

2017 Clunes Ceramic Award Review



2017 Winner - Vanessa Lucas / Pearl Jugs

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Creative Clunes Inc, the parent organisation of the *Clunes Booktown Festival*,
Booktown on Sunday and the *Clunes Ceramic Award*,
is supported by the Victorian Government through Creative Victoria.

We would like to say a huge thankyou to all the volunteers who sat the Exhibition, the
retailers who supported us, the Union Bank Artscentre,
the businesses who offered sites for the Fringe Exhibition,
our many financial supporters and to the many people of Clunes who attended.
The next Award and Exhibition will be held in 2019.

1. Summary of the 2017 event

- A very successful exhibition thanks to many people. Over 2,400 people from 143 postcodes all over Australia and from Germany, The Netherlands, UK, USA, Canada, France and New Zealand.
- Based on recognised metrics, the economic benefit of the Clunes Ceramic Award to the region is approximately \$145,000.
- The Award has been recognised by many cultural organisations as one of the top three ceramic exhibitions in Australia, showing excellent diversity and exceptional quality.
- The Exhibition has been held in the Studio of the Union Bank Artscentre since its inception, and the 2017 Award once again proved the suitability of this location.
- 129 entries were received via an online form and lodgement process, which largely helped to streamline the entry procedure, but still proved awkward for some less computer-literate entrants.
- Entries were received from all States and Territories, except the Northern Territory.
- The judging panel of Mary Rasmussen, Neville French and Robert Allan narrowed the field down to 44 finalists, with Amanda Dunsmore, Senior Curator, International Decorative Arts & Antiquities, National Gallery Victoria, making the final decision in consultation with the judging panel.
- The 2017 Award was scheduled to be acquired by the Castlemaine Art Gallery and Historical Museum, however, due to the anticipated closure of that Gallery, the winning work was acquired by the Art Gallery of Ballarat.
- The exhibition was open four days per week, Thursday to Sunday, from 30th September to 15th October 2017.
- A preview night was held on 29th September and the announcement of the winners was made on 30th September.
- Eight works were sold during the exhibition, generating \$2,442 in commissions for Creative Clunes Inc.
- A very popular Fringe Exhibition was held concurrently with the main Exhibition in a number of premises around Clunes, with several local ceramicists exhibiting and selling their work.

2. 2017 Winners

- The First Prize Winner of \$10,000 was Vanessa Lucas with her work *Pearl Jugs* (illustration on cover page)
- The recipient of the \$2,500 Commendation Award was Cathy Franzi for her work *Volcanic Plains: Flax Lily with Orchid*



Cathy Franzi - *Volcanic Plains: Flax Lily with Orchid*



The \$2,500 People's Choice Award went to Vipoo Srivalasa for his work *Hmi Buppha (Bear Blossom)* 923 votes were received from exhibition attendees.

Recipients of Recognition Awards were:



Diana Williams - *The Bearer*



Mollie Bosworth - *Fragmentation*



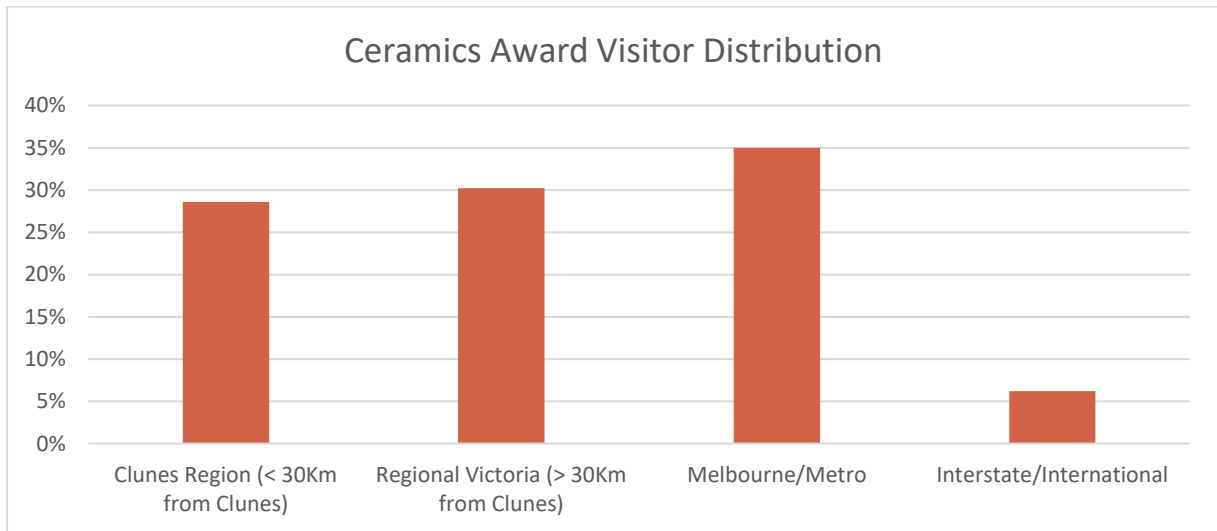
Phillipa A Taylor - *Weave Bowl*

3. 2017 Innovations

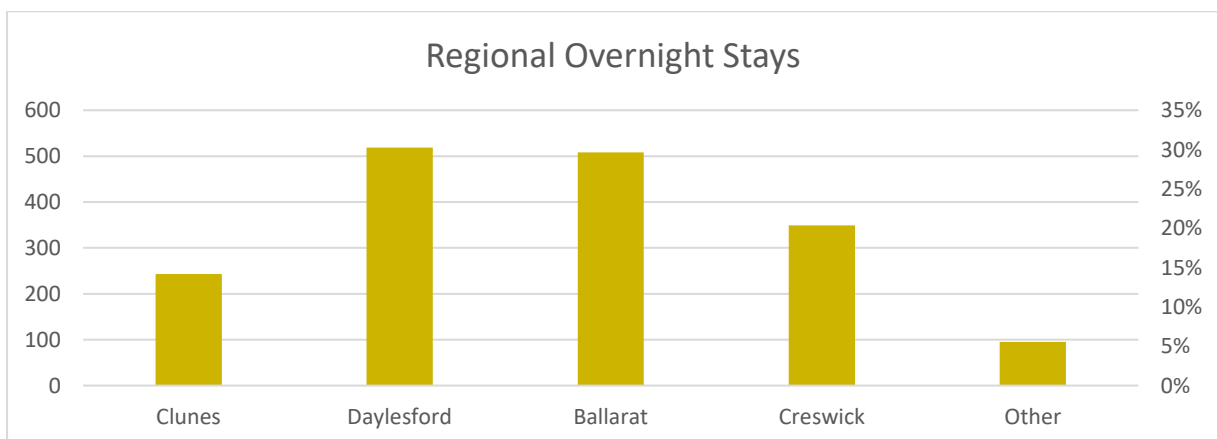
- Initiated a six-year agreement with the Hugh Williamson Foundation to provide the \$10,000 First Prize for the 2017, 2019 and 2021 Awards.
- Clunes Ceramic Award welcomed Martin Carlson OAM, Chair of the Hugh Williamson Foundation, to present the prizes at the Opening on Saturday 30th September.
- Previously under the auspices of the Clunes Tourism and Development Association, the Clunes Ceramic Award is now the responsibility of Creative Clunes Inc

4. Attendance

Total attendance at the main Exhibition and the Fringe Exhibitions was estimated at 2,420.



A large proportion of our visitors stayed in the region:



5. Entrants Feedback

*I just wanted to say thank you for your selection of my work in the Clunes Ceramic Award and I am glad that I was able to be there for the opening. It was great.
(Mirjana Dobson)*

Thank you very much for all your hard work and the rest of the team to make the Clunes Ceramic Award happen. I really appreciate the opportunity and have been delighted with the response to my work. (Cathy Franzi)

I have been very pleased to be exhibiting at Clunes and I hope the exhibition has been a great success for the organisers. (Anne Fleming)

Thanks again for yet again another fabulous Clunes award! (Ruby Pilven)

Hope it goes well, I'm sure it will be a wonderful exhibition and I'm honoured to be included in it. (Virginia Arregui)

It was a fabulous evening! Thank you for the images and thank you to every one at Clunes for making it possible. (Vanessa Lucas)

6. Clunes Ceramic Award Partners in 2017

The Hugh Williamson
Foundation
Terry Cocks and Family
CyberCom Pty Ltd
Creswick and District
Community Bank
Pack & Send
Hepburn Shire
Louise Staley MP
Catherine King MP

Gayle Tierney MP
Full Parallel Productions
Clunes Tourist and
Development Association
Union Bank Artscentre
Art Gallery of Ballarat
Castlemaine Art Gallery
and Historical Museum
AAG Real Estate
BUDA House Museum

Mt Beckworth Wines
O'Hara's Bakery Café
Quigley & Clarke
Lois Nicholls
Clayspace
Walker Ceramics
WordsWorth
Communications

7. Fringe Festival Locations

Special thanks go to our partners in the Fringe Festival:

Red Door Gallery
The Warehouse – Clunes
Gallery Five
Clunes Greengrocer

Widow Twankey's
Clunes Family
Hairdressing
Bread & Circus
Providore

The Book Fossicker
Timeless Harmony
Longview Farm and
Meats

8. Marketing and Publicity

8.1. Radio Advertising and Interviews:

- ABCFM – Ballarat
- ABC Radio 774 – Ballarat
- 3YB – Warrnambool
- GoldFM – Bendigo
- Community Radio – Maldon
- Community Radio – Ballarat

8.2. TV Advertising

- WINTV – Ballarat

8.3. Print Articles and Advertising

- The Age – Spectrum (3 inserts)
- The Journal of Australian Ceramics (2 inserts)
- Secrets Magazine
- Goldfields Magazine – Spring
- Articles in *The Courier*, *The Advocate* and advertorial in the *Maryborough Advertiser*

8.4. Social Media

- Extensive promotion via Facebook and Clunes Ceramic Award website.

9. Future recommendations:

- Important that Creative Clunes Inc has full edit control over Clunes Ceramic Award website
- Files must have entrant's initials as first two characters of file names
- Data must be entered into all fields correctly
- Bank deposits must have full name of entrant
- Form must be completed in sequence
- Add medium and firing technique on entry form and to the labels
- Restrict artist statement to 200 characters and include on labels
- Only one entry per person
- Hard copy invites for Opening sent in own envelope
- Possibly review poster design to display artist and price alongside photo, and include home state of entrant
- Prizes announced in ascending order, i.e. Recognition, then Commendation, then First Prize
- Broaden marketing reach – Geelong, Bendigo etc
- Maximum size of entries for wall or floor to be 600 x 600 x 1000mm as with works displayed on plinths
- Three images required - gives a better indication and appreciation of the entered work than one image
- Images should be of the actual work submitted
- Images need to be at a specific resolution and size
- Still life groups may require specific arrangement and information for display may be required.

10. Creative Clunes Staff and Board

10.1. Staff

CEO..... Richard Mackay-Scollay
Administrator..... Lily Mason

10.2. Board

Chair Tim Nolan
Deputy Chair..... Louise Permezel
Treasurer Chris O'Donnell
Secretary Margaret Fox
Members..... Angela Crocombe
..... Richard Gilbert
..... Graeme Johnstone
..... Ember Parkin
..... Louise Permezel
..... Richard Mackay-Scollay (ex-officio)

10.3. Ceramics Award Sub-Committee

Chair Graeme Johnstone
Treasurer Chris O'Donnell
Members..... Margaret Fox
..... June Johnstone
..... Gary Sharp

Fringe Exhibition Co-ordinator..... Shayna Williams

Judges Neville French
..... Robert Allan
..... Mary Rasmussen
Guest Judge Amanda Dunsmore

Graphic Design Sahn Keily
Exhibition Setup..... Phill Burnie, Ray Skinner, Gary Sharp, David
Shields, Brendon Butler, Margaret Fox, Richard
Gilbert
Photography Phill Burnie

11. Financial Report

11.1. Income Statement

	<u>Income</u>	<u>Expenses</u>
Hugh Williamson Foundation	\$10,000	
Terry Cocks and Family	\$2,500	
CyberCom Pty Ltd	\$2,500	
Hepburn Shire Council	\$2,000	
Creswick and District Community Bank	\$1,000	
Louise Staley MP	\$500	
Pack & Send	\$200	
Catherine King MP	\$150	
Full Parallel Productions	\$150	
Clunes Tourism and Development Association	\$150	
Gayle Tierney MP	\$100	
Entry Fees	\$5,200	
Commission on Sales	\$2,442	
Donations	\$482	
Prizes		\$15,900
Advertising		\$8,685
Catering		\$2,432
Admin Support		\$900
Graphic Design		\$720
Equipment hire / purchase		\$406
Miscellaneous		\$92
Stationery		\$14
	<u>\$27,374</u>	<u>\$29,148</u>
Income	\$27,374	
Less Expenses	\$29,148	
Surplus/ Deficit	<u>-\$1,773</u>	