

# Museum and Gallery Exhibitions Policy

## 1. Purpose

This policy sets out the principles and the governing framework for the development, approval and implementation of the City of Coffs Harbour's annual exhibition program to be delivered through the Yarrila Arts and Museum (YAM) facility within Yarrila Place.

## 2. Policy

In 2023, the Coffs Harbour Regional Gallery will rebrand and co-locate with the Coffs Harbour Regional Museum in an integrated facility within Yarrila Place, named Yarrila Arts and Museum (YAM). Merging the Museum and Gallery into one facility will allow for a combined art, history and museum experience for all visitors.

This policy covers principles and criteria that guide the development, approval and implementation and delivery of the annual exhibition program at Yarrila Arts and Museum (YAM).

## 3. Professional Ethics

The City's Museum and Gallery are guided by:

- a) Industry standards, protocols and guidelines (including those listed in the References section of this policy)
- b) Protecting the freedom of artistic expression, and opposing any proposal that attempts to restrict the form or content of artistic activity
- c) Observing current Australian copyright regulations on the reproduction of artwork and pursuing accepted standards in payment of artists' fees
- d) Acknowledgment of authorship and ownership on all interpretive exhibition material including publications and promotions, while respecting the right of an owner to remain anonymous
- e) Where appropriate and feasible respecting the installation and display requirements of artists, but in the case of disputes concerning installation and/or display, the decision of the City shall be final.

## 4. Objectives

- a) To define the guiding principles governing the development, approval, implementation and delivery of exhibitions in the Museum and Gallery exhibition spaces, within appropriate resources and best practice guidelines
- b) To ensure that all aspects of the exhibition program are undertaken on terms that are ethical, accountable, transparent and sustainable
- c) To develop, maintain and exhibit the City's permanent art and social history collections, and other exhibitions deemed appropriate, within the exhibition and public programs
- d) To recognise artistic excellence and integrity, strive towards audience development targets, and to support community needs in relation to arts, heritage and culture

- e) To develop a significant state and national reputation while supporting the cultural tourism outcomes of the City.

## 5. Principles

Present a dynamic exhibitions program that will:

- a) Offer innovative, varied and engaging interpretations of a broad range of visual art and museum experiences across a range of media and period, demonstrating artistic and curatorial excellence
- b) Foster and encourage access and engagement for diverse audiences
- c) Seek to achieve a balanced representation of priority collecting areas and to present contemporary and historical art and museum exhibitions to provide extraordinary opportunities to see art and culture from eras, cultures and collections that are not otherwise easily accessible to the region
- d) Consider available budget and resource implications, target audiences and school's attendance, the availability of loans and appropriate timing of exhibitions
- e) Facilitate a mix of local exhibitions, touring shows, internally curated exhibitions and collection shows that support educational and audience development targets
- f) Profile local artists and encourage their artistic and economic development
- g) Showcase artwork by Aboriginal and Torres Strait Islander artists, particularly those with connection to Gumbaynggirr Country
- h) Provide the community with access to quality touring exhibitions across a broad range of arts and museum experiences
- i) Provide a balance of contemporary and historical art and social history, to complement the City's own collection with significant national loans
- j) Develop and support exhibitions which are innovative, challenging and critically engaging, notwithstanding that they may be controversial
- k) Support the growth and further development of the City's biennial signature art prize, STILL: National Still Life Award.

## 6. Biennial Exhibition Program

The biennial exhibition program structure and cycles will seek to include the following content:

- a) One high profile major touring exhibition every 1-2 years, subject to available resources and budget approval
- b) One exhibition each year curated from the permanent art and museum collections
- c) The exhibition of the STILL: National Still Life Award every 2 years.

## 7. Approval and Budget

- a) The City will prepare and schedule the annual exhibition program
- b) The annual exhibition program will be scheduled and approved at least 2 years in advance where possible
- c) The overall program will be approved in principle by the General Manager and any adjustments required will be approved by the Team Leader Cultural Services
- d) Exhibition Agreements with external institutions will be signed off according to staff delegations
- e) High profile major touring exhibitions requiring additional budget or additional staff resources will be approved via the General Manager, through standard processes.

## 8. Sponsorship and Funding

Sponsorship, donations and other patronage will be actively sought and appreciated, but will not determine, compromise or hinder the professional commitments or public obligations of the Museum and Gallery.

## 9. Definitions

**Aboriginal or Torres Strait Islander art:** Artwork by an Aboriginal or Torres Strait Islander artist; or group of artists; containing Aboriginal or Torres Strait Islander themes or content.

**Artwork:** For the purposes of this policy, the terms 'artwork', 'work of art', 'work' and related terms are used interchangeably to describe all art or other material acquired into the collection.

**Collection:** Works of art or social history objects that have been formally accessioned and for which the City of Coffs Harbour is legally responsible.

**Collection exhibition:** An exhibition of works of art or social history objects that is largely drawn from the collection and may include incoming loans and/or commissions.

**Curator:** The role responsible for the interpretation, study and development of the collection and the conceptualisation, research, development and presentation of exhibitions. Curators conduct original research and develop new scholarship that contributes to the advancement of the body of knowledge within their field and within the broader community of museums and galleries. **Curatorial** means relating to curators and their work.

**Exhibition program:** Means the forward program and schedule of temporary, collection and touring exhibitions.

**Gallery:** Coffs Harbour Regional Gallery/Yarrila Arts and Museum (YAM).

**Incoming loan:** Any contracted arrangement between the City and the owner of an artwork or object for the temporary transfer of possession of that object to the City for the purpose of display or programming.

**Local artist:** Any artist residing or having spent the bulk of their arts practice in the City of Coffs Harbour local government area or any of the adjoining council areas.

**Museum:** Coffs Harbour Regional Museum/Yarrila Arts and Museum (YAM).

**Still life:** A genre that traditionally has animals, flowers, table settings and/or symbolic objects as its subject matter or is defined as such by the artist or curator in the context of contemporary art.

**Temporary exhibition:** An exhibition of works or objects that has a defined curatorial rationale and a finite display period, title and location.

**Touring exhibition:** Can refer to either an exhibition originally developed onsite at the Museum and Gallery, that is then prepared and adapted to be displayed offsite at another institution or organisation; or an exhibition developed offsite by another institution or organisation for display at the Museum and Gallery.

## 10. Key Responsibilities

Position	Directorate	Responsibility
Mayor	Council	To lead councilors in their understanding of, and compliance with, this policy and guidelines.
General Manager	Executive	To lead staff (either directly or through delegated authority) in their understanding of, and compliance with, this policy and guidelines.
Executive leaders - All Directors	All Directorates	To communicate, implement and comply with this policy and related guidelines.
People Leaders	All Directorates	To implement this policy and related procedures.
All City officials	City	To comply with this policy and consider its implications for related projects and programs.

## 11. References

- Australia Council for the Arts [Protocols For Using First Nations Cultural And Intellectual Property In The Arts](#) (2019)
- [Australian Government Copyright Act 1968](#)
- [Australian Government Movable Cultural Heritage Act 1987](#)
- Australian Government, Ministry for the Arts, [Australian Best Practice Guide to Collecting Cultural Material](#) (2014)
- [Australian Government Protection of Cultural Objects on Loan Act 2013](#)
- Australian Museum and Galleries Association (AMaGA) [A roadmap for enhancing indigenous engagement in museums and galleries](#) by Terri Janke and Co (2019)
- [Clear Expectations; Guidelines for Institutions, Galleries and Curators working with Trans, Non-Binary and Gender Diverse Artists](#) by Spence Messih and Archie Barry (2019)
- [Code of Conduct](#) (2021)
- [MyCoffs Community Strategic Plan 2032](#)
- [Creative Coffs: Cultural Strategic Plan 2017-2022](#) (2017)
- [Library, Museum and Gallery Strategy 2020-2023](#) (2020)
- [Disability Inclusion Action Plan \(2022-2026\)](#) (2022)
- [International Council of Museums ICOM Code of Ethics for Museums](#) (2017)
- Museums Australia Inc. [Continuous Cultures, Ongoing Responsibilities](#) (2005)
- National Association for the Visual Arts (NAVA) [Code of Practice](#) (2017)
- [National Standards for Australian Museums and Galleries](#) (2016).

## 12. Details of Approval and revision

- **Approval date:** 8/12/2022
- **Responsible Group:** Community and Cultural Services Group
- **Responsible Section:** Community Programs
- **Superseded policies/procedures:**
- **Next review date:** 28/08/2025

### Table of amendments

Amendment	Authoriser	Approval ref	Date
This policy was reviewed and updated to acknowledge closure of the Museum and Gallery, transition to Yarrila Arts and Museum (YAM) within Yarrila Place and to remove unnecessary detail which will be included in the Exhibition Procedure instead.	Council	2022/298	08/12/2022