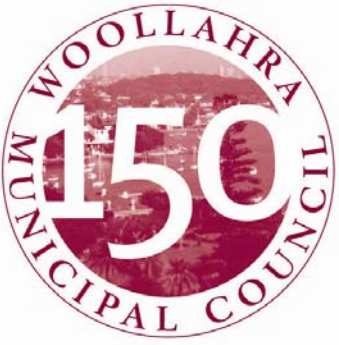


# Community & Environment Committee



**Agenda:** *Community & Environment Committee*

**Date:** *Monday 31 January 2011*

**Time:** *6.30pm*

## **Outline of Meeting Protocol & Procedure:**

- The Chairperson will call the Meeting to order and ask the Committee/Staff to present apologies or late correspondence.
- The Chairperson will commence the Order of Business as shown in the Index to the Agenda.
- At the beginning of each item the Chairperson will ask whether a member(s) of the public wish to address the Committee.
- If person(s) wish to address the Committee, they are allowed four (4) minutes in which to do so. Please direct comments to the issues at hand.
- If there are persons representing both sides of a matter (eg applicant/objector), the person(s) against the recommendation speak first.
- At the conclusion of the allotted four (4) minutes, the speaker resumes his/her seat and takes no further part in the debate unless specifically called to do so by the Chairperson.
- If there is more than one (1) person wishing to address the Committee from the same side of the debate, the Chairperson will request that where possible a spokesperson be nominated to represent the parties.
- The Chairperson has the discretion whether to continue to accept speakers from the floor.
- After considering any submissions the Committee will debate the matter (if necessary), and arrive at a recommendation (R items which proceed to Full Council) or a resolution (D items for which the Committee has delegated authority).

## **Recommendation only to the Full Council (“R” Items)**

- Such matters as are specified in Section 377 of the Local Government Act and within the ambit of the Committee considerations.
- Matters which involve broad strategic or policy initiatives within responsibilities of Committee.
- Matters requiring the expenditure of moneys and in respect of which no Council vote has been made.
- Matters delegated to the Council by the Traffic Authority of NSW.
- Matters not within the specified functions of the Committee,
- Matters reserved by individual Councillors in accordance with any Council policy on "safeguards" and substantive changes.
- Parks and Reserves Plans of Management (Strategies, Policies and Objectives).
- Residential Parking Schemes - Provision and Policies.

## **Delegated Authority (“D” Items)**

- Community Services and Programs.
- Library Services
- Health.
- Licensing.
- Liquor Licences.
- Regulatory.
- Fire Protection Orders.
- Residential Parking Schemes (surveillance and administration).
- Traffic Management (Traffic Committee Recommendations).
- Waste Minimisation.
- To require such investigations, reports or actions as considered necessary in respect of matters contained within the Business Agendas (and as may be limited by specific Council resolution).
- Confirmation of the Minutes of its Meetings.
- Any other matter falling within the responsibility of the Community and Environment Committee and not restricted by the Local Government Act or required to be a Recommendation to Full Council as listed above.
- Statutory reviews of Council's Delivery Program and Operational Plan.

**Committee Membership:**

7 Councillors

**Quorum:**

The quorum for a Committee meeting is 4 Councillors.

# WOOLLAHRA MUNICIPAL COUNCIL

## Notice of Meeting

27 January 2011

To: Her Worship The Mayor, Councillor Isabelle Shapiro ex-officio  
Councillors Susan Wynne (Chair)  
Sean Carmichael (Deputy)  
Anthony Boskovitz  
Peter Cavanagh  
Susan Jarnason  
Greg Medcraft  
Andrew Petrie

Dear Councillors

### **Community & Environment Committee Meeting – 31 January 2011**

In accordance with the provisions of the Local Government Act 1993, I request your attendance at a Meeting of the Council's **Community and Environment Committee** to be held in the **Council Chambers, 536 New South Head Road, Double Bay, on Monday 31 January 2011 at 6.30pm.**

Gary James  
General Manager

## **Additional Information Relating to Committee Matters**

**Site Inspection**

**Other Matters**

## Meeting Agenda

Item	Subject	Pages
1	Leave of Absence and Apologies	
2	Late Correspondence	
3	Declarations of Interest	

### **Items to be Decided by this Committee using its Delegated Authority**

D1	Confirmation of Minutes of Meeting held on 13 December 2010	1
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### **Items to be Submitted to the Council for Decision with Recommendations from this Committee**

R1	Woollahra Small Sculpture Prize – 20.5	2
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**Item No:** D1 Delegated to Committee  
**Subject:** **Confirmation of Minutes of Meeting held on 13 December 2010**  
**Author:** Les Windle, Manager - Governance  
**File No:** See Council Minutes  
**Reason for Report:** The Minutes of the Meeting of Monday 13 December 2010 were previously circulated. In accordance with the guidelines for Committees' operations it is now necessary that those Minutes be formally taken as read and confirmed.

**Recommendation:**

That the Minutes of the Community and Environment Committee Meeting of 13 December 2010 be taken as read and confirmed.

Les Windle  
Manager – Governance

**Item No:** R1 Recommendation to Council  
**Subject:** **Woollahra Small Sculpture prize**  
**Author:** Jo Jansyn, Cultural Development Coordinator  
**File No:** 20.G  
**Reason for Report:** To provide a detailed evaluation of the 2010 Woollahra Small Sculpture Prize and recommendations for the 2011 Woollahra Small Sculpture Prize.

**Recommendation:**

- A. That the 2010 Woollahra Small Sculpture Prize Evaluation Report be noted.
- B. That the Woollahra Small Sculpture Prize exhibition be permanently extended by a seven day period, inclusive of an additional weekend, to meet the continued demand from the community, attendees and artists.

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**Introduction**

The Woollahra Small Sculpture Prize is evaluated annually following the conclusion of the exhibition component of the Prize, with information presented to the Community & Environment Committee.

This report is presented in two parts with Part A providing a review and evaluation summary of the Woollahra Small Sculpture Prize and the 2010 program of activities and Part B providing a proposal and a recommendation for a permanent extension of exhibition dates.

**PART A**

**Background**

The Woollahra Small Sculpture Prize is the only national prize for sculptures of smaller dimensions and has attracted strong support from artists, collectors, benefactors, critics as well as the local community. The Prize was initiated in 2001 by Council to support, promote and celebrate artistic excellence as well as to encourage the local community to access the then, newly renovated Woollahra Council Chambers.

The Woollahra Small Sculpture Prize currently totals \$13,000 prize monies across the following categories:

- The Woollahra Small Sculpture Prize: an acquisitive award of \$10,000
- The Special Commendation: a non-acquisitive award of \$2,000
- The Viewers' Choice: a non-acquisitive award of \$1,000

The 10th Anniversary Woollahra Small Sculpture Prize exhibition was launched on Friday 22 October 2010 at Redleaf Council Chambers and concluded on Sunday 7 November. Due to the anniversary program, the exhibition was extended by seven days for the first time.

Please see Annexure 1 for a table of 2001 – 2010 Woollahra Small Sculpture Prize Comparative Data.

## **Relationship to the Delivery Program and Operational Plan**

Council's adopted Delivery Program and Operational Plan (DPOP) identifies that a key priority for Cultural Development within Goal 3: A creative and vibrant community of the theme 'Community well-being' is to *produce the Woollahra Small Sculpture Prize* (reference 3.4.2, pg 37).

Goal 3: A creative and vibrant community recognises that '*Woollahra will be a place where people of all ages and backgrounds have access to lifelong learning opportunities, cultural and community activities. We will support local creativity, cultural pursuits and creative talents.*' (pg 33)

Within DPOP reference 3.4.2 Produce the Woollahra Small Sculpture Prize, the following additional specific actions are listed:

*Stage a 10 year touring exhibition of Woollahra Small Sculpture Prize (WSSP) acquisitions in the lead up to the 10<sup>th</sup> WSSP exhibition.*

and

*Implement the new components of the Woollahra Small Sculpture Prize (WSSP) including e-news bulletins and extended exhibition activities.*

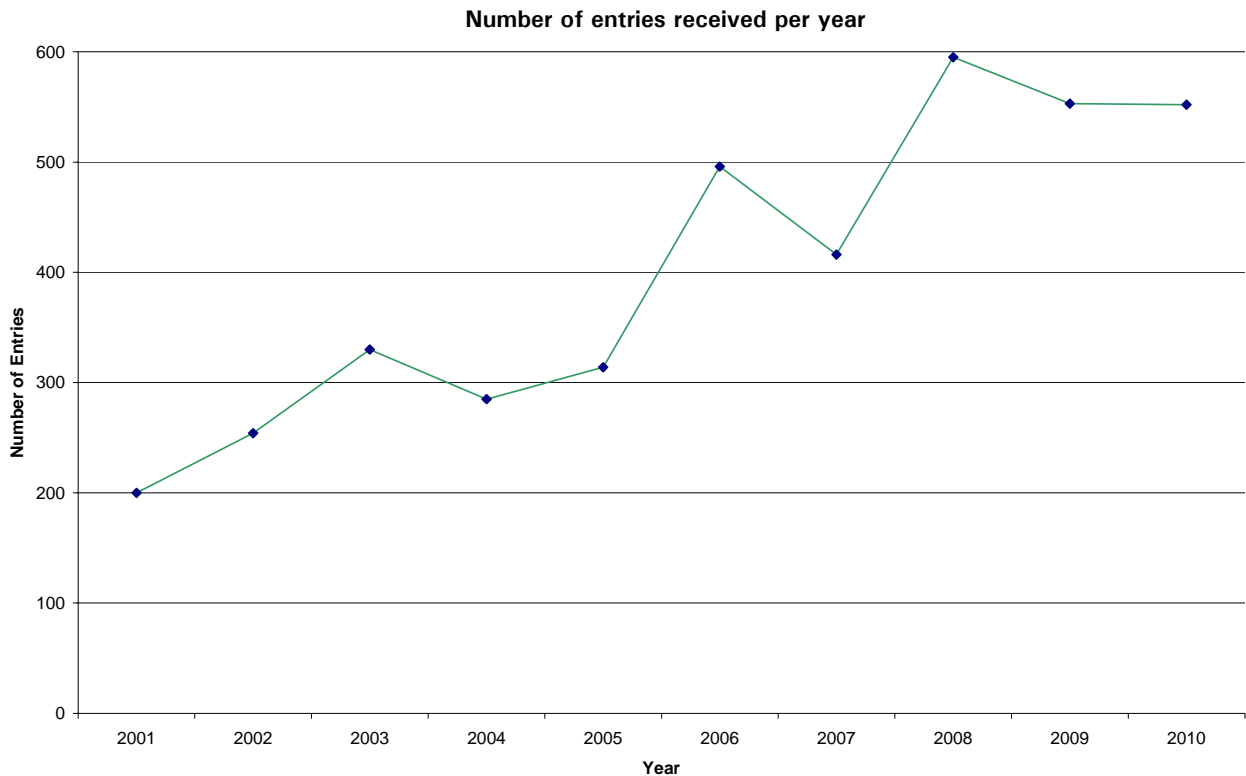
## **The 2010 Woollahra Small Sculpture Prize Entries Summary**

A cumulative number of 3995 entries have been received from artists for the Woollahra Small Sculpture Prize in its ten year history.

In 2010, 552 sculptures were entered and the final 43 pieces were exhibited over a 17 day period including three weekends between 23 October and 7 November. Finalists' works were selected for exhibition by judges John Kaldor AM (Principal of Kaldor Public Art Projects), Monica McMahon (Curator - University of Western Sydney) and Glenn Barkley (Curator - Museum of Contemporary Art). The number of entries received in 2010 is on par with second highest number of entries received in a year for the Prize. Apart from increasing awareness of the Prize due to improved communications, social networking and a stand alone website (sub-site), a contributing factor in the number of entries received is the choice of high profile, respected judges and use of arts media free online listings.

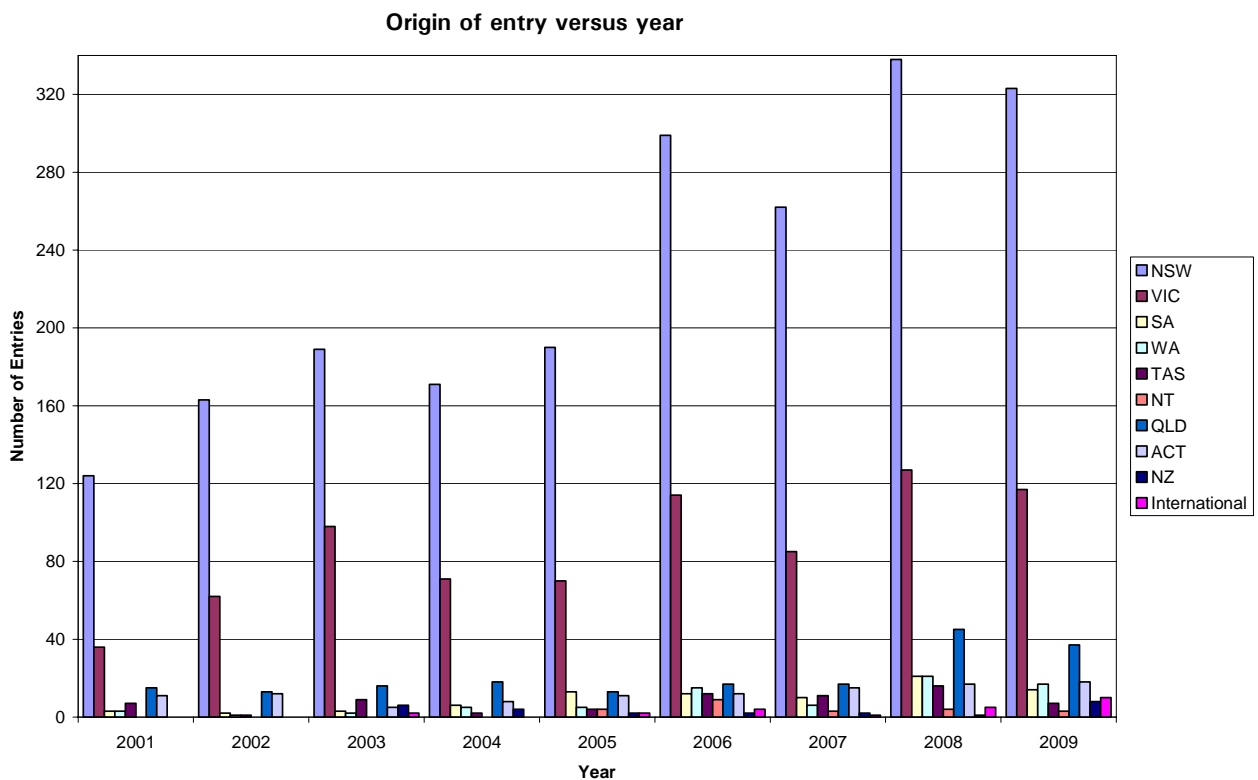
The chart below shows entries received trends for the Woollahra Small Sculpture Prize between 2001 and 2010.





The number of entries from NSW eastern suburbs Local Government Areas represented 13% of the total number of entries received. International artists are signifying a growing trend for originating destination of entries representing 4% of entries received in 2010. In previous years, international entries have tracked at slightly below or slightly greater than 1% of total entry numbers.

The following chart shows originating destination of entries between 2001 and 2010.



The Prize is attracting a broader spread of entries nationally as well as the increasing international component of entries, which can be contributed to more effective use of technology in dissemination of information.

Approximately 500 guests attended the launch on Friday 22 October which featured special guest speaker and ongoing sponsor of the Prize, Malcolm Turnbull MP. The \$10,000 Woollahra Small Sculpture Prize acquisitive award was won by Archie Moore (QLD) for his carefully crafted paper sculpture *Humpy Goona*. Jason Christopher's (NSW) multi-media sculpture *Milk Machine* was announced as the Special Commendation and Julia de Ville's (VIC) *Ego Verto* was awarded the Viewer's Choice at the conclusion of the exhibition.



*Humpy Goona* by Archie Moore

Winner - 2010 Woollahra Small  
Sculpture Prize



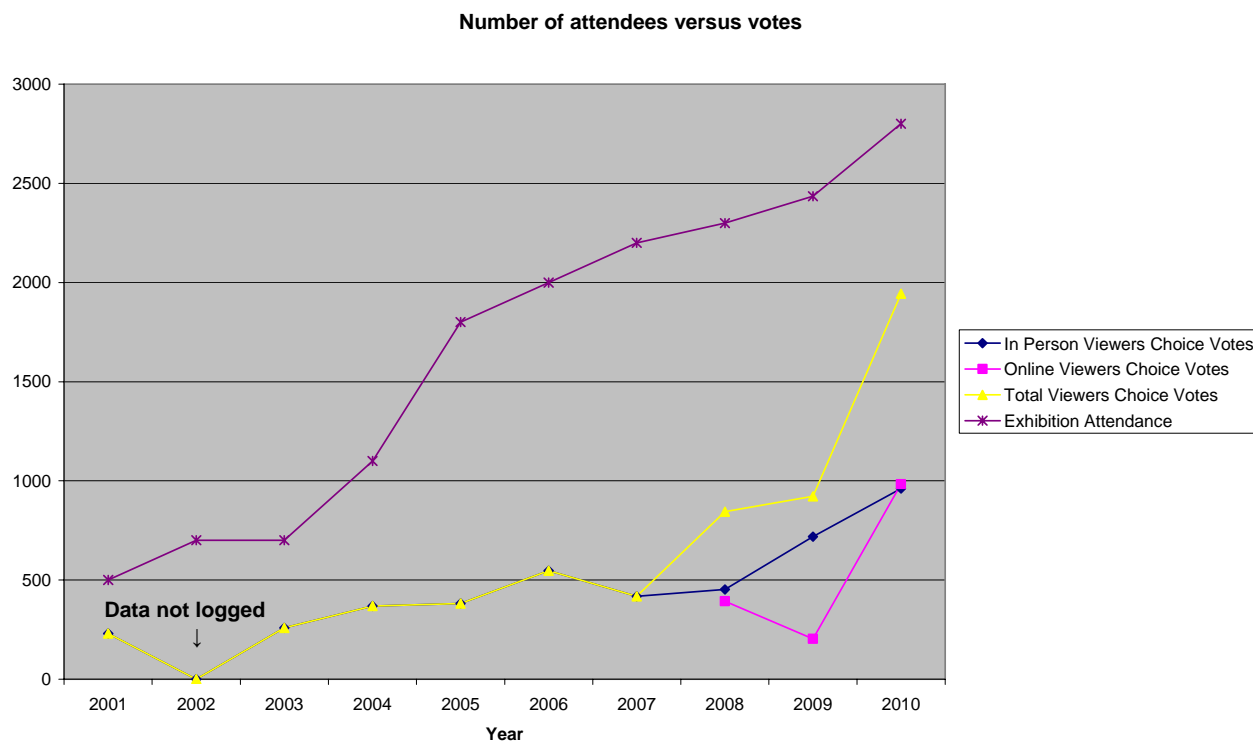
*Milk Machine* by Jason Christopher

Winner – 2010 Special Commendation

Three of the 43 finalists in 2010 were from the Woollahra local government area along with another three international finalists. Two finalists travelled from international destinations to attend the launch of the Woollahra Small Sculpture Prize.

Five of 43 finalists' works were sold during the exhibition which represents slightly less than the annual average number of works sold during the exhibition (average 5.7). The number of Viewers Choice votes received was 1944, which included 961 in-person and 983 online votes. This represents the highest number of Viewers Choice votes received in an exhibition period to date, an increase of 210% on the previous record.

The following chart highlights Viewers Choice voting patterns versus exhibition attendance between 2001 and 2010. Please note that Viewers Choice data was not logged in 2002.



## Woollahra Small Sculpture Prize Touring Program

### Celebrating 10 years in 2010!

As part of the 10<sup>th</sup> anniversary celebrations for the Woollahra Small Sculpture Prize, all previous winning works were toured as a collection. Tour agreements were developed with three Sydney galleries. Tour dates and locations were as follows:

- 28 April - 30 May, University of Western Sydney (Campbelltown Campus). Corresponding with the University of Western Sydney Acquisitive Sculpture Award and Exhibition.
- 30 July - 29 August, Manly Art Gallery and Museum.
- 4 September - 17 October, Hawkesbury Regional Art Gallery.



*10 Years in 2010 Touring Exhibition at UWS Campbelltown Campus, Building 3 (Medical Building)*

The touring program aimed to further promote and increase the profile of the Woollahra Small Sculpture Prize across Sydney.

## The Woollahra Small Sculpture Prize and The Environmental Schools Sculpture Prize

The linking of the Woollahra Environmental Schools Sculpture Prize and exhibition with the Woollahra Small Sculpture Prize occurred for the fourth successive year. Initially developed by Council's Environmental Education Officer in collaboration with the Cultural Development Coordinator to promote National Recycling Week, this schools' prize occurs in conjunction with the Woollahra Small Sculpture Prize in order for school children from the local area to participate in

sculpture making activity whilst considering environmental messages and enhancing environmental education outcomes. The 2010 Woollahra Environmental Schools Sculpture Prize was themed around water conservation and management.

2010 was deemed to be the best year to date with the highest quality of entries as well as diversity and representation of entries (in regards to school, type of school, gender and age). Following is a brief summary of Environmental Schools Sculpture Prize entries:

- best diversity of schools: 18 finalists represent 10 (of 15) different Woollahra schools, 7 of which were public school entries, and 11 private school entries.
- gender (50/50 boys and girls - 9 entries each).
- ages (12 primary school entries, 6 high school entries) 1 x Kindy, 4 x Year Three, 1 x Year Four, 3 x Year Five, 3 x Year Six, 2 x Year Seven, 1 x Year Eight, 2 x Year Ten, 1 x Year Eleven.

With thanks to funding by the NSW Government through its Environmental Trust, 2010 was the first time additional support was offered to schools and students including:

- A six part, syllabus based, teaching resource 'Precious Water' - suitable for Stage 2 and 3 classes developed to support local schools in combining visual arts with environmental education and delivered free to all local schools.
- Four free skill development 'Bodies of Water' workshops run throughout August engaging 60 students in years 3-6 from 11 of our 15 local schools.
- Teacher development workshops delivered to the Visual Arts department of each local high school to encourage the incorporation of Sustainability into Visual Arts lesson development.
- The creation of a group art installation project, 'Woven Whale' developed by the Woollahra community and residents planned for Kids Day Out.

The winners of the Woollahra Environmental Schools Sculpture Prize were selected by the judges of the Woollahra Small Sculpture Prize and all entered works were exhibited during the same period as the Woollahra Small Sculpture Prize exhibition. The winner was Bryana Bailey, Year 5, Reddam House for her sculpture *Frogy the Water Catcher*. Highly Commended prizes also went to Jasper Penfold-Low, Year 7, Cranbrook School for his entry *Tanked Up*, Indigo Penn, Year 5, Reddam House for *S.O.S (Save Our Seas)* and Vasco Santos-Dwyer, Year 3, Woollahra Public School for *The Unreal Wave*. The winner of the Viewer's Choice Award was Vasco Santos-Dwyer, Year 3, Woollahra Public School for *The Unreal Wave*.

### **The Woollahra Small Sculpture Prize and Kids Day Out**

The 2010 Kids Day Out event was scheduled to occur on Sunday 1 November and featured the Woollahra Small Sculpture Prize exhibition for the fifth successive year. Due to poor weather, a decision was made on the morning of the event to downsize Kids Day Out. A reduced program was hosted inside of the Double Bay Library and both the Woollahra Small Sculpture Prize and Environmental Schools Sculpture Prize Exhibitions remained open to the general public. Both exhibitions received strong numbers despite the poor weather.

### **Woollahra Small Sculpture Prize Additional Activities and Programs**

#### Tea Topics

A Tea Topic on *Contemporary Australian Sculpture* was presented on Friday 24 September and hosted by Natalia Bradshaw, Art Consultant and Woollahra Small Sculpture Prize Committee Member. The numbers of attendees were low, however Natalia Bradshaw was not approached to deliver this session until the last minute as the previously confirmed presenter cancelled at the last moment.

### Artists Talks

The Woollahra Small Sculpture Prize hosted Artists Talks with featured finalists on Saturday 23 October between 2 and 4pm as part the exhibition program.

Finalists participating in Artists Talks included Jason Christopher (NSW), Nuha Saad (NSW), Michael Davis Gutierrez (USA), Pia Larsen (NSW), David Capra (NSW), Gaye Jurisich (New Zealand), Kate Dorrough (NSW), Sarah Field (NSW), Di Holdsworth (NSW), Hobart Hughes (NSW), Maria Ionico (NSW), Micha Nussinov (NSW), Dave Teer (NSW) and Kathy Temin (VIC). Artist talks were hosted by Natalia Bradshaw, Art Consultant and Woollahra Small Sculpture Prize Committee Member. A capacity audience of 100 attended the artist talks. Talks were recorded and are available as MP3 files on the Woollahra Small Sculpture Prize website.

### School and Group Touring Program

Fifteen individual tour slots were booked in from local groups including Cranbrook Senior School, Woollahra Preschool, Centre on Ageing Woollahra and Kincoppal-Rose Bay Toastmasters. Pre-booked groups received a guided, explanatory tour of both the Woollahra Small Sculpture Prize and the Environmental Schools Sculpture Prize. School groups were provided with age specific worksheets or activities that were developed by Woollahra Small Sculpture Prize Volunteers.

### Sponsors' Evening

An inaugural evening for 2010 Sponsors was hosted by the Woollahra Small Sculpture Prize Committee on Thursday 28 October, during the exhibition period. The objective of the Sponsor's evening was as a networking opportunity between Sponsors, Committee Members and Councillors and to give Sponsors more intimate access to the artworks. Attendance across all invitees was small, however feedback suggests that due to other visual arts/time commitments, Committee Members and Sponsors are not keen to attend another event related to the Woollahra Small Sculpture Prize, particularly if they have already been in attendance at the launch event a week prior. The Woollahra Small Sculpture Prize Committee have recommended that this activity is not continued in the future.

## **Woollahra Small Sculpture Prize Website and Improvements**

### Website Summary

The dedicated website (mini site or sub-site) for the Woollahra Small Sculpture Prize located at <http://sculptureprize.woollahra.nsw.gov.au>, is currently the preferred information source for artists and audience inquiries regarding the Woollahra Small Sculpture Prize. The website, which was launched in October 2007, incorporates online flash galleries of finalists' works plus pages for media, childrens' education content, events, online Viewer's Choice voting, E-News subscriptions and archived information on the history of the Prize.

The dedicated website has been beneficial in improving access to information on the Prize, and has reduced the number of phone inquiries from those trying to find the information on the Council website. Feedback has been received from the community that the website is an excellent resource, has a professional look and has improved Council's customer service in relation to information on the Prize. One international finalist commented that the professional look of the website was the decider as to why he entered.

Key results for the Woollahra Small Sculpture Prize website in 2010 are as follow:

- The website now ranks highly in all major search engines (usually 1st or 2nd entry for the phrase 'sculpture prize').
- Between 24 September and 7 November, 23% of all visits to the site came from Facebook (more than Google and the Council website).

- More pages were viewed in 2010 versus 2009 (up 37%), peak in October with over 14,200 views (hits).
- The number of visitors to the site increased on previous years (by approximately 86%).
- Following Australia, most visitors to the site came from the USA, NZ, UK, Italy and Canada respectively.
- Just under 1000 online votes for Viewers Choice (highest ever).

Please see Annexure 2 for detailed website statistics for the period 1 January – 7 November 2010.

#### Website and Technology Improvements

In 2010, the following additions and improvements were made to the Woollahra Small Sculpture Prize website and processes:

- Multimedia files (audio and video) were incorporated into the finalists' gallery to represent kinetic, audio or interactive components of finalists' work.
- Uploading of a video tour 'experience' of the exhibition (produced in-house).
- MP3 audio files of artists talks uploaded.
- Woollahra Small Sculpture Prize E-News first produced and distributed on 18 February to over 2000 subscribers. Currently there are in excess of 2,700 subscribers as of 21 January, 2011. The website has a self subscribe prompt. E-News has streamlined electronic communications and decreased email spam rates.
- In partnership with 2010 sponsor PayPal, the establishment of a PayPal account provided international entrants with a simpler option for entry fee payment, as all conversion rates are determined by the online account. Some domestic entrants also preferred the PayPal option as a secure form of payment. The PayPal account became functional a week prior to entries closing, however was responsible for more than 5% of entry fees as a method of payment.

#### **Woollahra Small Sculpture Prize Volunteer Staff Program**

For the fifth year, a successful Volunteer Staff Program for the Prize was implemented by the Cultural Development Coordinator. The Volunteer Staff Program resulted in paid casual Cultural Projects Assistant roles for Volunteer Staff during the exhibition period. A significant factor in the development of the Prize is currently reliant on the contribution of volunteer staff hours and the management of Volunteer Staff. In 2010, Volunteer Staff contributed well in excess of 400 Volunteer Staff hours to the Woollahra Small Sculpture Prize. This equates to more than 2,000 Volunteer Staff hours across five years of the program which is the equivalent to a year's full time salaried position.

*"All volunteers and staff were so lovely. I was sad to leave. It was my best volunteer experience ever. Nice people, nice place, well organised."* Katja Abramova, 2010 Volunteer and Casual Cultural Projects Assistant.

Evaluation feedback from Volunteer Staff/Casual Cultural Projects Assistants is provided in Annexure 3.

The Woollahra Small Sculpture Prize Committee members also commit significant volunteer hours to the project.

## **Income/Expenditure**

The cost of producing the Woollahra Small Sculpture Prize over the 2010/11 financial year is forecast as \$49,500 excluding GST. This figure incorporates project expenditure including prize money payments of \$13,000 however does not include the salary of the Cultural Development Coordinator and project casual staff wages. Casual staff wages have been projected at approximately \$15,400 for the financial year, with this figure including wages for gallery attendants (including an extended exhibition period), project administration, touring program coordination and overtime for banner installation and exhibition launch staff. A value of five sales totalling \$11,870 excluding GST occurred in 2010, equating to \$2,497 excluding GST in commission income. In the 2010/11 financial year, income from entry fees is \$19,929 excluding GST (estimated \$19,000 in budget) with sponsorship income of \$20,500 (estimated \$18,000 in budget) excluding GST. The total nett cost to Council for the Woollahra Small Sculpture Prize in the 2010/11 financial year has been estimated at \$17,900 excluding GST.

Additional entry fee, sponsorship income and sales commission contributed to the costs of increased project activity such as the 10<sup>th</sup> Anniversary Touring Program and extended exhibition dates. Income was also directed towards the development and growth of the Prize including the school program area, contribution to Kids Day Out *Arty Pants*, expansion of street banner program and fence banner coverage, acquisition maintenance and the ongoing annual appointment of an external publicist who continued to successfully increase the media profile and reputation of the Prize.

In addition, the 2010 Woollahra Small Sculpture Prize received in kind assistance from *Art and Australia*, Woollahra Orchestra Players, Hugonnet Design, Megacolour, Stoneleigh Wines and Pasta Pantry. This support represents significant savings to the delivery of the project.

In March 2010, nine of the sculpture acquisitions (Council now owns ten) were professionally valued at \$86,500. Therefore Council also receives significant investment potential for expenditure on the Woollahra Small Sculpture Prize.

## **2010 Viewer Evaluation and Feedback**

Detailed feedback on the 2010 Woollahra Small Sculpture Prize from artists, schools and viewers has been compiled in Annexure 4.

## **2010 Woollahra Small Sculpture Prize Committee Evaluation Summary**

A summary of key points discussed at the evaluation meeting of the Woollahra Small Sculpture Prize Committee, held on Wednesday 17 November 2010 follows:

- Launch night is a successful marketing tool for Council.
- Very successful 10<sup>th</sup> Anniversary touring program.
- Volunteer Staff Program is extremely beneficial.
- Unanimous agreement that the length and opening hours of the exhibition need to permanently remain at the extended length.
- Calibre of artwork and submitting artists has remained high however not everyone will always agree with the judges' choices, or choice of judges.
- Working Party to further investigate micro-sponsors, online presence (auctions) and supporters program as marketing tools and income streams.
- Continue with successful association with community benefits programs such as Kids Day Out, artists talks and Environmental Schools Sculpture Prize. Artists Talks are extremely well attended.
- Judges to be confirmed by the end of 2010 if possible.

The Woollahra Small Sculpture Prize Committee reiterated that any evaluation report should contain a recommendation to Council that the extended exhibition period and hours should be continued for all future Woollahra Small Sculpture Prize exhibitions.

Please see Annexure 5 for Woollahra Small Sculpture Prize Committee evaluation summary contained in the minutes of the Woollahra Small Sculpture Prize Committee Meeting, held on Wednesday 17 November 2010.

### **Publicity and Promotions**

Based on feedback from previous Woollahra Small Sculpture Prize evaluations and income that allowed for it, the 2010 Woollahra Small Sculpture Prize was able to continue engaging the services of an external publicist. As a result the Prize received significant media coverage including *The Australian* and *The Sydney Morning Herald*.

One of the objectives of the extended exhibition period in 2010 was to not only gain increased media mentions, but to obtain a review of the Woollahra Small Sculpture Prize exhibition in a leading broadsheet. This objective was achieved as reviews of the exhibition appeared in *The Australian* and *The College Voice* (College of Fine Arts, UNSW). A detailed publicity report and media listing is provided in Annexure 6.

A combined Woollahra Small Sculpture Prize/Kids Day Out and *Wentworth Courier* media sponsorship package was continued in 2010. Through this relationship the *Wentworth Courier* provided media advertorial, advertising and editorial for both activities. Approximately 15% of visitors to the Woollahra Small Sculpture Prize cited the *Wentworth Courier* or 'local paper' when asked how they heard about the Prize.

A full page, colour advertisement for the exhibition was provided in-kind by respected and leading art journal *Art and Australia*. Paid advertising for the Woollahra Small Sculpture Prize was undertaken with the respected and nationally distributed *Art Almanac* (call for entries, exhibition) and *LOOK*, The Art Gallery of NSW Society Magazine.

Opportunities for free listings and online mentions in arts publications were researched by Volunteer Staff. A summary of free listings achieved is provided in Annexure 7.

## **PART B**

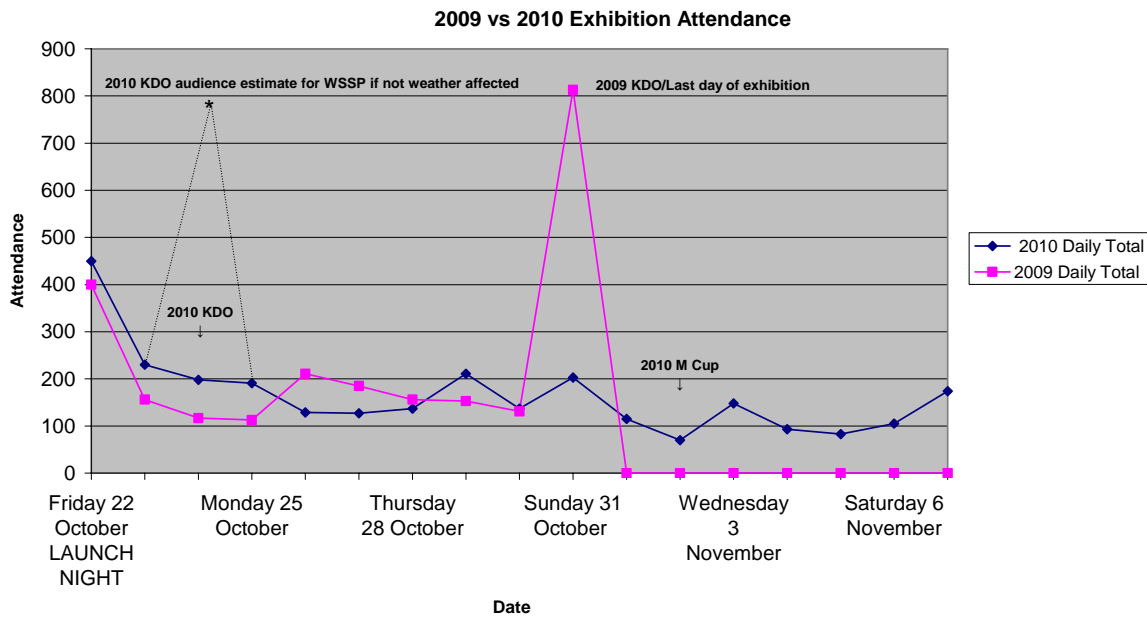
### **2011 Woollahra Small Sculpture Prize Exhibition Dates Background**

2010 represented the 10th Anniversary of the Woollahra Small Sculpture Prize in Council's sesquicentenary year.

Prior to 2010, the exhibition component of The Woollahra Small Sculpture Prize took place across a 10 day period, incorporating two weekends and a Friday evening launch night. Dates for the exhibition period are determined by the scheduling of the Local Government Conference as Council Committee Meetings do not take place in the Committee Rooms during the Local Government Conference period.

The following chart shows approximate daily attendance totals for the 2009 versus the 2010 Woollahra Small Sculpture Prize exhibitions:





Total in-person audience attendance across the 2010 exhibition are calculated at 2,801 compared to 2,435 in 2009. Due to poor weather, a decision was made on the morning of the event to downsize Kids Day Out, and this affected Woollahra Small Sculpture Prize audience attendance. Based on 2009 figures for Kids Day Out, 2010 Woollahra Small Sculpture Prize in-person attendance can be projected at 3,614 if the 2010 Kids Day Out program did not experience weather cancellations. This represents an increase of 45% on previous years attendance.

The exhibition was open and supervised between 9am and 6pm on weekdays and 10am and 4pm on weekends. Prior to 2010, the exhibition was open and supervised between 9am and 4pm on weekdays and 10am and 4pm on weekends.

The additional weekday opening hours have proved popular with visitors and this popularity has been attributed due to the now permanent and earlier implementation of day light savings. Visitors during this period also commented that they had been motivated to attend the exhibition as they had noticed building signage for the exhibition on their way to the Double Bay Library, Redleaf Pool or walking home from work.

**Proposal**

To support and celebrate the continued development of The Woollahra Small Sculpture Prize and its opportunities for the community, it is proposed that the exhibition be permanently extended by a seven day period, inclusive of an additional weekend. The 2011 Woollahra Small Sculpture Prize exhibition dates are proposed as Friday 21 October (launch) to Sunday 6 November, with Kids Day Out scheduled for Sunday 23 October.

## Consultation

Strong support and recommendations for the extension of the Woollahra Small Sculpture Prize exhibition period have been received from:

- Visitors to and finalists in the exhibition.
- 2010 Woollahra Small Sculpture Prize judges who indicated that given the national profile of the Prize, a two week/three weekend exhibition increases exposure to audience members and the ability to attract critical reviews of the exhibition.
- Woollahra Small Sculpture Prize Committee Members who indicated that they had received feedback from the arts industry, artists and local community for a permanent extension of exhibition days and whom are in unanimous support of the proposal.
- Woollahra Small Sculpture Prize publicist who has indicated that whilst national media are in support of exhibition, the ability to gain critical reviews and additional exposure for the Prize is linked to the length of the exhibition.
- Sponsors of the Prize who gain increased exposure during an extended exhibition period.
- Council's Customer Services staff who once again reported a higher than average number of visitors (*up to 100*) who had specifically come to view the exhibition in the weekdays following the closing believing that the exhibition period was greater.
- Environmental Schools Sculpture Prize: The two week exhibition period in 2010 allowed students an extended opportunity to have their work viewed and admired by local residents, family and friends. This both strengthens the positive outcomes for students as well as providing a longer period for the environmental messages from students to be expressed to and absorbed by the community. Feedback from Customer Service staff indicated the two week exhibition period for both The Woollahra Small Sculpture Prize and The Environmental Schools Sculpture Prize added a positive atmosphere to Council, was well received by staff and visitors and caused minimal disruption to counter services.

Extended exhibition dates will once again potentially impact on activity that has been scheduled for the Thornton (Committee) Room. This includes:

- Woollahra Council Staff Social Club Committee's Melbourne Cup Function (Tuesday 1 November).
- Council Committee Meetings scheduled for the Thornton (Committee) Room on Monday 31 October.
- Limited use of the Tarralbe (Interview) Room during the additional week.

The impact on access to rooms and scheduled activity was well managed internally during the 2010 exhibition period.

### **Analysis of anticipated outcomes\* of extension of 2010 Woollahra Small Sculpture Prize exhibition dates against actual 2010 outcomes:**

<b>Anticipated Outcome (2009)</b>	<b>Actual Outcome (2010)</b>	<b>Indicator</b>
Increased engagement of the community with Council's Community Services programs.	Increased engagement of the community with Council's Community Services programs.	- Increase in visitor numbers in-person and on-line. - Cross-promotion of Community Services Programs (e.g. Tea Topics, Kids Day Out and Woollahra Small Sculpture Prize).

<b>Anticipated Outcome (2009)</b>	<b>Actual Outcome (2010)</b>	<b>Indicator</b>
Ability for the Woollahra Small Sculpture Prize to gain increased exposure, profile and the ability to capture critical reviews.	Gained increased exposure, profile and the ability to capture critical reviews.	<ul style="list-style-type: none"> <li>- Increase in international profile and number of international entries.</li> <li>- Increase in visitor numbers in-person and on-line.</li> <li>- Increase in sponsorship.</li> <li>- Reviews gained in <i>The Australian</i> and <i>The College Voice</i>.</li> </ul>
Additional media opportunities in relation to a 10th Anniversary/extended exhibition dates.	Increased media opportunities in relation to 10th Anniversary and extended exhibition dates.	<ul style="list-style-type: none"> <li>- Feedback from media/reviewers indicating the additional opportunities (e.g. TV listing) would only be viable for extended exhibition dates.</li> </ul>
Additional exposure for artists.	Artists received increased exposure.	<ul style="list-style-type: none"> <li>- Increase in visitor numbers in-person and on-line.</li> <li>- Reviews gained in <i>The Australian</i> and <i>The College Voice</i>.</li> <li>- Record attendance at Artist Talks.</li> </ul>
Increased opportunities for Councillors who are attending the Local Government Conference to engage with the Prize.	Increased opportunities for Councillors who are attending the Local Government Conference to engage with the Prize.	<ul style="list-style-type: none"> <li>- Increase in Councillor (and Council staff) interaction with the Prize.</li> </ul>
Increased audiences. Based on 2009 attendance figures, it was anticipated that an additional week would attract approximately 1000 additional attendees to the building, without incorporating impact of a crossover crowd with Sculpture by the Sea.	Increased audiences. Based on 2009 figures for Kids Day Out, 2010 Woollahra Small Sculpture Prize in-person attendance can be projected at 3,614 if the 2010 Kids Day Out program did not experience weather cancellations. This represents an increase of 1,179 attendees or 45% on previous years attendance.	<ul style="list-style-type: none"> <li>- In person audience increase calculated through taking of hourly/daily attendance figures and the number of Viewers Choice votes received.</li> </ul>
Increased opportunities to promote schools touring and education programs for both the Woollahra Small Sculpture Prize and Environmental Schools Sculpture Prize.	Increased the opportunities to promote schools touring and education programs for both the Woollahra Small Sculpture Prize and Environmental Schools Sculpture Prize through seeking additional funding (grants and sponsorships) to resource these projects.	<ul style="list-style-type: none"> <li>- Increase in the number of school and tour groups through the exhibition.</li> <li>- State Government Funding received for the Environmental Schools Sculpture Prize component resulting in an increase in the number of local opportunities and participation in the education components.</li> <li>- Increase in the number of educational worksheets and</li> </ul>

<b>Anticipated Outcome (2009)</b>	<b>Actual Outcome (2010)</b>	<b>Indicator</b>
		materials produced for both the Woollahra Small Sculpture Prize and Environmental Schools Sculpture Prize.

\* as indicated in Woollahra Small Sculpture Prize Recommendation Report to Council's Community and Environment Committee (1 February, 2010).

### **Income/Expenditure**

A permanent extension of The Woollahra Small Sculpture Prize exhibition dates would see an impact on budget expenditure in the casual staffing area, however this will not incur significant additional nett cost to Council if projected sponsorship targets are met and maintained.

Based on 2010 experience, expenditure on casual hours can be further reduced due to volunteer staffing of the exhibition by Woollahra Small Sculpture Prize Committee members, who have committed to this undertaking in principle wherever available.

### **Conclusion**

The 2010 Woollahra Small Sculpture Prize has been recognised as a success and continued to meet the original aims and objectives set by Council in 2001. Based on the majority of feedback received on Viewers Choice voting forms, evaluation meetings with Woollahra Small Sculpture Prize Committee members and personal communication with the Cultural Development Coordinator, there has been an ongoing increase in the media profile and increased awareness of the Prize by artists and the arts industry in its ten year history.

The number of entries and media awareness of the Prize can be linked to factors including the choice of respected judges, levels of sponsorship received, community support and expansion of programs through dedicated volunteer hours.

The reputation and profile of the Prize and related activities including the schools component, Kids Day Out, links with the Woollahra Environmental Schools Sculpture Prize and community artist talks can be maintained at current levels with appropriate funding from Woollahra Council and/or a level of cash sponsorship.

In order to support the development of the profile of the Woollahra Small Sculpture Prize and to expand on its community benefit program (including Artists Talks, Kids Day Out and Environmental Schools Sculpture Prize), it is recommended that the exhibition be permanently extended by a seven day period.

A permanent extension of exhibition dates into the future would ensure positive outcomes continue, objectives are met and maintained as well as building and expanding the profile of the Woollahra Small Sculpture Prize.

Jo Jansyn  
Cultural Development Coordinator

Susan Turner  
Acting Director – Community Services

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**ANNEXURES:**

1. 2001 – 2010 Woollahra Small Sculpture Prize Comparative Data
2. 2010 Woollahra Small Sculpture Prize website statistics
3. 2010 Woollahra Small Sculpture Prize Cultural Projects Assistant Feedback
4. 2010 Viewer Feedback, in-person and online
5. Woollahra Small Sculpture Prize Committee Evaluation Meeting Minutes, 17 November 2010
6. 2010 Woollahra Small Sculpture Prize Media Report
7. 2010 Woollahra Small Sculpture Prize Free Listings Summary

**POLITICAL DONATIONS DECISION MAKING FLOWCHART  
FOR THE INFORMATION OF COUNCILLORS**

