



PGAV Submission

Regional Tourism Review

Public Galleries Association of Victoria (PGAV) Submission

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The Public Galleries Association of Victoria (PGAV) welcomes the opportunity to make a submission to the Victorian Government's Regional Tourism Review. To inform our submission we sought comment from our members on the key questions listed on the Engage Victoria website, together with data drawn from PGAV benchmarking and member surveys, and the Australia Council for the Arts' 2018 report *International Arts Tourism: Connecting cultures*.

ABOUT THE PGAV

The PGAV is the peak body representing 52 public galleries across Victoria, including **19 in regional Victoria**. We deliver a range of services to support, develop and promote the sector within a national context. Our role is to build the capacity of Victoria's public gallery sector, enhancing their ability to present engaging visual art experience that deliver valuable cultural, social and economic returns to their communities.

OUR MEMBERS

The public gallery sector in Victoria is Australia's oldest — the National Gallery of Victoria was established in 1861 and was the nation's first public gallery. It was followed by the establishment of galleries across regional Victoria — the Art Gallery of Ballarat in 1884, Warrnambool Art Gallery in 1886, Bendigo Art Gallery in 1887 and Geelong Gallery in 1896. Today the public gallery sector in Victoria is large and diverse.

Our **regional members** include 15 local government owned and operated galleries, 1 university art museum and 3 independent non-profit organisations. We also represent 3 galleries in outer metropolitan

Melbourne that come under the scope of this Review — for the purposes of this submission we will include them as part of our regional cohort. The majority of our regional members are small galleries — with up to 5 FTE staff (57%), followed by medium galleries — with 6 to 25 FTE staff (43%).

REGIONAL GALLERY COLLABORATION

Our members work collaboratively, particularly across geographic regions. These regional groupings cross over Regional Tourism Board boundaries — which may provide an opportunity for new collaborative marketing initiatives across regional Victoria.

Grampians / The Murray

Mildura Art Centre
Swan Hill Regional Art Gallery

Grampians / Great Ocean Road / Daylesford & The Macedon Ranges

Ararat Gallery TAMA
Art Gallery of Ballarat
Hamilton Gallery
Horsham Regional Art Gallery
Warrnambool Art Gallery

Geelong & The Bellarine Peninsula*

Geelong Gallery
(*sometimes linked with Art Gallery of Ballarat and Warrnambool Art Gallery)

Goldfields

Bendigo Art Gallery
Castlemaine Art Museum
Central Goldfields Art Gallery
La Trobe Art Institute

Mornington Peninsula

McClelland Sculpture Park & Gallery
Mornington Peninsula Regional Gallery

Victoria's High Country / The Murray

Arts Space Wodonga
Benalla Art Gallery
Shepparton Art Museum
Wangaratta Art Gallery

Gippsland

East Gippsland Art Gallery
Gippsland Art Gallery
Latrobe Regional Gallery

Yarra Valley & Dandenong Ranges

TarraWarra Museum of Art

GOVERNMENT SUPPORT OF THE REGIONAL GALLERY SECTOR

Local government is currently the largest supporter of the regional gallery sector in Victoria, supporting 17 galleries and providing 61% of income to the sector. The balance of regional sector income is derived from commercial operations (16%), State Government (9%), philanthropy (9%), the university sector (4%), and the Federal Government (1%).

STRENGTH OF THE REGIONAL GALLERY SECTOR

Our research reveals that last year our members delivered **697 exhibitions, 3,356 public programs, 3,736 education programs** to over **6.7 million visitors**. While our regional members attracted over **900,000 visitors** to see **347 exhibitions** and take part in **982 public programs** and **1,189 education programs**. The regional gallery sector employs **127 full-time equivalent staff** and is supported by **901 volunteers**. Regional galleries in Victoria are delivering exciting visual art programming that highlights their unique collections and is attracting large audiences.

NATIONALLY SIGNIFICANT COLLECTIONS OF AUSTRALIAN ART

Our regional members hold over **63,000 items** in their collections with a combined value of **\$365M**. Victoria's first regional galleries — the Art Gallery of Ballarat, Warrnambool Art Gallery, Bendigo Art Gallery and Geelong Gallery — feature art work spanning the history of Australian art from the early colonial period to the present day. While other regional galleries have special collection focuses – Horsham Art Gallery has a significant collection of Australian photography, Ararat Gallery TAMA features key examples of Australian textiles, Hamilton Art Gallery has an extensive collection of decorative arts and Shepparton Art Museum has a renowned collection of ceramics. Victoria's regional galleries have nationally significant collections of Australian art that are on display throughout the year.

REGIONAL GALLERIES PROVIDE ACCESS TO FIRST NATIONS ART AND CULTURE

Regional galleries have significant holdings of Aboriginal and Torres Strait Islander works in their



Image: Geelong Gallery.

collections, from early bark paintings through to contemporary art. They regularly present First Nations art work, with dedicated exhibitions held during NAIDOC Week.

Bendigo Art Gallery recently became a Keeping Place for the Dja Dja Wurrung people, while Warrnambool Art Gallery has a dedicated Maar Nation Gallery and is about to become a Keeping Place for local Indigenous artefacts. Shepparton Art Museum delivers the nationally significant Indigenous Ceramic Awards and will soon become custodians of Carrillo and Ziyin Gantner's collection of Aboriginal Art. The new SAM — which opens in late 2020 — will house Kaiela Arts, Shepparton's local Aboriginal community arts centre, and will celebrate the local Indigenous community's continuous living culture, people and history through its exhibitions and public programs. Elsewhere, TarraWarra Museum of Art recently appointed a First Nations Curator as part of the Yalingwa initiative, which will lead to an exhibition of contemporary Aboriginal art next year, while Gippsland Art Gallery will soon appoint a local Indigenous Engagement Officer to develop programs featuring Gunaikurnai art and culture.

GALLERIES ARE DRIVING INTERNATIONAL ART TOURISM

Australia Council for the Arts research reveals that international art tourism has grown at a higher rate than overall international tourism. Of the 8 million international tourists, 3.5 million engaged with the arts. Visiting museums and galleries is the most popular form of international arts tourism — 3 in every 10 international visitors to Australia visited a museum or gallery during their stay. China is our largest art tourist market, followed by the UK, the USA, New Zealand and Japan. While South America is the fastest growing market for arts tourists.

Importantly, 1 in 4 international arts tourists engaged with First Nations arts. This cohort was comprised largely of tourists from Asia, then Europe and the USA.

The research also reveals international art tourists are more likely to visit regional Australia than international tourists overall. It goes on to identify **“there is strong and growing potential for the arts to help drive regional tourism”** (pg5, *International Arts Tourism: Connecting cultures*, Australia Council 2018).

UNIQUELY POSITIONED TO DELIVER INTERNATIONAL TOURISM & LONGER STAYS

Victoria’s regional galleries are exciting places — featuring nationally significant collections of Australian art, providing access to First Nations art and culture, and presenting blockbuster exhibitions alongside the very latest in Australian contemporary art. They are uniquely positioned to deliver on the key aims identified in the Regional Tourism Review - growing international tourism and boosting overnight stays in regional Victoria. However the sector requires support from the Victorian Government in a number of areas to deliver these benefits. Outlined below are a range of opportunities and recommendations to help the regional gallery sector deliver growth in tourism across regional Victoria.

MAPPING INTERNATIONAL ART TOURISM

Current data on international art tourism in Australia is extremely limited. As the Australia Council’s *International Arts Tourism: Connecting culture* notes, it is unable to identify the location where international

visitors engaged with a specific activity while on their trip. *“Although arts tourists may have visited a particular region of Australia and engaged in a particular activity, it is not conclusive that the activity occurred in that region.”* (pg 31).

RECOMMENDATION: the Victorian Government works with the PGAV to develop tools for regional galleries to track visits by domestic and international arts tourists. This will quantify the level of art tourism to regional Victoria and, over time, identify trends to inform programming and marketing initiatives.

PROMOTING THE NATIONAL SIGNIFICANCE OF VICTORIA’S REGIONAL GALLERY COLLECTIONS

While Australia’s state/territory galleries and national gallery collections are highly regarded Australian and international audiences, there is an incredible opportunity to promote the national significance of the collections that reside in Victoria’s regional gallery collections to intra-state, interstate and international tourists.

a) Marketing regional collections to domestic and international arts tourists

Anecdotally we know that increasing awareness of public gallery collections leads to an increase in cultural tourism. Perhaps the most famous example is the Mona Lisa, which attracts 6 million people to the Louvre each year. There is great potential in attracting domestic and international tourists to regional galleries through a collaborative marketing initiative.

RECOMMENDATION: the Victorian Government work with the PGAV to market the national and international significance of Victoria’s regional gallery collections.

b) Digitisation of regional collections

Digitisation of collections is a key way galleries overseas are attracting cultural tourists — the Rijksmuseum in Amsterdam is a perfect example. Since making its collection available online as high resolution images from 2011-13, their visitation hit record highs in 2014. Across Victoria, only 27% of public gallery collections have been digitised, 19% are partially digitised and 44% are not yet digitised. The vast majority of those not yet digitised (65%) aspire to digitisation of collections, however staffing levels, expertise and budgets are key barriers.

RECOMMENDATION: the Victorian Government work with the PGAV to build the skills and capacity of public galleries to digitise their collections and promote to domestic and international arts tourists.



Image: Bendigo Art Gallery

REGIONAL GALLERY TOURING ITINERARIES

Regional gallery touring itineraries are an incredible opportunity to build overnight stays by international arts tourists in regional Victoria. Australia Council research shows that cultural tourists – both domestic and international – spend significantly more on their trips than other tourists, creating higher economic impacts (*Artfacts: International Connections*, 2012). This trend is also reflected in the latest Australia Council research, where international arts tourists spent \$17 billion in 2017, making up 60% of the total spend of all international tourists. Anecdotally we know that cultural tourists seek out high-quality food, wine and accommodation as part of their experience. There is great potential in building overnight stays if these itineraries featured regional galleries, together with local food, wine and accommodation en route.

RECOMMENDATION: the Victorian Government encourage Regional Tourism Boards to work with the PGAV to develop regional gallery touring itineraries which include boutique food, wine and accommodation offers.

MARKETING MATERIALS

Our regional members have identified a need to provide marketing materials (gallery and exhibition brochures, gallery APPs for instance) in languages other than English to meet the needs of international arts tourists.

RECOMMENDATION: the Victorian Government assist regional galleries to deliver low cost solutions to deliver marketing materials in languages of key international arts tourists.

PRODUCT DEVELOPMENT

Our regional members have identified a demand from domestic and international tourists for high-quality, locally designed products in their gallery shops. However, they themselves do not have the capacity or expertise to assist local and emerging artisans to develop this product.

RECOMMENDATION: the Victorian Government assist regional galleries to work collaboratively with local designers, craftspeople and artists to develop unique product for gallery shops, which will boost returns to the local economy.

INNOVATIVE TOURISM EVENTS

Regional galleries are well placed to be innovative in their approach to attracting cultural tourists, but are resource poor. There is significant opportunity to draw on the expertise in the regional gallery sector to develop and deliver innovative tourism events.

RECOMMENDATION: the Victorian Government create a fund that regional galleries can apply to deliver innovative tourism events in their regions.

FIT FOR PURPOSE GALLERY INFRASTRUCTURE

Shepparton Art Museum (SAM) is currently undergoing its most ambitious development in the 80-years since the first painting was acquired for the Collection in 1936. The new \$34.5M art museum in Shepparton will be more than just an art museum.



Image: TarraWarra Museum of Art. Photo by Redfish Bluefish Photography

It will house the Visitor Centre; commercial spaces including a café and rooftop area for functions and events; and Kaiela Arts, Shepparton’s local Aboriginal community arts centre. It will be designed to be a destination for the community and to drive cultural tourism to the region.

Our research reveals 40% of our member galleries are planning a gallery redevelopment in the next 5 years. The top three reasons are:

- 1) the need for additional exhibition spaces; to ensure the permanent collection is on display and the delivery of temporary exhibitions;
- 2) improving visitor amenities — creative workshop spaces, cafes and retail; and
- 3) ageing buildings — collection stores that leak, inefficient air conditioning and lighting systems that have high energy demands, loading bays that cannot cope with large touring exhibitions, for instance.

Gallery redevelopments and new buildings are expensive undertakings that often require funding from a range of departments within Federal, State and Local Governments, yet there is no clear process, resulting in an ad hoc approach. Meanwhile, there are no dedicated funding streams to assist with rectifying ageing infrastructure and attracting domestic and international art tourists.

RECOMMENDATION: the Victorian Government develop a system to prioritise and streamline Federal, State and Local Government funding of regional gallery redevelopments which will boost overnight stays in regional Victoria and support regional economies.

RECOMMENDATION: the Victorian Government establish an infrastructure funding program to address projects up to \$2M, with an emphasis on projects which boost domestic and international art tourism to regions.

IMPROVING REGIONAL RAIL AND PUBLIC TRANSPORT INFRASTRUCTURE

Improving the reach and cost of public transport in the regions

Blockbuster exhibitions at Bendigo Art Gallery, the Art Gallery of Ballarat and Geelong Gallery have all benefitted from the frequency of V/Line services. While Shepparton Art Museum reported a significant increase in visitation during the 2018 Victorian Seniors Festival, when V/Line services were free to senior citizens. Clearly there is a significant opportunity to boost cultural tourism and local economies through improving public transport links to regions with galleries.



Image: Denton Corker Marshall design concept for the new SAM.

RECOMMENDATION: the Victorian Government undertake an economic impact study of the benefits of increasing V/Line services to Gippsland, Wangaratta, Mildura, Shepparton, Wangaratta and Wodonga, improving public transport links to other regions (Hamilton & Horsham), and reducing the cost of regional public transport.

CONCLUSION

As our submission makes clear, the regional gallery sector in Victoria is well placed to deliver on key aims of the Regional Tourism Review — boosting international tourism and driving overnight stays in regional Victoria. We believe the recommendations outlined in our submission will go a long way to growing tourism to regional galleries across Victoria and delivering the many social and economic benefits that tourism generates for regional communities.

We extend our best wishes for the next stages of this Review and welcome the opportunity to expand upon any of the recommendations outlined in our submission.

Yours sincerely

Sue Roff
PGAV President

Anne Robertson
PGAV Executive Officer

PGAV MEMBERS

The PGAV represents 52 public galleries across Victoria. Our regional and outer metropolitan members included in this report appear in **bold** below:

Ararat Gallery TAMA

Art Gallery of Ballarat

ArtSpace at Realm

Arts Centre Melbourne

Arts Project Australia

Arts Space Wodonga

Australian Centre for the Moving Image | ACMI

Bayside Gallery

Benalla Art Gallery

Bendigo Art Gallery

Bundoora Homestead Art Centre

Bunjil Place Gallery

Burrinja Cultural Centre

Carlisle Street Arts Space

Central Goldfields Art Gallery

City Gallery at Melbourne Town Hall

Counihan Gallery in Brunswick

Deakin University Art Gallery

Duldig Studio

East Gippsland Art Gallery

Eltham Library Community Gallery

Geelong Gallery

Gippsland Art Gallery

Glen Eira City Council Gallery

Hamilton Gallery

Heide Museum of Modern Art

Horsham Regional Art Gallery

Ian Potter Museum of Art

Incinerator Gallery

Koorie Heritage Trust

La Trobe Art Institute | LAI

Latrobe Regional Gallery | LRG

Linden New Art

Manningham Art Gallery

McClelland Sculpture Park + Gallery

Mildura Arts Centre | MAC

Monash Gallery of Art | MGA

Monash University Museum of Art | MUMA

Montsalvat

Mornington Peninsula Regional Gallery | MPRG

National Gallery of Victoria | NGV

RMIT Gallery

RMIT INTERSECT

Shepparton Art Museum | SAM

Swan Hill Regional Art Gallery

TarraWarra Museum of Art

The Dax Centre

Town Hall Gallery

Walker Street Gallery

Wangaratta Art Gallery

Warrnambool Art Gallery | WAG

Whitehorse Art Space



Images from top: Latrobe Regional Gallery; children help create Bundit Puanthong's Drawing Wall at SAM, 2017; Geelong Gallery's shop; audiences take part in Art Gallery of Ballarat's Romancing the Skull public programs, 2017. Photograph: Chippy Rivera, The Real Chips Shot.

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Cover image:

Patricia Piccinini's *Skywhale* 2013 flying across the Yarra Valley to mark the opening of *Patricia Piccinini & Joy Hester: Through love...* at the TarraWarra Museum of Art, 24 November 2018 –11 March 2019. Commissioned for The Centenary of Canberra. Courtesy of the artist and the Australian Capital Territory Government. Courtesy the artist, Tolarno Galleries, Melbourne and Roslyn Oxley9 Gallery, Sydney. Photo: Rick Liston.