



Town Hall Gallery Collection Framework

Adopted: 22 August 2016

Review: August 2019

1. Executive Summary

The THGC Framework provides the focus and direction for the Town Hall Gallery Collection for the next 3 years. This document outlines key actions that will achieve further access to the collection as well as in-depth research for potential acquisitions.

The THGC Framework also outlines the management process for the Collection, taking into consideration current museum and public gallery standards.

Governance of the THG Collection is directed by the THGC Framework and the THGC Acquisition Policy. These documents will guide the Town Hall Gallery Collection, removing need for a stand alone strategy.

2. Introduction

2.1 Vision and Purpose

The vision of the Town Hall Gallery Collection is to collect innovative, contemporary and historical art that reflects Boroondara's diverse community as well as art by significant Australian artists who currently live or have lived or worked in the municipality.

The purpose of this framework is to establish a strategic approach to the development and acquisition of works in the Town Hall Gallery collection for the next 3 years. The framework will inform future acquisition direction as well as accessing the collection in a variety of ways.

2.2 Corporate Framework

This document supports Council's vision and mission by addressing the following strategic objective in the Council Plan 2013 -17:

Strategy 7 - Arts and Culture. We will provide services, programs and facilities for the community to participate in a broad range of arts and cultural activities.

This document also supports key objectives outlined in the Boroondara Arts Plan 2015.

The Town Hall Gallery Collection Framework adheres to the acquisition criteria outlined in the Town Hall Gallery Collection Acquisition Policy.

3. Background

The Town Hall Gallery Collection has close to 1,000 items and is divided into four components; Art Collection, History Collection, Local Government Collection and Public Art Collection.

The Town Hall Gallery Collection Framework will promote the development and access to the collection. It will also guide the process for acquiring further work for the collection, in terms of ethical considerations, legal obligations, resource allocation and selection criteria.

3.1 Context

The Town Hall Gallery Collection Framework replaces the Town Hall Gallery Art Collection Strategy 2010 - 2015. Substantial benchmarking was undertaken of the public gallery sector and it was determined to move towards a framework document to compliment the Town Hall Gallery Collection Acquisition Policy. Together these strategic documents inform the management and growth of the Collection.

The Town Hall Gallery Collection Framework offers key strategic direction for the Collection for the next 3 years in the following areas:

- Developing access to the collection
- Asset management and valuations
- Donation program
- Investigation of multi-year funding streams
- 'key work' collecting focus.

4. Methodology

Benchmarking with other public gallery institutions in Victoria was undertaken to ascertain trends across the sector. A review of similar sized public gallery collections acquisition policies was undertaken by the THG curatorial team to ensure sector guidelines were adequately considered.

Two focus group sessions were undertaken with the THGCAC to assess the existing policy, determine appropriate enchantments and ascertain key strategies for the next three years.

The THGCAC determined five key areas:

1. Increase access and exposure to the collection
2. Access to the collection via interviews with artists and donors
3. Collect major key works by artists represented in the gallery
4. Further develop the donation program
5. The potential for larger significant acquisitions through roll-over of acquisition funds over 3 years.

5. Consultation

Benchmarking was conducted with the PGAV (Public Galleries Association of Victoria) who are the peak body representing art galleries and art museums across Victoria to ensure processes met sector guidelines.

Consultation was conducted with the Town Hall Gallery Collection Advisory Committee to collect ideas and themes that they saw as important to the collection and community. From the focus group sessions, the key objectives that were deemed as important were workshopped further to create actions outlined in the action list (**Appendix 1**).

6. Objectives

6.1 Management of the Collection

- 6.1.1 The Town Hall Gallery Collection is to be administered by the Town Hall Gallery Curatorial team who is responsible for the documentation (including maintenance of individual artists' file), exhibition, care and preservation of the collection to museum best practice. The Senior Curator is responsible for overseeing handling of the Collection which must be done by suitably trained staff.
- 6.1.2 The Town Hall Gallery Collection Advisory Committee provides strategic advice on acquisitions and projects related to the Collection.
- 6.1.3 The Collection is insured under City of Boroondara's insurance policy.
- 6.1.4 The Collection will be stored and displayed in conditions that meet museum standards.
- 6.1.5 The display, reproduction, duplication or other utilisation of items from the Collection shall not contravene any laws including those governing copyright, intellectual property or moral rights, nor shall the use conflict with any commitments made by the Council in agreements with artists or donors.

6.2 Management of loaned material

6.2.1 The Town Hall Gallery will borrow material to help meet the objectives of the Town Hall Gallery Collection Framework under the following conditions:

- The maximum loan period is 12 months.
- Borrowed material shall only be accepted for specific exhibitions or research and for fixed periods of time.
- Adequate insurance provisions have been arranged for loaned works.
- The Town Hall Gallery will exercise the same care with respect to borrowed material as it does for its own collection.
- Town Hall Gallery will guarantee appropriate storage and display conditions for borrowed items for the term of the loan.

6.2.2 The Town Hall Gallery will loan material to help meet the objectives of the Town Hall Gallery Collection Framework under the following conditions:

- The Town Hall Gallery will lend objects to other museums and organisations holding art and history collections. It will not lend to private collectors.
- The borrower agrees to exercise care in the handling, storage and display of the loaned object and meet the conditions in the outward loan agreement.
- The borrower provides a secure display and/or storage area.
- Objects cannot be treated or altered in any way without the written permission of the Town Hall Gallery curatorial team.
- Loans will remain in the possession of the borrower until returned to the Town Hall Gallery.
- Appropriate insurance must be arranged.
- The maximum loan period is 12 months. Applications for extensions of this period must be made prior to the loan expiry date.

6.3 Access

The Town Hall Gallery Collection will be made accessible to the public via the following means:

- On display in public buildings as appropriate.
- Through the Town Hall Gallery and its exhibitions and public / education programs.
- Secure and non-confidential digital data held by Council on the Collection including digital images; electronic collection records; the Council website, digital publications and other digital forums.
- Outdoor public art is physically accessible by all modes of transportation.
- New technology and digital media tools. This is particularly relevant to accessing information about major outdoor public artworks.
- Printed catalogues including highlights from the Collection.

6.4 Public Display of Collection

The Town Hall Gallery Collection will be displayed via the following means:

- Integrated into Town Hall Gallery curated exhibitions
- Displayed at City of Boroondara Offices at Camberwell and Hawthorn Arts Centre, including the Mayor's and CEO Offices as well as Councillor room
- Works on display at City of Boroondara Offices will be rotated on an annual basis unless a work has been identified for exhibition at Town Hall Gallery, whereby it will be replaced with another Collection work
- The Town Hall Gallery curatorial team will scope City of Boroondara Offices for potential risks related to security and environmental damage. Works will be selected for display at City of Boroondara Offices based upon these potential risks
- Works displayed at locations outside of Town Hall Gallery will be required to be installed via a hanging system approved by the Town Hall Gallery curatorial team.

6.5 Collection Care: Documentation and Record Keeping

The Gallery aims at all times to maintain an effective documentation system. Donor forms, receipts, Collection Register, and catalogue information will be kept at the Gallery. The Gallery will keep a second copy of the Collection catalogue information (digital or hard copy) at a site that is physically separate from the Gallery for security and risk management purposes.

6.5.1 Documentation templates and systems include:

- Catalogue Register (for new acquisitions and uncatalogued existing collection items)
- Collection Register (for summarising acquisitions, their source and date of acquisition)
- Inward Loan Form (for documenting loans of artwork into the Gallery from external collections)
- Outward Loan Form (for loans of Town Hall Gallery owned collection items to external borrowers)
- Donor/Gift Form (for recording donor details when a gift is made to the collection)
- Conservation Record (for recording when applied conservation has been carried out by a trained Conservator on an individual artwork)
- Movement Record (to record when a collection item is relocated)
- Photography Permission Form (for photography of collection items where Council does not own copyright)
- Object File (a file which contains records and research relating to individual collection files).

6.6 Conservation and storage

Town Hall Gallery aims to achieve the highest standards of collection maintenance; preservation and storage according to national standard conservation practices (**Appendix 2**). Council aims to achieve this by abiding by the following practices:

- Storage areas must be within a secure arts storage specific facility and should always remain clean and sealed against the weather
- Temperature and relative humidity should be kept as stable as possible. Refer to the National Standards for Australian Museums and Galleries for guidelines (**Appendix 2**)
- Access to storage areas is to be controlled
- Ultra-violet light should be excluded from storage areas
- When storage areas are not in use lights must be turned off
- Archival quality storage materials should be used for all significant material
- Storage areas must be regularly checked for pests and other problems
- Objects such as three dimensional ceramics are not to be stored on the floor

- Untrained personnel should never attempt to clean, treat or restore objects in the Collection.

6.7 Maintenance of the Public Art Collection

Maintenance of the Public Art Collection should be appropriately carried out. Appropriate procedures for the regular cleaning and general care of these pieces should be developed in consultation with trained Conservators and implemented by conservation and preservation specialists.

Specific conservation treatment including specialist cleaning, removal of graffiti, or repair of damage or vandalism should be undertaken by appropriate experts. Where appropriate, Council should provide training to internal staff to ensure such processes as cleaning public art adhere to conservation and preservation standards. This training should be provided by a recognised trained Conservator who is a member of the Australian Institute of Conservation of Cultural Material (AICCM).

Allowance should be made for the ongoing maintenance costs for any new public art works commissioned. The amount allocated and relevant time frame determined at the inception of the project.

7. Implementing and monitoring

7.1 Evaluation

The key performance indicators for the evaluation of the THGC Framework will be the completion of the actions. The progress of the actions and outcomes will be monitored by the Town Hall Gallery Collection Advisory Committee and reported to Council through the Quarterly Performance Report.

7.2 Accountabilities

The responsible officer for the actions in the Town Hall Gallery Collection Framework is:

Contact	Contact number	Contact email
Senior Curator	9278 4775	townhallgallery@boroondara.vic.gov.au

The responsible officer coordinates the implementation and maintenance of this document, ensuring actions are monitored and reviewed.

8. References

8.1 Related documents

The Town Hall Gallery Collection Framework is implemented with the following documents:

Legislation and other references

- Cultural Gifts Program guidelines
- National Standards for Australian Museums and Galleries 2014
- Australian Best Practice Guide to Collecting Cultural Material 2014
- International Council of Museums (ICOM) - Code of Ethics 2004

Town Hall Gallery Documents

- Town Hall Gallery Collection Acquisition Policy
- Town Hall Gallery Collection Advisory Committee Terms of Reference
- Town Hall Gallery Collection Acquisition Methodology Chart

8.2 Definitions

THGAC	Town Hall Gallery Art Collection
Local artist	This is an artist who lives or has lived, worked or has worked in Boroondara, and includes artists of a diversity of cultural backgrounds, ages, genders, creative practices.
Work by local artists	This is work produced by local artists here and overseas, the work of expatriates or works by artists who contribute to Boroondara's cultural heritage.
Work of local subject matter	This identifies work which illustrates local cultural values, and work which explores local subject matter.
Town Hall Gallery	Town Hall Gallery is owned and managed by City of Boroondara and curates 6 exhibitions per year including exhibits drawn from the Town Hall Gallery Collection.
Touring exhibition	This is a type of exhibition that is available for circulation on a local, national or international level. The exhibition is created by a host gallery or museum and can be loaned to other galleries for a fixed period of time.

Appendix 1: Actions

Objective	Action	Completion	Timeframe	Resources
To develop opportunities for enabling awareness of and access to the collection and the principles it embodies	Actively curate works from the THG Collection into the exhibition program	Works included in a minimum one main gallery exhibition per year	Ongoing annual	Town Hall Gallery operational budget
	Develop framework for conducting interviews with artists represented in the THG Collection to publish via social media and via the website	Framework completed	2017-2018	Town Hall Gallery operational budget
	Maintain online articles on the THG website about collection artworks and artists	Articles included on a quarterly basis	Ongoing annual	Town Hall Gallery operational budget
	Ongoing update the THG Collection database to maintain functionality and online access	Database updated	Ongoing	Town Hall Gallery Collection operational budget
Ensure asset management of the Town Hall Gallery Collection meets Council and Museum standard guidelines	Ensure THG artworks and holdings are valued by an independent and approved valuer every three years.	Valuation completed	2018-19	Town Hall Gallery Collection operational budget
	Ensure all acquisitions and donations follow the adopted THG Acquisition Policy.	Acquisitions made	Ongoing	Town Hall Gallery Collection Acquisition budget Capital Works Program
Further develop the THG Collection Donation program	Exhibit donations made within a year of being formally accepted into the THG Collection	Exhibitions and programs held. Public access completed	Ongoing	Town Hall Gallery operational budget
	Ensure information regarding donating to the THG Collection is kept up to date on the website	Included in marketing plans	Ongoing	Town Hall Gallery Collection operational budget
	Promote to THG Supporters program and via e-news	Inclusion in marketing plans	Ongoing	Town Hall Gallery Collection operational budget
Investigate the potential for larger significant acquisitions through roll-over of acquisition funds over 3 years.	Investigate the mechanisms to combine acquisition funds for up to a three year period	Scoping document completed	2016-2017	Town Hall Gallery Collection operational budget
Collect key works by significant artists represented in the Collection.	Identify works by relevant artists for potential acquisition	Database created and maintained	2017 -2018	Town Hall Gallery Collection operational budget