

## Redland Art Gallery Exhibition Guideline

### Scope

This Guideline is applicable to all units of Council dealing with cultural planning and cultural services and applies to Redland Art Gallery (RAG), Cleveland and Capalaba exhibitions, public programs and events. This Guideline supports RAG Exhibition Policy POL-3048.

### Purpose

The purpose of this Guideline is to provide a framework to resource and present a professionally managed regional art gallery, annual calendar of exhibitions, public programs and events.

### Definitions

For the purposes of implementing RAG's Exhibition Policy and Guideline the following definitions apply:

**Artist**— a professional or student practitioner in the visual arts, craft or design.

**Curator**—a professional arts practitioner who does one or all of the following:

- develops an exhibition concept
- researches contextual histories, objects, images and writes interpretive and descriptive text
- presents a public exhibition.

**Didactic**—text providing information about artists, art works, art movements or other key elements displayed in an exhibition. Maps, charts, illustrations or diagrams may accompany the text.

**Environment**— an art gallery's environment includes exhibition spaces, climate control, specialist lighting, security, storage, office, workspace, event spaces and loading dock. Provision of these to appropriate industry standards is critical in securing loans of artworks and insurance.

**Exhibitions**— displays of visual art disciplines including new media, craft and design; and themes such as cultural and social history curated within the Redlands or with the services of an external curator, and visiting or touring exhibitions sourced from other galleries, collections or exhibition providers.

**Expanded Label**— a short label which explains or comments on an artwork. Such labels are concise and focused.

**Maintenance**— the care of artworks in the Redland Art Gallery Collection. Artworks on the Redland Art Gallery Collection Register require specialist and trained handling, security and monitoring and art conservation treatment by trained conservators, and conservation

---

#### CMR Team use only

standard framing. Artworks in visiting or temporary exhibitions will require specialist handling, security and monitoring.

**Public Program**— activities associated with RAG exhibitions occurring within and beyond RAG's physical buildings. These include educational and community development activities, talks, floor talks, guided tours, lectures, workshops and events.

**RAG**— is a public art gallery with Regional Gallery status. RAG has two locations. In Cleveland five exhibition spaces and two Foyer Art Features are contained within the Council Administration Building. A second gallery space is situated adjacent to the Library at Capalaba Place. RAG does not operate as a commercial gallery or dealer but allows the sale of artworks, especially by exhibiting artists, under specified conditions.

**Volunteers**— community members who to donate their time to assist in the day to day operations of the Gallery. Volunteers are required to undertake the RAG Volunteer Program training program to ensure the Gallery's professional and customer service standards are maintained. Insurance cover for volunteer staff is provided by Council. The program provides opportunities for the development of arts management skills and experience in the local community.

## Actions and Responsibilities

A number of areas within Council will be responsible for implementation of the RAG Exhibition Policy. This is primarily the responsibility of:

- Cultural Services Unit  
with secondary responsibility undertaken by:
- Community and Social Planning Group  
with involvement including but not limited to:
- Facilities Services Unit
- Risk Management Services Group
- Corporate Communications Group

## Reference Documents

Redland City Council Policies and Guidelines:

- RAG Exhibition Policy POL-3048
- RAG Collection Policy POL-3047
- Public Art Policy POL-3046
- Cultural Policy POL-2706
- RAG Collection Guideline GL-2595-001
- Public Art Guidelines (currently under review)

## Associated Documents

- International Council of Museums (ICOM) *Code of Professional Ethics*  
<http://icom.museum/ethics.html>

---

### CMR Team use only

- National Association of Visual Arts (NAVA)  
[www.visualarts.net.au](http://www.visualarts.net.au)
- Museum and Gallery Services Queensland (MAGSQ)  
[www.magsq.com.au](http://www.magsq.com.au)
- Regional Galleries Association of Queensland  
[www.rgaq.org.au](http://www.rgaq.org.au)
- RAG Procedures, work instructions, associated forms and floor plans
- Australian Government Cultural Gifts Program  
[http://www.arts.gov.au/tax\\_incentives/cultural\\_gifts\\_program](http://www.arts.gov.au/tax_incentives/cultural_gifts_program)

## Document Control

- Only the General Manager Planning & Policy can make amendments to this document. Please forward any requests to change the content of this document to the Manager Community & Social Planning for consultation with the Manager Customer & Community Services.
- Approved amended documents must be submitted to the Chief Executive Officer to place the document on the Policy, Guidelines and the Procedures Register.

## Policy Objective

- To provide and resource professionally managed public gallery facilities according to gallery industry standards for the exhibition of the visual arts, craft and design.
- To provide opportunities for residents and visitors to engage with the visual arts, craft and design through exhibitions and public programs.
- To support representation of the Redlands' diverse culture and heritage.
- To ensure alignment of Redland Art Gallery exhibitions and public programs with the values and goals of Redland City Council's *Cultural Plan – Our City Our Culture 2008 – 2018*.

## General Objectives

### Access

RAG provides access to exhibition venues designed to support a wide range of opportunities for artists, exhibitors and the community. Exhibitions will explore and highlight the richness and variety of the visual arts reflecting artistic, social and cultural diversity. They will feature innovative and imaginative approaches from artists and groups and, together with public programs, will encourage creative exploration of issues and ideas affecting Redlands' places and people.

Regional galleries encourage a philosophy of collaborative working arrangements among staff, volunteers, artists, arts workers, educators and special interest groups. Redland City Council encourages the development of collegiate relationships with other galleries and arts industry bodies and will foster external partnerships that will generate benefits for artists and residents in the Redlands.

### ***Audience Development***

Broadening as well as serving the gallery's audience base is an important objective for RAG. In addition to its exhibition and public program this objective will be realised through targeted marketing, and development of creative links with schools; the young citizens program; special interest groups and other local cultural institutions, notably public libraries and the Redland Performing Arts Centre.

Exhibitions may extend beyond Gallery walls to reach wider audiences. These will be supported by the public program. Other appropriate settings may include:

- places of community interest including festival sites and civic buildings
- ephemeral displays along foreshores areas on the mainland and the Bay Islands and adjacent to recreational areas.

### ***Cultural Diversity***

Acknowledging the cultural diversity of the Redlands' community and celebrating its distinctiveness are important elements of the exhibitions program. A key priority in this context is to provide support for local Indigenous custodians and artists sharing their living culture and heritage. Reflection of the Redlands' settler heritage and the community's current demographic profile is an important consideration in programming.

### ***Evaluation***

All exhibitions proposed for acceptance into the Redland Art Gallery program will be subject to a documented uniform evaluation and approval process undertaken by the Redland Art Gallery Exhibition and Acquisition Advisory Panel. The principle of peer review underpins this evaluation process which is designed to sustain Redland Art Gallery's high professional standards.

### ***The Panel:***

Comprises staff from Council's Cultural Services Unit and / or Community & Social Planning Group and between two and three external members with arts expertise. External members are professional practicing artists, art educators, arts administrators or collectors and where appropriate may come from outside the Redlands. The chair of this panel is the Director, Redland Art Gallery who has a casting vote only. External panel members are appointed for a two-year term with optional extension to three years. The Panel may also be called upon from time to time to give advice on other aspects of acquisitions or artworks. Panel members are provided with a document outlining their roles and responsibilities.

## ***This Panel:***

- provides a single point of assessment for each proposal
- recommends exhibition and acquisition proposals that align with the Exhibition Policy POL-3048 and Guideline GL-2596-001
- only considers written proposals that address the seven criteria outlined in the Exhibition Proposal Expression of Interest Form.

All proposals for exhibitions and displays will be subject to a uniform documented evaluation process. The principle of peer review underpins this evaluation process which is designed to sustain RAG's high professional standards.

Assessment criteria applied by E&AAP for evaluation of exhibition proposals are:

- originality of artistic concept and content,
- quality and presentation,
- benefit this exhibition will have to the Redlands' community and visitors to the Redlands.

In considering its overall program RAG applies the principles of equity and diversity to ensure the mix of approved exhibitions reflects local needs and priorities.

The E&AAP's primary role is to provide recommendations to Council staff responsible for exhibition programming. The Panel also assesses proposals relating to acquisition of art works for the Redland Art Gallery Collection.

## ***Exhibitions Funding***

RAG exhibition and displays will be funded from an annual allocation from the Redland Art Gallery budget and commission on sales of artworks in the Gallery. Funds towards the costs of special exhibition projects may be sought from State and Federal Government grants and from the private sector.

## ***Exhibition Program***

The exhibition program will reflect a balance of local and visiting exhibitions and will be managed to ensure the community has access to the highest quality of works presented in the most innovative way. The annual program will generally feature between 8 and 12 exhibitions at Cleveland and between 5 and 8 per year at Capalaba.

## ***Opportunity***

Through its exhibition program and Foyer Art Feature displays RAG will encourage recognition of art and artists as valued assets of the Redlands. RAG exhibitions and Foyer Art Features will draw on the RAG collection as well as loans of artworks from artists, collectors, corporations and community groups and organisations.

The program will be extended and enhanced by visiting exhibitions that provide exposure for artists and visitors to art works to which they might otherwise not have access. These will include a wide range of styles, media and artworks from various cultures that can benefit both the practice of local artists and the knowledge and understanding of viewers. Local artists and art groups and students are encouraged to submit proposals for their own exhibitions.

### ***Redland Art Gallery, Cleveland***

RAG exhibition spaces are discrete and flexible and provide opportunities for presenting single theme exhibitions or several different exhibitions and display features simultaneously. The five galleries have approximately 110 linear metres of display space. Refer to the gallery floor plan for further details. There are two Foyer Art Feature spaces. The Gallery will be open to the public on week days and on week end days. Opening and closing days and times will be determined by agreement of the Cultural Services Unit and the Community & Social Planning Group.

### ***Redland Art Gallery, Capalaba***

This is a single gallery of approximately 26 linear metres of display space. The exhibition program is managed and promoted in conjunction with the RAG, Cleveland Exhibition Program. RAG, Capalaba will not be staffed except for advertised short periods by exhibiting artists.

### ***Safety Standards***

RAG exhibitions are located in public areas and must be able to be safely visited and viewed by children and others, and therefore must comply with all relevant health and safety regulations. Staff and volunteers must follow all relevant health and safety regulations.

### ***Sale of Artworks and Commission***

Exhibitors (individual artists or art groups) may sell artworks in the gallery subject to the following guidelines:

- Exhibitors will be charged a commission of 20% of the total value of any artworks sold during the exhibition
- Redlands-based arts groups will be charged a 20% commission half of which will be returned to the art group
- The Director, Redland Art Gallery (from time to time) may negotiate variations to these principles in line with Council priorities and special circumstances
- Sold artworks must remain in the gallery for the duration of the exhibition
- Payments for artworks must be made in accordance with the Sale of Artworks work instruction