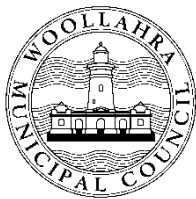


Woollahra Small Sculpture Prize Committee Minutes



Woollahra Council, Council Chambers
Tuesday 18 February, 5.00pm

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Woollahra Small Sculpture Prize Committee Minutes

**Minutes of the Meeting held on
Tuesday 19 February, 5.00pm
Woollahra Council, Council Chambers**

1 PRESENT & APOLOGIES

Present:	Councillor Anthony Marano	Chair
	Professor Ian Howard	Arts Industry Representative
	Ali Yeldham	Arts Industry Representative
	Christopher Dawson	Community Representative
Staff:	Jo Jansyn	Cultural Development Coordinator
	Vick Munro	Acting Director Community Services
Apologies:	Mary-Lou Jarvis	Councillor
	Nick Maxwell	Councillor
	Elizabeth Hastings	Arts Industry Representative
	Alison Renwick	Arts Industry Representative
	Stella Downer	Arts Industry Representative
	Bernard Curran	Community Representative
	Lynn Garlick	Director Community Services

2 MATTERS ARISING FROM PREVIOUS MINUTES

All matters arising from previous minutes to be addressed in this meeting. Moved: Christopher Dawson Seconded: Cllr Anthony Marano.

3 PROGRESS REPORTS

3.1 Judges

One judge has been confirmed as Dr Lara Strongman, Director of Curatorial and Digital at MCA.

The Cultural Development Coordinator is currently awaiting some outcomes of approaches made for additional judges. The Committee discussed further options for judges.

3.2 General Project Update

In 2020, the main prize money will increase to \$25,000 along with entry fee to \$50 as the prize moves to the Art Gallery. This recommendation was put to Council in December 2018, with Council accepting the recommendation.

The Call for Entries is scheduled to commence between 1 April and early July, 2020. The Call Out message predominantly occurs via social media, web listings and the large E-News subscriber base however is supported by some paid advertising in Art Almanac.

The exhibition will be launched in mid to late October and continue for four weeks. If for any reason the Art Gallery is delayed, the exhibition will be staged in the Thornton Room as per previous years, with the launch date based around Local Government Conference dates.

The Committee discussed elements of the Prize that the new location will allow including an increase of finalists (up to 60) and the inclusion of wall-mounted, low relief sculptures as well as freestanding. Although it has been agreed that this year the preselection by judges will be a 'blind' preselection, the Committee agreed that it was unnecessary to state this on entry material.

There was discussion on special activity to support the 20th anniversary of the prize in 2020. Ideas included:

- Printed catalogue featuring all works
- Special 20th anniversary stand-alone show in the 2021 Art Gallery Program (where previous winners come back for artist talks and activities)
- 20th anniversary year of activities starts at launch of 20th event.

3.3 Sponsorship

Previous sponsors will be contacted to confirm whether their sponsorships will continue.

Action: Cultural Development Coordinator to circulate updated sponsorship documents to the Committee.

Action: The Chair, Committee and Cultural Development Coordinator will pursue sponsorship contacts as discussed.

3.4 Publicity Development

The Cultural Development Coordinator has approached our long term PR agency for a brief for continuing their service for the 2019 Woollahra Small Sculpture Prize.

The Cultural Development Coordinator discussed the 2018 social media strategy and felt that this was very successful and increased social media engagement dramatically. It is planned that this strategy continues for the 2019 Woollahra Small Sculpture Prize.

Generally the first media release issued for the Prize is around the Call for Entries and includes information on the judges.

The Committee discussed an opportunity for a story angle that involved some of the previous schools who have visited the exhibition.

Action: Cultural Development Coordinator to liaise with PR Agency regarding story ideas around visiting schools.

4 ANY OTHER BUSINESS

No other business was discussed.

Next meeting: Tuesday 5 May 2019, 5pm at Woollahra Council Chambers