

# Redland Art Gallery Exhibition Guideline

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Approved by:	General Manager Customer & Customer Services
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## Scope

This guideline is applicable to all units of Council dealing with creative arts planning and services. The guideline applies to Redland Art Gallery (RAG) exhibitions and public programs and supports ART-004-A Redland Art Gallery Exhibition Administrative Directive ([A196632](#)).

## Purpose

The purpose of this guideline is to provide a framework to resource and present a professionally managed public gallery according to national standards for Australian Museums and Galleries including an annual calendar of exhibitions, public programs and events.

## Actions and Responsibilities

A number of areas within Council will be responsible for implementation of the (RAG) Exhibition Administrative Directive.

This is primarily Creative Arts, through its Redland Art Gallery team with involvement from:

- Facility Services Unit
- Procurement Services Unit
- Risk and Liability Services
- Corporate Governance
- Communication, Engagement and Tourism
- Financial Services
- Strategic Asset and Portfolio Management
- Capital and Asset Accounting

### General Objectives (1-9)

#### 1. RAG Exhibition Program

The RAG exhibition program is an annual program generally featuring between 18 – 20 exhibitions across RAG Cleveland and RAG Capalaba. Additional exhibitions may extend beyond the physical constraints of these gallery buildings. This includes:

- The RAG Red Box Pop-Up Gallery
- Redland Performing Arts Centre
- Temporary locations across Redlands Coast on Quandamooka Country
- Through virtual exhibitions

The exhibition program is crucial to how RAG strategically positions itself within the wider cultural sector of South East Queensland and Redlands Coast. RAG will shape and develop its exhibition program through the combination of administrative directive and opportunity. Key benchmarks of the program include:

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- Artistic excellence and integrity
- Reflecting the diversity of artists, artistic practices (within the visual arts, craft or design), and the Redlands Coast community
- Audience development targets including new and diverse audiences
- Financial viability and scheduling opportunities
- Interpretation and education opportunities including the use of new technologies and social media.

The exhibition program will comprise of exhibitions curated by RAG, developed in partnership with independent curators, or presented in partnership with artists and community groups. RAG will also present touring exhibitions from other cultural institutions which broaden the overall program, and may also tour exhibitions it develops.

The exhibition program will:

- Ensure the Redlands Coast community has access to the highest quality artworks presented in the most innovative way
- Contribute unique and new perspectives in response to a changing world
- Be informed by the concepts of story-telling and connection to place
- Explore what affects and shapes the Redlands Coast, including its local environment and history.

Acknowledging the diversity of Redlands Coast people and stories is an important element of the exhibition program. To achieve this, RAG will ensure a balanced representation of artists, artistic practices and themes. This will include the effective representation of Aboriginal and Torres Strait Islander artists and stories, with priority given to those with connections to Quandamooka Country.

## **2. Access and opportunity**

Audiences

RAG exhibitions will offer engaging, culturally safe, interpretative spaces that are accessible for, and cater to the interests and diversity of people of all ages and abilities. The RAG exhibition program will provide exposure to artists and artworks that visitors might not otherwise have access to, and will include a diverse range of styles, media and themes that can benefit both the practice of local artists and the knowledge and understanding of viewers.

Broadening as well as serving RAG's audience base is an important objective. This will be realised through:

- Targeted marketing
- Social media engagement
- The development of working relationships with schools, tertiary institutions, community groups and other cultural institutions
- Where appropriate, the development of exhibitions to complement events.

Exhibitions will be accompanied by varied public programs and may also include educational resources. These public programs will offer ways to further engage with the exhibitions and will actively explore a broad range of environmental, historical, artistic and cultural themes. Offering free and paid programs throughout the year, across various days and times, will ensure opportunities for all Redlands Coast community members and visitors.

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## Artists

RAG exhibition venues are designed to support a wide range of opportunities for artists and exhibitors. RAG will work with artists and exhibitors to share their stories through curatorial support and critical dialogue from concept to realisation, professional installation and use of appropriate technologies. Artists, art groups and art students are encouraged to submit exhibition proposals.

The exhibition program will:

- Explore and reflect the diversity of artists and their work
- Feature innovative and imaginative approaches from artists and groups
- Encourage both traditional and immersive exhibition experiences
- Promote recognition of art and artists as valued assets of Redlands Coast.

## Sector

Public galleries encourage a philosophy of collaborative working arrangements among staff, volunteers, artists, arts workers, educators and community groups. Redland City Council encourages the development of collegiate relationships with other cultural institutions and arts industry bodies that will generate benefits for Redlands Coast artists and residents. This will be achieved by:

- Collaborating on exhibitions
- Including touring exhibitions in the RAG exhibition program
- Loaning artworks from artists, collectors, community groups and cultural institutions for RAG exhibitions
- Lending RAG Collection artworks to other cultural institutions
- Cross-promoting exhibitions and artists.

### 3. **RAG Galleries**

RAG Cleveland and RAG Capalaba are flexible exhibition spaces that provide opportunities for presenting single theme exhibitions or several different exhibitions simultaneously. Refer to the RAG Floor Plans for further details. Opening and closing days and times will be determined by agreement of the Creative Arts Unit and the Group Manager Community and Cultural Services.

RAG Cleveland consists of:

- Four gallery spaces
- Two Foyer Feature walls in the Council main foyer
- Combined display space of approximately 91 linear metres
- Front reception desk staffed during opening hours
- Workroom with two sinks designed for facilitating public programs
- Professional fit out including lighting, projector mounts, and climate control.

RAG Capalaba consists of:

- A single gallery space
- Display space of approximately 26 linear metres
- Professional fit out including lighting and projector mounts
- RAG Capalaba will not be staffed, unless required to maintain opening hours.

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## 4. *Exhibition assessment process*

All exhibitions proposed for the RAG exhibition program will be subject to a documented uniform assessment and approval process undertaken by the RAG Exhibition and Acquisition Advisory Panel (E&AAP). The principle of peer review underpins this evaluation process which is designed to sustain RAG's high professional standards.

The RAG E&AAP:

Comprises staff from Council's Creative Arts Unit and between two and four external members with arts expertise. External members are professional practising artists, art educators, arts administrators or collectors. The chair of this panel is the Director, RAG who has a casting vote only. External panel members are appointed for a two-year term with optional extension to four years. Panel members are provided with a document outlining their roles and responsibilities.

This RAG E&AAP:

- Provides a single point of assessment and scoring for exhibition proposals that align with the RAG Exhibition Administrative Directive and RAG Exhibition Guideline
- Only considers written proposals that address the seven criteria outlined in the Exhibition Proposal Expression of Interest Form.

Exhibition proposals must demonstrate:

- Originality of artistic concept and content
- Quality of artworks and of presentation
- Benefit to the Redlands Coast community and visitors.

Only recommended proposals are evaluated by the Director, RAG in order to develop and finalise exhibitions that will be included in each annual curated RAG exhibition program.

## 5. *Care of loaned artwork*

All RAG exhibitions will be developed, installed and displayed to national standards for Australian Museums and Galleries.

For exhibitions developed by RAG, an Incoming Artwork Loan Agreement for RAG, Cleveland or RAG, Capalaba must be completed for each artwork. This will ensure artworks are covered by RAG's insurance while onsite. Refer to the RAG Incoming Loan Agreements for further loan condition details.

Packing and transporting loaned artworks will be managed and paid for by RAG, unless other arrangements are made with the Lender.

Staff and volunteers will have knowledge of correct artwork handling procedures and installation techniques, informed by ART-004-001-001-PR Correct Handling of Artwork Guideline ([A4664227](#)). The same care will be taken with loaned artworks as with RAG Collection artworks. RAG will seek permission from the lender with any requirements to clean, repair, or alter loaned artworks.

In accordance with national standards for Australian Museums and Galleries, RAG, Cleveland and RAG, Capalaba maintain environmental controls to ensure the safety of artworks while on display. This includes correct levels of lighting, temperature and humidity, and security controls. Refer to the RAG Facility Report for further details.

## 6. *Exhibition funding*

RAG exhibitions will be funded from an annual allocation from the RAG operational budget. Funds towards the costs of special exhibition projects may be sought from State and Federal Government grants and from the private sector.

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## 7. Sale of artwork

As a public gallery, the sale of artwork is not RAG's primary role. Exhibitors may negotiate to sell artworks subject to the following guidelines:

- Exhibitors will be charged a 20% commission of the total value of artworks sold during the exhibition
- Redlands Coast-based arts groups will be charged a 20% commission, half of which will be returned to the art group
- The Director, RAG may negotiate variations to these principles in line with Council priorities and special circumstances
- Sold artworks must remain on display for the duration of the exhibition
- Payments for artworks must be made in accordance with the RAG Sale of Artwork work procedure.

## 8. Safety Standards

RAG exhibitions are located in public areas and must be able to be safely visited and viewed by people of all ages and abilities, and therefore must comply with all relevant health and safety regulations.

Staff and volunteers must follow all relevant health and safety regulations when installing exhibitions, working in the gallery and during public programs. RAG operations and exhibition changeovers should be in accordance with national standards for Australian Museums and Galleries and industry best practice and local government legislation.

## Definitions

For the purposes of implementing Redland Art Gallery's Exhibition Policy and Guideline the following definitions apply:

Term	Definition
Art	Creative activities that typically result in unique visual, auditory or performance works, and express technical, emotive, aesthetic and/or conceptual ideas belonging to an individual artist or group.
Artist	A professional or emerging practitioner in the visual arts, craft or design.
Artworks	Permanent or temporary works of art made by artists.
Curator	A professional arts practitioner who does one or all of the following: <ul style="list-style-type: none"> <li>• Develops an exhibition concept</li> <li>• Researches contextual histories, objects, images and writes interpretive and descriptive text</li> <li>• Presents a public exhibition.</li> </ul>
Gallery 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	Public displays of visual art, craft, and design works, curated by a gallery or individual to tell a story or explore a theme.
Public program	Activities associated with RAG exhibitions occurring within and beyond RAG's physical buildings. These include educational and cultural development activities, talks, floor talks, guided tours, lectures, workshops and events.
Redland Art Gallery (RAG)	A public gallery initiated by Redland City Council. RAG has two locations. In Cleveland four 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 by exhibiting artists, under specified conditions.

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Volunteers	Community members who donate their time to assist in the day to day operations of RAG. Volunteers are required to undertake the Redland Art Gallery Volunteer Program training program to ensure RAG'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.
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## Reference Documents

- ART-001-P Cultural Policy ([A196580](#))
- ART-004-A Redland Art Gallery Exhibition Administrative Directive ([A196632](#))
- ART-003-A Redland Art Gallery Collection Administrative Directive ([A196658](#))
- ART-003-001-G Redland Art Gallery Collection Guideline ([A214670](#))
- ART-004-001-001-PR Correct Handling of Artwork Guideline ([A4664227](#))
- [Redland Art Gallery Exhibition Proposal 2023 -25 Expression of Interest Form](#)
- Redland Art Gallery Exhibition Proposal Assessment ([A6334630](#))
- [Expression of Interest RAG Red Box Pop-Up Gallery](#)
- [RAG, Cleveland Incoming Artwork Loan Agreement](#)
- [RAG, Capalaba Incoming Artwork Loan Agreement](#)
- Cultural Services Strategy Asset & Service Management Plan 2022–2032 ([A5562354](#))
- Kanara Malara* – One People 2019–2021 Internal RCC Action Plan ([A3966868](#))
- [Our Future Redlands – A Corporate Plan to 2026 and Beyond](#)
- Redlands 2030 Community Plan ([A2856497](#))
- Redland City Council Customer Experience Strategy 2022–2032 ([A6471573](#))

## Associated Documents

- [Australian Institute for the Conservation of Cultural Materials \*ReCollections: caring for collections across Australia\*](#)
- [Australian Government's Cultural Gifts Program](#)
- [Australian Museums and Galleries Association \*First Peoples: A Roadmap for Enhancing Indigenous Engagement in Museums and Galleries\*](#)
- [ICOM Code of Professional Ethics](#)
- Indigenous Art Code
- [Museum Australia's Exhibitions: \*a practical manual for small museums and galleries\*](#)
- [Museums Australia \*Small Museums Cataloguing Manual\*](#)
- [Museums & Galleries Queensland](#)
- [National Association of Visual Arts \(NAVA\)](#)
- [National Standards for Australian Museums and Galleries](#)
- [Public Galleries Queensland](#)
- [Quandamooka Redland City Council Indigenous Land Use Agreement](#)

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[Reconciliation Australia](#)

[Significance 2: a guide to assessing the significance of collections](#)

[Redland Art Gallery forms and floor plans](#)

## Document Control

Only an ELT member (of the relevant Department/Group) can approve amendments to this document. Any requests to change the content of this document must be forwarded to relevant Service Managers(s). Approved documents must be submitted to the Corporate Meetings and Registers Team for registration.

## Version Information

Version number	Date	Key Changes
4	November 2013	<ul style="list-style-type: none"> <li>Amended reference to Groups and Units; associated industry reference documents and guidelines</li> </ul>
5	November 2017	<ul style="list-style-type: none"> <li>Amended reference to Groups and Units; associated industry reference documents and guidelines.</li> </ul>
6	February 2021	<ul style="list-style-type: none"> <li>Minor administrative updates to formatting and moved to new template.</li> </ul>
7	May 2022	<ul style="list-style-type: none"> <li>Update of reference documents and associated documents. Additional content and updated formatting in keeping with current terminology, industry best practice and enhancing Indigenous engagement.</li> </ul>