

**PUBLIC GALLERIES:
OUR CREATIVE HEART**

**SUPPORT
CREATIVE
CAREERS**

**ART
FOR
ALL**

OUR CREATIVE HEART

**FIRST
PEOPLES
FIRST**

**CONSERVE
OUR
COLLECTIONS**

**INVEST
IN
PEOPLE**

**BUILD
BETTER
GALLERIES**

**CONNECTED,
HEALTHY
COMMUNITIES**

**SAFER,
ACCESSIBLE
SPACES**

PGAV.ORG.AU

PUBLIC GALLERIES: OUR CREATIVE HEART. ARARAT GALLERY TAMA, ART GALLERY OF BALLARAT, ARTS CENTRE MELBOURNE, ARTS PROJECT AUSTRALIA, ARTSPACE AT REALM, AUSTRALIAN CENTRE FOR CONTEMPORARY ART, AUSTRALIAN CENTRE FOR THE MOVING IMAGE, BAYSIDE GALLERY, BENALLA ART GALLERY, BENDIGO ART GALLERY, BUNDORA HOMESTEAD ART CENTRE, BUNJIL PLACE GALLERY, BURRINJA GALLERY, BUXTON CONTEMPORARY, CARDINIA CULTURAL CENTRE GALLERY, CARLISLE STREET ARTS SPACE, CASTLEMAINE ART MUSEUM, CENTRAL GOLDFIELDS ART GALLERY, CITY GALLERY, COUNIHAN GALLERY IN BRUNSWICK, CRAFT VICTORIA, CS GALLERY, DEAKIN UNIVERSITY ART GALLERY, DULDIG STUDIO, EAST GIPPSLAND ART GALLERY, ELTHAM LIBRARY COMMUNITY GALLERY, GEELONG GALLERY, GIPPSLAND ART GALLERY, GLEN EIRA CITY COUNCIL GALLERY, GRAINGER MUSEUM, HAMILTON GALLERY, HEIDE MUSEUM OF MODERN ART, HELLENIC MUSEUM, HORSHAM REGIONAL ART GALLERY, HYPHEN - WODONGA LIBRARY GALLERY, IAN POTTER MUSEUM OF ART, INCINERATOR GALLERY, KOORIE HERITAGE TRUST, LA TROBE ART INSTITUTE, LATROBE REGIONAL GALLERY, LINDEN NEW ART, MANNINGHAM ART GALLERY, MCCLELLAND SCULPTURE PARK AND GALLERY, MILDURA ARTS CENTRE, MONASH GALLERY OF ART, MONASH UNIVERSITY MUSEUM OF ART, MONTSALVAT, MORNINGTON PENINSULA REGIONAL GALLERY, NATIONAL GALLERY OF VICTORIA, OLD QUAD, QUEEN VICTORIA WOMEN'S CENTRE, RMIT DESIGN HUB GALLERY, RMIT FIRST SITE GALLERY, RMIT GALLERY, SCIENCE GALLERY MELBOURNE, SHEPPARTON ART MUSEUM, SWAN HILL REGIONAL ART GALLERY, TARRAWARRA MUSEUM OF ART, THE DAX CENTRE, TOWN HALL GALLERY, VICTORIAN ARTISTS SOCIETY, WALKER STREET GALLERY, WANGARATTA ART GALLERY, WARRNAMBOOL ART GALLERY, WHITEHORSE ARTSPACE, WYNDHAM ART GALLERY. PGAV.ORG.AU

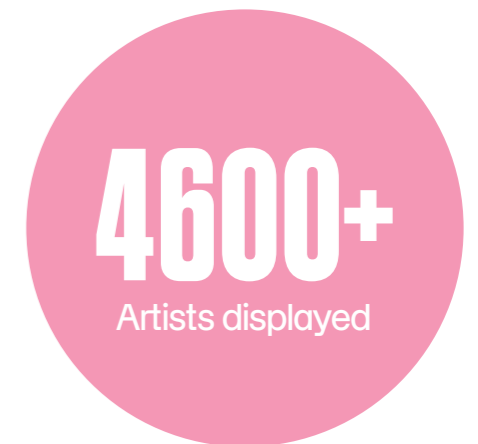
WHO WE ARE

Public Galleries Association of Victoria (PGAV) is the peak body representing more than 60 art galleries and art museums across Victoria. Our members include state cultural institutions, local government galleries, university art museums, and independent non-profit galleries.

PGAV's role is to support, develop and promote public galleries in Victoria and within the national context. PGAV is responsible for delivering programs to support the development of the sector, advocating on behalf of the sector to stakeholders, and promoting public galleries to new and diverse audiences.

As part of our mission to build and strengthen the capacity of public galleries to deliver valuable cultural, social and economic returns to their communities, PGAV has developed a package of critical investment priorities for the Victorian Government.

Every year across Victorian galleries:



PGAV is supported by the Victorian Government through Creative Victoria and receives significant in-kind support from the National Gallery of Victoria.

CRITICAL FUNDING SHORTFALLS

LIMITED CAREER PATHS

GALLERY SECTOR IN CRISIS

INADEQUATE PUBLIC ACCESS

OUR COLLECTIONS AT RISK

A GALLERY SECTOR IN CRISIS

Victoria’s public galleries are the creative heart of our communities, welcoming up to 5.3 million visitors a year to view, learn about, and make, art.

More than 60 public galleries across the state exhibit, collect, conserve, and promote engagement with the visual arts. Our galleries manage collections valued at \$4.4 billion, accessible for free by every Victorian regardless of postcode or income.

Galleries are an ecosystem that sustains Victoria’s visual arts community – from the National Gallery of Victoria, major regional galleries like Bendigo Art Gallery and the new Shepparton Art Museum, through to galleries in our suburbs and rural towns, and those in universities.

Our public galleries deliver more than 1500 education programs annually, provide vital art therapy in locations affected by bushfire and flood, and are the training grounds for our nation’s leading gallery curators and visual artists.

Local galleries foster the careers of creatives, commissioning work from 2100 artists a year and displaying the work of more than 4600. Galleries are more than art on walls, they are a platform for thousands of artists as small-business people and the workplace for hundreds of highly skilled professionals.

But many of Victoria’s public galleries are in crisis.

Critical shortfalls in funding have placed gallery buildings, collections, and teams at risk.

Local galleries cannot meet demand for school visits or school holiday programs. Inadequate infrastructure means exhibition opportunities that could create jobs and revive local economies are being missed. A lack of adequate facilities and funds means valuable works are not being properly stored, conserved, or secured. Victorians who want to make a career in the visual arts industry lack job opportunities, and existing staff have limited career paths.

Without change, valuable collections will deteriorate, community stories will disappear, gallery professionals will burn out, and millions of Victorians will miss out on access to a vibrant local visual arts culture.

A substantial uplift in operational, infrastructure, and program investment is urgently needed to support public galleries, the creative heart of our communities.

The investment initiatives outlined in this proposal focus on gallery workforce, infrastructure, and programming to ensure the sustainability of the Victorian public gallery network.



INVESTMENT PRIORITIES:

1. ART FOR ALL
2. INVEST IN PEOPLE
3. BUILD BETTER GALLERIES
4. CONNECTED, HEALTHY COMMUNITIES

5.3M
Pre-pandemic
visitors

533
Annual
Exhibitions

19
Regional
galleries

688
Full-time
staff

60+
Public
galleries

\$4.4B
Collection
value

908,280
Collection
items

1264
Volunteers

ART FOR ALL

FIT FOR
PURPOSE
SPACES

QUALITY
ONGOING
JOBS

MORE
PROGRAM
FUNDING

A minimum service guarantee for all Victorian public galleries

PUTTING FUNDING IN THE PICTURE

Public galleries provide free access to the visual arts for Victorians in every part of the state, from the regions through to the suburbs. To fully activate our collections and maximise cultural, educational, and social benefits for our communities, every public gallery should be supported to deliver a minimum standard of service.

Every public gallery should have:

- professional staff with a career path, including First Nations staff to manage works by Aboriginal and Torres Strait Islander artists and help connect community to culture; qualified arts educators; and conservators to protect collections for future generations;
- infrastructure that is fit for purpose, with exhibition spaces, storage, lighting, climate control and security that maximise opportunities to attract visitors and host touring collections; and
- the ability to deliver programming that leverages gallery spaces, people, and collections to maximise benefits for Victorian communities – including in the emerging area of health and wellbeing.

Through strategic investment in our existing network of cultural assets, Victoria can unlock new opportunities for creative professionals, First Nations curators, local communities, and Victorian children and learners of every age.

Investment in people, infrastructure, and programs can not only activate the \$4.4 billion worth of art stored in Victorian galleries, but also allow Australia's wealth of art to be distributed and exhibited – safeguarded in 'visible storage' – in galleries everywhere; attracting new audiences and visitors to Victoria.

PGAV is calling for the Victorian Government to develop and implement a 'minimum art gallery service guarantee' funding framework for Victoria's public galleries to ensure a basic level of State funding for each public gallery and underpin access for communities, attract new markets, and support the industry to be considered a viable career option by jobseekers.

INVEST IN PEOPLE

SUPPORT CREATIVE CAREERS

CONSERVE OUR COLLECTIONS

FIRST PEOPLES FIRST

Job creation and workforce development for creative industries

PUTTING FIRST PEOPLES FIRST IN PUBLIC GALLERIES

To build a First Nations gallery workforce with the scale and longevity necessary to ensure Indigenous art curation is Aboriginal-led, **PGAV is calling for an \$11.25m First Nations Workforce Development Fund managed by PGAV to establish 30 one-year First Nations internships and 30 three-year First Nations Curator positions at public galleries across Victoria.**

The work of First Peoples has long been collected by public galleries, often without appropriate cultural oversight. Over the past five years there has been an increase in the employment of Aboriginal and Torres Strait Islander curators, to ensure access to these collections is First Peoples-led. PGAV's 2022-2025 Strategic Plan includes initiatives to attract and support First Nations curators, but these initiatives are not currently funded.

First Nations curators would lead access to First Nations art and culture; support engagement with local First Nations artists and communities; and build appreciation for First Nations art and culture across the wider community.

Public galleries face challenges in appointing and maintaining a First Nations workforce including:

- paucity of career pathways into the public gallery sector for local First Nations people;
- inability to secure long-term funding for First Nations roles, and remuneration that is not commensurate with the expertise that First Nations people bring to the public gallery sector; and
- scarcity of formal mentoring and professional development opportunities for First Nations staff while in these roles.

Currently only 13 per cent of public galleries in Victoria employ First Nations staff. We can do better with the right support and additional funding to galleries.

Delivering jobs for Victoria's First Peoples:

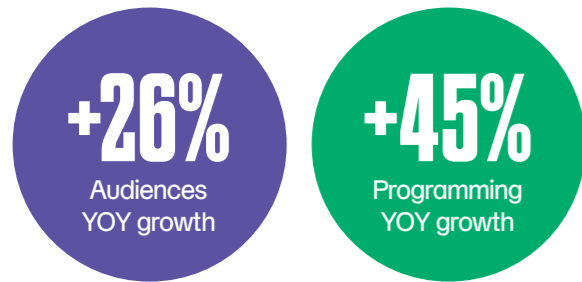
30
1 year internships

30
3 year curator positions

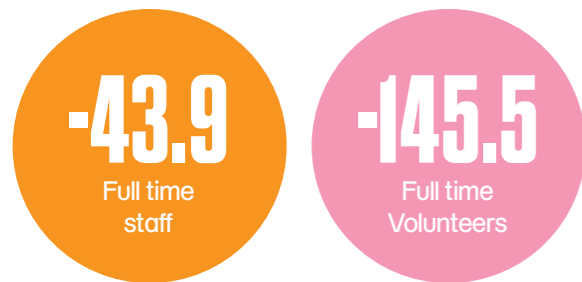
SUPPORTING CREATIVE CAREERS

To foster a world-class gallery workforce for the future and support Victorian artists, **PGAV is calling for Creative Careers Scholarships to support the growth and professionalisation of the gallery workforce, and address skills shortages.**

Pre-pandemic growth:



Post-pandemic decline:



Victorian public galleries are facing a range of sustainability challenges; one of the most pressing is a workforce crisis. PGAV benchmarking shows that prior to the pandemic, gallery audiences grew by 26 per cent year-on-year and gallery programming increased 45 per cent year-on-year, while staffing grew by just 2 per cent.

The sector lost 43.9 full-time equivalent staff and 145.5 full-time equivalent volunteers during the pandemic. This loss of human capital is particularly concerning, given most galleries in Victoria are operating below industry best practice.

Most galleries don't have the operational funding they need to sustain basic staffing levels, and there are skills shortages in areas including gallery technicians responsible for designing, installing and disassembling displays; collection managers; and qualified arts educators.

About 130,000 primary and secondary students take part in Education Programs at Victoria's public galleries as part of the Victorian Curriculum, but the lack of arts educators means galleries are unable to meet demand for school visits and school holiday programs. This intersects with gaps in the broader public education system, where schools are having to choose between art teachers, music teachers and drama teachers.

A significant opportunity exists to foster, formalise, and develop career pathways in the sector through the provision of Creative Careers Scholarships. This would support galleries to attract and train staff, creating more opportunities for skills development and career progression.

These programs would recognise the role of galleries in supporting creatives to build a career, and provide a training ground for the next generation of visual arts professionals.

CONSERVING OUR COLLECTION FOR FUTURE GENERATIONS

PGAV is calling for the creation of a 'flying squad' of 20 conservators to work across the public gallery sector to ensure Victoria's multi-billion arts heritage is preserved for future generations.

Victoria's \$4.4 billion public gallery collection is at risk because of a lack of funds and a lack of expertise in conservation.

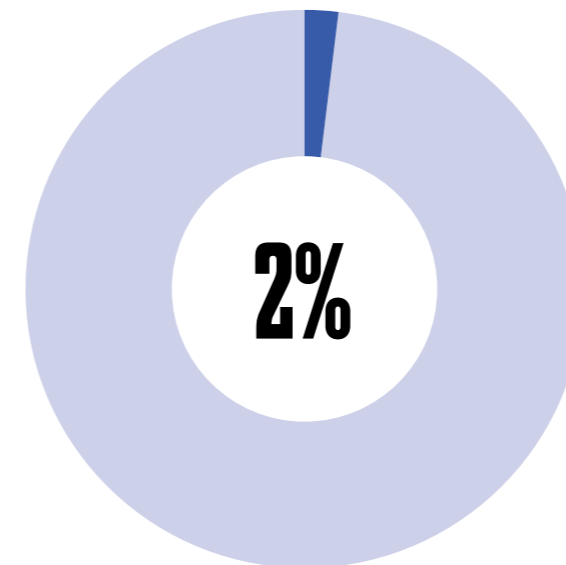
PGAV benchmarking reveals that, due to other budget pressures, galleries are spending less than 2 per cent of their operating budgets on collection management and the conservation of 900,000 items.

Victoria's small-medium galleries rely on just 30.8 full-time equivalent collection management staff in total across the entire state. Galleries are delaying conservation of art works due to a lack of funds and expertise.

A new team of 20 conservators, working across the public gallery sector, would ensure our multi-billion arts heritage is preserved for future generations. This 'flying squad' will help identify and prioritise works for conservation in galleries across Victoria, help train staff based outside the major institutions, and plug a skills gap that is threatening high-value collection items.

Based on an average conservator basic salary of \$80,000 p.a., this initiative can be fully funded by the Victorian government with an investment of \$2 million per annum. Conservators could be regionally-based, serving several galleries in their region, with different specialities represented across the state.

Current expenditure managing collections:



BUILD BETTER GALLERIES

WORLD-CLASS CULTURAL EXPERIENCES

SAFER, ACCESSIBLE SPACES

Supporting equitable access and the visitor economy

FUNDING MAJOR INFRASTRUCTURE UPGRADES

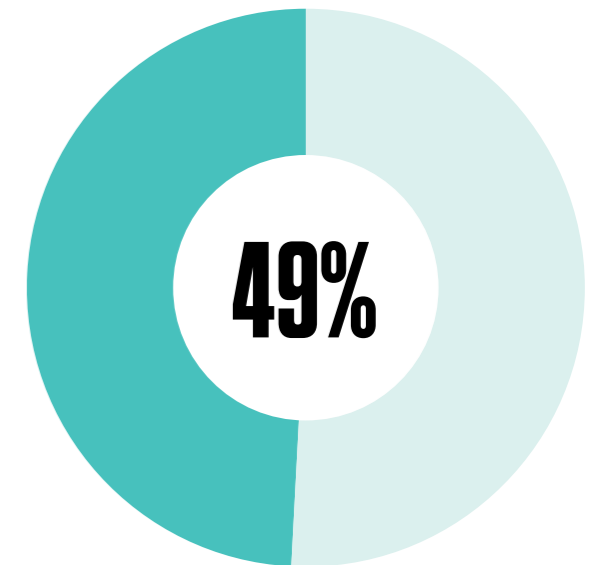
To deliver a transformational cultural experience for all Victorians, **PGAV is calling for a \$100 million Creative Infrastructure Transformation Fund that makes world-class gallery experiences accessible across Victoria.** Funds would be available for suburban galleries, in addition to galleries in the regions and outer suburban growth corridors.

More than 40 per cent of public galleries are planning significant redevelopments in the next five years in order to meet community expectations for exhibitions and program delivery; to protect valuable collections; and provide contemporary exhibition and storage options that allow collections to grow, be rotated, and toured to attract visitors and stimulate the visitor economy.

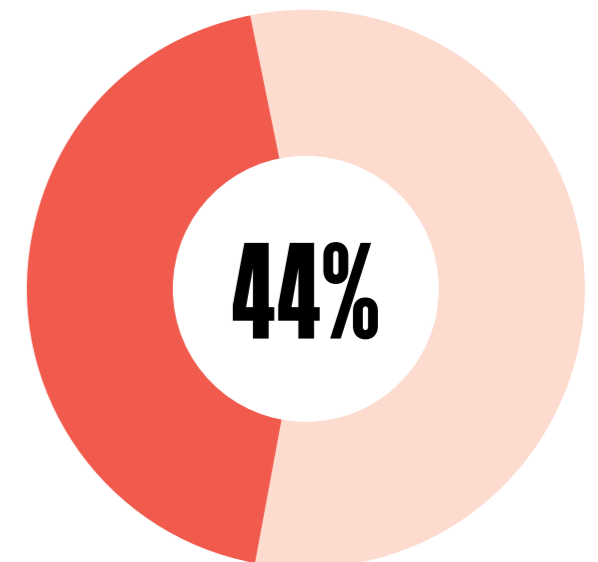
Public galleries have a pipeline of major projects valued at over \$438 million. These job-creating projects range from brand new galleries in underserved areas, to major redevelopments of high-value regional galleries that are driving the visitor economy for their communities and the state.

With 49 per cent of domestic overnight trips to Melbourne and 44 per cent of domestic day trips to regional Victoria including a visit to a gallery by the growing cohort of high-spend arts tourists, these investments can aid dispersal of visitors across the state, delivering powerful economic outcomes in addition to cultural and social benefits.

Domestic overnight trips to Melbourne by cultural tourists including a visit to a gallery:



Domestic day trips to regional Victoria by cultural tourists including a visit to a gallery:



FUNDING MINOR CAPITAL WORKS FOR SAFER, ACCESSIBLE GALLERIES

PGAV is calling for an annual \$4 million Growing Galleries Infrastructure Program to support capital works valued at up to \$500,000. All public galleries in Victoria would be eligible to apply for funding through this contestable grant pool, regardless of location.

Public galleries have been part of Victoria's social and cultural infrastructure for more than 150 years. Many are located in historic buildings that don't meet contemporary standards for accessibility, climate control, or security.

A tiered grants program to assist with maintenance and small updates (up to \$40,000), infrastructure improvements (up to \$150,000), and larger upgrades (up to \$500,000) would address sustainability concerns in galleries with limited operational funding.

Lifting standards for climate control, storage, security, and accessibility will unlock more opportunities to attract touring exhibitions and avoid significantly more expensive rectification works in the future.

Proposed tiered grants program:

\$500K

\$150K

\$40K



MENTAL
HEALTH AND
WELLBEING

CONNECTED, HEALTHY COMMUNITIES

HEALTHY
AGEING

SOCIAL
INCLUSION

Investing in new evidence-based programs for Victorians

SUPPORTING ARTS-BASED HEALTH AND WELLBEING PROGRAMS

An unfunded essential service: PGAV is calling for funding of \$250,000 per gallery for 5 galleries to pilot new approaches to health and wellbeing programming that could be scaled and replicated across the state.

A growing body of research demonstrates that the arts can help address the pressing mental health and wellbeing challenges faced by many Victorians. This was evident following the Black Summer bushfires and the COVID-19 pandemic, with Victoria's public galleries providing their audiences with a sense of connectedness and creative expression at a time of unprecedented upheaval and social isolation.

Victoria's public galleries are delivering programs such as Art and Alzheimers, providing intellectually stimulating programs for people living with dementia, and are exploring Art on Prescription. This work is often unfunded, driven by the commitment of gallery staff to meet the needs of their communities.

This demand on public galleries to play a role in the health and wellbeing of communities is largely unrecognised and undervalued by funding partners. This work has a range of benefits and allows for intentional community building, particularly benefitting vulnerable groups. But these programs are not recognised as an essential service nor considered core business.

Internationally, the public benefits of targeted approaches and programs are gaining recognition, with investment in specific roles such as Health and Wellbeing Manager (Manchester Art Gallery), Manager of Creative Ageing at The Frye Art Museum (Seattle), and programs in Singapore and the Netherlands.

The Australia Council for the Arts' Creating Our Future: Results of the National Arts Participation Survey 2019 report outlines the myriad ways the arts affect health and wellbeing: increasing mental wellbeing; addressing loneliness, mental health and ageing; decreasing anxiety and depression; increasing wellbeing and social inclusion; positive wellbeing impacts for young people; and treating PTSD and helping communities recover from trauma.

PGAV is seeking support for a Victorian pilot to develop programming in support of health and wellbeing.

Pilots would be designed in partnership with mental health and wellbeing experts, tested in place, and incorporate an evaluation framework. The creation of replicable programs that can be up-scaled across the state would maximise the return on investment and community benefits.



For further information contact:
Anne Robertson, Executive Officer
Public Galleries Association of Victoria
anne.robertson@pgav.ngv.vic.gov.au
Telephone: 0403 268 017

HOPE



OUR
CREATIVE
HEART