

# NATIONAL LIBRARY OF AUSTRALIA

## TRAVELLING EXHIBITIONS POLICY

Reference to *venues* in this document includes galleries, libraries, museums and keeping places in metropolitan, regional and remote locations throughout Australia and the Asia Pacific region.

### **Introduction**

To support the National Library's objective of providing access to its extensive collections through the provision of an innovative, high quality travelling exhibitions program.

Each exhibition included in the program will be displayed at the National Library and developed with the intentions of advancing scholarly research, fostering creativity and the enjoyment of these pursuits. National Library exhibitions aim to be inclusive of Indigenous and multi-cultural aspects of Australian society, and to assist the Library's aim of nourishing the nation's memory.

As travelling exhibitions usually span several years from development and touring to final dispersal, the program should have a three to four year planning period.

### ***Major travelling exhibition***

A complex and/or highly significant exhibition that will have a comprehensive catalogue and marketing strategy (refer to Guidelines for the Consideration of Exhibition-related Publishing Proposals Draft, March 2002). Major exhibitions may contain items such as Manuscripts, works of art, maps and realia that have limited touring ability due to conservation considerations. Major exhibitions travel to venues that have professional staff and offer the highest standard of exhibition display conditions.

### ***Medium-scale travelling exhibition***

An exhibition designed for both metropolitan and regional venues that have professional staff, climate controlled and secure exhibition spaces. Medium-scale exhibitions will have a small catalogue or room brochure and a marketing strategy designed to assist promotion at four venues.

### ***Outreach exhibition***

A small-scale exhibition will have a room brochure and a marketing strategy designed to assist and increase promotion at small and remote venues. Outreach exhibitions may contain facsimiles of significant items that are important for the exhibition content but not able to be displayed in non-climate controlled spaces. Outreach exhibitions will cover a wide geographic area, concentrating on access for remote venues and communities, and will provide professional development opportunities for staff at these venues.

## **1. Aims**

- 1.1 to develop an exhibition for touring each financial year, with the aim of achieving a program that includes a major exhibition, a medium-scale exhibition and an outreach exhibition touring each year .
- 1.2 to reach across Australia and the Asia Pacific region, including access to small and remote communities and extend the value of travelling exhibitions in communities through a range of appropriate public programs;
- 1.3 to ensure the allocation of human and financial resources to provide a secure basis for the development, planning and delivery of the Library's travelling exhibitions program;
- 1.4 to subsidise all travelling exhibitions through sponsorship or other funding opportunities including venue fees and to fully fund some exhibition tours through sponsorship;
- 1.5 to foster partnerships with other institutions, especially other libraries, through travelling exhibitions;
- 1.6 to maintain and raise professional standards in the management, preparation and promotion of travelling exhibitions and provide a national leadership role;
- 1.7 to evaluate the effectiveness of all the Library's travelling exhibitions.

## **2. Strategies**

- 2.1 assist access to the Library's travelling exhibitions for small and remote communities by subsidising costs so that exhibition fees are less than \$500 per venue and provide some exhibitions free of charge;
- 2.2 encourage communication and share knowledge about the development and management of travelling exhibitions, with other libraries.
- 2.3 boost resources allocated to travelling exhibitions by responding to government, private and other funding opportunities;
- 2.4 be responsible for the care of the Library's collections through practising and monitoring professional standards in exhibition management, especially in relation to handling, packing and display conditions for collection items and works of art. Ensure that venues receiving the Library's exhibitions are able to provide display conditions that meet the requirements contained in the Library's *Conditions of Loan*;
- 2.5 through attendance and participation in Library and Museum conferences eg. MPLA and CPLA Conferences, the Library will promote its Travelling Exhibition Program to encourage venues, in particular Libraries, to become venues for these exhibitions;

- 2.6 to ensure the success of the Travelling Exhibition program by responding to opportunities for cross-divisional programming and promotion with the Library;
- 2.7 communicate through the Public Programs Working Group with other national cultural institutions' travelling exhibitions, and also participate in the NAME (National Association of Museum Exhibitions group);
- 2.8 obtain and analyse both written and verbal feed back from all receiving venues in the program.