

Redland Art Gallery Collection Guideline

Scope

This guideline is applicable to all units of Council dealing with cultural planning and cultural services. The guideline applies to Redland Art Gallery Collection management, including acquisitions and maintenance and supports RAG Collection Policy POL-3047.

Purpose

The purpose of the Guideline is to provide a framework for the acquisition and professional management of artworks for the Redland Art Gallery Collection. It outlines the main elements that need to be considered in implementing the Redland Art Gallery Collection Policy POL-3047.

Definitions

For the purposes of implementing the Redland Art Gallery Collection Policy and Guideline POL-3047 the following definitions apply:

Art— creative visual art, craft and design activity that produces unique material objects or works of art made from lasting components and materials, or significant ephemeral or temporary works of art that can be documented and displayed.

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

Artworks— permanent or temporary works of art made by artists.

Accessioning— the formal process of documenting and registering artworks into a public collection.

The Redland Art Gallery Gift Fund— a fund established by Council to hold monies derived from gifts or deductible contributions of money or property.

Art Register— the register or registers of works of art that form the Redland Art Gallery Collection and Redland City Council Art and Public Art Collections. The Art Registers are administered by the Redland Art Gallery and has formal rules for inclusion and exclusion of artworks.

Cataloguing— recording and documenting, through text and images, artworks in the Collection.

Collection— artworks that have been formally accessioned into the art register/s.

Conservation— treatment of artworks by a trained conservator.

CMR Team use only

Cultural Gifts Program— established by the Australian Taxation Office to provide tax incentives to encourage gifts of culturally significant items from private collections to Australia's public art galleries, museums, libraries and archives.

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 standard framing.

Code of Ethics—The International Council of Museums (ICOM) definitions provide internationally recognised and accepted guidelines for museums, galleries and keeping places for Collection management, acquisitions and de-accessioning.

De-accession— removing an artwork from the permanent collection for the following reasons:

- to preserve or enhance the coherence and distinctiveness of the collection overall
- irreparable damage or destruction by accident or other means
- when inferior work has been made obsolete by a work of greater quality.

Actions and responsibilities

A number of areas within Council will be responsible for implementation of the Redland Art Gallery Collection Policy. These are primarily:

- Cultural Services
- Community and Social Planning

With involvement from:

- Building Management Services
- Risk Management Services
- Corporate Communications
- Corporate Asset Information Team

Reference documents

Redland City Council Policy and Strategy documents:

- Cultural Policy POL-2706
- Our City Our Culture: A Cultural Plan for the Redlands 2008 – 2018
- Redland Art Gallery Exhibition Policy POL-3048 and Guideline GL-3048-001
- Redland Art Gallery Collection Policy POL-3047 and Guideline GL-2595-001
- Public Art Policy POL-984

Associated documents and references

- ICOM *Code of Professional Ethics* (ICOM, the International Council of Museums, provides guidelines on the professional and ethical management of Museums, Galleries and Keeping Places.) <http://icom.museum/ethics.html>
- Australian Government Cultural Gifts Program http://www.arts.gov.au/tax_incentives/cultural_gifts_program
- National Key Needs Study recommendations
- *Short Guide to Handling Artworks*, MacAulay Partners, Brisbane, 2001
- Redland Art Gallery Procedures, documents and associated forms

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 Manager Community & Customer Services.
- Approved amended documents must be submitted to the Office of the Chief Executive Officer to place the document on the Policy, Guidelines and the Procedures Register.

Specific objectives (1 – 10)

1. Collection frameworks

The Redland Art Gallery Collection will be in line with the Collection Policy POL-3047:

Council is committed to:

1. Funding the acquisition of artworks and seeking additional sources of funding from the private and public sectors.
2. Ensuring all collection proposals including donations are assessed through a transparent evaluation process.
3. Developing a coherent and distinctive collection that reflects local heritage and enhances contemporary expression of local identity and sense of place.
4. Collecting high quality and significant artworks from emerging and established artists in a range of genres and styles.
5. Ensuring effective representation of Aboriginal artists and craftspeople in the collection.
6. Providing opportunities for the public, industry professionals and other museums and galleries to access and engage with the collection.

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Specific objectives (1 – 10) continued

7. Maintaining a professional gallery art collection through the provision of facilities, equipment, software, asset management, documentation and the training of staff and volunteers.
8. Ensuring at all times the copyright, moral rights and intellectual property rights of artists are respected.

Artworks are to be sought in a range of media under the following categories:

- Editioned artist prints
- Painting
- Photography/new media
- Textiles
- Three dimensional (sculpture/other)
- Works of art on paper

Collecting and collection management procedures will follow ethical guidelines established by peak industry bodies, Museums Australia and the Regional Galleries Association of Queensland.

2. Collection development and acquisition methods

Acquisitions may be made, after an appropriate evaluation process through:

- gifts, bequests or purchases
- commissioning artists to create works for specific purposes
- participatory community arts projects
- exchange with artists for a more important work
- transfer from other internal or external collections.

3. Acquisition assessment process:

All artworks proposed for acceptance into the Collection 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 Collection Policy POL-3047 and Guideline GL-2595-001
- only considers written proposals.

Artwork proposals must demonstrate:

- clear artwork title
- known provenance
- collection relevance
- condition of artwork
- maintenance and conservation issues
- exhibition and display potential
- copyright permission (formal permission to reproduce the work for projects and purposes approved by Council will be sought from the copyright holder).

Assessment considerations include:

- ensuring the artwork meets Collection Policy criteria
- ensuring that vendors have legal and ethical ownership of works being offered
- ensuring when a work is gifted, sold or bequeathed legal title is transferred to Redland Art Gallery
- compliance with the requirements of the Cultural Gifts Program if applicable
- potential costs for freight, insurance, conservation, framing and display requirements
- gifts and bequests will be assessed by the criteria applicable to purchases
- poor quality art works should not be accepted simply because they are gifts.

4. Settings for the Redland Art Gallery Collection

The main settings for displaying the Art Collection are:

- Redland Art Gallery, Cleveland
- Redland Art Gallery, Capalaba
- Redland Art Gallery Foyer Feature Walls (Cleveland).

Other appropriate community interest settings include Libraries, Redland Performing Art Centre and other council owned building foyers, public areas and offices.

5. Safety standards

Staff and trained volunteers handling Collection artworks must comply with all relevant workplace health and safety regulations. Gallery operations and exhibitions should be in accordance with gallery industry standards.

6. Community access to the Collection

Community access and knowledge of the Redland Art Gallery Collection will be achieved through:

- gallery exhibitions
- education and public programs
- the gallery's website
- catalogues
- The Cultural Gifts program.

7. Acquisitions funding and registration for Cultural Gifts and bequests

Collection acquisitions are funded from an annual allocation from the Redland Art Gallery budget and from donations and commission on the sale of artworks. Donors may also gift artworks to the Collection. This may be through the Cultural Gifts Program. Tax deductible programs are an important tool in collection development. The Redland Art Gallery Gift Fund exists as a repository for donations, bequests, and grants treated according to Council's procedures.

Foundations or Trusts assist by providing funds towards special acquisitions from the private and corporate sectors. An active program of encouraging philanthropy will allow the realisation of collection targets and goals.

Management of the acquisitions budget will be the responsibility of the Director, Redland Art Gallery.

Redland Art Gallery Gift Fund

Repository for donations, bequests, and grants will be treated according to Council's procedures.

The Redland Art Gallery (RAG) maintains a fund (Gift Fund):

- a) to which gifts, or deductible contributions, of money or property for the purposes of the objects of the RAG are to be made;
- b) to which any money received by the RAG because of those gifts, or deductible contributions is to be credited; and
- c) that does not receive any other money or property.

The RAG uses the following only for the principle purpose:

- a) gifts or deductible contributions made to the gift fund;
- b) any money received because of such gifts or deductible contributions.

At the first occurrence of:

- a) the winding up of the Gift Fund; or
- b) the revocation of the Redland City Council for the operation of the RAG as a deductible gift recipient under sub-division 30-BA of *the Income Tax Assessment Act 1997*, any surplus assets of the Gift Fund will be transferred to another fund, authority or institution, which has similar objects to RAG and to which income tax deductible gifts can be made.

The Redland Art Gallery will maintain a separate bank account for the Gift Fund.

8. Collection de-accessioning


De-accessioning or disposal of artworks should only be undertaken after careful consideration by the Director, Redland Art Gallery in consultation with Senior Advisor Cultural Services and the Redland Art Gallery Exhibition and Acquisition Advisory Panel. Proposals for de-accessioning must be fully documented including an individual assessment. Any work damaged beyond repair or conservation must be formally de-accessioned and disposed of. Other reasons for de-accession include duplication, inferior quality work, theft or loss, irreparable damage, or repatriation of cultural material to an Indigenous community with proof of a valid claim.

De-accessioning of gifts should be discussed with the donor or descendants. The following are key issues:

- The de-accession must be agreed by Redland Art Gallery Exhibition and Acquisition Advisory Panel before recommendation to Council.
- Disposal must be through reputable dealers or public auction, donation to, or exchange with another public collection or organisation, exchange with the artist for a work of greater importance or relevance, or repatriation to an Indigenous community.
- Council staff, panel members and their families may not purchase, or otherwise obtain, de-accessioned items, unless this is done anonymously through public auction.
- Funds raised from the sale of de-accessioned works are to be used for future Collection acquisitions.
- Full records of de-accessioned artwork and disposal must be retained.

9. Copyright, reproduction, artists' moral rights

Copyright remains with the artist, creator or copyright owner. Redland Art Gallery seeks non-exclusive copyright permission for all purposes approved by Redland Art Gallery and budgets for reproduction fees where required.



The moral rights of artists and Indigenous protocols with regard to artworks in Council's care or collection will be respected.

10. Strategic partnerships and loans

Redland Art Gallery provides and seeks opportunities for effective Collection partnerships with other galleries, museums, individuals or groups.