

# Policy

## Gallery Gifting & Donor Wall

|                                    |  |                          |                      |
|------------------------------------|--|--------------------------|----------------------|
| Responsible Manager (Title)        | Regional Gallery Director                                      |                          |                      |
| Adopted by Council                 | 15 December 2020   | Minute Number: 6c.20.187 |                      |
| File Reference Number              | ECM 2200256  | Version V1.0             | Review Due: Nov 2024 |
| Document(s) this policy Supersedes |  |                          |                      |
| Community Plan Linkage             | <b>1 Society</b>   |                          |                      |
|                                    | 1.3 We will have a diverse and creative culture                |                          |                      |
|                                    | 1.3.1 Supports arts, learning, cultural services and festivals |                          |                      |

### 1 Purpose

The purpose of Gifting & Donor Wall at the Grafton Regional Gallery is to raise funds to support the ongoing sustainable development of Gallery infrastructure and major projects and to publicly acknowledge financial support provided by philanthropists, non profit organisations, businesses, individuals and the local community. This Policy sets out Council's position on the acknowledging support through the Gifting & Donor Wall program of the Grafton Regional Gallery.

### 2 Definitions

*Buildings* – the existing and future infrastructure of the Grafton Regional Gallery and includes buildings, facilities and spaces managed by the Gallery and owned by the Clarence Valley Council

*Collection* – held and managed by the Grafton Regional Gallery

*Council* – Clarence Valley Council

*Donor* – the individual, group, company or institution making the donation

*Donation* – a financial payment made to Clarence Valley Council specifically for a naming right

*Exhibition* – an exhibition presented by the Gallery

*Gallery* – Grafton Regional Gallery

*House style* – the style used by the Gallery for all signage

*Infrastructure development* – additions to and upgrading of the buildings of the Grafton Regional Gallery, including buildings managed by the Gallery and owned by the Clarence Valley Council

*Operational Costs* – defined ongoing daily operational expenditure for specific purposes or projects.

*Gifting* – the recognition of a donor for their support and donation, on, and associated with buildings, programs, projects or publications as outlined in the Gifting & Donor Wall Policy. Gifting can be temporary or permanent.

*Gifted Acknowledgment Tier 1* – Permanent Gifting is given when the donation is equal to or greater than 70% of the cost of future major infrastructure projects to the value of \$7,500,000, or contributions as noted in the schedule. Allocations of Gifting for the 2021 Development are exclusive and if allocated, Galleries 2-5 then become ineligible for Gifting and will be excluded from the program.

*Gifted Acknowledgment Tier 2* – Temporary Gifting has a maximum time limit of 10 years and the cost is as per the Gifting Schedule.

*Gifted Acknowledgment Tier 3* – Long Term Gifting has a time limit of 25 years and the cost is as per the Gifting Schedule.

### **3 Background/legislative requirements**

This Regional Gallery Gifting & Donor Wall Internal Policy replaces the previous Clarence Valley Council Policy on Naming Rights at Grafton Regional Gallery. The new policy facilitates the management of the Gifting & Donor Wall program within the internal policy framework and reflects the operational aspect of the program.

### **4 Policy statement**

#### **Gifting**

- 4.1 The structures and facilities or designated major projects of the Grafton Regional Gallery as described in Schedule 1 of the Gifting & Donor Wall Policy may be named to recognise the support of philanthropists, non profit organisations, businesses, individuals and the local community who donate funds to support the Grafton Regional Gallery under the Gifting & Donor Wall program.
- 4.2 The funds are to be held in trust by Clarence Valley Council for any dedicated Gallery activity including, infrastructure, major projects, new creative programs or designated operational costs related to Grafton Regional Gallery.
- 4.3 The Grafton Regional Gallery is responsible for promoting and obtaining donations for the Gifting & Donor Wall program according to the policy. From time to time the Gallery Foundation and Friends of the Grafton Gallery may refer Gifting enquiries to the Grafton Regional Gallery.
- 4.4 Gifting can be acknowledge as described in Schedule 1 of the Gifting & Donor Wall Policy.
- 4.5 The acknowledgement used should normally be the shortest possible name which recognises the donor's intentions and presented in house style.
- 4.6 Donations under the Gifting policy will only be accepted if:
  - a) the applications are approved by a nominated selection committee that includes the Gallery Director and representatives from the CVC Executive, Gallery Foundation and Friends of Grafton Gallery and Art Gallery Advisory committee groups.
  - b) it will place no limitation on Council's ability to impartially carry out its full range of functions;
  - c) there is no conflict between the objectives and mission of Council and those of the donor;
  - d) no personal benefit is sought or received by any staff member of Council from the donation;
  - e) no personal benefit is sought or received by any Councillor of Clarence Valley Council from the donations.
  - f) the opportunity to donate along with the conditions of donating have been advertised; and
  - g) there is a legal written agreement between Council and the donor.

- 4.7 If the donor and, or, the form of recognition used as the acknowledgement falls into disrepute, the Council reserves the right to remove the name after notifying the donor, or change the name in consultation with the donor.
- 4.8 Buildings, facilities and spaces of buildings, including council buildings managed by the Gallery, can host acknowledgments as set out in the Gifting Schedule. Entire buildings and parts of buildings can be named including wings, halls, galleries, rooms and outdoor facilities such as gardens, parking areas, walkways and courtyards.
- 4.9 The Gallery and Clarence Valley Council reserves the right to permanently or posthumously acknowledge long term or significant supporters of the Gallery as a form of recognition for their support. This type of acknowledgement is subject to the same approvals as other Gifting applications.

## **Donor Wall**

- 4.9 Glass tiles as part of the Donor Wall located at Grafton Regional Gallery as described in Schedule 2 of the Gifting & Donor Wall Policy may be named to recognise the support of philanthropists, non profit organisations, businesses, individuals and the local community who donate funds to the Grafton Regional Gallery under the Donor Wall program.
- 4.10 The Donor Wall is a permanent feature of the 2021 Grafton Regional Gallery Development. This program will be ongoing until all available glass tiles are allocated. Glass tiles will feature donor names and three inspirational words of up to 60 characters, amendments may be made where first name and surnames are extra long.
- 4.11 The funds are held in trust by Clarence Valley Council for any infrastructure, or major project, or designated operational cost related to Grafton Regional Gallery.
- 4.12 The Grafton Regional Gallery is responsible for promoting and obtaining donations for the Donor Wall program according to the policy.
- 4.13 Donor Wall tiles are permanent, unless the donor or organisation falls into disrepute. The Council reserves the right to remove the tile, after notifying the donor.
- 4.14 Donations under the Donor Wall program will only be accepted if:
- a) there is no conflict between the objectives and mission of Council and those of the donor;
  - b) no personal benefit is sought or received by any staff member of Council from the donation;
  - c) no personal benefit is sought or received by any Councillor of Clarence Valley Council; from the donations
  - d) the opportunity to donate along with the conditions of donating have been advertised; and
  - e) there is a legal written agreement between Council and the donor.
- 4.15 The Gallery and Clarence Valley Council reserve the right to allocate posthumous Donor Wall titles for long term significant supporters of the Gallery as a form of recognition. This is subject to the same approvals as other Donor Wall applications.

## **5 Implementation**

- 5.1 The Gallery will maintain a list of the structures, facilities and programs available to be named and the list will include a schedule of costs for naming rights.
- 5.2 Clarence Valley Council will receive and manage all financial payments for Gifting & Donor Wall programs.
- 5.3 Funds from the program will be utilised by the Grafton Regional Gallery to administer the delivery of the benefits associated with Gifting contracts and the donor wall program.
- 5.4 Gifting & Donor Wall Funds will be utilised to support infrastructure, or major projects, or designated operational costs related to Grafton Regional Gallery. The CVC Executive will approve access to funds raised by the Gifting & Donor Wall program when presented with an approved project proposal under the CVC Project Framework.

## **6 Appeal/objections process**

- 6.1 Clarence Valley Council reserves the right to approve or reject any donation as part of the Gifting & Donor Wall Program.
- 6.2 Any appeals or objections to participation in the Naming Right & Donor Wall programs must be submitted in writing to Clarence Valley Council. The Council reserves the right to make the final decision relating to donations as part of the Gifting & Donor Wall Program.

## **7 Related Documents**

- 5.1 Grafton Regional Gallery Strategic Plan
- 5.2 Art Collection Policy
- 5.3 Marketing collateral produced to advertise the program
- 5.4 Gifting Agreements and Donor Wall Application

## **8 Attachments**

Schedule 1 – Structures, Collections and Programs Available for Gifting

Schedule 2 – Donor Wall program

# SCHEDULE 1 – STRUCTURES, COLLECTIONS AND PROGRAMS AVAILABLE FOR ACKNOWLEDGMENT

This Schedule relates to the Clarence Valley Council Policy on Gifting & Donor Wall Programs at Grafton Regional Gallery version V3.0 Policy No. 6.01.

The Schedule sets out what is available for naming at the Grafton Regional Gallery.

## General Guidelines

Gifting Acknowledgements Tier 1 is allocated when the donation is equal to or greater than 70% of the cost of future major infrastructure projects to the value of \$7,500,000 or contributions as noted in the schedule. The allocation of naming rights for the 2021 Development are exclusive and if allocated, Galleries 1-4 will then become ineligible for naming rights and will be excluded from the program.

Gifting Acknowledgements Tier 2, have a time limit of 25 years and the cost is as per the Gifting Schedule.

Gifting Acknowledgements Tier 3, have a maximum time limit of 10 years and the cost is as per the Acknowledgement Schedule and Major Event acknowledgement for large scale single or multi year events.

## Gifting Acknowledgment Schedule

| Gifting Acknowledgments available for the following buildings or parts of: |                          |               |               |         |             |         |             |        |             |
|--|--------------------------|---------------|---------------|---------|-------------|---------|-------------|--------|-------------|
|  |                          | Tier 1        | Tier 2        | Tier 3  |             |         |             |        |             |
| 1  | 2021 New Development     | ≥ \$5,000,000 | ≥ \$1,500,000 | 10 yrs. | ≥ \$600,000 | 5 yrs.  | ≥ \$300,000 | 2 yrs. | ≥ \$120,000 |
| 2  | Prentice House Galleries | ≥ \$1,500,000 | ≥ \$500,000   | 10 yrs. | ≥ \$200,000 | 5 years | ≥ \$100,000 | 2 yrs. | ≥ \$40,000  |
| Gifting Acknowledgments available for unallocated separate rooms           |                          |               |               |         |             |         |             |        |             |
| 3  | Gallery 1                | ≥ \$1,500,000 | ≥ \$500,000   | 10 yrs. | ≥ \$200,000 | 5 yrs.  | ≥ \$100,000 | 2 yrs. | ≥ \$40,000  |
| 4  | Gallery 2                | ≥ \$1,500,000 | ≥ \$500,000   | 10 yrs. | ≥ \$200,000 | 5 yrs.  | ≥ \$100,000 | 2 yrs. | ≥ \$40,000  |
| 6  | Gallery 3                | ≥ \$1,000,000 | ≥ \$300,000   | 10 yrs. | ≥ \$120,000 | 5 yrs.  | ≥ \$60,000  | 2 yrs. | ≥ \$25,000  |
| 6  | Gallery 4                | ≥ \$1,000,000 | ≥ \$300,000   | 10 yrs. | ≥ \$120,000 | 5 yrs.  | ≥ \$60,000  | 2 yrs. | ≥ \$25,000  |
| 7  | Courtyard Gallery        | N/A           | N/A           | 10 yrs. | ≥ \$100,000 | 5 yrs.  | ≥ \$50,000  | 2 yrs. | ≥ \$20,000  |
| 8  | Courtyard Room           | N/A           | N/A           | 10 yrs. | ≥ \$50,000  | 5 yrs.  | ≥ \$25,000  | 2 yrs. | ≥ \$10,000  |
| 9  | Sculpture Garden         | N/A           | N/A           | 10 yrs. | ≥ \$50,000  | 5 yrs.  | ≥ \$25,000  | 2 yrs. | ≥ \$10,000  |
| 10   | Artist Cottage           | N/A           | N/A           | 10 yrs. | ≥ \$50,000  | 5 yrs.  | ≥ \$25,000  | 2 yrs. | ≥ \$10,000  |

|    |               |     |     |         |            |              |             |        |           |
|----|---------------|-----|-----|---------|------------|--------------|-------------|--------|-----------|
| 11 | Studio        | N/A | N/A | 10 yrs. | ≥ \$50,000 | 5 yrs.       | ≥ \$25,000  | 2 yrs. | ≥\$10,000 |
| 12 | Library       | N/A | N/A | 10 yrs. | ≥ \$20,000 | 5 yrs.       | ≥ \$10,000  | 2 yrs. | \$4,000   |
| 13 | Major Project | N/A | N/A | 10 yrs. | ≥ \$500,00 | Single Event | ≥ \$100,000 | N/A    | N/A       |

## Additional Gifting Acknowledgement Schedule

| Additional Gifting Acknowledgment |                        | Tier 1  | Tier 2  | Tier 3   |
|-----------------------------------|------------------------|---|---|--|
| 1                                 | <b>New Development</b> | <ul style="list-style-type: none"> <li>- The building would be permanently named and known as “the {insert family/organisation name} centre” (Ian Potter Centre – NGV as an example)</li> <li>- Quality permanent signage installed outside the building and the name utilised on all internal and external print, marketing and educational material and logos utilised as required</li> <li>- Appropriate acknowledgment on recognition board and all other donor &amp; supporter areas</li> <li>- Free VIP admission for donor family members to all gallery events, access to all other VIP programs</li> </ul> | <ul style="list-style-type: none"> <li>- The building would be known as “the {insert family /organisation name} centre” (Ian Potter Centre – NGV as an example) for the term of the contract.</li> <li>- Signage installed outside the building and the name utilised on all internal and external print, marketing and educational material and logos utilised as required for the term of the contract.</li> <li>- Appropriate acknowledgment on recognition board and all other donor &amp; supporter areas for the term of the contract.</li> <li>- Free VIP admission for donor family members to all gallery events, access to all other VIP programs for the term of the contract.</li> <li>- Donor would be given first option for renewal</li> </ul> | <ul style="list-style-type: none"> <li>- The building would be known as “the {insert family/organisation name} centre” (Ian Potter Centre – NGV as an example) for the term of the contract.</li> <li>- Signage installed outside the building and the name utilised on all internal and external print, marketing and educational material and logos utilised as required for the term of the contract.</li> <li>- Free VIP admission for donor family members to all gallery events, access to all other VIP programs for the term of the contract.</li> <li>- Listing on recognition board.</li> <li>- Donor would be given first option for renewal</li> </ul> |

|   |  |  |   |  |
|---|--|--|---|--|
| 2 | <b>Prentice House</b>                            | <ul style="list-style-type: none"> <li>- Prentice House would be permanently named and known as “the {insert family/organisation name} Prentice House”</li> <li>- Quality permanent signage installed in the Prentice House Foyer and the name utilised on all internal and external print, marketing and educational material and logos utilised as required</li> <li>- Appropriate acknowledgment on recognition board and all other donor &amp; supporter areas</li> <li>- Free VIP admission for donor family members to all gallery events, access to all other VIP programs</li> </ul> | <ul style="list-style-type: none"> <li>- Prentice House would be known as “the {insert family/organisation name} Prentice House”</li> <li>- Signage installed in the Prentice House Foyer and the name utilised on all internal and external print, marketing and educational material and logos utilised as required for the term of the contract.</li> <li>- Appropriate acknowledgment on recognition board and all other donor &amp; supporter areas for the term of the contract.</li> <li>- Free VIP admission for donor family members to all other VIP programs</li> </ul>  | <ul style="list-style-type: none"> <li>- Prentice House would be known as “the {insert family/organisation name} Prentice House”</li> <li>- Signage installed in the Prentice House Foyer and the name utilised on all internal and external print, marketing and educational material and logos utilised as required for the term of the contract.</li> <li>- Free VIP admission for donor family members to all gallery events, access to all other VIP programs</li> <li>- Listing on recognition board</li> <li>- Donor would be given option for renewal</li> </ul>                     |
| 4 | <b>Galleries 1 to 4* Subject to availability</b> | <ul style="list-style-type: none"> <li>- Gallery would be permanently named and known as “the {insert family name} function space”</li> <li>- Quality permanent signage installed in the Gallery and the name utilised on all internal and external print, marketing and educational material</li> <li>- Appropriate acknowledgment on recognition board and all other donor &amp; supporter areas for the term of the contract.</li> <li>- Free VIP admission for donor family members to all gallery events, access to all other VIP programs</li> </ul>                                   | <ul style="list-style-type: none"> <li>- Gallery would be known as “the {insert family name} Gallery” for the term of the contract.</li> <li>- Signage installed in the Gallery and the name utilised on all internal and external print, marketing and educational material and logos utilised as required for the term of the contract.</li> <li>- Appropriate acknowledgment on recognition board and all other donor &amp; supporter areas for the term of the contract.</li> <li>- Free VIP admission for donor family members to all gallery events, access to all other VIP programs</li> <li>- Donor would be given first option for renewal</li> </ul> | <ul style="list-style-type: none"> <li>- Gallery would be known as “the {insert family name} Gallery” for the term of the contract.</li> <li>- Signage installed in the Gallery and the name utilised on all internal and external print, marketing and educational material and logos utilised as required for the term of the contract.</li> <li>- Free VIP admission for donor family members to all gallery events, access to all other VIP programs for the term of the contract.</li> <li>- Listing on recognition board</li> <li>- Donor would be given option for renewal</li> </ul> |

|    |  |  |     |  |
|----|--|--|-----|--|
| 3  | <b>Courtyard Room,<br/>         Courtyard Gallery,<br/>         Sculpture Garden,<br/>         Studio,<br/>         Artist Cottage,<br/>         Library</b> | N/A  | N/A | <ul style="list-style-type: none"> <li>- Rooms would be known as “the {insert family name} Studio” for the term of the contract.</li> <li>- Signage installed in the studio and the name utilised on all internal and external print, marketing and educational material and logos utilised as required for the term of the contract.</li> <li>- Free VIP admission for donor family members to all gallery events, access to all other VIP programs for the term of the contract.</li> <li>- Listing on recognition board</li> <li>- Donor would be given option for renewal</li> </ul> |
| 11 | <b>Major Project<br/>         - Multi year Event<br/>         - Single Event</b>   | <ul style="list-style-type: none"> <li>- The major project would be permanently named and known as “This major project is proudly presented by {insert family name}”</li> <li>- The name and logos utilised on all internal and external, project signage, print, marketing and educational material.</li> <li>- Appropriate acknowledgment on recognition board and all other donor &amp; supporter areas</li> <li>- Free VIP admission for donor family members to all project events, access to all other VIP programs</li> </ul> | N/A | N/A  |



## SCHEDULE 2 – Donor Wall

This Schedule relates to the Clarence Valley Council Policy on Gifting & Donor Wall program at Grafton Regional Gallery.

The Schedule sets out the glass tiles available to be named as part of the Donor Wall program at the Grafton Regional Gallery.

### General Guidelines

The Donor Wall is a permanent feature of the 2021 Grafton Regional Gallery Development. This program will be ongoing until all available glass tiles are allocated.

Glass tiles will feature donor names and three inspiration words up to 60 character spaces, amendments may be made where first name and surnames are extra long.

### Donor Wall Schedule

| DONOR Wall Tiles are available for |                   | Cost NB: costs are exclusive of GST                                  |
|------------------------------------|-------------------|--|
| 1                                  | Individual/Family | \$1,200 (This payment can be made over 20 months at \$60 per month)  |
| 2                                  | Corporate         | \$5,000 (this payment can made over 12 months at \$1250 per quarter) |