





Acknowledgement to Country

Tamworth Regional Gallery
acknowledges the Kamilaroi/Gomeroi
People, who are the Traditional
Custodians of this land.

In presenting this plan, we wish to pay
respect to Elders past,
present and emerging, and to extend that
respect to other Aboriginal and
Torres Strait Islander peoples living
in and visiting our region.

1.0 our gallery

‘Do not lose sight of the fact that a knowledge of art is necessary in every relation of life.’—

John Salvana (1919)

For over 100 years, Tamworth Regional Gallery has provided access to the arts in a regional centre. The Gallery first opened on 1 June 1919 as the Tamworth Art Salon and Art Library. It was established with a gift of 100 artworks and art reference books by the local artist and collector John Salvana ‘to encourage art in the country’. Salvana’s donation included incomplete works designed to demonstrate to students how an artwork is constructed. Salvana believed in providing an art gallery where young children and those with an interest might be encouraged to study art and to learn from viewing original works at first hand. Education continues to be a key focus of the Gallery to this day.

Tamworth Regional Gallery is ideally located in the heart of Tamworth’s CBD on Peel Street, close to shops, parking and the new riverside precinct. The Gallery offers a rotating program of touring exhibitions of national significance, alongside

curated exhibitions of works by regional artists and exhibitions from our permanent collection. Every year, Tamworth Regional Gallery delivers a rich and varied series of workshops, lectures, artist talks, events and engaging public programs. The Gallery houses purpose-built exhibition spaces, conservation collection storage, a retail shop, the Esther Halliday Studio and a research library, and is a fully accessible space. Tamworth Regional Gallery is the result of over 100 years of sustained support from our community, alongside forward planning and investment by Tamworth Regional Council.

Tamworth is a regional city that supports a surrounding area of towns and outlying villages. The Gallery, too, provides support for both regional and remote communities in outlying areas. We embrace our location in a diverse cultural landscape, and our responsibility to deliver to our public as part of a close community.

We aim to be inclusive, and to genuinely and actively engage with our communities. The Gallery seeks to foster, promote and enhance understanding and enjoyment of the visual arts through its permanent collection, temporary exhibitions and public programs. Our Vision, Purpose, Values and Goals reflect our current context.



Tamworth Regional Gallery guided tour of *The View from 1919*, June 2019. Image: Steve Gonsalves Tamworth.

2.0 our vision

To provide access to a visual arts and cultural resource that inspires, enriches and informs the community; enhances experiences through the visual arts; and is a model in the delivery of cultural services to the community.

3.0 our purpose

Tamworth Regional Gallery offers a distinctive connection to place and a curatorial agenda that creates meaningful art experiences for all. The Tamworth Regional Gallery collection exists for our audiences – to comprehend the past, to navigate the present, and as a potent avenue for imagining the future. Placing art, access and audiences at the very heart of who we are guides the Gallery's artistic and public programs. Tamworth Regional Gallery contributes positively to cultural cohesion, social wellbeing, creativity, engaged citizenship, and the economic life in Tamworth and the surrounding region. The Gallery's purpose is to provide access to the arts in a regional centre that focuses on artistic vibrancy, social and cultural impact, cultural tourism and an arts ecosystem.

Artistic Vibrancy: The exhibition program creates a cultural experience that stimulates the creativity and curiosity of our audiences and increases audience attendance and engagement.

Social and Cultural Impact: The public and education programs increase appreciation of different forms of creative expression, leading to increased empathy and greater understanding of difference.

Cultural Tourism: As a major regional hub with a diverse cultural landscape, Tamworth is a tourist destination that also services the local regional area. The Gallery provides access to visual arts and cultural experiences as part of the tourism offering.

Arts Ecosystem: Artists living in regional New South Wales have limited access to opportunities to continue to build their reputation and to have a sustainable practice. The Gallery plays an important role by working with a curated group of artists, supporting them to develop their practice, and providing access to audiences.



our goals

All the activities of the Gallery underpin the delivery of its purpose to provide access to the arts in a regional centre and support the following goals:

1. Delivering **EXCELLENCE** in cultural programs through exhibitions and collections
2. Developing audience **ENGAGEMENT** through participation in events and education
3. Implementing **SUSTAINABILITY** through development of the collection and our environment

4.0 our values

We believe that the arts and culture are for everyone – for visitors of all ages, abilities, genders and cultures.

Our core values are: **1.** Equity **2.** Access **3.** Authenticity **4.** Collaboration, and **5.** Courage

5.0 our goals

Tamworth Regional Gallery is a cultural and community service managed by Tamworth Regional Council. The Gallery aims to provide access to the arts in a regional centre to foster, promote and enhance understanding and enjoyment of the visual arts through its collections, temporary exhibitions and public programs.

Our goals are Excellence, Engagement and Sustainability.

- Delivering **EXCELLENCE** in cultural programs through exhibitions and collections
- Developing audience **ENGAGEMENT** through participation in events and education
- Implementing **SUSTAINABILITY** through development of the collection and our environment.

This implementation plan outlines the framework and goals of Tamworth Regional Gallery. Further, it describes how these goals can help Tamworth Regional Council achieve the objectives set out in its Cultural Plan 2018–2023 and Community Strategic Plan 2023. The implementation plan articulates the Gallery's operations, management and services, as well as its audiences.

In addressing Tamworth Regional Gallery's vision, purpose, values and goals, we have also identified how the Gallery relates to the Create NSW ambitions and the Cultural Policy Framework. This plan addresses each goal in detail, specifying the relevant activities and associated impacts (see the implementation table in section 10, 'Our Impacts').



Tamworth Regional Gallery view, Versatility and Diversity, a Tamworth Fibre Textile Collection Exhibition. Image Pam Brown.

Goal 1 = Excellence

- To create a complete visitor experience that demonstrates to all visitors the calibre of Tamworth Regional Gallery
- To produce new work that advances the visual arts and provides opportunities for innovation and creativity to flourish
- To create powerful exhibitions that generate meaningful audience engagement and create a safe place for unsafe discussions
- To demonstrate best practice in collection management, including the processes of acquisition and the development of a visual arts collection plan
- To develop a diverse exhibitions schedule of both touring and in-house products, to 'get the exhibition mix right', with their associated public programs

Goal 2 = Engagement

- To capture new audiences, especially our priority areas, who would not typically seek out the visual arts, and to provide exposure to and engagement with meaningful experiences
- To work in partnership with the local community, volunteers and identified stakeholders to collaboratively engage our communities
- To provide a diversity of dynamic educational and public programs throughout the life span of our audiences
- To provide accessible exhibitions, resources and outreach programs, both online and at the art gallery, to educate and link back to the national curriculum
- To generate innovative exhibitions, including touring exhibitions of a national calibre, to engage new and diverse audiences
- To ensure the collection is accessible both physically and virtually, and to extend this accessibility through loans to and from external cultural institutions

Goal 3 = Sustainability

- To support the arts community and promote the development of creative industries and their ongoing success at both the local and national levels
- To generate a diversity of income streams for Tamworth Regional Gallery that are not reliant on one source
- To develop and build the visual arts collection through a combination of cultural gifts, purchases, bequests, donations and commissions
- To maintain and extend the existing branding and reputation of Tamworth Regional Gallery, including through continuation of the Tamworth Textile Triennial
- To work sustainably in the delivery of all programs and exhibitions, in gallery management, and in improving our built environment to reduce our environmental impact

TAMWORTH



TAMWORTH REGIONAL GALLERY

strategic plan

2020/21 to 2023/24



Tamworth Regional Gallery view, 2018 Archibald Prize Regional Tour.
Image: Steve Gonsalves Tamworth.