.



Untitled, Doris Gingingara, 2015.

OVERVIEW

The Geraldton Regional Art Gallery (GRAG) is wholly owned and operated by the City of Greater Geraldton (CGG) and actively seeks financial and in-kind support from community and corporate partners, as well as operating revenue from retail sales.

The Gallery is placed within Libraries, Heritage and Gallery team, under the Development and Community Services Directorate and is staffed by 3 FTE staff members (Coordinator Gallery and Public Art, Gallery Coordinator, Community and Public Art Officer), with additional support from a small casual pool and an Arts Administration Trainee (12 month tenure). The Geraldton Visitor Centre is also co-located within the same building and reports to the Coordinator Gallery and Public Art.

The GRAG Strategic Plan 2021-22 presents goals for the 12-month period and the actions that will be taken to achieve them. Progress against the Goals established by this plan will be tracked through performance measure reporting.

PURPOSE

To deliver high quality, responsive and targeted collection management and arts programmes which grow and enhance City and regional cultural assets, enrich people's lives, provide economic opportunity, growth of local identity and encourage wellbeing and active participation in regional Western Australia.

STRATEGIC CONTEXT

The Strategy has been informed by the following documents:

GREATER GERALDTON 2031 STRATEGIC COMMUNITY PLAN

Underpinning the GRAG Strategic Plan are the following community aspirations contained in the Greater Geraldton 2031 Strategic Community Plan:

COMMUNITY - Our culture and heritage is recognised and celebrated. We are creative and resilient. We can all reach our full potential.

ECONOMY - A healthy and resilient economy that provides opportunities for all whilst protecting the environment and enhancing our social and cultural fabric.

OTHER INFORMING DOCUMENTS

- City of Greater Geraldton Corporate Business Plan 2021-2025
- Creative Community Plan
- Operational Policy OP017 Geraldton Regional Art Gallery Collection
- Operational Policy OP035 GRAG Exhibition Programming

KEY PUBLIC ART DOCUMENTS

- City of Greater Geraldton Public Art Strategy 2020-2025
- Public Art Register extract

*Wildflower Metagraphic, Post Office Lane,
Trevor Richards, 2019.*

PRINCIPLES

The principles underpin the City's art activities and management, providing guidance to ensure best practice is maintained.

INDUSTRY STANDARDS

Follow NAVA and ArtsLaw Guidelines for procuring exhibitions and contracting artists and ensure that all practices comply with City of Greater Geraldton procurement policies. Following industry best practice guidelines and utilising existing contracting templates will ensure City of Greater Geraldton remains an attractive exhibiting and commissioning body for artists.

COMMUNITY INVOLVEMENT

Providing ongoing opportunities for the community to engage with Gallery programming and public art commissions will position the collection as a community asset. The Geraldton Regional Art Management Committee (GRAMC) is a Council appointed Advisory Committee which consists of Councillors, community representatives and City officers. The GRAMC is guided by Terms of Reference and plays an essential role in facilitating community involvement.

LOCAL ARTISTS FIRST

The Gallery and Public Art Collection are excellent platforms for local artists to exhibit their works. The collection should represent a cross section of the regional creative community, whilst also representing national and international artists. For significant artworks, an open tender process for artworks allows for locals and artists from further afield to submit. Commissions relating to sensitive local stories may be suited to local artists only.

CULTURAL INCLUSIVITY

Home to diverse cultures and demographics, it is important that the collection is inclusive and accessible to all, telling stories and reflecting themes from the community.

ACCESSIBILITY

Accessibility of the collection through online platforms, physical plaques with artworks, and audio guides is considered to be best practice. As the City builds and refines its collection, ensuring sites are selected for public art which are physically accessible, and online platforms are created with consideration given to accessibility should be prioritised.



GOALS SUMMARY

GOAL 1

Facilitate meaningful and relevant arts engagement opportunities which increase engagement of the community with the City of Greater Geraldton Art Collection, exhibitions and programmes facilitated by the Geraldton Regional Art Gallery whilst strengthening and developing the regional galleries network.

GOAL 2

Contribute to the vibrancy of the City of Greater Geraldton and the quality of life in regional Western Australia, attracting visitation and economy to the Midwest region.

GOAL 3

Improve, protect and conserve the City of Greater Geraldton Art and Public Art Collections.

GOAL 1

Facilitate meaningful and relevant arts engagement opportunities which increase engagement of the community with the City of Greater Geraldton Art Collection, exhibitions and programmes facilitated by the Geraldton Regional Art Gallery whilst strengthening and developing the regional galleries network.



Nude Torso, Norman Lindsay, Date unknown.

KEY STRATEGIES

- 1.1 Deliver an Exhibition Schedule at the GRAG which sees the Gallery spaces fully utilised for 12 months of every year.
- 1.2 Continue to seek exciting, innovative exhibition and programming opportunities for the GRAG, including increased opportunities for showcasing Indigenous artists, multicultural groups and works which represent the diversity of the community.
- 1.3 Assist and mentor local artists and regional arts and creative organisations with the aim to exhibit locally curated exhibitions which are shown at the Gallery and other regional cultural venues.
- 1.4 Stimulate engagement with and understanding of the visual arts through events, workshops, learning opportunities and lectures.
- 1.5 Increase community access to and engagement with the City's Collection.
- 1.6 Engage with the West Australian School Curriculum to ensure programmes for youth are targeted and appropriate for students and teachers.
- 1.7 Coordinate the annual round of community art installations in the Post Office Lane Lightbox Gallery.
- 1.8 Coordinate the Geraldton Regional Art Management Committee meetings which are held three times per year.
- 1.9 Deliver the Mid West Art Prize on a biennial basis.

GOAL 1

Facilitate meaningful and relevant arts engagement opportunities which increase engagement of the community with the City of Greater Geraldton Art Collection, exhibitions and programs facilitated by the Geraldton Regional Art Gallery whilst strengthening and developing the regional galleries network.



Take all that belongs to you, Olga Cironis, 2015.

PERFORMANCE MEASURES

- FTE of existing staff
- Number of visitors to the Gallery
- Number of exhibitions held, whether they are curated locally or are travelling
- Days of opening hours to the public per year
- Number of programmes and type held per year
- Engagement statistics relating to Gallery social media and website platforms
- Client feedback records
- Annual local funding contribution provided through Local Government
- Annual direct contribution provided by State Government
- Annual cash and in-kind funding provided by business partnerships, private and charitable organisations

GOAL 2

Contribute to the vibrancy of the City of Greater Geraldton and the quality of life in regional Western Australia, attracting visitation and economy to the Midwest region.



Howl, Moira Court, 2011.

KEY STRATEGIES

- 2.1 Promote the Gallery as the region's principal arts institution and as a regional tourism product, promoting exhibitions and other opportunities for engagement to increase visitation.
- 2.2 Provide a level of visitor service which is welcoming, knowledgeable and consistent with a Gallery of premium standing, seeking and responding to visitor feedback.
- 2.4 Provide local artists with a shopfront to promote and market their creative works whilst continuing to improve the Gallery retail space.
- 2.5 Enable the creation of a Local Creatives Contact List.
- 2.6 Promote the Art Gallery as a venue for use and hire by outside organisations.
- 2.7 Implement the City's Public Art Strategy and coordinate public art opportunities and activities across the City including the Post Office Lane Lightbox Gallery.
- 2.8 Provide employment and volunteer opportunities for local creatives and other community members.
- 2.9 Engage a Certificate III Arts Administration Trainee for 2021/22 (a fully funded 12 month opportunity via Art on the Move).

GOAL 2

Contribute to the vibrancy of the City of Greater Geraldton and the quality of life in regional Western Australia, attracting visitation and economy to the Midwest region.



Study of ocean at dusk, Robert Cleworth, 2010.

PERFORMANCE MEASURES

- Visitor numbers and postcode data collection is undertaken to record the amount of visitation from both within the region, the State and other areas
- Engagement in public programmes, including those activities held in the adjacent GRAG Garden and as a part of the Chapman Road Revitalisation plan, are meaningful as indicated by feedback surveys
- Number of artists represented in the retail space and sales figures
- Stakeholder satisfaction with facilities and services
- Number of persons on the Local Creatives Contact List
- Usage numbers of the Gallery by outside organisations
- How many Public Art Activities have been held for the year and community feedback
- Examples of regional promotion of Gallery activities eg. Regional Arts News, Mid West Shire community newsletters, Social media, Promotion via Geraldton Visitor Information Centre and Tourism WA

GOAL 3

Improve, protect and conserve the City of Greater Geraldton Art and Public Art Collections.



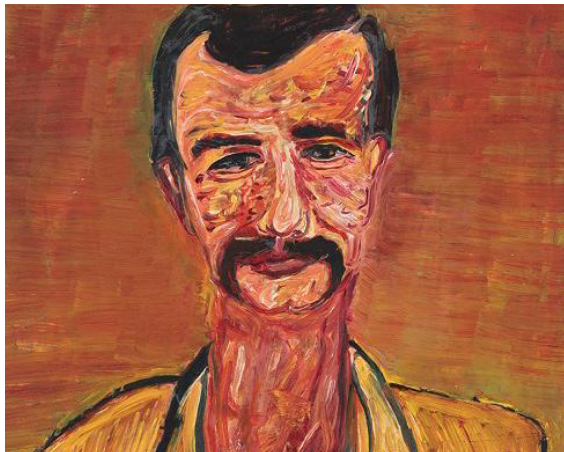
The Mouth of the Irwin River, George Benson, 1956

KEY STRATEGIES

- 3.1 Where possible, acquire, by purchase, commission, gift and bequest, works of art of outstanding quality in line with the Operational Policy OP017 GRAG Collection Policy and the CGG Public Art Strategy.
- 3.2 Maintain an Asset Register for both collections.
- 3.3 Where possible, deaccession works that do not fit within OP017 GRAG Collection Policy and the CGG Public Art Strategy.
- 3.4 Seek out funding, grant and donation opportunities through the City's Everlasting Agreement process.
- 3.5 Seek out funding opportunities for public art via the building development process.
- 3.6 Provide appropriate storage, security and environmental conditions within the Geraldton Regional Art Gallery.
- 3.7 Provide appropriate financial and other resources to adequately conserve and repair works held in both the City and Public Art Collections.
- 3.8 Document and manage the collection, including the creation of digital records and online catalogue development utilising the Geraldton Regional Library - Portfolio database and the Collections WA platform delivered by the WA Museum and Australian Museums and Galleries Association.
- 3.9 Maintain relationships with key arts bodies such as the Art Gallery WA, Art on the Move, AMAGA etc. to keep abreast of training and professional development opportunities with regard to collection maintenance and Gallery operations.

GOAL 3

Improve, protect and conserve the City of Greater Geraldton Art and Public Art Collections.



Alex from Shay Gap, George Deurden, 1970.

PERFORMANCE MEASURES

- Value of acquisitions added to the City of Greater Geraldton Collection and Public Art Collections
- Value of funding, grant and donations received from external sources
- Funding provided by City of Greater Geraldton to Gallery operations
- Records are kept of building environmental controls, including temperature and humidity
- Number of collection items that have been condition reported upon and any subsequent repairs or deaccession processes applied
- Number of collection items digitised and added to online catalogues
- Number of training and professional development opportunities attended

EXHIBITIONS & PROGRAMMING 2021-2022

EVENT	DATES	DESCRIPTOR	ADDITIONAL ACTIVITIES
<p>Exhibition - <i>The Lester Prize 2020 Finalists</i> The Lester Prize for Portraiture</p>	2 July - 6 August 2021	<p>In April 2019 the Black Swan Prize for Portraiture, one of the country's richest prizes for portraiture, was renamed The Lester Prize in honour of the award's leading patron, Richard Lester AM. The Lester Prize has grown into one of the most prestigious on Australia's visual arts calendar. The Exhibition at the Geraldton Regional Art Gallery (GRAG) invites patrons to participate in a People's Choice Award.</p>	<p>Exhibition Opening Night, Friday 2 July Artist Floor Talk, with Jill Ansell, Saturday 3 July (cancelled due to Perth COVID lockdown) School Holiday Programme - "Faces of Geraldton" Portraiture Workshop with local artist, William Upchurch. Tuesday 6 July, Wednesday 7 July, Tuesday 13 July, Wednesday 14 July. Ages 8 years + Jill Ansell Portait Art Workshop, Saturday 10 July The Lester Prize Executive Visit, Saturday 10 July</p>
<p>Exhibition - Post Office Laneway Lightbox Gallery</p>	Closes 8 July 2021	<p>Local artist, Cam Fitzgerald, exhibiting "Paper, Scissors, Rock".</p>	
<p>Workshop - <i>Shibori/Indigo Workshops with Cathy Moon</i></p>	12 - 14 July 2021	<p>Hosted by the Community Group of Greenough at the historic Greenough Museum and Gardens.</p>	<p>Full-day Workshops held Monday 12 July, Tuesday 13 July, Wednesday 14 July</p>
<p>Film Evening - <i>Looby</i></p>	16 July 2021	<p>A documentary film on the life and art of Keith Looby to mark 100 years of the Archibald Prize. Held in the Theatrette, GRAG.</p>	<p>Film Evening, Friday 16 July</p>

EXHIBITIONS & PROGRAMMING 2021-2022

EVENT	DATES	DESCRIPTOR	ADDITIONAL ACTIVITIES
Exhibition - <i>The Alternative Archive</i>	Closes 30 July 2021	Loan of works by Yamaji artists to John Curtin Gallery, Bentley. Showcasing regional works previously exhibited as micro exhibitions at 13 regional locations throughout Western Australia.	
Exhibition - Post Office Laneway Lightbox Gallery		Local artists, Steve Davidson and Chris Bolton, exhibiting	
Workshop - <i>Working with Wire</i> Tania Spencer	31 July - 1 August 2021	Delivered in partnership with the Museum of Geraldton and IOCT21. To be held at the Wedge, Museum of Geraldton.	Two workshops, Saturday 31 July and Sunday 1 August
Exhibition - <i>Playing the Man</i> Curated by Graham Miller. Touring via Art on the Move.	13 August - 19 September 2021	A Photographic Series by Perth-based Graham Miller depicting 1970's and 80's Australia through the prism of Australian Rules Football. Referencing bubble gum footy cards from the 1970's and 80's (and press images, including Rennie Ellis's iconic image of Robbie McGhie), Miller recreates himself as boyhood football heroes to explore issues of masculinity, identity and cultural difference.	Exhibition Opening Night, Friday 13 August Positive Masculinity Get Together, Friday 20 August, delivered by Man Up WA at GRAG.
Exhibition - <i>Now You See Me</i> Curated by local emerging curator, Ingrid Horn.	13 August - 19 September 2021	A timely survey of artworks by women artists in the CGG Art Collection. The exhibition reflects themes, stories and unique perspectives, offering insights into the progressive building of this significant public collection with the increasing number and range of artworks made by women and subsequently collected by the CGG.	Exhibition Opening Night, Friday 13 August Positive Women's Event, Yoga/Meditation Session, Saturday 21 August at GRAG

EXHIBITIONS & PROGRAMMING 2021-2022

EVENT	DATES	DESCRIPTOR	ADDITIONAL ACTIVITIES
Exhibition - Post Office Laneway Lightbox Gallery	2 September - 29 October 2021	Display of works by Campbell Whyte, WA artist, cartoonist and author of books for young people. Campbell is also a guest author at the Big Sky Readers and Writers Festival, 30 September - 3 October 2021 held at the Geraldton Regional Library.	
School Holiday Activities	1 - 2 October 2021	Cartooning workshops for young people, with Campbell Whyte. To be held at the Rocks Laneway in partnership with the North Midlands Project.	Suitable for 8 years +. Friday 1 October and Saturday 2 October, 4 sessions in total
Exhibition - <i>Indian Ocean Craft Triennial IOTA21 - BLUE</i>	1 October - 12 November 2021	Developed in collaboration with Yamaji Art, the Midwest Multicultural Association and small crafting groups dotted throughout the Midwest, this curated exhibition energised by a lead artist Cecile Williams brings together the craft of our local community with an over-reaching theme. The exhibition is part of a coordinated network of community exhibitions across Perth and WA from Sept-Oct 2021.	Exhibition Opening Night, Friday 1 October Coincides with Big Sky Readers and Writers Festival 2021 – themed “Weave Your Magic” Cecile Williams - Artist Engagement workshops with IOTA21 contributing arts groups, 2 sessions, dates tbc
Exhibition - <i>The Past Stops Now</i> Peteris Clemitis Retrospective	1 October - 12 November 2021	Peter Ciemitis came to attention in 2007 and 2008, being one of the handful of WA artists to ever be shortlisted in the prestigious Archibald Prize. Although he has continued in portraiture since then, this exhibition includes a range of his paintings and drawings from 2008 and onwards, dealing with themes that the artist keeps coming back to.	Exhibition Opening Night, Friday 1 October Artist Floor Talk with Peteris Clemitis, Saturday 2 October Coincides with Big Sky Readers and Writers Festival 2021 – themed “Weave Your Magic”

EXHIBITIONS & PROGRAMMING 2021-2022

EVENT	DATES	DESCRIPTOR	ADDITIONAL ACTIVITIES
<p>Exhibition - Public Art <i>The Creatures of Chapman</i></p>	September 2021	<p>Public art work installation along streetscape outside GRAG, alongside Chapman Road. To form a walk trail, "selfie" art and also including word sleuth activity which leads participants back to the GRAG.</p>	<p>Yamaji Art, Street Painting Development Workshop (tbc) Community Street Painting Day, 28 September Artist Engagement Information session, 12 August</p>
<p>Exhibition - <i>Mid West Art Prize 2021</i></p>	27 November 2021 - 30 January 2022	<p>The biennial prize is open to artists residing throughout Western Australia. In 2019, \$29,000 in prize money was awarded across a number of award categories. The 2019 Mid West Art Prize awards included:</p> <p>CGG Overall Award for Excellence \$20,000 Rio Tinto Midwest Aboriginal Art Award \$3,500 RED FM Youth Award \$3,500 Incite Security Midwest Artist Award \$1000 Local Member (MLA) Ian Blayney People's Choice Award \$1,500</p>	<p>Exhibition Opening and Presentation Night, Saturday 27 November Event to be held in GRAG/Chapman Road, coincides as streetscape activation event, Chapman Road Tactical Urbanisation Pilot Project.</p>
<p>Exhibition Post Office Laneway Lightbox Gallery</p>	December 2021	Exhibition by expression of interest call-out.	

EXHIBITIONS & PROGRAMMING 2021-2022

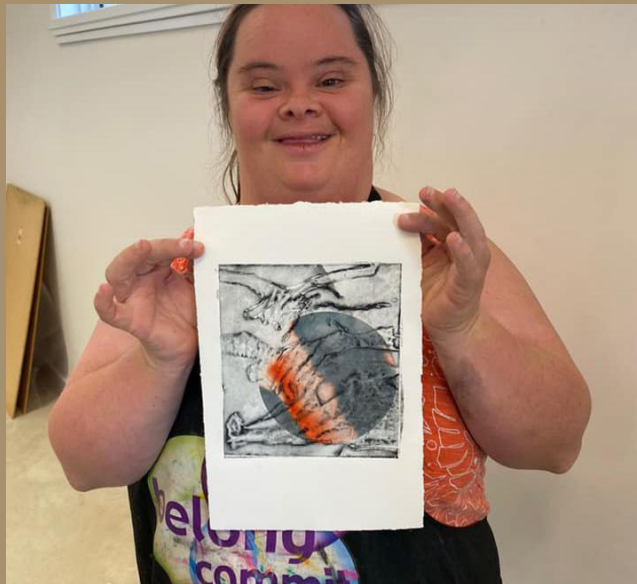
EVENT	DATES	DESCRIPTOR	ADDITIONAL ACTIVITIES
Exhibition - <i>Genesis 2021</i> City of Greater Geraldton Secondary Students	20 November - 12 December 2021	Presented by the talented art students of six Geraldton secondary schools and the Mid West Homeschoolers group. Students share their best work in the forms of sculpture, painting, printmaking, illustration, and digital media. Due to the timing of the Mid West Art Prize, Genesis will be displayed in partnership with the Museum of Geraldton.	Exhibition Opening Night, 20 November 2021 Local schools tour groups x 4 sessions (dates tbc)
School Holiday Activities	January 2022	Details still to be determined.	Four sessions, dates (tbc)
Exhibition - Post Office Laneway Lightbox Gallery	February 2022	Exhibition by expression of interest callout.	
	9 February - 9 March 2022	Gallery closed for remedial works to be undertaken on damaged upper Gallery ceiling.	
Workshop - <i>Print Making</i>	February 2022	DADAA Access and Inclusivity Print Making Workshops, in collaboration with Geraldton Cultural Trust.	Two sessions, dates (tbc)

EXHIBITIONS & PROGRAMMING 2021-2022

EVENT	DATES	DESCRIPTOR	ADDITIONAL ACTIVITIES
Exhibition - <i>Zac Bruce</i>	18 March - 24 April 2022 (tbc)	Film production, Gallery Theatre	Exhibition Opening Night, Friday 18 March
Exhibition - <i>Focus 2022</i> Geraldton Camera Club	18 March - 24 April 2022 (tbc)	Monthly themed competitions challenge the photographer, with ranking offered by an independent judge from the WA Photographic Judges Association. FOCUS 2022 exhibits a selection of photographs receiving Level 8-Gold Distinction, Level 7-Gold, Level 6-Silver or Level 5-Bronze.	Exhibition Opening Night, Friday 18 March Gallery Floor talk Tour Group - Mullewa Seniors (tbc)
School Holiday Activities	April 2022	Details still to be determined.	Four sessions, dates (tbc)
Exhibition - Post Office Laneway Lightbox Gallery	April 2022	Exhibition by expression of interest call-out.	
Exhibition - <i>Susan Ecker (tbc)</i>	(tbc)	A retrospective of works by prominent artist, Susan Ecker. Ecker's paintings and drawings have been exhibited widely and received well in the United States and Australia.	Exhibition Opening Night Artist Talk
Exhibition - <i>Art Collective WA for Artists</i>	(tbc)	Contemporary fibre works.	Exhibition Opening Night

EXHIBITIONS & PROGRAMMING 2021-2022

EVENT	DATES	DESCRIPTOR	ADDITIONAL ACTIVITIES
Public Art Opportunity	May-June 2022	Sculptures in garden adjacent to GRAG, large-scale mural on rear of building	Yamaji consultation with public art theming for Garden Space. EOI for artists for large-scale mural
Exhibition - Post Office Laneway Lightbox Gallery	June 2022	Exhibition by expression of interest call-out.	





APPENDIX I - HISTORY OF THE GALLERY & COLLECTION

The formal exhibition of art in Geraldton first began in October 1894 when the Geraldton Floral, Art and Industrial Exhibition was held at the Masonic Lodge. Mayor Charles Gray officially opened the proceedings, announcing,

“He regarded exhibitions of this character as among the most valuable educational factors of the day. They cultivated a taste for the beautiful and encouraged dexterity of the hand.”

(Geraldton Murchison Telegraph, 9 October 1894.)

Through the years, strong local support for the arts continued. The construction of the Geraldton Town Hall in 1907 provided townsfolk with a long-awaited civic venue from which they could hold concerts, dances, recitals and gatherings, including art exhibitions. One group to utilise the Town Hall was the Geraldton Arts and Crafts Society, who were particularly active during the 1930s.

In 1949, one of Western Australia’s greatest benefactors, Sir Claude Hotchin (1898-1977), donated 22 substantial works to the people of Geraldton. These works included an early painting by West Australian artist Robert Juniper, and other paintings by Kathleen O’Connor, and Allan William Baker, and landscapes by Hans Heysen and Harold Septimus Power. Hotchin expressed his hope at the time that his gift would be the basis of a district art centre to which he and others could make suitable additions. The following year, a large gathering at Birdwood House celebrated an exhibition of oil and water-colour and etchings by local artist, John Tribe. The call for the construction of an Art Gallery in Geraldton echoes from these proceedings, as recorded by the Geraldton Guardian (02/09/1950)

In 1960 the Town of Geraldton commissioned Elizabeth Durack (1915-2000) to produce a body of work of the Geraldton area, including Dongara, Northampton and out to Carnamah. This collection remains significant not just to Geraldton but also to the State.

Through the 1970s, the Council considered the future of the aging Town Hall. Public use had diminished and the building was now in need of major renovations. Meanwhile, local exhibitions took place at Geraldton Art Centre, opened in 1974 and housed in the former Seventh-Day Adventist Church, Shenton Street. The following year the Wheel of Arts was established by the Arts Council of Geraldton (Inc) at the old Fire Station Building on Durlacher Street.

In 1982 the Council held a poll to ascertain ratepayer views for the future of the old Town Hall. The results, coupled with community pressure from the group known as FROTH (Friends of the Town Hall) led to consideration of the site for the Geraldton and Districts Regional Library or for an Art Gallery combined with a Municipal Museum and Tourist Centre. Costs were approximated at \$750,000. The WA Government had at this time embarked on holding cabinet meetings in country areas and during this meeting in Geraldton, Premier Burke announced a Government contribution of 70% / 30% ratio towards an Art Gallery and Tourist Centre.

On Monday 6 August 1984 the Geraldton Art Gallery was officially opened by the Governor-General of Australia, the Rt. Hon. Sir Ninian Stephen. The high standard of facilities made the Gallery one of the first A class regional galleries in Australia. The opening exhibition was “The Land Beyond Time”, a collection of over 100 works by John Olsen. Since 1984, the GRAG has established itself as the region’s principal arts institution, serving arts and culture to the Midwest, housing the City of Greater Geraldton’s Art Collection, facilitating the biennial Mid West Art Prize, whilst presenting a diverse and stimulating exhibition programme from local, state, national and international sources.

In 2017, the management of the Geraldton Regional Art Gallery transitioned from the Art Gallery of Western Australia to the City of Greater Geraldton. Prepared by Trudi Cornish, 2021.

APPENDIX II - SWOT ANALYSIS

STRENGTHS:

Located in an iconic, State heritage listed building with a high level of community visibility; strong, existing local, regional and other partnerships; local government committed to provision of service delivery and maintenance of physical building; established permanent art collection; Biennial delivery of prestigious Mid West Art Prize; Geraldton Visitor Centre co-located within facility; Redevelopment of adjacent park and road area planned for 2021-22.

WEAKNESSES:

Lack of recurrent funding opportunities; Difficult to plan activities and exhibitions ahead when grant funding is only applied on an annual basis; Lack of Arts and Culture Council Policy, which could also encompass Public Art; Make sure access to the building and theatre is appropriate for all people, including those with a disability; CGG Art Collection was last valued in 2014.

OPPORTUNITIES:

Promote the Gallery as desired place of employment and one which also welcomes volunteers; Post- Covid funding and other grant opportunities; Increased visitation from regional travellers; Increased activity surrounding the Gallery building leading to the possible development of an arts precinct; Possibility of developing new revenue streams such as the sale of artworks; Greater interaction with the local tourism sector, locally and more broadly; Further development of the Gallery brand and identity; Increased visibility of City collection; Partnerships and leveraging existing events in community will continue to strengthen regional profile.

THREATS:

Maintaining resources which provide the capacity to deliver the artistic programmes and other Gallery outcomes; Ongoing wear and tear/damage to public art collection by the environment, vandalism; The need to develop long-term storage solutions for the art collection; Aging building infrastructure; Budget allocation to new acquisitions and conservation/repair of existing collection; Ongoing community engagement a priority to continue to increase traffic and enhance profile.



City of
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Operational Policy

017 GERALDTON REGIONAL ART GALLERY COLLECTION

Libraries, Heritage and Gallery

OBJECTIVES

The objective of this policy is to provide the Geraldton Regional Art Gallery (GRAG) with direction in acquiring and maintaining culturally significant art in its various forms in a manner which reflects the cultural aspirations of the Greater Geraldton Community.

Acquired works will contribute to the general congruence of the existing City of Greater Geraldton Collection and also enrich strong elements of the Collection.

POLICY STATEMENT

This policy informs the acquisition of visual artworks for the GRAG Collection and outlines the parameters that GRAG will apply when selecting works.

POLICY DETAILS

1. Overarching Collection Principles

- GRAG aims to contribute to the culture of the Mid West by acquiring and maintaining works that reflect on issues from the Region to the broader Australian society.
- The collection will promote education, enjoyment, social and cultural well-being and intellectual stimulation.
- The collection will be accessible to the community and promote cultural diversity.
- GRAG will provide the community with a sense of pride and ownership of the collection and foster an appreciation of art in the Region.

2. Acquisitions

GRAG will focus on acquiring works in order of the following priority:

- Significant works by artists residing in the Greater Geraldton and broader Mid West region, or dealing with themes relating to the Mid West;
- Significant works by artists residing in Western Australia (WA) or dealing with themes relating to WA;
- Australian art of significance; and
- International art of exceptional opportunity.

3. Acquisition Criteria

Before acquiring a work the Gallery will consider:

- Work which will contribute to the general congruence of the Collection and works that will enrich strong elements of the existing collection;
- Acquisition of artist's preparatory drawings, sketches or visual diaries are encouraged if they relate directly to works in the existing Collection;
- Work is to be in a good state of preservation and fabrication, exceptions may be made if the work is of high value to the Collection;

- GRAG will not accept donations which stipulate conditions or restrictions. Materials not accepted into the Collection will be returned to the donor; and
- GRAG will not acquire work that duplicates existing work or work that is unprofessional.

4. De-accessioning

De-accessioning will be considered in the following circumstances and in accordance with the requirements of Section 3.58 of the Local Government Act 1995:

- A work is deemed to have deteriorated beyond repair;
- The cost of long term conservation and care for a work outweighs its intrinsic or actual value;
- The condition of a work endangers other works in the collection;
- The work has low artistic merit;
- Duplication;
- Theft, loss or damage;
- The possibility of upgrading or exchange;
- Unsuitability for exhibition/display purposes;
- Confirmation that the work is a forgery.

De-accessioned works will be removed from the City's asset register.

De-accessioned works will be disposed of in accordance with the City's asset disposal processes, including the Promapp process *Dispose of City Assets*.

5. Collection Management

- The collection is owned by the City of Greater Geraldton. It is the responsibility of the City to meet conservation requirements and to provide suitable storage and resources required to maintain a public collection.
- The City will maintain the Gallery's "A" class status by ensuring the environmental controls and security levels of the Gallery.
- All items acquired or accepted by GRAG must be accompanied by a completed Copyright Agreement, Artist statement and any relevant information from the Artist with regard to the future care of the work. The item/s must be catalogued and recorded into the City's asset register.
- Any donated materials accepted by GRAG must be accompanied by a completed Donor Form to record their provenance.
- GRAG staff will practice safe and professional handling of artworks.
- All repairs of works are to be undertaken by a qualified conservator.
- A regular conservation survey of the collection will be undertaken by qualified conservators to identify works in need of immediate care and to develop an ongoing maintenance program.

6. Access

- GRAG must ensure the Collection is made accessible to the public in the form of regular exhibitions of the work and participation in appropriate loan programs.
- Remote access to the Collection will be facilitated via the digitisation of the collection. This will be made available online through the GRAG website.

- Use of images from the collection for commercial or non-commercial purposes must adhere to agreed conditions of use.

7. Loans

- GRAG will consider lending works from the Collection to non-profit, public and corporate institutions on written request.
- Works will only be loaned to galleries or exhibition spaces that can demonstrate an ability to provide appropriate handling and security together with controlled environments and museum standard practices for the exhibition of artworks.
- GRAG will record locations of loaned artworks and track return dates.

KEY TERM DEFINITIONS

City means City of Greater Geraldton.

Collection refers to the City of Greater Geraldton Art Collection, housed and managed by the Geraldton Regional Art Gallery.

Acquisition refers to the process of acquiring artworks for the City Collection by means of donations (gifts/bequests) and purchases.

Accession refers to the transfer of the title of artworks – the work is registered and assigned an accession number.

De-accession refers to the removal of artworks from the City's Collection.

ROLES AND RESPONSIBILITIES

Director Development and Community Services oversees this Operational Policy.

Manager Libraries, Heritage and Gallery is responsible for implementing this Operational Policy.

Coordinator Gallery and Public Art is to follow this Operational Policy when acquiring works for the Collection.

WORKPLACE INFORMATION

Local Government Act 1995

Copyright Act 1968

Copyright Amendment (Disability Access and other Measures) Act 2017

Aboriginal Heritage Act 1972

Museums Australia, Code of Ethics for Art, History and Science Museums (1999)

National Standards for Australian Museums and Galleries (Version 1.5, 2016)

POLICY ADMINISTRATION

Directorate		Officer	Review Cycle	Next Due
Development and Community Services		Manager Libraries, Heritage and Gallery	5 Yearly	28 August 2026
Version	Decision Reference	Date	Comment (if applicable)	
2.	Director Approval D-21-029192	16 March 2021	Scheduled review	

Operational Policy

035 GERALDTON REGIONAL ART GALLERY EXHIBITION PROGRAMMING

Libraries, Heritage and Gallery

OBJECTIVES

The purpose of this policy is to provide a framework for the selection of exhibitions for the Geraldton Regional Art Gallery (GRAG). The policy intent and objectives are to;

- Define the process for determining a balanced and varied exhibition program that maintains GRAG's regional and national reputation;
- Establish criteria to ensure that GRAG's exhibition program is researched, innovative, accessible and focused centrally on audience engagement; and
- Create a framework for the sustainable management of the exhibition program, and ensure that GRAG plans and produces the exhibition program on terms that are transparent and ethical.

POLICY STATEMENT

This policy informs the development of the GRAG exhibition program and sets out the considerations that GRAG will apply when developing and presenting exhibitions.

This policy supports the established agreement with the Department of Local Government, Sport and Cultural Industries, and the City's Community Strategic Plan, Creative Community Plan and City Centre Vibrancy Strategy.

POLICY DETAILS

1. Overarching Exhibition Principles

When developing a GRAG exhibition program the following elements must be considered:

- Acknowledge the Yamatji people as the traditional owners of the land on which the Gallery is located.
- 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.
- Consider the relevance of exhibition content to the Greater Geraldton area, the broader Mid West region and Western Australia.
- Consider the relevance of exhibition content to education, tourism and the role of Gallery.
- Adhere to international and national professional art museum 'best practice' standards.
- 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.
- Engage in partnerships and collaborations locally, nationally and internationally to develop exhibitions and related publications, public programs and online material.
- Responsibly use human and financial resources.

2. Exhibition Content

The GRAG exhibition program will:

- Provide audiences with access to art of national significance through touring exhibitions, which may include Australian and international art in a wide range of media with both historical and contemporary content.
- Showcase a wide range of artistic mediums. Be open to exploring contemporary issues and ideas as well as the subjects and themes that have long been the concern of artists even though these might at times be confronting for some gallery visitors.
- Challenge, educate and inspire Gallery visitors.
- Contextualise the City of Greater Geraldton Collection in temporary exhibitions.
- Demonstrate a commitment to consulting with relevant communities during the curatorial process, including in the development of Aboriginal and Torres Strait Islander exhibitions.
- Acknowledge the importance of supporting emerging and experimental practitioners in Western Australia.
- Continue to expand the Collection through regular acquisitive prize exhibitions, including the Mid-West Art Prize.

3. Exhibition Approval Process

Curators (internal and external) and artists may initiate temporary exhibitions by preparing a proposal for review. The City shall assess the merits of the proposal against this policy and established approval processes to determine the suitability of an exhibition.

4. Transparency and Ethics

4.1 Financial

GRAG will recognise the financial needs of artists and arts workers by observing current Australian copyright laws on the reproduction of works of art, and pursuing industry best practice standards in the payment of artist fees.

As a publicly funded gallery, GRAG's role is to support practitioners through high quality and high profile exhibition opportunities. Sale of artwork is of secondary consideration, but will be allowed if the artist presents a compelling case that this will be of benefit.

GRAG will adhere to the budgetary constraints as approved by Council.

4.2 Legal

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

GRAG 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.

4.3 Record Keeping

The Curator 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 is published on the Gallery's website.

KEY TERM DEFINITIONS

City means City of Greater Geraldton.

Exhibitions are defined as a display of works of art, which may include collection works, loans and commissions. Exhibitions have a curatorial rationale; a finite display period, title, and may be presented at the GRAG or at other venues nationally or internationally. An exhibition may also have a publication, online content, performance elements, and associated public and educational programs.

ROLES AND RESPONSIBILITIES

Director Development and Community Services oversees this Operational Policy.

Manager Libraries, Heritage and Gallery is responsible for implementing this Operational Policy.

Coordinator Gallery and Public Art is to follow this Operational Policy when exhibition programming.

WORKPLACE INFORMATION

Local Government Act 1995

Aboriginal Heritage Act 1972

Copyright Act 1968

Copyright Amendment (Disability Access and other Measures) Act 2017

Museums Australia, Code of Ethics for Art, History and Science Museums (1999)

National Standards for Australian Museums and Galleries (Version 1.5, 2016)

City of Greater Geraldton Strategic Community Plan, 2013-2023

City of Greater Geraldton Creative Community Plan, 2013

City of Greater Geraldton City Centre Vibrancy Strategy, 2012

POLICY ADMINISTRATION

Directorate		Officer	Review Cycle	Next Due
Development & Community Services		Manager Libraries, Heritage and Gallery	5 Yearly	28 August 2026
Version	Decision Reference	Date	Comment (if applicable)	
2	Director Approval – D-21-029192	16 March 2021	Scheduled review	

SCHEDULE 4 – ROYALTIES FOR REGIONS PROJECT DETAILS

1 Use of Funding by the Recipient

Without limiting clause 8(b) or clause 11.3 in any way, the Recipient must use the Funding to carry out the Project in accordance with this Agreement and for no other purpose.

2 Funding Amount

Funding of \$170,000 (excluding GST) will be provided by the State to the Recipient in the manner and within the timeframes outlined in item 3.2 of this Schedule 4 and in Schedule 6.

Disbursal of Funding will be subject to availability of funds through the State budget and mid-year review of the State budget each financial year.

3 Detailed Description of Project

3.1 Project Description

The project activity is

- The Recipient implementing and delivering the agreed Target Outputs (Annexure 1)
- The Recipient delivering an annual program of activities that builds its capacity as a Class A Regional Art Gallery and during the activity period responds to the RETB, which aims to:
 - Build new audiences and develop deeper connections with existing audiences in the regions through programming and engagement strategies.
 - Provide professional development and training for regional artists, arts workers and volunteers.
 - Increase the number of cultural tourism events and experiences in the regions linked to the calendar of touring exhibitions from the RETB.
 - Enable partnerships that create employment in the arts and creative industries in regional Western Australia.
 - Ensure more promotion and sales opportunities for WA artists.

Background

The aim of the RETB is to share Western Australian culture more widely within Western Australia (WA) and attract visitors, through more touring and higher quality visual arts exhibitions.

The two key RETB program objectives are:

- Objective 1: To increase the number of touring visual arts exhibitions available to regional audiences, including more access to the State's collections.
- Objective 2: Through Objective 1 to build the capacity of regional public galleries to receive and present touring visual art exhibitions. The RETB is funded through the State's Royalties for Region (RfR) funding. These key outcomes underscore RfR, and therefore RETB:

1. Jobs Growth: Regional arts and culture sector and communities have increased access to arts and cultural experiences and partnerships that create employment in the arts and creative industries leading to improved liveability.
2. Economic Growth: Increased access to arts and cultural experiences in the regions improves business development and the ability to attract and retain skilled staff in regional galleries.
3. Capable People: The capacity and capability of regional public galleries to receive and present touring visual art exhibitions is improved. Increased partnerships that build relationships and improve business performance.

3.2 Recipient's Deliverables and Payment of Royalties for Regions Funding

Funding Milestone Reporting, Payment and Meeting Schedule for GRAG RETB				
Milestone	Required	Due Date	Payment Disbursement	Amount
1 Payment for activity July 2021 - June 2022	Actuals July 2020 - June 2021		November 2021	\$170,000
	<ul style="list-style-type: none"> • Any remaining reporting as detailed in your Organisation Investment Program contract (16/GA/954) 	October 2021 ✓		
	Planned July 2021 – June 2022			
	<ul style="list-style-type: none"> • Strategic Plan 2021-2022 (outline yearly activities & budgets) 	30/08/2021 ✓		
	<ul style="list-style-type: none"> • Mid-Year Progress Report 2021-2022 	30/01/2022 ✓		
	Actuals July 2021 – June 2022		NIL Payment	
	Annual Report 2021 - 2022 including actual budgets and any additional reporting required	31/10/2022		
Total			\$170,000	

Target Outputs

Category	Description	Planned
01. Works/Products	1.01 Number of works/products - metropolitan	0
	1.02 Number of works/products - regional	0
	1.03 Number of works/products - interstate	0
	1.04 Number of works/products - international	0
	1.05 Number of works/products - online	0
02. Activities	2.01 Number of activities - metropolitan	0
	2.02 Number of activities - regional	69
	2.03 Number of activities - interstate	0
	2.04 Number of activities - international	0
	2.05 Number of activities - online (including live streams)	0
03. Activities Targeting Specific Demographics	3.01 Number of activities for people with disabilities	1
	3.02 Number of activities for people of Aboriginal and/or Torres Strait Islander origin	4
	3.03 Number of activities for culturally and linguistically diverse (CaLD) people	3
	3.04 Number of activities for young people (0-26 years)	21
04. Tours	4.01 Number of tours - metropolitan	0
	4.02 Number of tours - regional	0
	4.03 Number of tours - interstate	0
	4.04 Number of tours - international	0
05. Works/Product Sales	5.01 Number of works/product sales - metropolitan	0
	5.02 Number of works/product sales - regional	0
	5.03 Number of works/product sales - interstate	0
	5.04 Number of works/product sales - international	0
	5.05 Number of works/product sales - online (including static streams i.e. Spotify)	0
06. Paid Attendance	6.01 Paid attendance - metropolitan	0
	6.02 Paid attendance - regional	18
	6.03 Paid attendance - interstate	0
	6.04 Paid attendance - international	0
	6.05 Paid attendance - online (including paid live streams)	0
07. Unpaid Attendance	7.01 Unpaid attendance - metropolitan	0
	7.02 Unpaid attendance - regional	51
	7.03 Unpaid attendance - interstate	0
	7.04 Unpaid attendance - international	0
	7.05 Unpaid attendance - online (including free live streams)	0
08. Participants Who Pay a Fee	8.01 Number of participants who pay a fee - metropolitan	0
	8.02 Number of participants who pay a fee - regional	300

	8.03 Number of participants who pay a fee - interstate	0
	8.04 Number of participants who pay a fee - international	0
	8.05 Number of participants who pay a fee - online	0
09. Participants Who Don't Pay a Fee	9.01 Number of participants who don't pay a fee - metropolitan	0
	9.02 Number of participants who don't pay a fee - regional	19200
	9.03 Number of participants who don't pay a fee - interstate	0
	9.04 Number of participants who don't pay a fee - international	0
	9.05 Participants who don't pay a fee - online	0
10. Employee Hours Worked on the Project	10.11 Total hours worked on the project by ALL full time employees	6192
	10.12 Total hours worked on the project by ALL part time employees	0
	10.13 Total hours worked on the project by ALL casual employees	720
11. Employee Head Count Demographics	11.01 Total head count of employees living with disabilities	0
	11.02 Total head count of Aboriginal and/or Torres Strait Islander employees	0
	11.03 Total head count of culturally and linguistically diverse (CaLD) employees	1
	11.04 Total head count of young employees (0-26 years)	3
	11.05 Total head count of regional employees	7
	11.06 Total head count of ALL employees	7
12. Skill Development Demographics	12.01 Total head count of people living with disabilities engaged in skill development	50
	12.02 Total head count of Aboriginal and/or Torres Strait Islander people engaged in skill development	50
	12.03 Total head count of culturally and linguistically diverse (CaLD) people engaged in skill development	100
	12.04 Total head count of young people (0-26 years) engaged in skill development	645
	12.05 Total head count of regional people engaged in skill development	2600
	12.06 Total head count of ALL people engaged in skill development	2600
13. Applicant Feedback	13.01 Clarity of the grants program information (survey scale 1 = not friendly at all, and 5 = extremely friendly)	4
	13.02 User-friendliness of the grant application process (survey scale 1= not friendly at all, and 5 = extremely friendly)	4
	13.03 Overall satisfaction with the grant application process (survey scale 1 = not satisfied, and 5 = extremely satisfied)	4

4.11 Geraldton Regional Art Advisory Committee

Click here to return to the [Quick Reference by Committee](#)

Purpose:

To provide advice to Council on the Geraldton Regional Art Gallery and City public art initiatives, aligning these with the community's desired cultural outcomes, as detailed in the Strategic Community Plan (2031) and the Greater Geraldton Public Art Strategy 2020-2025.

Committee Members

All members appointed by a Council Decision have full voting rights.

Council Members (four)

Cr Michael Reymond
Cr Steve Cooper
Cr Kim (Butch) Parker
Cr Jennifer Critch

Appointments of Chair / Deputy Chair: To be appointed.

External Members (one)

One Representatives from the following groups/agencies (one):

Yamaji Art/Mara Arts Aboriginal Corporation

Community Representatives (four):

Ms Susan Smith
Ms Sari Jacobsen
Mr Mark Lennard
Ms Annalise Fosbery

These appointments to apply until the expiration date of 21 October 2023 or as determined by Council

City of Greater Geraldton – Support Staff

Director Development and Community Services or delegate, including:
Manager Libraries, Heritage and Gallery
Coordinator Gallery and Public Art
Community and Public Art Officer
Administration Support Officer

Council Resolutions

Date:	23 November 2021
Item Number:	CEO0085
Date:	25 January 2022
Item Number:	CEO090
Date:	22 February 2022
Item Number:	DCS515

Terms of Office

Membership expires 21 October 2023 or as determined by Council

Terms of Reference

SET the Terms of Reference for the Geraldton Regional Art Advisory Committee to be:

- a. The quorum of a committee meeting is in accordance with Section 5.19 of the Local Government Act 1995, at least 50% of the number of officers (whether vacant or not) of member of the Committee;
- b. To appoint four Council Members to this Committee;
- c. To appoint four community representatives to this Committee;
- d. To appoint an Aboriginal Community group representative to this Committee;
- e. To provide Council with support and guidance with the implementation of the Public Art Strategy (2020-25);
- f. To support and promote the Geraldton Regional Art Gallery's purpose statement which is:

To deliver high quality, responsive and targeted collection management and arts programmes which grow and enhance City and regional cultural assets, enrich people's lives, provide economic opportunity, growth of local identity and encourage wellbeing and active participation in regional Western Australia.

Delegation

The Committee has no delegation.

Meeting details (if known)

Meetings are held quarterly.

Updated: 23 February 2022

GERALDTON REGIONAL ART GALLERY GRAAC CO-ORDINATOR'S REPORT

March - May 2022

Prepared by Marina Baker, Coordinator Gallery and Public Art

PAST EXHIBITIONS - Outcomes

Focus 2022 Geraldton Camera Club.

The People's Choice winner this year was Serena Schewtschenko with her photo 'Incoming'. Serena received a Certificate and \$150 cash voucher.



PRINTWORKS Helen Clarke with Curator Erika Monique.

Helen gave an Artist's Talk walking through her exhibition and joined with local printmaker Lizzie Robinson in running a print workshop in the gallery. Thanks to GRAG Arts Administration trainee Erin Cleghorn for her thorough work with cataloguing, sales and the preparation of prints for collection.



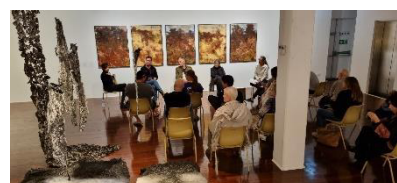
OPENING NIGHT 18 MARCH 2022 EXHIBITION 18 MAR - 1 MAY 2022

PAST EVENTS

Artist Panel Discussion

Saturday 14 May 10.30am

Lead by Marina Baker, with questions drafted by Susan Ecker and Sam Beard and artists Susan Roux, Merrick Belyea and Brad Rimmer attending. A crowd of 20 attended and participated.



Perth Pride Queer Film Festival 2022

Saturday 14 and Sunday 15 May - 3 sessions in the Project Gallery.

This year touring to 4 regional cities and sponsored by the U.S. Consulate Perth, with Headspace and WACHR attending in a supporting role.



CURRENT EXHIBITIONS

Open 14 May – 26 June 2022

Stratigraphy Art Collective WA artists -

Susan Roux, Merrick Belyea, Brad Rimmer, Sarah Elson
Ground Floor. Responding to the WA environment.



SUBJECT: STUDIO Susan Ecker with Curator Sam Beard.

First Floor. Paintings, drawings and sculptures exploring the Artist's studio.



UPCOMING EXHIBITIONS

Opening 8 July, open 9 July – 4 September 2022

The Alternative Archive

First Floor

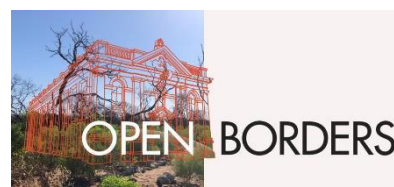
Touring survey exhibition from AOTM and John Curtin Gallery featuring local artists Charmaine Green and Mark Smith, Marianne Penberthy, Craig Allsop, with Ellen Norrish and work by WA 29 artists. Charmaine Green and Mark Smith's collaborative artworks *'Unravelling Archives'* are loaned by the CGG for this touring exhibition.



Open Borders

Ground Floor

With mentored curator Roxanne Grant, 12 local artists respond to the second iteration of The Creative Grid with the theme of *'Open Borders'*. Sited both in the Gallery and throughout the Wonthella Bushland, in cooperation with FROGGS through their Everlasting Agreement with the CGG. With GRAG receiving \$4350 in funding from DLGSC and RAF through the project coordinators at Southern Forest Arts, this network of 15 exhibitions and performances across WA's regional communities invites artists to respond to the contemporary challenges of our times.



Opening 30 September, open 1 October – 18 November 2022

The Townhall

Both Floors

Generated from the collections of the CGG – Heritage, Civic and Art – this exhibition is co-curated by Marina Baker, Lorin Cox and Ingrid Horn to coincide with the Big Sky Readers & Writers Festival, celebrating the journey of the Geraldton Townhall from 1907 to its' present position as a category A Regional Art Gallery established in 1984.

GRAAC Public Art Report – March to May 2022

Prepared by Rachael Vieraitis - Community and Public Arts Officer

Mullewa Mural

- Mullewa artists Helen Ansell, Pauline Bell, Charmaine Green, Debra Maher and Susan Merry were selected as to design and paint the Mullewa Entrance Mural
- Thanks to Councillor Jennifer Critch, Sari Jacobsen and Cassandra Young (Mullewa Community Partnerships Officer) for their feedback and judging.
- The old Railway Mural has been deinstalled and a panel will be given back to son of the artist Leo Schultz who painted the mural, Malcolm Schultz, at a special ceremony in Mullewa.



Panel from Leo Schultz's Railway Mural

Post Office Lane Lightbox Gallery

- Nicole Dickerson's exhibition, *River Ocean Sky* currently lights up the laneway.
- Elite Electrical Contracting are being contracted to supply 8 new A1 hardwired Lightboxes to replace the 8 A2 Lightboxes currently there before the end of financial year. Turnaround from Lightbox order approximately 24 days.
- Nicole Dickerson was offered the opportunity to extend her exhibition until 27 July to be the first Artist to exhibit in the new boxes as the old ones have been having technical difficulties lighting up at night.

Public Art on Bus Shelters

6 Artists have been selected with 8 works in total being selected. The selected Artists are:

1. Helen Ansell
2. Janeen Horne
3. Narelle Beaver
4. Peta Riley
5. Sara Walker
6. Nicole Dickerson



Janeen Horne Bus Shelter Project

Public Art Repairs: The Welcome Wall and Emu Eggs

- Welcome Wall repairs are complete. Thank you to local Artist Sara Walker and Dallas Hardstaff and his team at the Geraldton Depot for the grouting works.
- Ilgarijiri: things belonging to the sky (Emu Eggs) repairs underway with local Artist Sara Walker and Marina Baker assisting in tile cutting. Sand replenishment to follow once tiles are in place. City Status Fountain pump has been repaired and water cleaned. Seeking contact with David Jones (artist) re rust repairs needed.



Completed repairs at the Welcome Wall

Federation Park Mural, Wonthella

In May the City signage team installed the Fourth Street Federation Park mural, as progressed by the Wonthella Progress Association (WPA). This item was first included on the GRAMC Agenda in early 2020 and it is very good to see this project come to fruition. Artwork by Phil Doncon, in collaboration with WPA.



Mullewa Art Asset Survey

Manager and the Community and Public Art Officer visited Mullewa 18 May to survey and condition monitor public art assets.

Rachael Vieraitis
24 May 2022