

LAKE
MACQUARIE
CITY

CULTURAL COLLECTIONS

STRATEGY 2020



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Cover:
Susan Ryman
Fish tales (detail) 2009
Purchased with the assistance of Dr Caleb Firkin
Cultural Collections, Lake Macquarie

Above:
Crucible, Dudley Colliery
Donated by Dudley School Museum
Cultural Collections, Lake Macquarie

Right:
Mining Lamp, Dudley Colliery
Donated by Dudley School Museum
Cultural Collections, Lake Macquarie

INTRODUCTION

The primary function of the Lake Macquarie Cultural Collections is to:

- Contribute to the development of outstanding museums, galleries, exhibitions and experiences within the Lake Macquarie region
- Create a physical and collective sense of place and identity
- Act as a valuable asset, exhibition and loan resource
- Reflect quality contemporary visual arts, museum and public arts practice
- Build on existing holdings
- Ensure the ongoing cultural custodial role of the City's cultural institutions
- Enrich knowledge, understanding and experience of the history and contemporary life of the City and region
- Contribute to, and foster, critical historical, arts and cultural debate
- Thematically interpret the history and development of the City
- Conserve heritage, public and visual arts for the benefit of the community and future generations
- Provide educational and research opportunities for the community

The Lake Macquarie Cultural Collections include the following sub-collections:

- **Museum and Social History Collection**
- **Visual Arts Collection**
(including collections held at MAC – Museum of Art and Culture)
- **Family History and Local Studies Collection**
- **Civic Collection**
- **Urban and Public Art Collection**



HISTORY OF THE MUSEUM OF ART AND CULTURE COLLECTION

– formerly known as the
Lake Macquarie City Art Gallery

Established in 1980, the Museum of Art and Culture *yapang* plays an important role in acquiring, managing, interpreting, and presenting relevant works of art for both residents and visitors to the region.

The earliest recorded acquisition was in 1976, and a number of works which are now recorded as part of the Gallery's Collection were acquired by the Council prior to the Gallery's establishment. Since 1980, the Collection has evolved through purchase, acquisitive prizes, donations and commission. It comprises a strong core group of paintings, works on paper, sculpture, and photomedia by established contemporary Australian artists, including many from the Hunter region. Works have also been acquired through initiatives such as the City of Lake Macquarie and Charlestown Square Art Prize (1986-1991) and the Ronaldo Cameron Collection (1991). Another source has been the Ruth Spenser Komon estate, through which the Art Gallery received a number of exquisite works by Sir William Dobell (2002).

The *Still Waters Clear Visions* and the Aboriginal and Torres Strait Islander *Works on Paper* sub-collections add further substance to the overall collection. Some of these works can be viewed in the sculpture garden or as part of gallery-curated exhibitions throughout the annual program.



John Montefiore
The fishing boy (illustration for *The fishing boy*, frontispiece) 1972
Donated through the Australian Government's Cultural Gifts Program by Beverley Derkenne, 2012
Copyright the estate of John Montefiore
Cultural Collections, Lake Macquarie

EXECUTIVE SUMMARY

Council's Cultural Collections Strategy seeks to build representative visual arts, public art and historical collections for the people of Lake Macquarie.

This Strategy supports the active collection of significant items and provides a clear framework for staff. An active collections strategy ensures that collections will reflect best industry practice, while the needs of the community are addressed and a clear focus is established.

Supporting key strategies within the Arts, Heritage and Cultural Plan 2017-2027, this Strategy will give the community access to quality arts and cultural experiences.

Throughout the five-year strategy, the collections in Lake Macquarie will grow significantly to include a comprehensive museum and social history collection, a broader, more inclusive visual arts collection and a public art collection representing the culture and lifestyle of the Lake Macquarie community.

SITUATION ANALYSIS

Strategy and direction

This Strategy considers the following existing strategy and direction:

- Lake Macquarie Arts, Heritage and Cultural Plan 2017-2027
- Urban and Public Art Strategy 2019-2029
- Lake Mac Libraries Business Plan 2019-2024
- Lake Macquarie Events and Festivals Action Plan 2019 – 2024
- Lake Macquarie Destination Management Plan
- Lake Macquarie Community Strategic Plan
- Aboriginal Community Plan
- Lake Macquarie Children and Family Strategy 2015-2020
- Imagine Lake Mac
- Aboriginal Heritage Management Strategy
- Lake Macquarie Heritage Strategy 2017
- Lake Macquarie Disability Inclusion Action Plan
- Lake Macquarie Aged Population Strategy
- Lake Macquarie Multicultural Plan 2016-2020
- Bayikulinan: Aboriginal Community Plan 2019-2023
- Urban and Public Art Policy

Museum and Social History Collection

The Museum and Social History Collection was established in July 2019 with a donation from the Dudley School Museum. The Dudley School Museum closed in July 2019 and Council acquired a number of significant mining and social history objects. This collection allowed for the establishment of a formal museum collection which will be built on through further donations and acquisitions.

Visual Art Collection

The collection began in the early 1970s with the periodic acquisition of artworks by Council. With the establishment of the Lake Macquarie City Art Gallery in 1980, the collection has evolved through purchase, acquisitive prizes, donations and commissions.

The collection comprises a strong core group of two-dimensional works by established contemporary Australian artists from the Hunter and further afield, a number of key works by Sir William Dobell (bequeathed by Ruth Spenser Komon), and Aboriginal and Torres Strait Islander works on paper and ceramics.

Museum of Art and Culture (MAC) Lake Macquarie continues to develop its collection through support from the MAC Society (formerly known as the Lake Macquarie City Art Gallery Society), the Australian Government's Cultural Gifts Program, and various funding bodies, particularly for sculpture park commissions.

Urban and Public Art Collection

The Booragul Sculpture Park, located in the grounds of Museum of Art and Culture, was established in 1996 and has had significant development over the last 20 years with works that are site-specific. This sub-collection category encapsulates those artworks.

The Urban and Public Art Collection has grown significantly since 2016. The collection currently comprises of contemporary artworks, memorials, monuments, functional man-made infrastructure with creative treatments and cultural, historical and artistic interpretation.

There are approximately 30 contemporary artworks, 23 interpretive and heritage signs, 37 monuments and 100 military heraldry objects within the collection. However, an audit of the collection is currently underway and will be completed within 12 months. This audit includes both Urban and Public artworks.

The collection reflects the culture and identity of the community, building on current experiences and opportunities at cultural, community and recreational spaces around our City. The collection adds value to the liveability of the city as urban and public art is the most accessible form of art. A focused collection strategy can shape a city's identity and help a community to grow, question and feel pride.

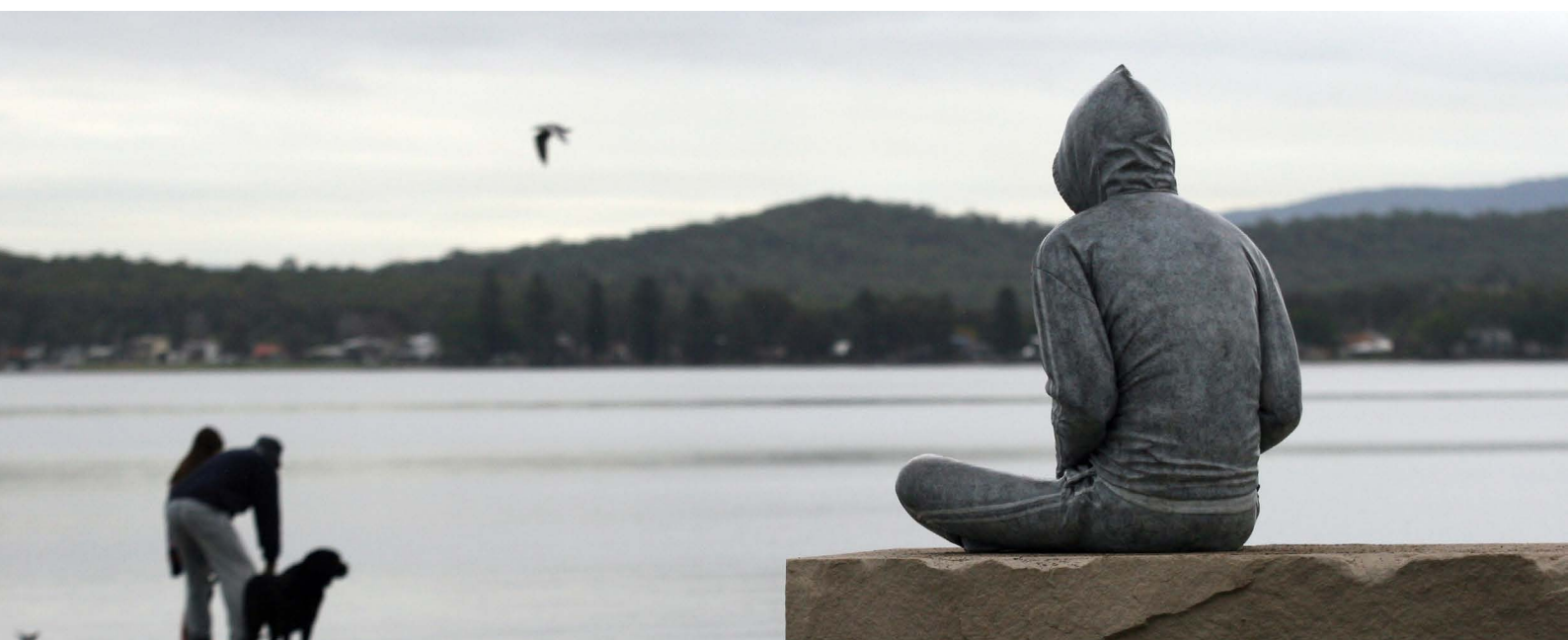
Family History and Local Studies Collection

The Family History Collection provides primary and secondary resources with a strong focus on Australian genealogy information. Primary records include microfilm copies of parish registers, shipping and convict records. Secondary resources include monograph histories containing details of families and individuals, with particular reference to Lake Macquarie, and indexes to primary records and guides for conducting family history research. The Local Studies Collection includes an extensive photographic collection, available through the library and the Lake Macquarie History websites. Formats include newspapers, books, maps, photographs and digital recordings, and the Jones-Mashman & Pickering Collections.

Civic Collection

The Civic Collection includes Sister City and other gifts to Council. Collection items will be added to this collection as required.

Alex Seton
Soloist 2012
Cultural Collections, Lake Macquarie



STRATEGY

VISION

To ensure that existing and future visual art, social history, archival and research collections are not only a strong record of our own culture, but also incorporate collections that are significant, well conserved, unique, culturally inclusive and complete.

Creative and cultural expression is an essential ingredient for community wellbeing and harmony.

Arts and culture are essential in building identity and social cohesion within communities. They bring people together by creating a shared identity and pride in their past and present.

MISSION

The purpose of the Lake Macquarie City Council Cultural Collections Strategy is to outline a clear framework for the future growth of the visual arts, urban and public art, museum and social history, family history and local studies collections.

STRATEGIC OBJECTIVES

There are nine strategies that outline the direction of Lake Macquarie's Visual Arts, Urban and Public Art, Museum and Social History, Family History and Local Studies collections.

Visual Arts, Urban and Public Art Collection

Acquire through means outlined in the Cultural Collections Policy:

1. Works of art by established local artists;
2. Works of art by emerging artists, including Aboriginal and Torres Strait Islander artists;
3. Collections of works of art that can be exhibited as a unique body of work or form part of a larger exhibition;
4. Works that build on existing strengths;
5. Works by artists with a national reputation; and
6. Commissioned art works that enhance public spaces and the urban environment.

Museum and Social History Collection

Acquire through means outlined in the Cultural Collections Policy:

7. Historical, social and contemporary collections that document the culture, geography, and topography of the region in various media.

Family History and Local Studies Collection

Acquire through means outlined in the Cultural Collections Policy:

8. Contemporary and historical reference collections in various media including published materials about Aboriginal and Torres Strait Islander;
9. Digital photographs that document the history of the region.



COLLECTION TARGETS

The follow acquisition targets will be met annually:

CULTURAL COLLECTION

Museum and Social History Collection

ANNUAL TARGET

100

items of local significance

CULTURAL COLLECTION

Visual Arts Collection

ANNUAL TARGET

5

significant works

CULTURAL COLLECTION

Family History and Local Studies Collection

ANNUAL TARGET

300

digital photographs and reference items

CULTURAL COLLECTION

Urban and Public Art Collection

ANNUAL TARGET

A collection valued at **\$3 million** by end of 2024

Image credits on page 10



KEY ACTIVITY AREAS

1. Works of art by established local Artists

Priority	Identify key regional artists. Securing funding for MAC's \$20,000 Acquisitive Prize.
Percentage of the collection	Visual Art Collection 47% by local artists.
Sources	Individual collectors, artists, dealers, auctions.
Acquisition Method	Purchase, donation, bequest, cultural gift, commission, prize.
Funding available	Philanthropic support, sponsorship, approved Council funding, MAC Society.

5 YEAR STRATEGY

2020	MAC \$20,000 Acquisitive Prize launched.
2021	Aboriginal and Torres Strait Islander artwork in any media from the region, in consultation with Aboriginal Reference Group.
2022	Significant acquisition of local artist.
2023	MAC \$20,000 Acquisitive Prize.
2024	Significant acquisition of local artist. Aim for a local artist representative to be 50-55%.

2. Works of art by emerging Artists, including Aboriginal and Torres Strait Islander artists

Priority	Develop MAC yapang Aboriginal and Torres Strait Islander Emerging Art Prize. Extend inclusion of work by Aboriginal and Torres Strait Islander artists within collection under the banner of 'yapang'.
Percentage of the collection	Visual Art Collection 5% by Aboriginal and Torres Strait Islander artists.
Sources	Individual collectors, artists, dealers, auctions.
Acquisition Method	Purchase, donation, bequest, cultural gift, commission, prize.
Funding available	Philanthropic support, sponsorship, Council Acquisition Fund.

5 YEAR STRATEGY

2020	Build on yapang collection by acquiring Aboriginal and Torres Strait Islander artworks - contemporary and historic.
2021	Acquisitions sourced through the MAC Aboriginal and Torres Strait Islander Emerging Art Prize. Build on yapang collection by acquiring Aboriginal and Torres Strait Islander artworks - contemporary and historic.
2022	Build on yapang collection by acquiring Aboriginal and Torres Strait Islander artworks - contemporary and historic.
2023	Acquisitions sourced through the MAC Aboriginal and Torres Strait Islander Emerging Art Prize. Build on yapang collection by acquiring Aboriginal and Torres Strait Islander artworks - contemporary and historic
2024	Increase representation of Aboriginal and Torres Strait Islander artists within collection by 40% (currently 48 works, acquire 19 works)

3. Collections of works of art that can be exhibited as a unique body of work or form part of a larger exhibition

Priority	Secure the donation of a private collection and/or purchase a work for the retrospective collection.
Percentage of the collection	Visual Art Collection 55%.
Sources	Individual collectors, artists, dealers, auctions.
Acquisition Method	Purchase, donation, bequest, cultural gift, commission, prize.
Funding available	Philanthropic support, sponsorship, Council Acquisition Fund.

5 YEAR STRATEGY

2020	Investigation of private collections in the region. Present exhibition of work on paper collection items and seek to acquire through donation (existing holdings 220 works). Present exhibition including donated works in annual program.
2021	Secure the donation of a private collection and/or purchase a work for the retrospective collection. Present exhibition including donated works in annual program. Present annual feature donation within exhibition program.
2022	Investigation of private collections in the region. Present exhibition including donated works in annual program. Present annual feature donation in access gallery.
2023	Secure the donation of a private collection and/or purchase a work for the retrospective collection. Present exhibition including donated works in annual program.
2024	Investigation of private collections in the region. Present exhibition including donated works in annual program. Present exhibition of work on paper collection items and seek to acquire through donation (existing holdings 220 works). Present annual feature donation in access gallery.

Image credits from page 8:

Left (top to bottom):

Douglas Archibald
Catfish II (detail) 2008
Donated by MAC Society, 2008
Cultural Collections, Lake Macquarie

Sir William Dobell
Self portrait (detail) 1970
Bequest from the Estate of Ruth Spenser Komon, 2002
Reproduced courtesy of the Sir William Dobell Foundation
Cultural Collections, Lake Macquarie

Mining Lamp (detail), Dudley Colliery
Donated by Dudley School Museum
Cultural Collections, Lake Macquarie

Kathleen Paddoon
Nakarra Nakarra (detail) 2007
Donated by MAC Society
Cultural Collections, Lake Macquarie

Right (top to bottom):

Ron Morrison
Happy reunion (Boy lost in Barrington) (detail) 1967
Donated through the 1990 Photographic Invitation Prize
Cultural Collections, Lake Macquarie

Michael Bell
COOGEE, 2.30am (MAITLAND, 3.30am) (detail) 1983
Donated by Francis Cellan, 2014
Cultural Collections, Lake Macquarie

Charlestown Library Monkey (detail)
Cultural Collections, Lake Macquarie

Saretta Fielding
Wolawola Mariyang Malang - Go Forward Together (detail) 2016
Donated through the Australian Government's Cultural Gifts Program
by Saretta Fielding in memory of Uncle Gerry Edwards, 2017
Cultural Collections, Lake Macquarie

4. Works that build on existing strengths

Priority	Development of Still Waters Clear Vision Collection. Artists that represent the unique landscape in their work.
Percentage of the collection	Visual Art Collection 9.6% within Still Waters Clear Vision Collection.
Sources	Individual collectors, artists, dealers, auctions.
Acquisition Method	Purchase, donation, bequest, cultural gift, commission, prize.
Funding available	Philanthropic support, sponsorship, Council Acquisition Fund.

5 YEAR STRATEGY

2020	Build on local established artists within Still Waters Clear Vision collection.
2021	Build on nationally significant artists within Still Waters Clear Vision collection.
2022	Build on local established artists within Still Waters Clear Vision collection.
2023	Build on nationally significant artists within Still Waters Clear Vision collection. Stage exhibition featuring Still Waters Clear Visions collection.
2024	Build on local established artists within Still Waters Clear Vision collection.

5. Works of a national reputation

Priority	Artists that have made a significant impact to the region, to augment 20th and 21st Century collections. Artists that have represented the unique landscape and significant historical events in the City's history.
Percentage of the collection	Visual Art Collection 8% current nationally renowned artists.
Sources	Individual collectors, artists, dealers, auctions.
Acquisition Method	Purchase, donation, bequest, gift, commission, prize.
Funding available	Philanthropic support, sponsorship, Council Acquisition Fund.

5 YEAR STRATEGY

2020	Seek acquisitions of William Dobell.
2021	Acquisition of nationally significant sculptural work for Booragul Sculpture Park under Urban and Public Art Collection.
2022	Building on collection items by William Dobell.
2023	Host exhibition of the work of nationally significant artists from the collection.
2024	Building on collection items by William Dobell.

6. Commissioned art works that enhance public spaces and the urban environment

Priority	As per Urban and Public Art Policy - commissioned artworks that enhance public spaces and the urban environment.
Percentage of the collection	Urban and Public Art Collection 100%.
Sources	Artists, donors, dealers, collectors.
Acquisition Method	Purchase, donation, bequest, cultural gift, commission, prize.
Funding available	Acquisitions-based federal and state grants, urban and public art provision, capital works projects, philanthropy, donations, partnerships, community arts development grants.

5 YEAR STRATEGY

2020	Implementation of a 10-year Urban and Public Art Strategy.
2021	The development and implementation of Outdoor Art Prize (when prize money hits certain threshold to become acquisitive).
2022	Two acquisitive artist residencies developed for public art – traditional and technology based.
2023	Data collection and cultural mapping completed to strategically focus resources and represent trends through the collection.
2024	Audit and valuation of the Urban and Public Art Collection (aspirational value at this stage is \$3 million).

7. Historical and contemporary collections that document the culture, geography and topography of the region in various media.

Priority	Build a Lake Mac Museum and Society History Collection.
Percentage of the collection	Museum and Social History Collection 100%.
Sources	Individuals, historical societies.
Acquisition Method	Donation, purchase, bequest, and exchange.
Funding available	Operational funds.

5 YEAR STRATEGY

2020	Complete documentation of Dudley Collection and collect as opportunities arise. Hold a 'Collectors' exhibition to develop knowledge of local collections. Through the 'Collectors' exhibition actively seek donations that highlight important people, places and events in Lake Macquarie.
2021	Develop textile collections through 'Textiles' exhibition project. Through the 'Textiles' exhibition actively seek donations that highlight important people, places and events in Lake Macquarie.
2022	Develop historic collection through co-curated exhibition in- conjunction with 'History Illuminated' Festival. Through the 'History Illuminated' exhibition, actively seek donations that highlight important people, places and events in Lake Macquarie.
2023	Complete establishment of collection at Library/Museum.
2024	Collection audit to develop future priorities.

8. Contemporary and historical reference collections in various media including published materials about Aboriginal and Torres Strait Islander people

Priority	Build on existing a local and family history reference materials.
Percentage of the collection	Family and Local Studies Collection 30%.
Sources	Individuals, historical societies.
Acquisition Method	Donation, purchase, and bequest.
Funding available	Operational funds.

5 YEAR STRATEGY

2020	Active development of oral history collections to support exhibition programs at Rathmines, West Wallsend and Swansea. Continue to collect and stay informed of new media and publications.
2021	Complete movement of database to Spydus Archives system to allow for digital collection access. Continue to collect and stay informed of new media and publications.
2022	Continue to collect and stay informed of new media and publications.
2023	Continue to collect and stay informed of new media and publications.
2024	Continue to collect and stay informed of new media and publications.

9. Digital photographs that document the history of the region

Priority	Build on existing database of digital photographs.
Percentage of the collection	Family and Local Studies Collection 70%.
Sources	Individuals, historical societies.
Acquisition Method	Donation, purchase, and bequest.
Funding available	Operational funds.

5 YEAR STRATEGY

2020	Complete movement of photograph database to Spydus archives system to allow for digital collection access. Run an annual drive to add to the digital photographic collection.
2021	Run an annual drive to add to the digital photographic collection. Continue to collect digital photographs and exhibit publicly.
2022	Run an annual drive to add to the digital photographic collection. Continue to collect digital photographs and exhibit publicly.
2023	Run an annual drive to add to the digital photographic collection. Continue to collect digital photographs and exhibit publicly.
2024	Run an annual drive to add to the digital photographic collection. Continue to collect digital photographs and exhibit publicly.

STRATEGIC RELATIONSHIPS

Access to the collection

Council will provide public access to collections through regular exhibitions, generated from the permanent collection and augmented by national and international touring exhibitions.

Promotion of new acquisitions that are acquired through purchase, donation or bequest is integral to the collection development strategy.

Council will make the Cultural Collections accessible online through the Spydus Archives system. As of May 2020, 660 cultural objects have been uploaded to an online database available for the community to view. By September 2020 all available objects will be online. This system will allow for community access to all collections for educational, entertainment and reference purposes. All Lake Macquarie Cultural Collections will be accessible via this system by the end of 2020.

Cultural Collections Committee

A review of Council's advisory and consultative committees was undertaken in 2018. This review recommended that Council staff work with the Lake Macquarie City Gallery (MAC yapang) to explore potential improvements to its governance arrangements.

Staff, in consultation with stakeholders, will explore the formation of a Cultural Collections Committee to meet the changing needs of the Art Gallery whilst improving governance arrangements.

The aim is to forge new partnerships and galvanise support and participation in the arts. In addition, the Committee seeks to identify new opportunities for engagement within the art and cultural sector with MAC yapang. The new Committee will align with goals outlined in the Arts Heritage and Cultural Policy.

Aboriginal Reference Group

MAC yapang consults community reference groups through the Aboriginal Reference Group which includes community members, artists, educators, and arts workers. The key drivers for the group is community-connected, authentic and engaging exhibition content, skills and professional development, school education and community awareness programs. A review and extension of the reach of this group will be undertaken as yapang Advisory Group (yAG).

MAC Society

The Gallery Society is a group of like-minded people who support MAC yapang by raising funds for collection acquisitions and increasing participation through events and programs.

Partnership, philanthropy and benefactor

Council will actively create relationships with relevant organisations and individuals to help develop cultural collection.

BUDGET

Cultural collection strategy financial aims

	2019/2020	2020/2021	2021/2022	2022/2023
Visual Arts Collection	\$4,000 existing operational funding \$20,000 Acquisitive Prize (through part existing operational funding and part philanthropy) \$15,000 through fundraising, philanthropy and MAC Society	\$6,000 existing operational funding \$20,000 Aboriginal and Torres Strait Islander Emerging Prize (through part existing operational funding and part philanthropy) \$15,000 through fundraising, philanthropy and MAC Society	\$6,000 existing operational funding \$20,000 Acquisitive Prize (through part existing operational funding and part philanthropy) \$20,000 through fundraising, philanthropy and MAC Society	\$8,000 existing operational funding \$20,000 Aboriginal and Torres Strait Islander Emerging Prize (through part existing operational funding and part philanthropy) \$25,000 through fundraising, philanthropy and MAC Society
Museum and Social History Collection	\$2,000 existing operational funding	\$2,000 existing operational funding	\$2,000 existing operational funding	\$2,000 existing operational funding
Family History and Local Studies Collection	\$2,000 existing operational funding	\$2,000 existing operational funding	\$2,000 existing operational funding	\$2,000 existing operational funding
Urban and Public Art Collection	\$100,000 existing operational funding	\$100,000 existing operational funding	\$100,000 existing operational funding	\$100,000 existing operational funding
Civic Collection	Acquisition through gift	Acquisition through gift	Acquisition through gift	Acquisition through gift

Deductible Gift Recipient Status

Council holds Deductible Gift Recipient Status (DGR) that can be used for the acquisition of cultural collections.




Council holds DGR under:

- Item 1** refers you to lists of funds, authorities and institutions such as public hospitals, overseas aid funds and public museums (including entities listed by name).
- Item 4** describes funds, authorities or institutions that may receive donations of property under the Cultural Gifts Program.

Council will actively collect under the Cultural Gifts Program which offers tax incentives to encourage people to donate cultural items to Australian public collections.



For more information

 lakemac.com.au  [lakemaccity](https://www.facebook.com/lakemaccity)  [ourlakemac](https://www.instagram.com/ourlakemac)  [lakemac](https://twitter.com/lakemac)  02 4921 0333

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