



Policy: Council

BLUE MOUNTAINS CULTURAL CENTRE EXHIBITIONS POLICY



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Policy Statement

Blue Mountains Cultural Centre will select and exhibit a high calibre annual program of exhibitions that supports the vision and mission of the Cultural Centre, while maintaining the established professional standing of the Cultural Centre within the Australian museum industry.

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Scope:	<i>Artists and arts organisations wishing to exhibit at the Blue Mountains Cultural Centre</i>	Council Minute No:	<i>Item No. 17</i>
Lifespan:	<i>10 years</i>	Responsible Directorate/Group:	<i>Development & Customer Services</i>
Next review:	<i>June 2026</i>	Contact Position:	<i>Director – Blue Mountains Cultural Centre</i>

Version History

Version	Adoption Date	Reason for Change
2016	28/06/16	Periodic update.
2012	5 June 2012 (Min No. 10)	New policy.

Definitions

Term	Definition
Artist	A professional, amateur or student practitioner in the visual arts, craft or design.
Audience	All, or a specially identified segment, of the Cultural Centre's constituency.
Cultural Centre	Blue Mountains Cultural Centre
Curator	A professional arts practitioner who does one or all of the following: <ul style="list-style-type: none"> - Develops an exhibition concept; - Researches contextual histories, objects and images and writes interpretive and descriptive text; and - Presents a public exhibition
Environment	The Cultural Centre's environment includes exhibition spaces, climate control, specialist lighting, security, storage, event spaces and loading dock. Provision of these to appropriate industry standards is critical in securing loan of artwork and insurance.
Establishment Committee	The Blue Mountains Cultural Centre Establishment Committee, as nominated by Council for a 2-year term (see also Item 18 of the Business Paper for the Ordinary Council Meeting of 31 January 2012, as endorsed in that meeting (Min No. 21)
Exhibitions	Displays of social histories and/or visual art disciplines including new media, craft and design that have been developed around a curatorial rationale.
Touring Agent	Any organisation or individual responsible for developing and delivering touring exhibitions of Australian and international visual arts and cultural heritage material.

Related Documents

This document should be read in conjunction with:

- Blue Mountains Cultural Centre Collection Policy: TRIM 13/122673
- Blue Mountains Cultural Centre & Hub Sponsorship Policy: TRIM 14/249550
- Blue Mountains Cultural Centre Governance. Item 18 of the Business Paper for the Ordinary Council Meeting of 31 January 2012 (endorsed: Min No. 21)
- Blue Mountains Cultural Centre Exposé Program Guidelines: TRIM 16/007523
- Braemar Gallery Exhibition Guidelines. TRIM: 16/007343
- Braemar Gallery Management Committee Terms of Reference: TRIM 15/145230
- International Council of Museums, Code of Professional Ethics – www.icom.museum
- American Association of Museums, Code of Ethics – www.aam-us.org
- Australian National Association for the Visual Arts Ltd – www.visualarts.net.au
- Regional and Public Galleries NSW – www.rpg.nsw.gov.au
- Museums and Galleries NSW – www.mgns.w.gov.au
- Museums Australia - www.museumsaustralia.org.au

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Introduction

Blue Mountains Cultural Centre is an entity of Blue Mountains City Council and exists and operates in conjunction with its peer industries, other sectors and the wider community. It willingly exchanges activities and ideas with arts bodies, commercial, tourist and leisure organisations, social welfare and community development organisations, educational institutions and government agencies.

As the largest visual art display space in the Blue Mountains region, the Cultural Centre plays a pivotal role in promoting the work of artists of the region and providing access to arts and cultural services.

The Cultural Centre is a recognised professional exhibition space within Australia’s gallery and museum industry. The Cultural Centre’s ability to meet international standards of preservation, climate control and security, enables major national and international travelling exhibitions to be displayed within the Cultural Centre.

Values

The Cultural Centre is a public institution, and as such is committed to maintaining an ethical framework for its programs and operations.

The Cultural Centre:

- values the responsibilities of its public trust and acts cooperatively, not independently;
- values active involvement by all sectors of the community in all of its programs;
- values independence and will not enter into any business relationship that puts it under any obligation to deal exclusively with any particular person or concern, but rather, will base its business dealings on quality of goods, promptness of service and fairness of price;
- values its exhibition programs for the creation and dissemination of new ideas and seeks to ensure that information it imparts is honest and objective and does not perpetuate stereotypes or prejudices;
- values integrity and objectivity in its professional conduct and strives to maintain high standards of service to the community;

- values cooperation and sharing of knowledge and experience with industry peers and arts professionals and renders professional services fairly and efficiently;
- values confidentiality and respects the rights of creators and owners of artistic material;
- values the principles of reconciliation and respect pluralistic values, traditions and concerns; and
- values innovation and change and strives to be positive, flexible and adaptive.

Adapted from the American Association of Museums Code of Ethics for Museums and International Council of Museums Code of Professional Ethics

Exhibition Aims

Exhibitions under the management of the Cultural Centre will be selected in consideration of the following aims:

- To provide a cultural, educational and recreational resource for local residents and visitors;
- To present visual arts to the highest international standards of display;
- To embrace the philosophy of access for all and provide engaging, diverse and inspirational learning and recreational opportunities;
- To recognise the diversity of opinion and beliefs within the community;
- To encourage participation, enquiry and aspiration in regard to the visual arts;
- To seek to challenge, query and explore human activity, values, customs and systems within a non-judgemental context, while recognising public standards and expectations;
- To bring new opportunities to the region from national and international sources;
- Support professional artists in their pursuit to become recognised in their field both at a local, national and international level;
- To foster the professional development of local artists through engagement with exhibition and public program opportunities;
- To promote the region as a place of creative endeavour and inspiration with a diverse culture and heritage; and
- To remain apolitical.

Basic Selection Criteria

The following will form the basic criteria for decision-making in relation to exhibitions managed by the Cultural Centre. Additional selection criteria published from time to time by the Cultural Centre may also apply.

Clarity – Ability to interpret the exhibition proposal and ascertain the feasibility of the proposal with an emphasis on articulation and legibility.

Quality – Whether the standard of work and concept is appropriate to the nature of the proposed exhibition and whether they meet the standards of a professional public exhibition space.

Artistic integrity – The potential to uphold elements of artistic expression, for example, innovation, uniqueness, creativity, skill, value.

Audience appeal – Relevance and interest to a stated audience. Our venues are utilised by a varied demographic and must therefore be accessible and relevant to the general public.

Cost to the venue – Potential cost implications to the venue: e.g. additional insurance, hire fees, transport costs.

Practicalities – Consideration of any practical difficulties in hosting exhibitions: access and installation, public safety, size and weight of work.

Source – Proven ability of the artist, curator or Touring Agent to develop and deliver exhibitions of a high standard.

Resources – Provision of additional resources, such as education kits, catalogues and interpretive information, that would enable audiences to better understand and appreciate artworks on display.

Program – The relationship of exhibition content and concept to the overall program schedule.

Environment – Consideration of the proposal in relation to the exhibition environment including security, climate control, sound and lighting.

Links – Whether there are any Blue Mountains regional links to the proposal and consideration of educational potential associated with workshops, seminars and artist talks.

Cultural sensitivity – Whether the exhibition content and concepts fall within International Council of Museums guidelines relating to social and cultural interpretation.

Whilst the Cultural Centre will not shy away from exhibiting artworks of a contentious nature, it may exercise its discretion when choosing exhibits that will be displayed in a public gallery. Cultural Centre management may cancel or demount an exhibition or parts of an exhibition at any time if the exhibition is found to cause public complaint deemed to be at a level detrimental to the reputation of the Cultural Centre.

Exhibition Categories

The Exhibitions managed by the Cultural Centre comprise of the following programs:

1. In-House Exhibition Program

In-House Exhibitions are exhibitions of regional, national and international significance developed by Cultural Centre exhibitions staff at the direction of the Exhibitions Panel.

The Cultural Centre's Exhibitions Panel will consist of:

- a) The Director of the Cultural Centre;
- b) The Exhibitions Manager;
- c) A member of the Cultural Centre's Establishment Committee as nominated by said committee; and
- d) Any additional members as may be asked to participate in selections from time to time at the discretion of the panel.

The Cultural Centre staff responsible for curation may:

- invite artists or guest curators to apply to complement or complete In-House exhibitions; and/or
- approach organisations and collecting institutions to form partnerships and develop exhibitions.

In-House Exhibitions will be programmed at least 2 years in advance.

The Cultural Centre will evaluate the success of the In-House Exhibitions Program exhibitions using standard evaluative tools to assess factors, including the following:

- visitor numbers and visitor experience;
- number, source, content and audience focus of exhibitions programmed;
- staff resources used to deliver programs;
- media coverage; and
- costs and budgeting.
- The Exhibitions Panel will meet as necessary to assess and select in-house curated exhibition proposals for the future exhibitions program.

The decisions of the Exhibitions Panel are final.

2. Travelling exhibition program

Travelling Exhibition are curated and provided by national and international public institutions and/or freelance curators, selected for display by the Exhibitions Panel.

The Cultural Centre's Exhibitions Panel constitution is as for In-House Exhibitions.

The Exhibitions Panel may:

- invite artists or guest curators to apply to complement or complete travelling exhibitions; and/or
- approach organisations and collecting institutions to form partnerships and develop exhibitions.

Travelling exhibitions will be programmed at least 2 years in advance by the Exhibitions Panel.

The Exhibitions Panel will evaluate the success of the Travelling Exhibitions Program exhibitions using standard evaluative tools to assess factors, including the following:

- visitor numbers and visitor experience;
- number, source, content and audience focus of exhibitions programmed;
- staff resources used to deliver programs;
- media coverage; and
- costs and budgeting.

The Exhibitions Panel will meet as necessary to assess and select travelling exhibition proposals for the future exhibitions program.

The decisions of the Exhibitions Panel are final.

3. Blue Mountains City Art Gallery Exposé Exhibition Program

Solo and group exhibitions selected annually through an application process open to artists, arts collectives, and community groups of the Blue Mountains LGA. Applications to the Exposé Program will be selected by the Exposé Program Selection Panel in line with the Exposé Program Guidelines.

The Exposé Program Selection panel will consist of:

- a) The Director of the Cultural Centre;
- b) The Exhibitions Manager;
- c) A member of the Cultural Centre's Establishment Committee as nominated by said committee; and
- d) Up to three, but no fewer than two independent community members selected by the Director of the Cultural Centre for their skills and aptitude as related to the visual arts.

The names of the independent community members selected for the panel will remain confidential, and selected panel members will change annually.

The Exposé Program Selection Panel will meet to select exhibitions from the annual call for submissions. Exhibitions selected will be programmed for the following year.

The decisions of the Exposé Exhibitions Panel are final.

4. Braemar Gallery Exhibitions Program

Solo and group exhibitions are selected quarterly through an application process. The program is open to artists, arts collectives and community groups of the Blue Mountains local government area. Applications to the Braemar Gallery Exhibitions Program will be selected by the Braemar Gallery Management Committee in line with Braemar Gallery Exhibition Guidelines.

The Braemar Gallery Management Committee will consist of:

- a) Chair – The Director of Blue Mountains Cultural Centre or their nominee;
- b) The Exhibitions Manager of Blue Mountains Cultural Centre;
- c) One (1) Blue Mountains City Councillor as nominated by the Council;
- d) Six (6) ordinary members selected for their specialist skills and experience in arts and business management who have a dedication and commitment to the success of Braemar Gallery as a public art exhibition space, each of whom is approved by the Blue Mountains City Council.

The decisions of the Braemar Gallery Management Committee are final.

The exhibition programs managed by the Cultural Centre are overseen by the Cultural Centre's Establishment Committee.

Decision-making diagram

Oversight body	Blue Mountains Cultural Centre Establishment Committee			
Exhibition program	1. In-House Exhibition Program	2. Travelling Exhibition Program	3. Exposé Exhibition Program	4. Braemar Exhibition Program
Assessment and selection making body	Cultural Centre Exhibition Panel	Cultural Centre Exhibition Panel	Exposé Program Exhibitions Panel	Braemar Gallery Management Committee
Assessment and selection making frequency	Ongoing / as needs	Annually – Programmed 2 years in advance	Annually	Quarterly
