

# Benalla Art Gallery Committee

## Agenda

**Date:** Tuesday 14 September 2021

**Time:** 5pm

**Venue:** Civic Centre (Council Meeting Room)  
13 Mair Street, Benalla  
and online via MS Teams

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# Agenda

<b>Chair</b>	Barbara Alexander AO	
<b>Committee</b>	Cr Danny Claridge	Council representative
	Cr Peter Davis	Council representative
	Tim Abdallah	General member
	Brad Hearn	Friends of Benalla Art Gallery representative
	Winsome McCaughey AO	General member
	Bess Nolan-Cook	CEO Tourism North East
	Anna Parle	General member
	Fiona Stephens	General member
	Alice Tallis	General member
<b>In attendance</b>	Adam Saddler	Manager Economic Development and Sustainability
	Eric Nash	Director Benalla Art Gallery

## Acknowledgement of Country

*We acknowledge the traditional custodians of this land and pay respect to their Elders and the Elders from other communities who may be here today.*

*We also acknowledge all other peoples who have contributed to the rich diversity of this Country.*

## Apologies

**Recommendation:**

**That the apology/ies be accepted and absence of leave granted.**

### **Disclosures of conflict of interest**

In accordance with the *Local Government Act 2020*, all Committee members must declare any conflict of interest pursuant to Sections 127 and 128 of the Act in any items on this Agenda.

Section 130 also requires that the Committee member declaring a conflict of interest must exclude themselves from the decision making process in relation to that matter.

### **Confirmation of the minutes of the previous meeting**

**Recommendation:**

**That the minutes of the meeting of the Benalla Art Gallery Committee held on 15 June 2021 be confirmed.**

## Business

### 1. Director's report – September 2021

SF/1742

Eric Nash – Director, Benalla Art Gallery

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#### PURPOSE OF REPORT

The report provides an update on the operations of the Benalla Art Gallery since the previous meeting.

#### DISCUSSION

##### ***Kim Westcott: the other web*** **Exhibition, education resource, online catalogue**

Benalla Art Gallery worked directly with nationally regarded, locally based artist Kim Westcott to develop and present the current exhibition, *the other web*. The exhibition features new ink paintings, photographs, and sculptures by the acclaimed artist.

The exhibition directly references her natural bush surroundings—including tree trunks, branches, shadows and webforms—while on a deeper level ‘the other web’ is a reference to nature’s connections, interdependence and energy flows, expressed through Westcott’s use of the dot, line and shape.

Importantly, this exhibition extends on recent projects such as *Northern Abstraction* to engage with and present talents of the North East Victorian region.

With printing support from MAGMA Art Projects, an exhibition catalogue has been produced, to be distributed to Gallery members, and also made [available online](#) owing to the current lockdown.

With the current lockdown also preventing school tours that would normally be conducted at this time for VCE Studio Art students to assist completion of Unit 4, Outcome 3, Gallery staff also developed an ‘Exhibition in Focus’ digital resource in response to this show and distributed to all schools in the region. Appreciative feedback, as per quote from Cathedral College below, was received from many teachers:

***“YOU GUYS ARE AWESOME!!!!!!!!!!”***

*I have shared the learning resource that you made for the gallery Industry with some VCE teachers on Facebook. They really appreciated it, as I did. So many thanks for this amazing work. It makes a difference for both the students and the teachers!!”*

#### ***Re-generation***

## **Exhibition, community capacity building**

Benalla Art Gallery installed a new Collection exhibition in late June, celebrating the Gallery's position within the surrounding Botanical Gardens by showcasing highlights from its collection of floral and botanical works. The exhibition, through didactic texts, also draws out some of the Gardens' history and as such enhances community understanding and appreciation.

The historical research was assisted by meetings with the President of the recently disbanded Friends of the Benalla Botanical Gardens, and also supported by the Benalla Historical Society.

The exhibition was supported by an intern curator, with the Gallery team guiding emerging arts worker Selina Willmot, who lives in the region, through the process of exhibition development from conception to installation. Willmott completed a Bachelor of Arts (Hons) at Monash University, with a double major in Ancient Cultures and History, and also recently completed the Master of Cultural Heritage at Deakin University with a focus on curatorship and collection management. She was selected for the Deakin University Dual Award Program and received the Master of World Heritage from BTU Cottbus-Senftenberg following a five-month exchange in Germany. This marked an important contribution by the Gallery in developing the capacity and practical experience of young arts workers living in the region.

The exhibition also contains an evolving slide projection, with a call to the community to submit their personal images of time spent in the Gardens.

### ***In and of this place*** **Online exhibition**

Curated by Jessica Clark, and developed in collaboration with NETS Victoria, [the online catalogue exhibition](#) *In and of this place* was launched in this reporting period, after a number of months in development. The catalogue will be hosted on the Benalla Art Gallery website until the end of the year, and is an important initiative given the challenges in engaging audiences through multiple closures. The exhibition pairs key landscapes from the Benalla Art Gallery Collection with works by contemporary Indigenous artists.

The resource has been read by over 200 users, and has also attracted significant media, including a substantial article in the Benalla Ensign. Social media posts announcing the project also garnered increased reactions, with over 120 likes, and numerous positive comments including by influential figures within the arts sector.

***Stronger Together*****Activation of Arts Project Australia x Benalla Art Gallery x Munro & Sargeant exhibition space**

Benalla Art Gallery activated an unconventional, evolving exhibition space for Arts Project Australia artists within the Munro & Sargeant café during this reporting period. The exhibition strengthens the direct relationship between the café co-tenant, and the Gallery's creative program. This initiative is also centred around inclusivity and representation, with Arts Project Australia being the first full-time art studio in Australia for artists with an intellectual disability. This initiative also represents a new possible revenue stream, with all works for sale, and a profit split as below:

- 50% of sales go to the artists
- 20% of sales go to Benalla Art Gallery
- 20% of sales go to Munro & Sargeant
- 10% of sales go to APA

As an ongoing project, the display will evolve as sales are made.

**Impacts of Lockdowns 4.0, 5.0, 6.0, and 7.0**

At the time of last reporting, Benalla Art Gallery was closed owing to lockdown 4.0, and it was noted that this had disrupted efforts to re-build exhibition and engagement programs and plans following successive lockdowns. Since then, the Gallery has worked through further closures, as below, including the continuing lockdown in line with government regulations:

- Lockdown 4.0 closure – continued until 10 June inclusive
- Lockdown 5.0 closure – effective 16 July to 27 July inclusive
- Lockdown 6.0 closure – effective 6 August to 10 August inclusive
- Lockdown 7.0 closure – effective from 21 August and continuing

This has resulted in numerous impacts, postponements and cancellations, including but not limited to:

- largely eliminating traditional 'cultural/general tourism' markets visiting from New South Wales border towns, and Melbourne
- greatly limiting opportunity for local visitors to attend new exhibitions, particularly Kim Westcott's the other web, and the touring exhibition FEM-aFFINITY
- cancellation of the Re-gathering Community Party (following a previous rescheduling)
- cancellation of Kim Westcott's the other web exhibition launch (following a previous rescheduling)

- postponement of all workshops advertised for the Term 3 Art on Saturdays program
- postponement of numerous First Mondays artist and curator talks
- cancellation of numerous *Little Artists* workshops
- cancellation of multiple booked school tours
- postponement and cancellation of multiple venue hire and collaborative hosting events, including Tourism North East Roadshow; week-long program of workshops for Tomorrow Today’s PEEP groups; Benalla Rural City Council Citizenship Ceremony; Tomorrow Today’s Annual Celebration (10 year Education Program Anniversary); Friends of Benalla Art Gallery AGM.

**EXHIBITION ATTENDANCE**

<b>Exhibition</b> <i>(from 1/6/2021 to 31/8/2021, inclusive lockdown closures 4.0, 5.0, 6.0, and 7.0)</i>	<b>Dates</b>	<b>Attendance</b>	<b>Days</b>	<b>Daily average</b>
Re-gathering: Benalla Art Gallery Collection x RACV Art Collection <b>Ledger Gallery</b>	1 June – 20 June 2021	489	9	54
Robert Jacks: Rhythmic Compositions <b>Bennett Gallery</b>	1 June – 1 August 2021	3477	35	99
Northern Abstraction <b>Simpson Gallery</b>	1 June – 25 July 2021	1849	30	62
Re-generation: Benalla Art Gallery Collection <b>Ledger Gallery</b>	25 June – 31 August 2021	2767	35	79
Kim Westcott: the other web <b>Simpson Gallery</b>	30 July – 31 August 2021	680	15	45
FEM-aFFINITY <b>Bennett Gallery</b>	6 August – 31 August 2021	439	9	49

**PUBLIC AND EDUCATION PROGRAM ATTENDANCE**

<b><i>Programs and Events</i></b> <i>(from 1/6/2021 to 31/8/2021, inclusive lockdown closures 4.0, 5.0, 6.0, and 7.0)</i>	<b><i>Age Group</i></b>	<b><i>No.</i></b>	<b><i>Attendance</i></b>
Ralph Bristow Studio Visit – 26 June	Adult	1	12
School Holiday Workshop: Clay Monsters – 28 June	Children	1	32
School Holiday Workshop: Wire and Plaster Sculpture	Children	1	12
School Holiday Workshop: Street Art for Kids – 5 July	Children	2	24
First Mondays: <i>An insight into Robert Jacks Rhythmic Compositions with Kirsty Grant</i> – 5 July	Adult	1	42
Little Artists: Robert Jacks inspired workshop – 7 July	Children	1	16
School Tour: Benalla P-12 College Years 11 and 12 – 16 August	Children	1	15
School Tour: Cathedral College Year 11 and 12 – 19 August	Children	1	19

***Attachment: Strategic Plan Progress Report***

**Recommendation:**  
**That the report be noted.**

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**DIRECTOR'S REPORT: STRATEGIC PLAN PROGRESS SEPTEMBER 2021**

Goal 1. To improve, protect and conserve the Benalla Art Gallery permanent collection				
OBJECTIVE 1	Key Strategies	Actions & Achievements	Progress	Performance Indicators
<b>Objective 1.1</b> To improve the Benalla Art Gallery permanent collection	Acquire, by purchase, gift and bequest, works of art of outstanding quality in line with the Benalla Art Gallery Collections and Acquisitions Policy	Submission for the Cultural Gifts Program of 73 works by 13 Australian artists to be gifted by Dr Douglas A Kagi is drafted and pending receipt of a final valuation, indicative gift value \$250,000. Cultural Gifts Program have finalised and endorsed the submission for 5 works by Michael Cook. Works by Arthur Merric Boyd, and Emma Minnie Boyd, accepted at June meeting form part of current <i>Re-generation</i> exhibition. Small suite of works by Ernest Marcuse accepted at June meeting have been formally lodged through Cultural Gifts Program.		1.1 That the actual annual spend on conservation and repair work be no less than \$1 for every \$2000 worth of total collection value. 1.2 That all works considered to be of significance be digitised within the life of the Plan. 1.3 That all works considered to be of significance are reviewed to establish clear copyright status within the life of the Plan 1.4 That short and longer term storage solutions, with the available budget and resources, be executed. 1.5 That the industry accepted deaccession process be applied. 1.6 That the collection store have appropriate environmental controls, including temperature and humidity.
	Where possible, remove from the Gallery collection, by an appropriate de-accession process, works that do not fit within the Benalla Art Gallery Collections and Acquisitions Policy.	Development of a list of works eligible for de-accession currently on hold pending the completion of the digitisation project.		
	Encourage, facilitate and acknowledge funding, donations, gifts and bequests that enhance the Benalla Art Gallery collection.	New acquisitions to be clearly identified when first exhibited. This has been undertaken for recent Arthur Merric Boyd, and Emma Minnie Boyd acquisitions included in Collection exhibition <i>Re-generation</i> .		
		Benalla Art Gallery proactively nurturing relationships with past and prospective donors, including through future exhibition program, i.e. Michael Cook's <i>Invasion</i> series.		
<b>Objective 1.2</b> To protect and conserve the Benalla Art Gallery permanent collection.	Provide appropriate storage, security and environmental conditions	Issues related to climate control systems and security are proactively monitored and reported for repair through Benalla Rural City Council's Facilities team. Benalla Art Gallery staff have provided detailed advice from professional experience and peer organisation consultations regarding the systems and spatial allocation required for the proposed offsite Collections store.		
	Provide appropriate financial and other resources to adequately conserve and repair works	A comprehensive record of ideal conservation treatment for all significant artworks, and priority list and proposed timeframe with cost estimates was proposed to be developed in-line with the digitisation project. The scope of the digitisation project has not allowed for this, and work will need to be undertaken in due course. Staff continually monitor the condition of artworks being handled or on display to identify any pressing concerns, and as mentioned, a high volume of condition reports have been completed to get a more comprehensive indication of current conditions.		
	Document and manage the collection, including maintaining current digital records to an industry best practice standard	797 records have now been completed and uploaded to the cloud-based Collection Management Database, eHive. Of these, 392 records have been vetted and published. Significant progress has been made toward a batch upload for eHive of a further 128 of the 1,050 current Collection works, along with the Doug Kagi Cultural Gift of 73 works		
	Continue with securing copyright permission for individual work	Confirming copyright status and sourcing licenses remains a work in progress.		

Goal 2. Increase engagement of the community with the Gallery collection, exhibitions and programs				
OBJECTIVE 2	Key Strategies	Actions & Achievements	Progress	Performance Indicators
Objective 2.1 Display and exhibit works of art	Display art works from the permanent collection in a manner that provides opportunities for deeper engagement.	Benalla Art Gallery is currently displaying the Collection through the exhibition <i>Regeneration</i> , and the online exhibition <i>In and of this place</i> . Benalla Art Gallery has provided comment and corrections on final designs of the online exhibition placing 15 works from the Benalla Art Gallery Collection in dialogue with 15 contemporary works, curated by Jessica Clark through NETS Victoria. Benalla art Gallery is assessing artwork condition for three Lloyd Rees works requested by Tasmania Museum and Gallery for inclusion in a major 2022 exhibition.		2.1 Visitor numbers grow and visitor feedback is positive 2.2 New brand identity for the Benalla Art Gallery launched 2.3 Social media engagement grows 2.4 Engagement in public programs is meaningful 2.6 Different sections of the permanent collection are displayed
	Present a well-researched, balanced, stimulating, informative and enjoyable exhibitions program	The Benalla Art Gallery's efforts to present this diverse exhibition program has again been positively received, though visitation has been inhibited by frequent lockdowns. 9,701 visitors to the three exhibition spaces recorded from beginning of June until the end of August.		
Objective 2.2 Promote the Benalla Art Gallery	Develop and launch a new brand identity for the Gallery	All graphic materials have been delivered in-line with the new brand. Recent applications include Kim Westcott's exhibition brochure, exhibition presentation within Munro & Sargeant, and a drafted 2022 exhibition calendar to be produced in partnership with the Friends of Benalla Art Gallery.		
	Promote highlight exhibitions, and other opportunities for engagement to increase visitation	Positive outcomes in the reporting period have included: <ul style="list-style-type: none"> <li><i>In and of this place</i> article in the Benalla Ensign</li> <li>Benalla Art Gallery and Benalla more generally featuring prominently in Juliette Jameson's article 'Victoria's Best Regional Art Galleries' in the traveller liftout of The Age</li> </ul>		
	Present the Benalla Art Gallery brand in a consistent and credible manner	As per report for 'Develop and launch a new brand identity for the Gallery'.		
	Promote the Gallery as a regional tourism product, with a focus on partnerships and collaboration	Benalla Art Gallery continues to focus on the development of partnerships to enhance regional tourism objectives, and is advancing the plans toward an outdoor projection screen.		
Objective 2.3 Increase access to the permanent collection	Use collection displays, Gallery exhibitions, travelling exhibitions, loans, publications, programs and new technology to increase access to the permanent collection	As per reports for 'Document and manage the collection, including maintaining current digital records to an industry best practice standard' and 'Display art works from the permanent collection in a manner that provides opportunities for deeper engagement.		
	Finalise the business case and plans for the development of the Art Gallery masterplan	SMA Tourism undertook community consultation throughout June.		
Objective 2.4 Provide interesting and relevant education and public programs	Present innovative, informative and engaging public programs	Benalla Art Gallery public programs continued through June to August where lockdowns and restrictions permitted. 9 programs were presented to 162 participants, however many others were postponed or cancelled.		
	Stimulate engagement and understanding of the visual arts through events, workshops, learning opportunities and lectures	The diversity of activity to provide opportunities for engagement and understanding included public talks, school tours, workshops for various ages and with a diversity of media, and an artist studio visit.		
	Engage with the Victorian School Curriculum to ensure programs are targeted and appropriate for students and teachers	Benalla Art Gallery has adopted a leadership role in the region through the coordination and staging of the <i>VCE Showcase</i> exhibition. Application forms and processes have been reviewed to create greater consistency with regional and state peers, and an expanded database of schools have been invited to participate, as below: <ul style="list-style-type: none"> <li>Alexandra Secondary College</li> <li>Beechworth Secondary College</li> <li>Benalla P-12 College</li> <li>Bright Secondary College</li> </ul>		

		<ul style="list-style-type: none"> <li>• Cathedral College, Wangaratta</li> <li>• Catholic College, Wodonga</li> <li>• Euroa Secondary College</li> <li>• FCJ College Benalla</li> <li>• Galen College, Wangaratta</li> <li>• Mansfield Secondary College</li> <li>• Mansfield Steiner School</li> <li>• Marian College, Myrtleford</li> <li>• Mount Beauty Secondary College</li> <li>• Myrtleford P-12 College</li> <li>• Rutherglen High School</li> <li>• Sacred Heart College, Yarrawonga</li> <li>• Tallangatta Secondary College</li> <li>• Victory Lutheran College, Wodonga</li> <li>• Wangaratta High School</li> <li>• Wodonga Senior Secondary School</li> <li>• Yarrawonga College P-12</li> </ul> <p>Gallery's education staff have been in frequent dialogue with schools and will adapt as necessary for the presentation of the <i>VCE Showcase</i> once applications close in mid-September. Staff have also provided support for teachers and students through the responsive production of education resources aligned to VCE Studio Arts assessments.</p>		
<b>Objective 2.5</b> <b>Provide high-quality services and an enjoyable, accessible environment for visitors.</b>	Provide a level of visitor service which is welcoming, knowledgeable and consistent with a Gallery of premium standing	<p>Development of appropriate visitor services standards which are observed by all staff and volunteers to be developed – pending.</p> <p>Development of Conditions of Entry policy to ensure safety and enjoyment of all visitors – a general document is pending, however Conditions of Entry were developed and have been communicated in the context of operating a COVIDSafe public gallery.</p>		
	Seek and respond to visitor feedback	Benalla Art Gallery has continued to collect visitor responses and demographic insights through general reception surveying during the reporting period.		
	Seek to refine the Gallery Café Lease agreement	<p>Collaboration with MUNRO &amp; SARGEANT café has been strengthened through the activation of the <i>Stronger Together</i> collaborative display.</p> <p>The lease itself and any arising issues are being proactively managed through Greg Robertson, Manager Facilities and Information Technology.</p>		
	Continue to improve the Gallery retail space	The Gallery's retail performance has been hampered by venue closures in this reporting period.		

**Goal 3. Maximise support for Gallery operations**

OBJECTIVE 3	Key Strategies	Actions and Achievements	Progress	KPIs
<b>Objective 3.1</b> Develop and maintain strategic relationships.	Actively engage with all levels of Government	This is done as part of regular operations.		3.1 Sound financial position and financial capacity to host large scale events 3.2 Stakeholder satisfaction with facilities and services 3.3 Establish a Foundation for the Gallery through which funds can be raised for the redevelopment of the Art Gallery 3.4 Raise funds for the redevelopment of the Art Gallery
	Work collegially as part of the visual arts sector	Benalla Art Gallery continues to engage with the sector nationally through the consideration and appropriate approval of loan requests, representation at key events and in relevant discussions, and chiefly through the peak body, Public Galleries Association of Victoria. Benalla Art Gallery has undertaken targeted consultations with key peers to formulate recommendations for the offsite Collection store.		
	Develop and maintain productive relationships with artists, donors, sponsors, members and other key stakeholders	Further focus required, a number of planned opportunities for engagements with artists, members, etc. have been postponed or cancelled.		
	Continue to work with Tourism North East, other galleries and appropriate regional tourism operators	Benalla Art Gallery had planned to partner by hosting the tourism North East Roadshow, however the event was cancelled by TNE owing to COVID lockdowns.		
<b>Objective 3.2</b> Secure and manage the Gallery's financial resources	Establish a Foundation for the Gallery for the purpose of securing its long-term financial security	Being progressed through CEO in liaison with Chair, Winsome McCaughey, and appointed Trustees, Margaret Richards and Cr Peter Davis.		
	Secure funding and support for Gallery operations and programs from Government, corporate and private sources	Appropriate funding programs to be identified to support the key objectives of the gallery.		
	Maximise return from commercial operations	Commercial lease and retail revenue hampered by closures in this reporting period. Public Programs budget restrictions require staff to conceive events as at-worst cost neutral propositions.		
	Manage financial resources effectively, aligning them with strategic and financial plans	This is done as part of regular operations; the Gallery continues to present a highly ambitious exhibition and events program within the constraints of allocated budget.		
	Develop a Philanthropic Funding Strategy	A cohesive fundraising plan to be developed for all Gallery operations, including philanthropic contributions – this will need to be undertaken in lock-step with development of Foundation, and consider overlap of various stakeholder groups with existing major or minor fundraising objectives.		
<b>Objective 3.3</b> Manage the infrastructure of the Gallery	Maintain the Gallery building to a high standard	All regular facilities tests (airconditioning, fire systems, etc.) completed, and monitoring of performance ongoing. Identified issues with various systems communicated through Council for immediate rectification or inclusion in future budget processes.		
	Maintain the Gallery building so it best protects the Gallery permanent collection	As per report for 'Provide appropriate storage, security and environmental conditions' and detail of technical advice developed and reviewed related to the offsite Collection Store, contained in the Discussion Paper: Collections Management.		
	Consider environmental sustainability in the Gallery operations	This is done as part of regular operations.		
<b>Objective 3.4</b> Renew the Gallery infrastructure	Finalise the business case and plans for the development of the Gallery masterplan, ensuring it best serves the needs of the Gallery and its audience	Final Report presented on behalf of the Committee by Winsome McCaughey to an Assembly of Benalla Rural City Council in February. SMA Tourism were appointed through Benalla Rural City Council tender process to undertake community consultation on this project.		
	Seek Government and non-Government support for the redevelopment project	Benalla Art Gallery is further developing its partnership with RACV and MPavilion to design a program of four keynote style presentations by leading figures in the sector, exploring the transformational power of cultural institutions and appropriate cultural infrastructure from a number of different lenses, aligned loosely to the objectives set out in the Feasibility Study and Business Case.		

## 2. Exhibition Schedule 2021 – 2022

SF/1742

Eric Nash – Director, Benalla Art Gallery

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### PURPOSE OF REPORT

The report presents the 2021 – 2022 exhibition schedule.

### DISCUSSION

This report captures exhibitions at various stages of development and also changes made necessary due to direct and indirect impacts of sector-wide COVID-19 closures.

### ***Attachments:***

- *Exhibition Schedule 2021*
- *Exhibition Schedule 2022*
- *Exhibition Overview 2022*  
*(provided to Committee )*

<b>Recommendation:</b>
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<b>That the report be noted.</b>
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# Benalla Art Gallery Exhibition Schedule 2021

Location	January				February				March				April				May				June				July				August				September				October				November				December							
weeks start Mondays	4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27
EXHIBITIONS																																																				
Ledger	Re-gathering (+RACV) 7 Dec - 22 June																				Re-generation 25 Jun - 5 Dec										Ledger Collection - Dates TBC																					
Bennett	Experiementa to 14 Feb								Bushfire Brandism 5 Mar - 25 Apr								Robert Jacks 30 Apr - 1 Aug								FEM-aFFINITY 6 Aug - 17 Oct								VCE Show 22 Oct - 28 Nov								Nick Selentisch 3 Dec - 6 Feb											
Simpson					Damien Shen 22 Jan - 21 Mar								Nolan's 27 Mar - 13 Apr								Northern Abstraction 23 Apr - 25 July								Kim Westcott 30 Jul - 3 Oct								Temporal Artefacts CRAFT 8 Oct - 12 Dec								Pauline Fraser 17 Dec - 13 Feb							
Munro and Sargeant																					Arts Project Australia x Benalla Art Gallery x Munro and Sargeant - Stronger Together																															
																					Ongoing, rotating exhibition																															
<b>Creative Victoria target audience</b>																																																				
General																																																				
Children and Families																																																				
Young People																																																				
Seniors																																																				
Women																																																				
Aboriginal/Torres Strait Islanders																																																				
People with disabilities																																																				
Emerging artists																																																				
School groups																																																				

# Benalla Art Gallery Exhibition Schedule 2022

Location	January					February				March				April				May				June				July				August				September				October				November				December						
weeks start Mondays	3	10	17	24	31	7	14	21	28	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26
<b>EXHIBITIONS</b>																																																				
Ledger	The Ledger Collection Benalla Art Gallery Collection Dates TBC																																																			
Ledger Salon	Jenny Watson The Memory of Taking Off Dates TBC																																																			
Bennett	Nick Selentisch The Tactile Subject 3 Dec - 6 Feb					Adrienne Doig It's All About Me! 11 Feb - 3 Apr				OCULI Seven Year Life Stages 29 Apr - 17 Jul				4A Centre for Contemporary Asian Art Bush Divaan 5 Aug - 16 Oct				VCE Showcase 21 Oct - 20 Nov				Bruce Munro From Sunrise Road 9 Dec - 26 Feb 2023																														
Simpson	Pauline Fraser Contemplating Nature 17 Dec - 13 Feb					The Human Figure Benalla Art Gallery Collection 18 Feb - 10 April				Atong Atem Banksia 15 April - 26 Jun				Peter Wegner Centenarians 1 Jul - 28 Aug				Michael Cook Invasion 2 Sep - 23 Oct				Jacqui Stockdale The Outlaws Inn 28 Oct - 18 Dec				Application - Local/Regional																										
Projection Façade	Curated - Family Engagement					Application - Local/Regional				Curated - PHOTO 2022				Application - Local/Regional				Curated - Benalla Festival				Application - Local/Regional																														
Gallery Shop	Application - Local/Regional					Application - Local/Regional				Application - Local/Regional				Application - Local/Regional				Application - Local/Regional				Application - Local/Regional				Application - Local/Regional				Application - Local/Regional																						
Munro and Sargeant	Arts Project Australia x Benalla Art Gallery x Munro and Sargeant Stronger Together Ongoing, rotating exhibition																																																			
<b>RELATED EVENTS</b>																																																				
School terms - Victoria	term 1								term 2								term 3								term 4																											
Festivals									National Pony Club				PHOTO 2022												Benalla Fest																											
Lakeside Farmers Market 9AM-1PM																																																				
Gardens Market 3-8PM																																																				
<b>Creative Victoria target audience</b>																																																				
General																																																				
Children and Families																																																				
Young People																																																				
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Aboriginal/Torres Strait Islanders																																																				
People with disabilities																																																				
Emerging artists																																																				
School groups																																																				

**3. Funding Report: Projection Space**

SF/1742

Eric Nash – Director Benalla Art Gallery

**PURPOSE OF REPORT**

The report presents details of progress toward a recently funded project at Benalla Art Gallery.

**DISCUSSION**

At the Benalla Art Gallery Committee meeting of 15 June, it was advised that funding had been secured to activate an after dark projection space, replacing a static digital reproduction of a Collection artwork facing an expanse of open Benalla Botanical Gardens parklands, Lake Benalla, and Monash Bridge.

Project progress:

Through Benalla Rural City Council’s Manager Assets and Infrastructure, Benalla Art Gallery has now sought VicRoads’ and Victoria Police’s sign off for the project.

Subsequently, a Permit Exemption Application was lodged by Benalla Art Gallery with Heritage Victoria, and this has been approved, enabling the project to proceed.

When Authorised Worker restrictions permit, key staff from [InSight Systems](#) will conduct a site visit to finalise engineering and technical design of the system prior to installation.

The opportunity to extend 2022 exhibitions through complementary video content is being preliminarily discussed with artists and galleries; i.e. Atong Atem’s 2022 photographic exhibition *Banksia* is expected to include outdoor screenings of the video artwork from the same series, while Jacqui Stockdale’s exhibition *The Outlaws’ Inn* may be accompanied by screenings of new and recent stop motion animation work; the artist was recently commissioned by notable band *Bush Gothic* to make an animation for a new film clip, and used one of *The Outlaws’ Inn* characters (Ma Kelly).

**Recommendation:**

**That the report be noted.**

#### 4. Benalla Art Gallery Grant Funding Update

SF/1742

Adam Saddler – Manager, Economic Development and Sustainability

##### **PURPOSE OF REPORT**

The report provides an update on key projects at the Benalla Arts Gallery.

##### **DISCUSSION**

The Council has progressed several activities related to the Benalla Art Gallery.

##### **Redevelopment report**

The draft Benalla Art Gallery redevelopment report funded through a grant will be presented to Council on 15 September for consideration and then disseminated to the Gallery committee and other stakeholders.

##### **Gallery redevelopment**

The Council has progressed the development of the collection storage facility component of this grant and is finalising the scope with a view to tender the project.

The development of the refurbishment to the Gallery Café, Gallery entrance space, gift shop and offices component is yet to commence.

##### **Art/sculpture trail**

The scope for the art/sculpture trail is progressing but only in its infancy at this point in time.

##### **Recommendation:**

**That the report be noted.**

## 5. Benalla Art Gallery Acquisition Trust Fund

SF/1742

Winsome McCaughey – Chair, Benalla Art Gallery Acquisition Trust Fund

### PURPOSE OF REPORT

The report presents an update on the Benalla Art Gallery Acquisition Trust Fund

### DISCUSSION

#### Variation to the 1986 Trust Deed

Maddocks has provided pro-bono assistance on revising the 1986 Benalla Art Gallery Acquisition Trust Deed. Trustees approved the draft of the revised Deed of Variation at the 3 September meeting and requested Maddocks submit it to the ATO on their behalf. After the ATO approves the Deed and Trustees sign it, the Trust becomes the corporate trustee of the Benalla Art Gallery Foundation Ltd (which relieves Trustees of individual personal legal liability for Trust affairs.)

From this point on the Trust will be:

- known as the Benalla Art Gallery Foundation
- consistent with and compliant with Commonwealth ATO and ANCN legislation
- able to approach donors as an entity that's independent of government
- able to receive major grants for the physical infrastructure and program aspects associated with the proposed Gallery redevelopment
- able to engage services of an individual or firm to assist with fund-raising.

#### Raising Funds

The Urban Enterprise BAG Feasibility Study identified that:

- the 1976 Gallery building is no longer fit for purpose to deliver programs needed for its second 50 years. Doing so will require major redevelopment
- Gallery programs are already operating with less staff than benchmark guidelines
- Gallery redevelopment will bring very major benefits to Benalla and district
- if nothing is done, costs will continue to rise and Gallery will slide backwards.

The Trustees recognize a major fundraising campaign is needed to raise the money to cover Gallery redevelopment costs. Considerations related to this include:

- Raising significant funding for the redevelopment is possible but requires major, sustained effort. It cannot be done without investing in professional personnel.
- Each potential funding body must be researched, each application be customised according to a funding body's specific objectives and each body followed up.
- Major donors and foundations are either not inclined, or in some cases not even able to make donations and / or grants to local governments.

- It is important the Trust and Council cooperate on raising funds for the Gallery so that one does not cut across the other. (The Trust has Deductible Gift Recipient status (two kinds) and the Council has one kind - by virtue of owning the Gallery).
- Commonwealth law requires the Trust implement a Fundraising Strategy. This needs to be developed around a big-picture, high-level agreed position covering:
  - the initiative for which funding is being sought
  - why the community needs this initiative and the benefits it will bring
  - what the initiative will cost in terms of establishment and on-going costs
  - how it is proposed these initial and on-going costs will be met.
- The Trust Chair has been researching factors that may trigger positive responses to redevelopment funding applications, including via informal discussions with philanthropic sector personnel. A draft business case framework has been developed which can provide a basis for multiple funding applications. This draws on the Urban Enterprise Study findings, perspectives from the philanthropic sector and recent government reports. When available, the outcomes of the recent community consultation will also be taken into consideration.
- At the recent meeting Trustees considered the draft framework and approved it in principle - noting that further development and customisation will be needed.

**Recommendation:****That the report be noted.**

**Date of next meeting**

The next meeting of the Art Gallery Committee is scheduled for **5pm on Tuesday 16 November 2021.**