



NOTICE OF MEETING

Notice is hereby given that the next ordinary meeting of Council's

ART COMMITTEE

will be held on Tuesday 11th of February 2014

in the Minlaton Meeting Room – 18 Main Street Minlaton

commencing at 2pm

David Harding
DIRECTOR CORPORATE AND
COMMUNITY SERVICES

A G E N D A

ITEM 1 YORKE PENINSULA COUNCIL – ART COMMITTEE

- 1.1 Welcome by Chairperson – meeting declared open
- 1.2 Present
- 1.3 Apologies
- 1.4 Minutes of previous meeting – for confirmation:
Art Committee meeting held on 7th January 2014
- 1.5 Conflict of Interest

CONFLICT OF INTEREST

Members are reminded of the requirements for disclosure by Members of direct or indirect pecuniary benefits in items listed for consideration on the Agenda. Members must declare any interest and provide full and accurate details of the relevant interest to the Committee prior to consideration of that item on the Agenda.

ITEM 2 UPDATE - Kylie Gray

- Action Items from Previous Minutes
- Letters to schools inviting them to Enter the 2014 Exhibition & Entry Form
- Demonstrating Artist schedule
- Staff & Volunteers Roster
- Swooper Flags – Install
- Running Sheet of Opening Night (Amended)

ITEM 3 GENERAL BUSINESS

- Brenda – Victor Harbor Rotary Art Show

ITEM 4 NEXT MEETING

ITEM 5 CLOSE

Cr Brenda Bowmans Report - 35th Victor Harbor Rotary Art Show 2014

Sponsorship

Total sponsorship was \$33,550.

Acquisitive Sponsors

These sponsors contribute an amount of "prize money" and receive a painting close to the value of their sponsorship in return. The judge generally selects 2 potential winners in the appropriate sponsorship category and the sponsors choose the painting that they prefer.

Acquisitive sponsors donated \$19,400 in total ranging from Platinum Sponsors (\$5000) to Gold (\$1500 to \$5000) to Silver (\$1000 to \$1500) to Bronze (\$750 to \$1000). There were 9 acquisitive sponsors.

The value of paintings "acquired" through this sponsorship was \$16,435. Winning artists receive the total amount of acquisitive sponsorship dollars in each category and no commission is deducted.

Corporate Sponsors

Corporate sponsors all contribute the same amount of sponsorship money (I do not know how much it is but there are 45 corporate sponsors listed on the catalogue). This money is pooled and covers the major prize and the running costs of the event.

Corporate sponsorship for prizes totalled \$12,500. The People's Choice prize of \$500 was a memorial prize, presumably donated by the family involved.

Junior Sponsorship

The total value of junior prizes was \$1100 and it was all in the form of art materials. There were 9 prizes ranging between \$100 and \$250.

Naming Rights

All corporate sponsors are eligible to be placed in a draw for the naming rights of the event.

What do sponsors get for their money?

Acquisitive sponsors get a painting to the approximate value of their sponsorship.

Corporate sponsors are invited to a barbecue at Urrumbirra Wildlife Park prior to the event when the naming rights sponsor is drawn. After the event they are all taken out to dinner by the Rotary Club and are given a print of the winning painting.

All sponsors are invited to a preview in the marquee before the official opening when beer, wine, champagne, soft drinks and an extensive afternoon tea are served and they have the opportunity to view the winning paintings and to purchase before the general public can. Cost of the preview is \$30.00 per person. Sponsors gain entry as part of the sponsorship deal.

Many sponsors also displayed their advertising banners inside the marquee.

Official Opening

The opening was a public event conducted on the Warland Reserve a short distance from the marquee. It was set up on a temporary covered stage with plastic chairs on the lawn for the audience and began at 5.30 on Friday evening with entertainment from the town band.

The official part started around 6.00pm and was very similar to ours. There were short speeches from Rotary personnel and the judge and the exhibition was opened by the naming rights sponsor. Prizes were awarded by the relevant sponsors in all sections including junior. Very few prize winners were present including Tom O'Callaghan who was the overall winner this year.

Prior to the official opening a couple of people walked amongst people attending and sold entry tickets and catalogues. The marquee was open to ticket holders after the opening - around 7.00pm - and remained open until 9.00pm.

Entry to the Art Show

In the past entry has been gained by buying a catalogue and about 7000 catalogues were printed.

This year it was decided to cut costs and paper usage by issuing small entry tickets which were \$5.00 each. The tickets were taken by a couple of people at the door when we entered the marquee but we could collect a pass out on leaving which would permit entry again.

The catalogues were \$3.00 each.

This change meant that only 2000 catalogues were printed instead of 7000.

Catalogues

The catalogues were done by a local printing business and cost \$1.50 each to produce.

They are very straight forward with all entries listed and only a few advertisements. The ads are on separate pages to the entries. Information is provided about the judge and all sponsors are listed.

By having the catalogues printed locally the Rotary Club was able to arrange the first run of 500 copies to be printed with only 24 hours' notice. This enabled them to include a column to locate the hanging screen of each painting. The remaining catalogues were printed later and there was opportunity to get more done if they were needed.

The Exhibition

Paintings were hung on screens in a similar way to our exhibition. The screens were larger than ours and generally held 2 to 4 paintings each depending on the sizes of the paintings. Artists' works were not usually hung together and there was some thematic element to the display - e.g. flowers, beach scenes etc.

The screens were arranged in 2 halves (the entry door was in the middle of the long side of the marquee) in zig-zag lines like ours. In the middle there were large display boards showing the location of all the paintings. The junior entries were all in one area and the non-compliant paintings were also hung in a separate area.

Each painting was ticketed. The ticket information included the entry number, the artist's name, the title of the painting, the medium and the price.

The lighting consisted of a few fluoros in the roof of the marquee - not as effective as our lights to my mind.

There was a long table on one side manned by 2 people for sales and 1 person who was "in charge". The Rotary Club has a special committee to run the Art Show so I imagine that the person who dealt with queries was a member of that committee.

Non-compliant works

I do not know anything about the process of delivery and collection of paintings before and after the show. Perhaps Bruce can enlighten us about it. However I did ask about non-compliant entries and how decisions were made.

When artists deliver their paintings, each one is quickly inspected by a panel of 4 artists who check for compliance with the conditions of entry and also decide whether the work is suitable/of an acceptable standard for the competition. The artists on the panel are also entrants in the competition (I asked about conflict of interest). When everything has been hung another 2 artists go through the show and may remove a painting from the non-compliant section and put it into the competition or vice versa.

All non-compliant works were displayed and were for sale. Several had been sold.

Special Feature

Walk throughs - Artists Chris Matthew (Monday morning) and Bruce Davey (Wednesday morning) took small groups through the show at 9.00am for an hour and commented on various paintings including the prize winners from an artist's perspective.

John Lacey and Heather Ludebeck demonstrated for a 2 hour session each.

Wendy Jennings conducted 4 children's classes of 30 minutes.

In conclusion

The Victor Harbor Rotary Art Show has been running for 35 years and continues to be a resounding success. It is restricted to paintings only.

The Art Show is the major annual fund-raising activity for the Rotary Club and its running expenses would be quite high. They include hire of the marquee for the duration of the show and beyond (11 days of exhibition plus set up and pull down times), professional security services etc.

Rotary Club members volunteered during the show and there were approximately 5 people present each time I was there.

The VH Rotary Club expects to make \$80,000 to \$90,000 after all expenses.