

NATIONAL POTRAIT GALLERY OF AUSTRALIA – STATEMENT OF INTENT

Introduction

The National Portrait Gallery is the place where the national story unfolds with clarity, without complacency or self-satisfaction. We want to inspire successive generations to find inspiration with the mythic and heroic dimensions of our national heritage. We also present a broad and variegated picture of Australian life, national distinction and attainment. In this way, we aspire to be the face of Australia.

Gallery's role

The purpose of the National Portrait Gallery is to present the faces of Australia. We use portraiture to tell their stories and to increase the understanding and appreciation of the Australian people - their identity, history, culture, creativity and diversity.

The Gallery houses the national collection of portraits of Australians, reflecting the breadth and energy of Australian culture and endeavour. Subjects in the collection are individuals who have, and who will continue to shape our nation and define our collective persona. As part of a group of national collecting institutions, the Gallery is unique in its exclusive use of portraiture to explore Australian culture, history, individual achievement and identity. Our unique nature is further enhanced by a dual focus on both subject, and artist.

Relationship with the Government

The Gallery is established under the *National Portrait Gallery of Australia Act 2012*. The Gallery is subject to the *Public Governance, Performance and Accountability Act 2013*, and employs its staff under the *Public Service Act 1999*.

The Gallery's Governing Board is responsible for the strategic directions and objectives of the Gallery and is accountable to the Minister for the Arts.

Strategic priorities

The Gallery's activities and four strategic priorities¹:

- Enliven the collection
- Engage with audiences
- Enlarge support
- Enhance resources

These align with the Government's broader objectives as follows.

¹ *National Portrait Gallery Corporate Plan 2017-18*

Contribute to innovation agenda: aligned with enliven the collection and engage audiences

- Enliven the collection
 - Launch of a National Portrait Prize
 - Commissioning program
 - Digitisation: Currently 96% against target of 82%
 - Launch of Starstruck: Australian Movie Portraits (3 year project with NFSA).
- Engage with audiences
 - Introduce second mobile app, Head Hunt. (School groups participate in self-guided collaborative learning)
 - Undertake In Their Own Words (audio guide—Myer Foundation support—enables visitors to use location based technology to hear voices of subjects)
 - Continue Virtual Excursions: on line programme

Contribute data on the NPGA's national reporting and planning: aligned with each strategy

This is delivered in the following ways.

Publications

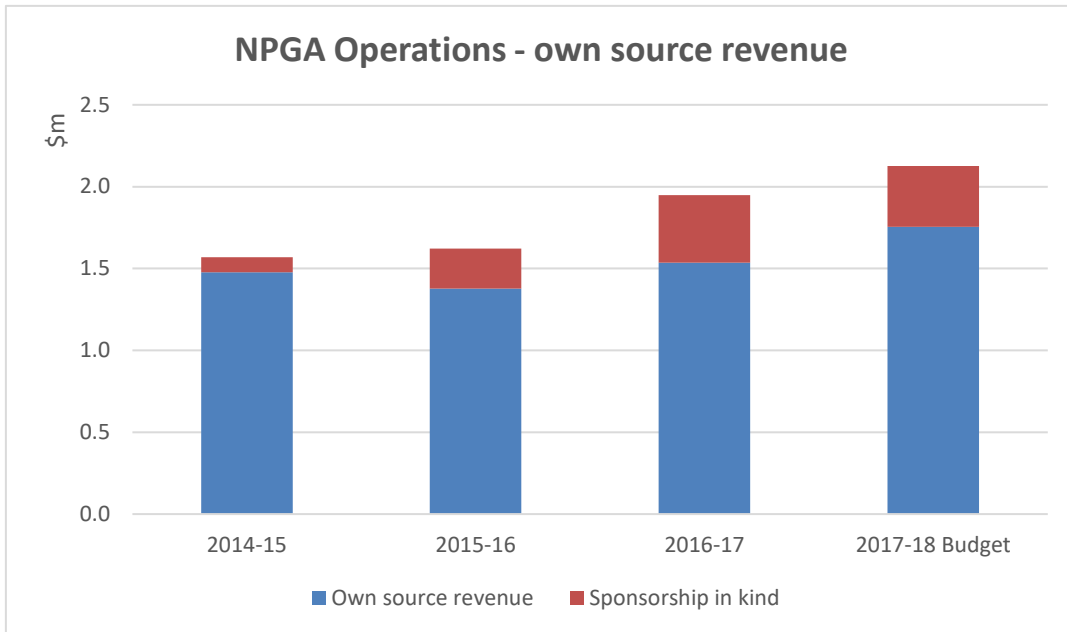
- Portfolio Budget Statements (PBS)
- Corporate Plan
- Annual report (including audited financial statements)

Data reporting

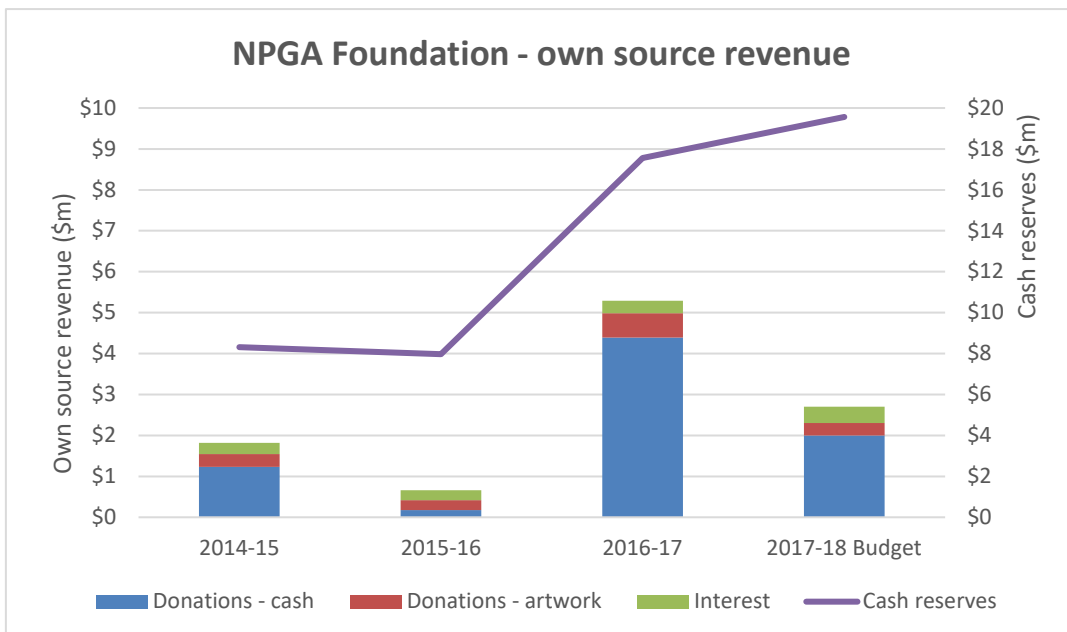
- Monthly and annual financial actuals
- Budget estimates
- Capital Management Plan
- Harradine and Murray motion (contracts and records)
- Legal services
- Indigenous procurement
- National Collecting Institution key performance indicators
- State of the Service report
- Employee Census
- Unscheduled absences

Pursue own sourced revenue: aligned with enlarge support

Average growth of 10% in NPGA Operations own source revenue.



Foundation cash reserves increased from \$6 million at date of establishment in 2014 to \$18 million at 30 June 2017.



Contribute to diversity and inclusion objectives: aligned with engage with audiences and enhance resources

NPGA

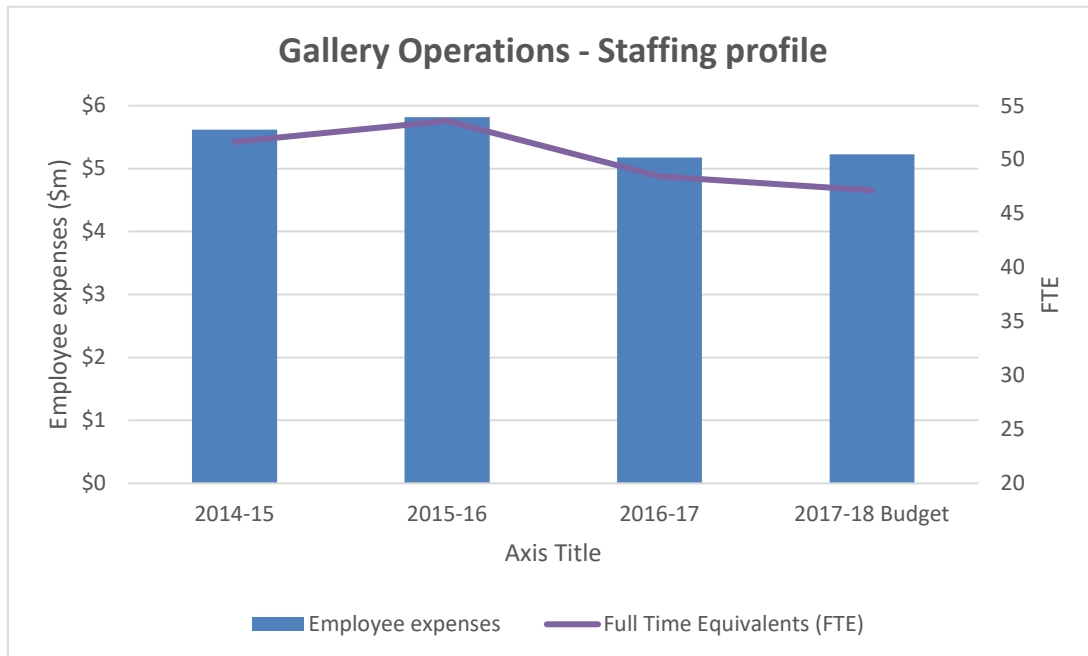
- Board composition – 57% female
- Female staff – 78% (APS avg 59%)
- Indigenous staff – 4% (APS avg 3%)

Audiences

- The Access Action Plan is aimed at increasing access for all abilities both onsite and via online Virtual Excursions
- An award winning program devised specifically for hearing impaired to be delivered in April 2018
- Audio Descriptive Tours for sight impaired visitors will be part of a new audio guide in development for 2019-20
- The Visual Thinking Strategies methodology is being implemented across all our education programs
- Continual development of lifelong learning programs with an emphasis on cross-generational learning and innovative family programming

Implement operational efficiencies: aligned with enhance resources

NPGA has reduced staffing levels from a high of 54 FTE in 2015-16 to a budgeted level of 48 in 2016-17.



Contribute to cultural diplomacy: aligned with enliven the collection and engage with audiences

The NPGA has strong relationships with institutions in Singapore, India, China and Indonesia.

- 2011 *Beyond the Self: Contemporary Portraiture from Asia* - showcased contemporary art from Indonesia, Thailand, Malaysia, Philippines, India and Pakistan.
- 2012 *Beyond the Self: Contemporary Portraiture from Asia* - toured to major institutions across Australia.
- 2012 *Go Figure: Contemporary Chinese Portraiture* - showcased leading Chinese artists drawn from the Uli Sigg Collection (now at M+ Sigg Collection).
- 2014 *Masters of Modern Indonesian Portraiture* - showcased art from the National Gallery of Indonesia. Received the 2015 ICOM Australian Award.
- 2016 *Capacity building art workshop for Indonesian art professionals* – implemented a major collaboration with the National Gallery of Indonesia, including a workshop with leading Javanese and Balinese art professionals.

Our forward program will reflect ongoing engagement with Asia.