

COUNCIL POLICY

Yorke Peninsula Art

Policy Number:	PO066		
Strategic Plan Objective:	1. Economically Prosperous Peninsula		
Policy Owner:	Director Corporate and Community Services	Record Number:	16/14044 [v3]
Responsible Officer:	Manager Economic Development and Business Sustainability	Minute Reference:	164/2023
Date Adopted:	12/07/2023	Next Review Date:	February 2027

1. POLICY OBJECTIVES

Yorke Peninsula Council (Council) supports the arts sector and recognises its historical, cultural, social and economic value to the local community.

Council will proactively seek opportunities to attract and retain arts professionals, initiatives and events for the benefit of the Yorke Peninsula region. This includes:

- providing oversight of the Yorke Peninsula Arts and Cultural Working Group;
- researching grant funding opportunities;
- general in-kind support (including promotional wherever appropriate); and
- consideration of a regular budgeted allocation to be channelled toward the aforementioned activities.

This policy sets out ways in which Council will support the Yorke Peninsula Arts and Cultural Working Group including for the biennial arts event.

2. SCOPE

This policy applies to all persons undertaking activities relating to the arts for and/or on behalf of the Council.

3. POLICY STATEMENT

3.1. Yorke Peninsula Arts and Cultural Working Group

Council has an established Yorke Peninsula Arts and Cultural Working Group to consult on various art and cultural initiatives, projects, programs and opportunities (Event). The Yorke Peninsula Arts and Cultural Working Group also has the primary responsibility to organise and manage all aspects of the biennial GROUNDED - Yorke Peninsula Art Festival (Festival).

The Yorke Peninsula Arts and Cultural Working Group reports to the Director Corporate and Community Services (or their assigned delegate) in relation to their responsibilities which include (but are not limited to):

- Ensuring members are registered volunteers with Council and have undertaken the appropriate volunteer inductions.
- Making recommendations to Council on proposed dates and general format of Events, including the Festival proposed locations, performances, workshops and other festivities.
- Processes to invite and receive submissions for exhibitions.
- Promote involvement of local schools by encouraging student submissions and issuing associated awards.
- To determine and affirm exhibition categories and communicate these with Council and all prospective entrants.
- Development and production of standard forms for exhibition entries, including for school entries.
- Updating and maintaining communications via the Festival website (www.ypart.com.au) and associated social media channels.
- Proactively securing Event and Festival sponsorships, with sponsorship privileges to be commensurate to the value of each sponsorship level. This includes producing a sponsorship prospectus.
- Securing in-kind support, including volunteers, to assist with the setting up, running and packing down of Events.
- Fundraising activities, including raffles.
- Responsible financial management of the Festival's budget allocation. Expenditure is to be approved via an authorised Council staff member.
- Delivering all promotional and marketing initiatives focused on driving awareness of the Event(s) including the Festival and increasing attendance numbers.
- Invitations to all Events and exhibitions, including the Festival, to all relevant stakeholders including Yorke Peninsula Progress Associations.
- Appointment of exhibition judge(s).
- Administering prizes in accordance with the amounts promoted, which must be within budgetary limits set by Council.
- Creating and selling Festival programs/catalogues.

3.2. GROUNDED – Yorke Peninsula Art Festival

The primary art Event funded by Council is the biennial GROUNDED Yorke Peninsula Art Festival. Through the Festival, Council aims to:

- Support tourism and local businesses on the Yorke Peninsula through the presentation of a quality art Event that inspires artists, their families and friends and other visitors to extend their stay on the Yorke Peninsula;
- Make a unique contribution to the cultural experience of the Yorke Peninsula; and

- Provide a platform for artists of all capabilities to participate, sell work, collaborate and share ideas.

3.2.1. Budget

Council will allocate a budget toward the Festival, which is to be determined by Elected Members on an annual basis. Funding may be considered for a casual staff member to assist in the administration of the Festival as part of, or in conjunction with, the Yorke Peninsula Arts and Cultural Working Group. Funding may also be considered for:

- art exhibition prize money;
- travel, accommodation and meal costs for artists and judges;
- payment of festival performers, workshop hosts, artist panel members and other professional service providers;
- catering for any opening or closing Events;
- commission sales payments to artists;
- advertising and marketing (including website hosting); and
- liquor licences and other required permits.

Entry fees for art exhibitions are to be charged in accordance with Council's Fees and Charges Register (R011). All other charges, such as for artists to host workshops, are to be determined in consultation with the Director of Corporate and Community Services or their assigned delegate.

All purchases must be made in accordance with Council's PO058 Purchasing and Procurement Policy.

The Festival must generate income that is, at a minimum, equal to the budget allocated by Council. Income includes:

- entry fee payments;
- commission from sales made;
- sponsorships and donations from businesses and community organisations such as host town Progress Associations;
- ticket sales to Events;
- supplementary income such as raffle ticket sales and other fundraising efforts; and
- grant funding.

3.2.2. General Planning

All matters pertaining to organising the Festival (naming, promotion, dates, locations, etc.) are to be first determined by the Yorke Peninsula Arts and Cultural Working Group. Recommendations to Council will subsequently come via a report to Elected Members for consideration.

It is Council's favoured position to hold the Festival during winter to attract visitation during the generally quieter tourist period. However, Council will consider the recommendation put forward by the Yorke Peninsula Arts and Cultural Working Group for alternative times of the year if sound reasoning is provided.

3.2.3. Hall Hire

Council will waive hall hire fees in instances where Festival activities are to be held at Council halls (excluding refundable bond payments).

3.2.4. Website and Social Media

Council retains ownership and overriding control of the Festival website (available at www.ypart.com.au) and social media channels, including permissions for access by delegated staff and Yorke Peninsula Arts and Cultural Working Group representatives. Use of social media is to comply with Council's PO020 Social Media Policy.

3.2.5. Care of artwork

Artists retain full responsibility for their property and artwork at all times when participating in the Festival, including whilst in transit. Persons/volunteers handling artworks will do so with care, but will not be held responsible for any damage or loss.

3.2.6. Artwork sales

Commission payable to Council is to be a percentage set out in R011. Artwork sale prices are determined by the exhibiting artists. Council staff, nor Yorke Peninsula Arts and Cultural Working Group members, can provide advice or comment on sale prices as set by artists. Artworks are available for sale from opening night and sold on a "first come, first served" basis.

Artwork must be collected from the exhibition site by the predetermined collection date, unless alternative arrangements have been made in advance with the relevant Yorke Peninsula Arts and Cultural Working Group member.

4. COMPLAINTS

Complaints about this policy can be made in writing to the Director Corporate and Community Services. Complaints will be managed in accordance with Council's Complaints Policy PO147.

5. REVIEW

This policy will be reviewed every four (4) years and as deemed necessary in consideration of any changes to legislation and relevant standards, codes and guidelines.

6. TRAINING

Council is committed to supporting the Yorke Peninsula Arts and Cultural Working Group in complying with this policy and all members will be provided training.

7. RECORDS

Records shall be maintained as required by Council's Records Management Policy (PO063) and relevant legislation.

8. RELATED COUNCIL POLICIES/PROCEDURES AND DOCUMENTS

PO058 Purchasing and Procurement Policy

PO091 Risk Management Policy

PO020 Social Media Policy

PO014 Employee Code of Conduct Policy

PO137 Volunteer Policy

R011 Fees and Charges Register

Local Government Association's Model Behavioural Management Policy

GROUND - YP Art Festival Open Category Application Terms and Conditions of Entry

GROUND - YP Art Festival Schools Category Application Terms and Conditions of Entry

9. REFERENCES AND LEGISLATION

Local Government Act 1999

10. COUNCIL DELEGATION

Any applicable delegations are available on Councils website via the Delegations register via <https://yorke.sa.gov.au/about-us/forms-plans-and-publications/register/>

11. VERSION HISTORY

Version No	Issue Date	Description of Change
1	08/04/2015	New Policy
2	08/03/2017	Full Revision.
3	12/07/2023	Full Revision.