

ART COLLECTION POLICY



Directorate:	Community Wellbeing
Responsible Manager:	Manager Tourism Events and Culture
Review Due:	June 2029
Adoption:	Council
Date Adopted:	25 June 2025

Acknowledgement

Central Goldfields Shire Council acknowledges and extends appreciation for the Dja Dja Wurrung People, the Traditional Owners of the land that we are on. We pay our respects to leaders and Elders past, present and emerging for they hold the memories, the traditions, the culture and the hopes of all Dja Dja Wurrung People. We express our gratitude in the sharing of this land, our sorrow for the personal, spiritual and cultural costs of that sharing and our hope that we may walk forward together in harmony and in the spirit of healing.

1. Purpose

Central Goldfields Shire Council maintains and develops a permanent Art Collection which includes indoor and outdoor public art located within Central Goldfields Shire, for the enrichment of residents and visitors to our Shire. The Art Collection is a Council asset for display, learning, research and enjoyment.

The Art Collection Policy is aligned with the vision of the Central Goldfields Art Gallery Strategic Plan 2023-2026 and in particular strategic direction four which is to maintain, develop and increase access to the permanent Art Collection.

2. Application and Scope

The care, display and development of the Art Collection is primarily the responsibility of Art Gallery staff. The Policy also applies to Councillors, contractors, consultants and volunteers undertaking work on behalf of Council.

The Art Collection originated from the civic collection of the former City of Maryborough, When Central Goldfields Shire Council was established in 1995, ownership of the collection was transferred. The City of Maryborough collection was built through associations with Rotary's community art competitions and the Maryborough Art Centre. It was later expanded via acquisitions held at CGSC's public art gallery, now known as Central Goldfields Art Gallery,

that was officially opened in its current location in 1996. The current collection numbers nearly 180 items and is valued at \$668,000 representing an 8% increase in value since the previous valuation in 2021. The Art Collection is re-valued every four years in line with Council's Asset Valuation and Revaluation Policy.

The indoor Art Collection currently numbers nearly 180 art works. Currently the gender representation of artists in the Collection is approximately 52% female and 48% male artists. The Collection includes a focus on contemporary Australian art quilts which relate to the textile history of the region. Every two years one work of art is acquired through the Golden Textures Contemporary Art Quilt Award. Since the establishment of the Award in 2011, each of the winners has been a female artist.

The Art Collection includes two-dimensional works including paintings, works on paper and textile works; three-dimensional works including sculpture and ceramics; and also includes outdoor Public Art owned by Council and located within Central Goldfields Shire. The Art Collection excludes civic monuments and statues, fountains, memorabilia and ephemera. Civic monuments are included in Council's infrastructure register.

The Art Collection provides a valuable resource for display in the gallery and elsewhere for the enjoyment and enrichment of the community and visitors to the region. The Collection is digitised and is accessible to the public online (<https://artsandculture.google.com/partner/central-goldfields-art-gallery>) through the google arts and culture tool that enables cultural organisations to showcase and share their cultural treasures and stories through the world wide web with a global audience. Items from the Collection are also available for gallery visitors to see through the publicly accessible glass window to the Collection store or via a tour with a gallery staff member.

The acquisition of art works is limited by availability of funds. Financial donations to the gallery are the mechanism through which art acquisition funds are sourced. New acquisitions are also enabled by donations through the Cultural Gifts Fund, bequests and the biennial Golden Textures Contemporary Art Quilt Award that forms part of the gallery's exhibition program.

3. Definitions

Accession: the process undertaken that formally acknowledges an artwork to be part of the Art Collection.

Acquisition: the process of obtaining legal title to an artwork for the Art Collection.

Art Collection: art works that have been accessioned into the Art Collection.

Council: Central Goldfields Shire Council.

Conservation treatment: any activity, including cleaning, repair of hanging systems and/or restoration that serves to maintain the optimum condition of an artwork and that ensures its long-term preservation and care.

Copyright: is a bundle of rights which visual artists, musicians, writers and video and film makers own in relation to their work. (Arts Law Centre of Australia, 2024).

Cultural Gifts Program: the Australian Government's Cultural Gifts Program offers tax incentives to encourage people to donate cultural items to public art galleries, museums, libraries and archives in Australia.

First Nations: communities and persons who identify as and are identified by a community as Aboriginal or Torres Strait Islander peoples of Australia.

De-accessioning: the process of formally de-registering (removing) an item from a collection.

Disposal: the physical removal and transfer, sale or sometimes destruction of an artwork which has been recorded as deaccessioned from the Art Collection.

Dja Dja Wurrung clans (Djaara): Central Goldfields Shire is located on Djandak, the land of the Dja Dja Wurrung clans (Djaara). Council acknowledges the Djaara rights as Traditional Owners under the Recognition and Settlement Agreement made with the State of Victoria (2013).

Donation: item/s offered and accepted for inclusion in the Art Collection.

Gallery: Central Goldfields Art Gallery.

Loan: any work of art or object borrowed or loaned by Council for a specific period of time, as specified through an Agreement between the relevant parties.

Provenance: the background and history of ownership of an artwork.

Public Art: Council's Art Collection comprises a small but growing number of art works that are installed in public places, other than the gallery. Placement of art in public places has the capacity to enhance the environment and engender a sense of community pride in Council's public spaces.

Staff: all permanent and temporary full-time and part-time Council employees. The Policy also applies to Councillors, contractors, consultants and volunteers undertaking work on behalf of Council.

4. General Provisions

4.1. Collecting Objectives

Council will be guided by the following broad objectives when collecting and maintaining works of art for the Art Collection:

Artistic merit

Council will prioritise the acquisition of artwork by artists who are regarded as exemplary, prominent and renowned, and artworks which will enhance the overall quality of the Art Collection.

Gender equity

Council will strive to achieve gender equity in the composition and display of the Art Collection in order to provide balanced representation of female, male and gender diverse artists. This Collecting Objective is also intended to contribute to the career development and profile of contemporary artists of diverse genders.

Medium / time period

Art works in any medium and from any time period, from historical to contemporary, will be considered for acquisition, contingent on the ability to acquire, source, store, care and present the artworks appropriately. The gallery will continue to develop its collection of art quilts by contemporary Australian artists.

Australian Art

Art works by Australian artists, in particular those from Central Victoria, as well as by artists of other nationalities who have lived and worked in Central Victoria will be considered for the Art Collection.

First Nations Art

Representation of artwork by First Nations artists will be considered for the Art Collection with a particular focus on Dja Dja Wurrung artists.

Inspire and educate

Council aims to collect and display art works in accordance with the Art Collection policy that will inspire and educate visitors.

4.2 Acquisition

Council will acquire art works for the Art Collection by donation, purchase, commission, acquisitive art prize, gift or bequest. Art works may also be acquired through the Australian Government's Cultural Gifts Program.

Gifts, donations and bequests will only be accepted where the donor has full legal title to the artwork and the gift is made on the basis of a total unencumbered transfer of ownership from the donor to the Council. Council reserves the right to respectfully refuse any proposed donation, gift or bequest.

The Art Gallery Coordinator will make recommendations for acquisitions based on Collecting Objectives to the Manager of Tourism, Events and Culture and General Manager of Community Wellbeing who will have the final decision-making authority. Any proposed acquisitions valued above the General Manager's financial authorisation will be referred to the Chief Executive Officer of Central Goldfields Shire Council.

Accessioning

All acquired items will be accessioned into the Art Collection, including being entered into the Art Collection management database.

4.3 Management

Council will care for its Art Collection using professional management practices within available resources, based on internationally recognised standards for publicly owned collections.

Access

As it is a community asset, public access to the Art Collection is important. Access is provided through display in the gallery, Council buildings, public spaces, outward loans and via online platforms including the gallery website. Access is also available by appointment for research and curatorial purposes.

Copyright

Council respects the moral rights of the creators of art works acquired for the Art Collection by ensuring the integrity of use and proper attribution of those art works. The gallery will endeavour, within available resources, to secure non-exclusive copyright licences from artists when new works are acquired for the Art Collection. This will allow for reproductions of works for educational, promotional and research purposes.

Deaccessioning

Deaccessioning is recognised as a necessary strategy to ensure the cohesion and focus of an art collection. Deaccessioning proposals will be prepared by the Art Gallery Coordinator on an as-needs basis for Collection items that are considered to be outside of the Collecting Objectives, cannot be conserved, or for other justified reasons. Proposals will be presented to the Executive Management Team for further direction.

Disaster Preparedness

The gallery will maintain and communicate its Disaster Preparedness Plan that considers risks including fire, flood and theft and anticipates needs that may arise from damage or loss to the Art Collection.

Display

As far as possible, and in line with exhibition priorities, Art Collection items will be displayed in the gallery and suitable Council facilities and public spaces. Items within the Art Collection will be displayed in a manner that maintains the integrity and value of the Art Collection. The display location of art works will be determined primarily by the Art Gallery Coordinator based on collection management criteria. Industry standard practices will be used to ensure accessibility and appropriate handling and installation methods. The Art Gallery Coordinator will ensure appropriate handling and monitoring of the art works on display.

Loans

All loans of works from the Art Collection will be managed through a formal loan agreement.

Security and insurance

Council will provide as secure an environment as possible for the storage, transportation and display of the Art Collection. The Art Collection will be valued every four years by a registered Valuer and is insured as part of Council's Asset Insurance.

Storage

When not on display, movable works from the Art Collection will be stored in the gallery's environmentally controlled and secure Collection Store.

5 Review

This Policy is to be reviewed once every 4 years.

6 Human Rights Statement

It is considered that this Policy does not impact negatively on any rights identified in the Charter of Human Rights and Responsibilities Act (2006). Council is committed to consultation and cooperation between management and employees.

7 Gender Impact Statement

Through a Gender Impact Assessment, due diligence has been undertaken through the inclusion of Gender Equity as a Collecting Objective in the Art Collection Policy.

8 Relevant Legislation and Council Policies

Legislation Protection of Movable Cultural Heritage Act 1986

Copyright Act 1968 Central Goldfields Art Gallery Strategy 2023-2026

Central Goldfields Shire Council Reconciliation Action Plan September 2024 – December 2025

Central Goldfields Shire Council Asset Valuation and Revaluation Policy

Central Goldfields Shire Council Asset Disposal or Sale of Council Assets Policy

Central Goldfields Shire Council Risk Management Policy

Code of Ethics for Museums, International Council on Museums (ICOM), 2013

Code of Ethics, Museums Australia, 1999

Code Of Practice For Visual Arts, Craft And Design, National Association for the Visual Arts, 2022

First Peoples: A Roadmap For Enhancing Indigenous Engagement In Museums And Galleries, Terri Janke, Australian Museums and Galleries Association, 2018

Gender Equality Act 2020

National Standards for Australian Museums and Galleries, 2.0, National Standards Taskforce, 2023.