

GERALDTON REGIONAL ART GALLERY STRATEGIC PLAN 2022 - 2023





Above: Elizabeth Durack, *The Sea*, 1960, Pastel, felt pen and gouache on paper, 44 x 56cm (CGG Ac. No. D020).

Cover image: Nicole Dickerson, *The Greenough River*, 2022, Acrylic paint. Exhibition - *River, Ocean and Sky*.
Post Office Lane Lightbox Gallery, Geraldton.

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THE CITY OF GREATER GERALDTON RESPECTFULLY ACKNOWLEDGES THE SOUTHERN YAMATJI PEOPLES WHO ARE THE TRADITIONAL OWNERS AND FIRST PEOPLE OF THIS LAND. THE NHANHAGARDI, WILUNYU, AMANGU. WE PAY RESPECTS TO THE ELDERS PAST, PRESENT AND FUTURE FOR THEY HOLD THE MEMORIES, THE TRADITIONS, THE CULTURE AND HOPES OF THE SOUTHERN YAMATJI PEOPLES.

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Mikaela Castledine, *Catch*, 2021, Timber, crochet cotton, found objects, 88 x 183cm (CGG Ac. No. 521). Mid West Art Prize 2021 - Winner, City of Greater Geraldton Overall Award for Excellence

OVERVIEW

The Geraldton Regional Art Gallery (GRAG) is wholly owned and operated by the City of Greater Geraldton (CGG) and actively seeks financial and in-kind support from community and corporate partners, as well as operating revenue from retail sales.

The Gallery is placed within Libraries, Heritage and Gallery team, under the Community Services Directorate and is staffed by 3 FTE staff members (Coordinator Gallery and Public Art, Gallery Coordinator and a Community and Public Art Officer), with additional support from a small casual pool and an Arts Administration Trainee (tenure concludes December 2022). The Geraldton Visitor Centre is also co-located within the same building and reports to the Coordinator Gallery and Public Art.

The GRAG Strategic Plan 2022-23 presents goals for the 12-month period and the actions that will be taken to achieve them. Progress against the Goals established by this plan will be tracked through performance measure reporting.

PURPOSE

To deliver high quality, responsive and targeted collection management and arts programmes which grow and enhance City and regional cultural assets, enrich people's lives, provide economic opportunity, growth of local identity and encourage wellbeing and active participation in regional Western Australia.

STRATEGIC CONTEXT

The Strategy has been informed by the following documents:

Greater Geraldton 2031 Strategic Community Plan

Underpinning the GRAG Strategic Plan are the following community aspirations contained in the Greater Geraldton 2031 Strategic Community Plan:

COMMUNITY - Our culture and heritage is recognised and celebrated. We are creative and resilient. We can all reach our full potential.

ECONOMY – A healthy and resilient economy that provides opportunities for all whilst protecting the environment and enhancing our social and cultural fabric.

OTHER INFORMING DOCUMENTS

- City of Greater Geraldton Corporate Business Plan 2021-2025
- Creative Community Plan
- Operational Policy OP017 Geraldton Regional Art Gallery Collection
- Operational Policy OP035 GRAG Exhibition Programming

KEY PUBLIC ART DOCUMENTS

- City of Greater Geraldton Public Art Strategy 2020-2025
- Public Art Register extract

Trevor Richards, *Wildflower*, 2019, Metagraphic in Rocks Laneway, Geraldton (CGG PA 162).

PRINCIPLES

The principles underpin the City's art activities and management, providing guidance to ensure best practice is maintained.

INDUSTRY STANDARDS

Follow NAVA and ArtsLaw Guidelines for procuring exhibitions and contracting artists and ensure that all practices comply with City of Greater Geraldton procurement policies. Following industry best practice guidelines and utilising existing contracting templates will ensure City of Greater Geraldton remains an attractive exhibiting and commissioning body for artists.

COMMUNITY INVOLVEMENT

Providing ongoing opportunities for the community to engage with Gallery programming and public art commissions will position the collection as a community asset. The Geraldton Regional Art Advisory Committee (GRAAC) is a Council appointed Advisory Committee which consists of Councillors, community representatives and City officers. The GRAAC is guided by Terms of Reference and plays an essential role in facilitating community involvement.

LOCAL ARTISTS FIRST

The City and Public Art Collections are excellent platforms for local artists to exhibit their works. These collections should represent a cross section of the regional creative community, whilst also representing national and international artists. For significant artworks, an open tender process for artworks allows for locals and artists from further afield to submit. Commissions relating to sensitive local stories may be suited to local artists only.

CULTURAL INCLUSIVITY

Home to diverse cultures and demographics, it is important that the collection is inclusive and accessible to all, telling stories and reflecting themes from the community.

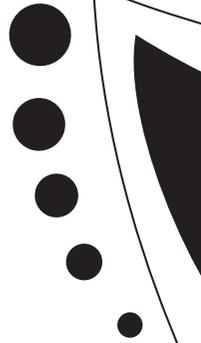
ACCESSIBILITY

Accessibility of the collection through online platforms, physical plaques with artworks, and audio guides is considered to be best practice. As the City builds and refines its collection, ensuring sites are selected for public art which are physically accessible, and online platforms are created with consideration given to accessibility should be prioritised.



MID WEST ART PRIZE 2022

GALA OPENING NIGHT



GOALS SUMMARY

GOAL 1

Facilitate meaningful and relevant **arts engagement opportunities** which increase engagement of the community with the City of Greater Geraldton Art Collection, exhibitions and programmes facilitated by the Geraldton Regional Art Gallery whilst strengthening and developing the regional galleries network.

GOAL 2

Contribute to the vibrancy of the City of Greater Geraldton and the quality of life in regional Western Australia, attracting visitation and economy to the Midwest region.

GOAL 3

Improve, protect and conserve the City of Greater Geraldton Art and Public Art Collections.

GOAL 1

Facilitate meaningful and relevant arts engagement opportunities which increase engagement of the community with the City of Greater Geraldton Art Collection, exhibitions and programmes facilitated by the Geraldton Regional Art Gallery whilst strengthening and developing the regional galleries network.

KEY STRATEGIES

- 1.1 Deliver an Exhibition Schedule at the GRAG which sees the Gallery spaces fully utilised for 12 months of every year.
- 1.2 Continue to seek exciting, innovative exhibition and programming opportunities for the GRAG, including increased opportunities for showcasing First Nations artists, multicultural groups and works which represent the diversity of the community.
- 1.3 Assist and mentor local artists and regional arts and creative organisations with the aim to exhibit locally curated exhibitions which are shown at the Gallery and other regional cultural venues.
- 1.4 Stimulate engagement with and understanding of the visual arts through events, workshops, learning opportunities and lectures.
- 1.5 Increase community access to and engagement with the City's Collection.
- 1.6 Engage with the West Australian School Curriculum to ensure programmes for youth are targeted and appropriate for students and teachers.
- 1.7 Coordinate the annual round of community art installations in the Post Office Lane Lightbox Gallery.
- 1.8 Coordinate the Geraldton Regional Art Advisory Committee meetings which are held four times per year.
- 1.9 Deliver the Mid West Art Prize on a biennial basis.



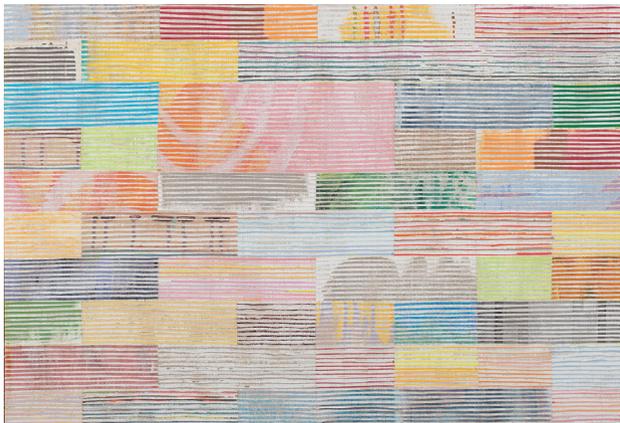
Roy Merritt, *Suite of 12 Scarves*, 2012, Textiles (CGG Ac. No. 474).

GOAL 1

Facilitate meaningful and relevant arts engagement opportunities which increase engagement of the community with the City of Greater Geraldton Art Collection, exhibitions and programs facilitated by the Geraldton Regional Art Gallery whilst strengthening and developing the regional galleries network.

PERFORMANCE MEASURES

- Number and FTE of existing staff
- Number of visitors to the Gallery
- Number of exhibitions held, whether they are curated locally or are travelling
- Days of opening hours to the public per year
- Number of programmes and type held per year
- Engagement statistics relating to Gallery social media, website platforms and online catalogue.
- Client feedback records
- Annual local funding contribution provided through Local Government
- Annual direct contribution provided by State Government
- Annual cash and in-kind funding provided by business partnerships, private and charitable organisations



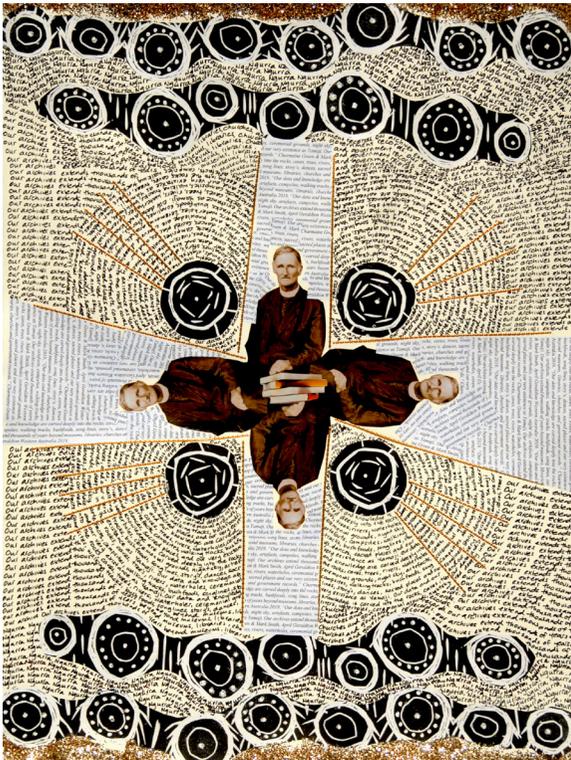
Eveline Kotai, *Road Trip - Murchison*, 2011, Acrylic paint and nylon thread on linen, 78 x 113cm (CGG Ac. No. 435).

GOAL 2

Contribute to the vibrancy of the City of Greater Geraldton and the quality of life in regional Western Australia, attracting visitation and economy to the Midwest region.

KEY STRATEGIES

- 2.1 Promote the Gallery as the region's principal arts institution and as a regional tourism product, promoting exhibitions and other opportunities for engagement to increase visitation.
- 2.2 Provide a level of visitor service which is welcoming, knowledgeable and consistent with a Gallery of premium standing, seeking and responding to visitor feedback.
- 2.3 Provide local artists with a retail space to promote and market their creative works whilst continuing to improve the Gallery retail space.
- 2.4 Enable the creation of a Local Creatives Contact List.
- 2.5 Promote the Art Gallery as a venue for use and hire by outside organisations.
- 2.6 Implement the City's Public Art Strategy and coordinate public art opportunities and activities across the City including the Post Office Lane Lightbox Gallery.
- 2.7 Provide employment and volunteer opportunities for local creatives and other community members.



Charmaine Green and Mark Smith, *Unravelling Archives*, 2019, Woodcut print, collage, glitter on paper, 76 x 56cm (CGG Ac. No. 509).

GOAL 2

Contribute to the vibrancy of the City of Greater Geraldton and the quality of life in regional Western Australia, attracting visitation and economy to the Midwest region.

PERFORMANCE MEASURES

- Visitor data collection is undertaken to record the number of visitors and whether they are local/visiting.
- Engagement in public programmes
- Number of artists represented in the retail space and sales figures
- Stakeholder satisfaction with facilities and services
- Number of public art activities held for the year and community feedback
- Examples of regional promotion of Gallery activities

Stratigraphy
Art Collective WA artists,
14 May - 26 June 2022, GRAG.

STRATIGRAPHY



Merrick Belyea

Sarah Elson

Brad Rimmer

Susan Roux

GOAL 3

Improve, protect and conserve the City of Greater Geraldton Art and Public Art Collections.



Leon Pole, *Vena the Model*, 1891, Oil on canvas, 46 x 35cm (CGG Ac. No. 057).

KEY STRATEGIES

- 3.1 Where possible, acquire, by purchase, commission, gift and bequest, works of art of outstanding quality in line with the Operational Policy OP017 GRAG Collection Policy and the CGG Public Art Strategy.
- 3.2 Maintain an Asset Register for both collections.
- 3.3 Where possible, deaccession works that do not fit within OP017 GRAG Collection Policy and the CGG Public Art Strategy.
- 3.4 Seek funding, grant and donation opportunities through the City's Everlasting Agreement process.
- 3.5 Seek funding opportunities for public art via the building development process.
- 3.6 Provide appropriate storage, security and environmental conditions within the Geraldton Regional Art Gallery.
- 3.7 Provide appropriate financial and other resources to adequately conserve and repair works held in both the City and Public Art Collections.
- 3.8 Document, manage and display the collection, including the creation of digital records and online catalogue development utilising the Geraldton Regional Library - Portfolio database and the Collections WA platform delivered by the WA Museum and Australian Museums and Galleries Association.
- 3.9 Maintain relationships with key arts bodies such as the Art Gallery WA, Art on the Move, AMAGA etc. to keep abreast of training and professional development opportunities with regard to collection maintenance and Gallery operations.

GOAL 3

Improve, protect and conserve the City of Greater Geraldton Art and Public Art Collections.

PERFORMANCE MEASURES

- Value of acquisitions added to the City of Greater Geraldton Collection and Public Art Collections
- Number of days on display
- Funding provided by City of Greater Geraldton to Gallery operations
- Records are kept of building environmental controls, including temperature and humidity
- Number of collection items that have been condition reported upon and any subsequent repairs or deaccession processes applied
- Number of collection items digitised and added to online catalogues
- Number of training and professional development opportunities attended



Robert Cleworth, *With Still Life After Torrentius*, 2009/10, Oil on Belgian linen, 40 x 44cm (CGG Ac. No. 426).

EXHIBITIONS & PROGRAMMING 2022-2023

ACTIVITY	DATES	DESCRIPTOR	ADDITIONAL ACTIVITIES
<p>Exhibition - <i>The Alternative Archive</i> Touring via Art on the Move.</p>	9 July - 7 September 2022	Showcasing regional works previously exhibited as micro-exhibitions at 13 regional locations throughout Western Australia, this survey exhibition includes work by Midwest artists and on loan from GRAG. <i>The Alternative Archive</i> presents and retains lost stories and forgotten narratives, suggesting a way forward to remember what history doesn't tell.	<p>Exhibition Opening Night, Friday 8 July</p> <p><i>Weaving Waters</i>, Interactive Weaving Experience, for duration of exhibition</p> <p>Artist run workshops, 4 sessions in total (dates tba)</p> <p>Staff development training delivered by AOTM, "Art Handling"</p> <p>Panoramic Photography Workshop</p>
<p>Exhibition - <i>Open Borders</i> Mentored Curator - Roxanne Grant Community groups /Local Artists in Collaboration with Friends of Geraldton Gardens (FROGGS)</p>	9 July - 7 September 2022	Nine local artists. As observers of social, physical and cultural environments, Geraldton's contemporary artists and performers reflect on the experience of borders in their lives and their community. Generating artworks both within and outside the confines of the Art Gallery, <i>Open Borders</i> encourages us to literally 'think outside the box.'	<p>Exhibition Opening Night, Friday 8 July</p> <p>Wonthella Bushland Reserve Art Installation, Saturday 9 July and Sunday 10 July</p>
<p>Outdoor Exhibition - Post Office Laneway Lightbox Gallery</p>	May - July 2022	Local Aboriginal artist, Nicole Dickerson, exhibiting <i>River, Ocean and Sky</i> .	

EXHIBITIONS & PROGRAMMING 2022-2023

ACTIVITY	DATES	DESCRIPTOR	ADDITIONAL ACTIVITIES
Outdoor Exhibition - Post Office Laneway Lightbox Gallery	29 September - December 2022	<i>Words of Wonder</i> - Wilunyu Language Installation, in collaboration with Irra Wangga Language Centre and Yamaji Arts. Open to all but with a particular focus on youth.	Workshop with Aboriginal artist, Nicole Dickerson to interpret culturally approved Wilunyu words and phrases. Two sessions, dates (tbc).
School Holiday Activities	1 - 2 October	Art/Craft workshops for young people. To be held at the Rocks Laneway in partnership with the North Midlands Project.	Suitable for 8 years +. Friday 1 October and Saturday 2 October.
Exhibition - <i>The Town Hall 1907-1984</i> Locally co-curated exhibition, with Marina Baker, Ingrid Horn and Lorin Cox	1 October - 18 November 2022	The original Geraldton Town Hall opened in 1907 and was transformed into an Art Gallery in 1984. Prior to that the building echoed with returning soldiers, dances, debutantes, roller skaters and rock concert goers. Including photos, memorabilia and personal accounts, this exhibition emerges from the Geraldton Regional Library Local History Collection, the CGG Civic Archive Collection and the CGG Art Collection.	Exhibition Opening Night, 30 September, to coincide with Big Sky Readers and Writers Festival 2022 - themed Kaleidoscope. School group visits (4) and education pack development
Exhibition - The NAIDOC Banksia Ball 50th Anniversary Locally co-curated exhibition, with Marina Baker, Ingrid Horn and Lorin Cox	1 October - 18 November 2022	Drawn from personal and family archives, this exhibition showcases Geraldton's First Aboriginal Banksia Ball 1972 and the 1973 National Aboriginal Ball as part of the 50th Anniversary celebrations. Initiated by a passionate group of volunteers, this significant annual event for the Midwest Aboriginal community has evolved and continues to thrive.	Exhibition Opening Night, 30 September, to coincide with Big Sky Readers and Writers Festival 2022 - themed Kaleidoscope. Oral History Session, sharing stories from the Exhibition, 2 October Poetry Readings in the GRAG Garden, 2 October
Workshop	November 2022	Aboriginal Cultural Expo - Workshop opportunity for local Indigenous artists	Dates (tba)

EXHIBITIONS & PROGRAMMING 2022-2023

ACTIVITY	DATES	DESCRIPTOR	ADDITIONAL ACTIVITIES
Community Planning Meeting	November 2022	Geraldton Regional Art Advisory Committee Meeting meets quarterly to discuss Gallery and Public Art initiatives to ensure these align with desired cultural and community outcomes.	
Exhibition - <i>Genesis</i> City of Greater Geraldton Secondary Students	5 December - 15 January 2023	Presented by the talented art students of six Geraldton secondary schools and the Mid West Homeschoolers group. Students share their best work in the forms of sculpture, painting, printmaking, illustration, and digital media. Prizes awarded.	Exhibition Opening Night, Friday 5 December Local schools tour groups x 4 sessions (dates tbc)
	5 December - 15 January 2023 (tbc)	Upper Gallery closed for remedial works to be undertaken on damaged Upper Gallery ceiling.	
School Holiday Activities	December 2022 - January 2023	Details to be confirmed	Four sessions, dates (TBC)
Workshop - Printmaking	January 2023	DADAA Access and Inclusivity Printmaking Workshop, in collaboration with Geraldton Cultural Trust	One session, date (tbc)
Outdoor Exhibition - Post Office Laneway Lightbox Gallery	January - March 2023	Exhibition by expression of interest call-out.	
School Holiday Activities	January 2023	Details still to be confirmed.	Four sessions, dates (tbc)

EXHIBITIONS & PROGRAMMING 2022-2023

ACTIVITY	DATES	DESCRIPTOR	ADDITIONAL ACTIVITIES
Outdoor Exhibition - Public Art <i>The Creatures of Chapman</i>	January-February 2023	Public art work installation along streetscape outside GRAG, alongside Chapman Road. To form a walk trail, "selfie" art and also including word sleuth activity which leads participants back to the GRAG.	Promoted as a school holiday activity for locals and tourists.
Community Planning Meeting	January 2023	Geraldton Regional Art Advisory Committee Meeting meets quarterly to discuss Gallery and Public Art initiatives to ensure these align with desired cultural and community outcomes.	
Exhibition - <i>Ink in the Lines</i> Australian War Memorial	28 January - 12 March 2023	Many members and veterans of the Australian Defence Forces have tattoos, and while their reasons for getting tattooed are as varied as the people themselves, self-expression and belonging play a part. They also share a common purpose in getting inked: to remember. Inscribed on skin are their identities as veterans, the commemoration of loss, experiences of trauma and overcoming adversity, the bonds of family and friends, and acknowledging the experiences that make us who we are.	Exhibition Opening Night, Friday 28 January Artist Floor Talk, Saturday 29 January
Outdoor Exhibition - Post Office Laneway Lightbox Gallery	April - June 2023	Exhibition by expression of interest callout.	

EXHIBITIONS & PROGRAMMING 2022-2023

ACTIVITY	DATES	DESCRIPTOR	ADDITIONAL ACTIVITIES
Exhibition <i>Stitched and Bound</i> WA Contemporary Quilting	25 March - 19 May 2023	Touring, funded and participatory WA survey exhibition with selected local Midwest quilters.	Exhibition Opening Night, Friday 24 March Visiting Quiltmaker Workshops (2 sessions, dates tbc)
Exhibition - <i>Peregrinations of a Citizen Botanist</i> Susie Vickery AOTM	25 March - 21 May 2023	Peregrinations of a Citizen Botanist is an interactive installation by Susie Vickery which takes the form of a cabinet of curiosities, charting the journey of the 18th Century French botanist, Jacques-Julien Houtou de Labillardière.	Exhibition Opening Night, Friday 24 March Artist talk, Saturday 25 March
School Holiday Activities	April 2023	Details still to be determined.	Two sessions, dates (tbc)
Community Planning Meeting	April 2023	Geraldton Regional Art Advisory Committee Meeting meets quarterly to discuss Gallery and Public Art initiatives to ensure these align with desired cultural and community outcomes.	

EXHIBITIONS & PROGRAMMING 2022-2023

ACTIVITY	DATES	DESCRIPTOR	ADDITIONAL ACTIVITIES
Public Art Opportunity	May - June 2023	Exhibition opportunity in GRAG garden - refurbished space	Yamaji consultation with public art theming for Garden Space. EOI for artists for large-scale mural
Film Festival	May - June 2023	Perth Pride Queer Film Festival. Inaugural regional event first held in Geraldton in 2021.	Dates to be advised
Exhibition - <i>He is Myself: The Art of William Gardiner</i> AOTM	3 June - 30 July 2023	Born in the years leading up to Australia's first Aboriginal workers' strike of 1946-1949, Nyaparu (William) Gardiner (1943-2018) lived and worked in the country's remote north west regions, painting the iconic stockmen and his countrymen in the last 4 years of his life at Spinifex Hill Studio in South Hedland.	Exhibition Opening Night, 2 June School visits (4 sessions) and education packs to be produced
Exhibition - <i>The Family Plot</i> Georgina Criddle and Megan Evans	3 June - 30 July 2023	Shifting mentality: a case study in going home is a practice based research project that incorporates material and relational strategies in order to raise awareness about silenced settler-colonial histories.	Exhibition Opening Night, 2 June Artist Talk Developmental workshops being held in July 2022 at the Greenough Museum and Gardens, GRAG and the Geraldton Regional Library



Perth Pride Queer Film Festival 2022



Artist Panel Discussion, 14 May

APPENDIX I - HISTORY OF THE GALLERY & COLLECTION

The formal exhibition of art in Geraldton first began in October 1894 when the Geraldton Floral, Art and Industrial Exhibition was held at the Masonic Lodge. Mayor Charles Gray officially opened the proceedings, announcing,

“He regarded exhibitions of this character as among the most valuable educational factors of the day. They cultivated a taste for the beautiful and encouraged dexterity of the hand.”

(Geraldton Murchison Telegraph, 9 October 1894.)

Through the years, strong local support for the arts continued. The construction of the Geraldton Town Hall in 1907 provided townsfolk with a long-awaited civic venue from which they could hold concerts, dances, recitals and gatherings, including art exhibitions. One group to utilise the Town Hall was the Geraldton Arts and Crafts Society, who were particularly active during the 1930s.

In 1949, one of Western Australia’s greatest benefactors, Sir Claude Hotchin (1898-1977), donated 22 substantial works to the people of Geraldton. These works included an early painting by West Australian artist Robert Juniper, and other paintings by Kathleen O’Connor, and Allan William Baker, and landscapes by Hans Heysen and Harold Septimus Power. Hotchin expressed his hope at the time that his gift would be the basis of a district art centre to which he and others could make suitable additions. The following year, a large gathering at Birdwood House celebrated an exhibition of oil and water-colour and etchings by local artist, John Tribe. The call for the construction of an Art Gallery in Geraldton echoes from these proceedings, as recorded by the Geraldton Guardian (02/09/1950)

In 1960 the Town of Geraldton commissioned Elizabeth Durack (1915-2000) to produce a body of work of the Geraldton area, including Dongara, Northampton and out to Carnamah. This collection remains significant not just to Geraldton but also to the State.

Through the 1970s, the Council considered the future of the aging Town Hall. Public use had diminished and the building was now in need of major renovations. Meanwhile, local exhibitions took place at Geraldton Art Centre, opened in 1974 and housed in the former Seventh-Day Adventist Church, Shenton Street. The following year the Wheel of Arts was established by the Arts Council of Geraldton (Inc) at the old Fire Station Building on Durlacher Street.

In 1982 the Council held a poll to ascertain ratepayer views for the future of the old Town Hall. The results, coupled with community pressure from the group known as FROTH (Friends of the Town Hall) led to consideration of the site for the Geraldton and Districts Regional Library or for an Art Gallery combined with a Municipal Museum and Tourist Centre. Costs were approximated at \$750,000. The WA Government had at this time embarked on holding cabinet meetings in country areas and during this meeting in Geraldton, Premier Burke announced a Government contribution of 70% / 30% ratio towards an Art Gallery and Tourist Centre.

On Monday 6 August 1984 the Geraldton Art Gallery was officially opened by the Governor-General of Australia, the Rt. Hon. Sir Ninian Stephen. The high standard of facilities made the Gallery one of the first A class regional galleries in Australia. The opening exhibition was “The Land Beyond Time”, a collection of over 100 works by John Olsen. Since 1984, the GRAG has established itself as the region’s principal arts institution, serving arts and culture to the Midwest, housing the City of Greater Geraldton’s Art Collection, facilitating the biennial Mid West Art Prize, whilst presenting a diverse and stimulating exhibition programme from local, state, national and international sources.

In 2017, the management of the Geraldton Regional Art Gallery transitioned from the Art Gallery of Western Australia to the City of Greater Geraldton. Prepared by Trudi Cornish, 2021.

APPENDIX II - SWOT ANALYSIS

STRENGTHS:

Located in an iconic, State heritage listed building with a high level of community visibility; strong, existing local, regional and other partnerships; local government committed to provision of service delivery and maintenance of physical building; established permanent art collection; Biennial delivery of prestigious Mid West Art Prize: Geraldton Visitor Centre co-located within facility; Redevelopment of adjacent park and road area undertaken in 2022; CGG Art Collection was last valued in May 2019.

WEAKNESSES:

Lack of recurrent funding opportunities; Difficult to plan activities and exhibitions ahead when grant funding is only applied on an annual basis; Lack of Arts and Culture Council Policy, which could also encompass Public Art; Make sure access to the building and theatre is appropriate for all people, including those with a disability.

OPPORTUNITIES:

Promote the Gallery as desired place of employment and one which also welcomes volunteers; Post- Covid funding and other grant opportunities; Increased visitation from regional travellers; Increased activity surrounding the Gallery building leading to the possible development of an arts precinct; Possibility of developing new revenue streams such as the sale of artworks; Greater interaction with the local tourism sector, locally and more broadly; Further development of the Gallery brand and identity; Increased visibility of City collection; Partnerships and leveraging existing events in community will continue to strengthen regional profile; GRAG celebrates it's 40th anniversary in 2024.

THREATS:

Maintaining resources which provide the capacity to deliver the artistic programmes and other Gallery outcomes; Ongoing wear and tear/damage to public art collection by the environment, vandalism; The need to develop long-term storage solutions for the art collection; Aging building infrastructure; Budget allocation to new acquisitions and conservation/repair of existing collection; Ongoing community engagement a priority to continue to increase traffic and enhance profile.

Back Cover: Kate Patience, *Watching*, 2021, Photograph, Winner People's Choice Award, Focus 2020.



City of
Greater Geraldton
a vibrant future



P. (08) 9956 6600 - E. council@cgg.wa.gov.au

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