

ARTS MANAGEMENT STRATEGY FOR THE CITY OF JOONDALUP'S ART COLLECTION

1. Introduction

The City of Joondalup's (the City) Art Collection was established following the separation of the City of Joondalup from the former City of Wanneroo in 1997. Upon separation the collection was divided equally by value with the new City of Wanneroo retaining the historical collection, the regional landscapes and the indigenous collection, and the City of Joondalup acquiring the contemporary art collection.

The City's collection comprises 153 artworks, primarily focusing on Western Australian contemporary artists work. The Joondalup and former Wanneroo collections have been professionally managed since 1992 with all new work being recommended by the City's contracted Art Curator.

The strategy for the division of the two collections and the City's subsequent art collection purchases has been to build a broad, high quality, contemporary art collection, that is of general interest, accessible to the public and reflects the identity of Joondalup and the region.

The City's Cultural Development Policy (5.3) articulates the objectives of the collection:

- *The Council will support contemporary Western Australian art and artists through an acquisition program focusing firstly on high quality art work produced by Western Australian artists and secondly the development of a high quality regional collection.*
- *Acquisitions will be managed through a professional Art Consultant who will make recommendations on purchases to the Chief Executive Officer and may reserve pieces on behalf of the City within the annual budget allocation limit.*

The intention of the policy is to create a collection of statewide significance that will gain attention, build partnerships with state agencies, and be prestigious for artists to have their work included in the collection.

The Arts Management Strategy supports the Cultural Development Policy (5.3) in that the Policy makes specific reference to the City's Arts Management Strategy and notes that the Strategy will determine the long-term management, acquisition plan, display, valuation and sale of the collection.

The Strategy outlines procedures for the management of the collection according to the highest standards for the development, preservation, access, loan, rotation and de-accessioning for the collection.

The Strategy also outlines the respective roles of the Art Curator and relevant staff, and their responsibilities for maintaining high collection management standards and advising on acquisitions and de-accessioning of works from the collection.

To ensure development of a cohesive collection, this Strategy sets out essential acquisition criteria that all items must meet.

De-accession criteria are applied, to remove from the collection those items, which may no longer be suitable for the collection according to these criteria.

The Joondalup Invitation Art Award was established in 1999 as a mechanism for attracting the best available work for the collection within the available resources. The \$10,000 prize for the acquisitive award is half the annual acquisitions budget for the collection.

2. Acquisition

A Curator may be engaged to identify art works that adhere to the objectives of the City's Art Collection profile and recommend the purchase of works of art.

To accommodate the time constraints of art exhibitions an Arts Consultant may be given the authority to reserve artworks on behalf of the City.

- 2.1** The purchase, loan or lease of Artworks are authorised by the Chief Executive Officer under delegated authority following the recommendation of the City's Curator.
- 2.2** An appointed Curator will consider all offers of gifts, donations and bequests and advise the Chief Executive Officer as to the suitability and acceptability of the artwork as part of the Art Collection.
- 2.3** The winning entry of the City of Joondalup Invitation Art Award shall be acquired for the collection as a condition of the \$10,000 award.

3. Acquisition Criteria

In order to be considered for the City of Joondalup Collection all items must meet the following essential acquisition criteria:

- 3.1** Be good quality artwork by a Western Australian Artist/s. Items, which have a distinctive connection with the Joondalup region, its community, or history, shall be favorably considered if they meet the other essential criteria.
- 3.2** Enhance the current scope of the Collection
- 3.3** Be an unconditional donation, purchase or lease which has valid and clearly verifiable legal title,
- 3.4** Have the capacity to be displayed in a Council building or other appropriate space without hindrance to public access or safety,
- 3.5** That the City has the appropriate storage and or display capability.

4. Display

The Collection shall be primarily housed in the Council's facilities ensuring maximum public access and appreciation. Display of the collection shall include, but not be limited to the following venues:

- Civic Chambers
- Council offices (ground floor lobby, reception areas, and management offices)
- Council Libraries (foyer areas and walls where appropriate)
- Other Council property with appropriate security and conservation conditions

Artworks shall be rotated at regular intervals and staff may submit requests for replacement of Artwork in their area to the respective officer at the next rotation of Artworks. The respective officer shall undertake all removal and or rotation of the City's Artworks.

5. Storage and Conservation

The City will provide an appropriate storage facility for Artworks not on display. Storage areas shall, where possible, be temperature controlled and allow for the proper conservation of the works.

The Curator's guidelines for the framing, lighting, hanging requirements, location and restoration of artworks should be adhered to.

6. Inventory

The City shall keep an art collection database of artworks in the collection detailing (but not limited to) the name of the artist, work title, date of production, media, technical details, size, preferred viewing arrangements, purchase details, photograph and current location of artwork.

The relevant officer shall ensure that an inventory of the art collection is undertaken prior to November each year.

7. Maintenance and Valuation

Following the annual inventory the Curator, in consultation with the relevant officer, shall present a written report to the Chief Executive Officer on the condition of the collection and on conservation and maintenance requirements for the collection for the forthcoming financial year.

The City's Art Collection shall be independently valued at least every 5 years.

The valuation is to be reported to Council and recorded in the collection database.

8. Disposal

The Curator shall review the collection following its revaluation and make recommendations to the Chief Executive Officer regarding the grounds for disposal of artworks from the Collection.

9. Criteria for Disposal

An item may be nominated for disposal if it falls within any of the following categories. The item:

- 9.1** Is a heritage item or an art item that does not fall within the current acquisition strategy;
- 9.2** Is in a poor condition and is considered to be of insufficient merit to allocate the resources to ensure its conservation;
- 9.3** Cannot be displayed due to its properties, and is not suitable for resale;
- 9.4** Is a duplicate that serves no specific function;
- 9.5** Is irreparably damaged or destroyed or;
- 9.6** In the written opinion of the Curator is an item that would be more appropriately conserved or displayed in an alternative collection.

10. Methods for Disposal

The Curator shall advise the Chief Executive Officer on the options for disposing of a given work. The option for disposal are that the item:

- 10.1** May be offered for sale or donation as appropriate, to its creator or the donor;
- 10.2** May be offered to a more appropriate collecting institution;
- 10.3** May be resold on the public market or,
- 10.4** May be dismantled and/or destroyed in the event of no other options being suitable.
- 10.5** A record of all items disposed of, and their method of disposal, shall be maintained.

11. Loan of Artworks

The works within the collection should be made available for loan to appropriate and reputable galleries and organisations for the purpose of special events and exhibitions. In these cases, the loan recipients shall enter a formal loan agreement with the Council stipulating conservation, security and insurance arrangements.

The City will manage loan arrangements and register the loan of each work into the Art Collection Database.

To ensure that the collection is enjoyed by the widest cross section of the community the City will foster partnerships with regional stakeholders to facilitate the expeditious loan of artworks for exhibition or special events.

12. Insurance

The collection should be adequately insured for artworks on display, in storage, in transit and on loan.

13. Budget

The City of Joondalup shall resource the collection appropriately. An annual budget shall be allocated to acquire, insure, conserve and document works as necessary.

Income received as a result of the disposal of any part of the collection will be placed in an appropriate reserve fund for future investment in artworks.

14. Reporting

A report is presented to Council bi-annually to provide information on the following:

- Acquisitions made during that time period.
- Disposal of artworks that has occurred during that time period.
- Outline any loans of artwork that are active or have occurred.
- Provide details of the inventory report completed bi-annually.